EVALUATING THE RELATION BETWEEN SOCIAL MEDIA ATTRIBUTES ON DIFFERENT PSYCHOLOGICAL TEMPERAMENT: EMPIRICAL STUDY ON PAKISTAN.

Humaira Khan

Saba Ishtiaq

Abstract

The digital marketing is the process related to the implementation of innovative business techniques as well as new technology, whereas, the new technology has been increased the interaction between businesses and consumers. This is found in the increased level of innovation in the form of more consumer engagement and participation in the business process rather than the only consumption of the products from the consumer side. A powerful medium for everything in today's era is online channel. The prevalence of social media has been proven by many theories and researches, so much work has been done about advancing systems through online and also, explained that how the relationship with energetic buyers gets developed. How precisely these young buyers respond or react to these endeavors to associate with them is hard to state. However, little work has been done on the topic with respect to the social media attributes and its relationship with different psychological temperament. The purpose of this research is to identify that how the user's psychology impacts on social media adoption and what were the factors that enable people for not using social media. Furthermore, the study also enables to explain the variables of psychology use in adoption of social media such as Sociability, Extrovert, Introvert, shyness and self-disclosure, concern for privacy and susceptibility to interpersonal influence, for this purpose surveys done in allover the Pakistan through social media platforms, the sample size consist of 427 social media users, using statistical package for social science (SPSS), AMOS and MICROSOFT EXCEL, and it was found that these variables played a major role to identify the psychological behaviors of social media users and the non-users. Moreover, this study also provides benefits to the future researchers related to social media.

Keywords: digital marketing, social media relation, social media attributes, psychological temperament.

Introduction

The digital marketing the process related to the implementation of innovative business models, new products as well as new technology has been increased the interaction between businesses and consumers. This is found in the increased level of innovation in the form of more consumer engagement and participation in the business process rather than the only consumption of the products from the consumer side. Moreover, in the current era, they utilize of social media channels like Facebook, Myspace and LinkedIn have completely changed the interactions between enterprises and consumers **(Kao, Yang, Wu & Cheng, 2016).** This is found in the more frequent and easier connections and helps together for enterprises and consumers. Whereas, the other online marketing tactics have been designed to help consumers with long sets of products, alternatives, and provide a recommendation of that product which is based on the inputs that have been generated from the preference elicitation process. And now consumers have online product recommendation agents that help consumers to make a decision from the product search till the evaluation process through the internet **(Sheng & Zolfagharian, 2014)**.

Headway in technological innovation give such a significant number of chances to associations identified with user collaboration, in light of user capacities to break down and catch the trading of knowledge, using methodologies of online promoting and these methodologies makes such a significant number of chances to catch esteem that found from the user steadfastness, which is a key to the undertaking's monetary achievement and by knowing the significance of this the organizations are currently attempting to make an exceedingly connected with user base using an online stage **(Kunz, Akosy, Bart, Heinonen, Kabadayi, Ordenes, Sigala, Diaz, &Theodoulidis, 2017).**

According to that perspective, the applications of social sites exist to facilitate user interaction through social networking sites and other activities like blogs, content communities, etc. Social networking dominates, that the consumer spent the moment online on common of 54 mints per person in a month and it has increased among the user between the aged 55 or above. Studies of 10 countries show that the growth of social networking sites is seen across the Globe. So, it is not a surprising thing that the brands are using both mediums which is social media and advertising to reach towards their customers who are spending most of their time on social networking sites **(Campbell, Ferraro, & Sands, 2014).**

In this coming unique customer enhancement, companies can't ignore this great chance to use online platforms or social networking sites to interact and co- create with the customers **(Kao et al., 2016).** Moreover, Digital marketing and advertising are two different things whereas social media advertising is clearly depending upon the social engagement. Also, the digital marketing is differentiated because of communal and commercial communication in the social communities which are online. Moreover, the online marketing studies different aspects of consumer behavior, motivations and segmentation related to social media and online (**Campbell et al., 2015).** Whereas, many of the world's top brand claims that they are innovative because they claim innovation as of their core values and they claim that consumers can check the evidence from their websites because they spend billion dollars to projected themselves innovative in front of consumers.

In the collaborative promoting stage, the Internet gives adequate chances to buyers to take an interest in firms' web-based advertising correspondences. Specifically, the number of organizations has been urging customers to add to firms' web-based marketing practices **(Kao et al., 2016)**. These web-based advertising correspondence programs put a substantial accentuation on buyers' imagination to

create inventive thoughts or yield; e.g. on account of Tipp-ex, customers was urged to deliver their own inventive endings for commercials. Past research in web-based promoting demonstrates that buyers acknowledge the thought that the Internet can fill in as an advertising correspondence medium. Broadening this disposition toward-the-notice rationale to online correspondence programs that fuse buyers' inventive involvements, we set that if purchasers appreciate the imaginative procedure in the stage empowered by the brand, they continue their preferring of the innovative movement to a valuation for the brand that encourages their inventive attempts (**Wu, Wen, Dou, & Chen, 2015**).

Studies have shown that there are positive effects of customer participation in preventative interested areas include speed up time, low expenses (**Lin & Huang, 2013**) also valued, a product. According to (**Wu et al., 2015**), the increasing number of companies is encouraging consumers to engage themselves into firms' online marketing activities. The reason for engaging them is that through consumers' creativity, the companies can produce innovative ideas or products. Online marketing also explains the relationship between the firm and customers. The relational benefits approach in online marketing explains the relationship that developed between the peer service providers and the peer customers due to repeatedly sharing of services and also explains the mechanisms of customer psychology in adoption of online new products (**Yang, Song, Chen & Xia, 2017**).

Problem Statement

Past articles done work about advancing systems through online and also, explained that how the relationship with energetic buyers gets developed. How precisely these youthful shoppers respond or react to these endeavors to associate with them is hard to state. On Facebook pages, the quantity of likes, shares and remarks about the brand, and to the brand, are some sign that, now and again at any rate, the brand is to be sure captivating intelligently and in very close courses with youthful shoppers who share their personal profile. The advertiser's finish of the correspondence, it would have been especially helpful to content break down reactions from youthful customers themselves or address youthful buyers about how they draw in with these brands (**Confos & Davis, 2017**). At the opposite side, to gather a logically particular comprehension of one online networking space. On this premise, the discoveries of other investigation can't be summed up the domains of Facebook use. In a general way, the exploration that conceptualized here can be adequately used to direct future research crosswise over numerous societies and related to boundless activities of marketing (**Mitchell & Shao, 2015**).

(**Wu et al., 2015**) Investigated that, to check the effect of innovativeness of purchasers' attitudes towards a brand or a brand enlargement in an online campaign using a broader and more illustrative case of purchasers. Future research could look at different situations of buyers' imagination and suggestions for the marketing of the product. It will be a center of the point for researchers to examine the part of innovative topics related to the brand or product expansion.

According to (**Noguti, 2016**), different kinds of social networking sites like Facebook or Twitter contains a diverse impact of language. As the present research shows the influences and the connection together a user engagement and the language. The future, it is significant to investigate the language impacts in various sorts of web-based social networking. Like in Twitter, Facebook, and LinkedIn, in which writer personality is vital, the discoveries might be directed in a sort of writer, e.g., a companion, a specialist blogger, a big name, a brand. The facts may confirm that a specialist blogger profits by utilizing the language similarly found here for innovation posts. Maybe for a superstar, the language that includes the group of onlookers might be more viable as the general population needs to feel nearer to their favorite icon. A few sorts of brands, e.g., banks, might be in an ideal situation regarding post loving

on the off chance that they utilize more warning words, while different brands may sound presumptuous on the off chance that they do as such, a grain work **(Noguti, 2016)**.

By **(Noguti, 2016), a**fter reviewing the above articles, we find out that many researchers have conducted research related to digital marketing and its impact on the social media relationship, usage of social media, etc. So, after reading so many researches we find out the gap that we should conduct research on how the customer psychology impacts on social media adoption, and also identify the variables of psychology use in adoption of social media. We ensure that to find deep information about the variables of customer psychology to help marketer to introduce products according to their needs so that users can adopt different social media websites that means they become a regular usage of social media by repeatedly reviewing the mediums because of their successful personal experience **(Wu et al., 2015)**. We will also examine that which type of features required according to the current era through which the users easily get influence by the new social media platform. Moreover, we also engage the users in the adoption of a new social media platform through different online games and the applications **(Confos et al., 2017)**.

Research Objectives

To distinguish the Psychological elements impact via social media user and non-users. To assess the strategies of sociability that incorporate vitality of discussion, constraining online networking use or changing to other social media medium is exceptionally restricted time. To build up an exploration show that depicts what psychological factors effect on user conduct to take part in social butterflies (extroverts) and in addition loner users (introvert). The primary focal point of subjective emotions to really have "an effect on what worries of privacy", to have "the ability to change conduct", thought process users to support the break their timidity (shyness) and self-disclosure. To analyze the impact of collectivism, mental factors as a behavioral result can strengthen online networking utilization. Scholastically, the proposal of such a support procedure depends on the viewpoint that psychological individual utilization may allude either to a motivational procedure which prompts people to take part in conduct went for picking up use over social media networking that concern them. Generally, the foundation conveys the motivations to psychological factors sociability, extrovert, shyness, self-disclosure, introvert, concern for privacy, collectivism and susceptibility to interpersonal influences, accordingly, figuring out which parts of a man's psychological make-up are enacted to actuate a behavioral reaction. To decide the key aspects related with online networking, is the pressure put on the user to take an interest in the social media networking group. Online networking was seen as giving the stage of to privacy violation, in this way anticipating social media networking user the solid requirement for privacy. Particularly, user apparent social media characteristics were social joint effort and capacity to connection to open nearly anywhere. A particular psychological objective, in connection toward utilization of social media networking, is connected with the advance and care of social association with others. At last, to inspect the psychological highlights of Social Media are gathered and which speaks in the way to deal with comprehension and foreseeing social media networking (non-users) and (users).

Literature Review

Variables like Sociability, Shyness, Self-Disclosure, Concern for Privacy, Susceptibility to Interpersonal Influence **(Mitchell &Shao, 2015)**, Extrovert, Introvert and Collectivism **(Jiao, Ertz, Jo & Sarigollu, 2018)**. Customarily, a person's identity characteristics were indicated to be steady indicators of conduct, which were invariant crosswise over circumstances. Online networking is situated as speaking to the "bundle of stimuli", impacting mental characteristic initiation and persons connected

behavioral reaction **(Mitchell et al., 2015).** Online networking incorporates consequently a wide cluster of intuitive Internet-based applications, that permit the creation and circulation of psychology on the utilization of various web-based social networking stages **(Jiao et al., 2018)**.

The exponential utilization development of online networking has definitely adjusted how advertisers and buyers impart. While the appearance of online networking speaks to the reason for this sensational move in promoting interchanges, the psychological and behavioral impact of current media on its respondents has not been given critical acknowledgment **(Mitchell et al., 2015).**

Sociability

According to **Mitchell et al., (2015.12),** "Sociability refers to dimension related to the individual's attraction to socially as a mechanism to enable two-way dialogue with friends, family, groups and organizations". Who found that people apparent Social Media characteristics were social association; more prominent control of cooperation; and capacity to interface with individuals at everywhere? Given that a person's psychological objective, in connection with the utilization of online networking, is related to the advancement and upkeep of social relations with others, the creators contend that amiability is related to the context (i.e. Facebook, twitter, LinkedIn and so on.) psychological attitude **(Mitchell et al., 2015)**.

Shyness and Self-disclosure

"*Shyness is defined as expected social behavior exemplified by feelings of awkwardness, discomfort, tension and inhibition in the company of strangers or acquaintances***"** **Mitchell et al., (2015.14).** Sociability and shyness are linked with each other; the digitalization may well give a feeling of "self-control" alluring to introvert persons **(Mitchell et al., 2015)**.

"Self-disclosure is a pre-disposition to revealing information to single or multiple others pertaining to oneself" **Mitchell et al., (2015.14)**. The overall measurement alludes to the person's slant towards recurrence and length of self-divulgence. Given that a person to person communication locales (like Facebook) depend on publicizing as their essential wellspring of income, self-divulgence conduct empowers client data to be gotten and utilized as a part of the customization of market offerings **(Mitchell et al., 2015)**.

The Introvert

"*An introverted person tends more toward internalizing his experiences and is more inclined to rely on his own thoughts, feelings, and values"* **Jiao et al., (2018. 14).** By differentiated, introspection is depicted as peaceful, held, resigning, and modest, quiet, pulled back, with passionate insipidness and over-control of driving forces. At the point when reserved person represents the fun, intrigue, or natural psychological requirements for skill and self-governance involved as opposed to as a result of outer pushes, weights, or recompense **(Jiao et al., 2018)**.

Concern for Privacy

"The notion of risk, in particular, the risk of exposure to social and personal identity abuse. the existence of identity theft, cyber bullying and online sexual exploitation, and the accumulation of confidential information, to increased concern for privacy in online environments" **Mitchell et al.,**

(2015.18). Because of these security issues, online clients may display alert while associating with virtual situations. Along these lines, general alert is characterized as how much the individual activities alert in connection to private issues **(Mitchell et al., 2015)**.

Susceptibility to Interpersonal Influence

"Susceptibility to interpersonal influence is a two-dimensional construct, comprising normative and informational dimensions. The normative dimension refers to the individual's tendency to behave in order to conform to the expectations of others; and the informational dimension refers to the individual's propensity to accept information, given by others, as being reality" **Mitchell et al., (2015.17).** How much a person's use Social Media intentionally, or whether they felt compelled by family and companions to take an interest? They were just utilizing Social Media due to the social weight put upon them to do as such **(Mitchell et al., 2015)**.

Extrovert

"*An extrovert person is generally interested in socially oriented occupations and values, inclined to willfully make themselves public in socially desirable ways that are likely to be group dependent"* **Jiao et al., (2018. 14) .** Extroversion alludes to the degree to which people are social, optimist, idealistic, dynamic and loquacious. Extroversion is emphatically identified with time spent on Facebook, the recurrence of the utilization, number of companions and photographs, and the quantity of postings around oneself **(Jiao et al., 2018)**.

Social Media Adoption

According to **Del, Alarcón, & Rialp, (2015.6)** *"as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow for the creation and exchange of user-generated content"*. This thought has been considered as a sanity, a perspective, and another strategy for doing things that has risen as a result of the advancement of development that has allowed Internet clients to change themselves from essential clients or non-clients into online clients. This customer fortifying has even extended in the new Internet time, the assumed Web 2.0. The development of the Internet to the Web 2.0 happened with the entry of another age of intuitive innovations and online applications (long range interpersonal communication locales, web journals, client discussions, and so on.), permitting not just for less demanding production, altering, and the scattering of substance yet additionally for the formation of individual **(Del et al., 2015)**.

Relationship Between Variables

Relationship Between Sociability with Users and Non-Users

Sociability has gotten impressive consideration in online buyer conduct investigates. For instance, one of the prior investigations of sociability and Internet utilization found that, in spite of the fact that Internet clients don't end up social through use, they are probably going to have previous amiable characteristics. Furthermore, Internet clients' social lives were essentially upgraded through its use. In the specific setting of social media, social connectedness, through Facebook use, was adversely identified with tension and melancholy and, thusly, aligned with enhanced emotional wellness and life fulfillment **(Mitchell et al., 2015)**.

H₁: *Sociability will serve in as a huge factor in the forecast of gathering membership crosswise over social media users and non-users.*

Relationship Between Extrovert with Users and Non-Users

Extroversion emphatically impacts a person to keep up greater informal communities. Extroversion is emphatically identified with time spent on social media, recurrence of utilization, the number of companions and photographs, and the quantity of postings around oneself. People with high extroversion have a place with more social media gatherings **(Jiao et al., 2018)**.According to **(Harbaugh, 2010),** with the aim of this study, the level of the extroversion identity attribute has the best impact on a person's online web-based social networking outlet propensities. Research has noticed that extrovert individuals encounter more fruitful social collaborations online than introverts. Extroversion was emphatically identified with online use for supplementing the connections beforehand settled in eye to eye connections. Be that as it may, social media use, especially for motivations behind cooperating with others, might be higher among the individuals who rank lower in extroversion for the accompanying reasons. Thus, it would seem that extroverts use social media more often because of their success. This is on account of extroversion identifies with a people's capacity to connect with the world. Sociability, social contact and an inclination for network are probably going to be sought after by those high in extroversion **(Harbaugh, 2010)**. Those high in this quality, in like manner, have a tendency to be joyful, confident, dynamic, cheerful, active and appreciate enclose themselves with others for the most part, while those lower in the extroversion attribute will probably be tense, thoughtful and less motivated to look for outside social encouragement. The extrovert individual additionally wants passion, goes out on a member and acts carelessly now and again, while the loner is a calm, intelligent individual who lean towards time alone, does not long for energy and can be viewed as far off by others at times **(Jiao et al., 2018)**.

Similarly, extroversion was emphatically identified with online use for supplementing the connections beforehand settled in eye to eye connections. For this purpose, the main point is a social increases suggestion, an extrovert persons are more motivated to engage in online networking with their huge social networks of society members. The conclude of importance that essential to showcase the personality factors highly influences on social media usage **(Harbaugh, 2010)**.

H₂: *Consumers' extroversion more positively influences their social value through social media participation than the non-users.*

Relationship Between Shyness and Self-Disclosure with Users and Non-Users

(Mitchell et al., 2015) discovered that timid people will probably be dependent on the Internet. Given that person to person communication destinations (like social media) depend on publicizing as their essential wellspring of income, self-exposure conduct empowers client data to be acquired and utilized as a part of the customization of market offerings.

H₃: *Shyness will serve in as a huge factor in the forecast of gathering membership crosswise over social media users and non-users.*

Relationship Between Introvert with Users and Non-Users

Western nations like the U.S. demonstrate an inclination for extroversion, while eastern nations, for example, China demonstrate an inclination for introversion. However, this examination contends that

the desire ought to be inverse for online networking investment **(Jiao et al., 2018)**. By **(Harbaugh, 2010),** researches likewise take note of that thoughtful people might be attracted to the Internet for the social connections ailing in their disconnected or 'genuine' lives. In doing as such, these thoughtful people may embrace a more outgoing character on the web. Research has discovered that introvert people are very effective in social communications on the web, think that it's less demanding to convey what needs be on the web and, thusly, frequently incline toward it. This is on account of loners want to control the measure of social association they subject themselves to and the online world is where they have this capacity. According to **(Jiao et al., 2018),** scientists likewise take note of that loners might be attracted to the Internet for the social cooperation ailing in their disconnected or 'genuine' lives. In doing as such, these self observers may receive a more outgoing character on the web."Introvert people can build and recreate their character from numerous points of view on the Internet—something unrealistic for the normal individual offline."Introvert people might be more probable than outgoing people to utilize the media as a trade or option for relational up close and personal association, past research has shown. Research has been discovered exhibiting that the individuals who experience issues in up close and personal connections or who are correspondence avoidant may likewise impart better and lean toward online collaborations more than in person. This is because of a huge number of preferences of the Internet including "namelessness, control over self-introduction, exceptional and suggest self-statement, less saw social hazard, and less social responsibility **(Harbaugh, 2010)**.

H₄: *Consumers' introversion more positively influences their social value through social media participation than the non-users.*

Relationship Between Concern for Privacy with Users and Non-Users

A few investigations have connected the presence of fraud, digital harassing and online abuse, also, the collection of private data, to expanded worry for protection in online conditions. Because of these protection issues, online buyers may show alert while cooperating with virtual conditions **(Mitchell et al., 2015)**.

H₅: *Concern for privacy will serve in as a critical factor in the forecast of gathering membership crosswise over social media users and non-users (in that, social media non-users will score fundamentally higher on this factor than users).*

Relationship Between Susceptibility to Interpersonal Influence with Users and Non-Users:

(Mitchell et al., 2015) discovered that online clients of movement sites, who were powerless to instructive impact, will probably observe online exhortation to be helpful and reliable. Moreover, standardizing and enlightening relational impact was a forerunner to an online informal exchange on long range interpersonal communication locales.

H₆: *Susceptibility to interpersonal influence impact will serve in as noteworthy factor in the forecast of gathering membership crosswise over social media users and non-users (in that, social media users will score altogether higher on these elements than non-users).*

Methodology

Method of Data Collection

The selection of the research papers and exploring of the definitions of digital marketing variables were carried out through the use of some steps. This study tests its theoretical model in Pakistan with the help of participants who registered in social media users and non-user's categories. The

information is provided for all of the social media platforms in the sample and differentiated them between platforms that do and do not use social media. Responses from participants that was not identified clearly as part of the population were deleted from the data set that we have took. The data that we collected that were linked to official platforms of social media users and non-users were collected during a period of 1 week. The data may be biased because we collected our data from the online users who actively took part and on the other hand we also collected the data from the social media non-users who did not show much interest while filling up the instrument. The respondents may share similar characteristics with our target population, especially with regards to Internet access and usage as well as psychologically. the questions that were asked from the respondents were intentionally broad and open-ended so that responses were not influenced. Psychological empowerment was measured on a nearly identical measurement scale as in theoretical framework.

Sampling

The data used for the study was gathered using an online survey designed in Quantitative method. A total of 500 individuals started the survey, while 447 completed the questionnaire. Responses from participants that were not be clearly identified as part of the population were deleted from the data set. This strict selection of respondents set this study apart from other works that were based on systematic random sampling or included students, academics, and people outside of the focused profession or region who used social media actively (users) and also included social media non-users. The final evaluation was then based on the completed responses of 427 from all over the Pakistan. However, the data quality and number of respondents suggest this data provide a strong basis from which to analyze patterns in responses to social media users and non-users across the Pakistan. The average age of the social media users was between 18-30, and the average age of social media non-users was between 35-40.The survey consisted of 45 questions, including five major sections: (1) Social Media related questions, (2) Personality Type, (3) Demographics, (4) Behavioral and (5) Psychological. On a Likert scale on which 1 means Strongly Agreed, 2, 3, 4, 5 Strongly Disagreed). Finally, the data found that are mostly used by the exporting users or non-users in the sample are LinkedIn, Skype chats, Facebook, YouTube and Instagram, and Twitter.

Research Model/ Theoretical Framework
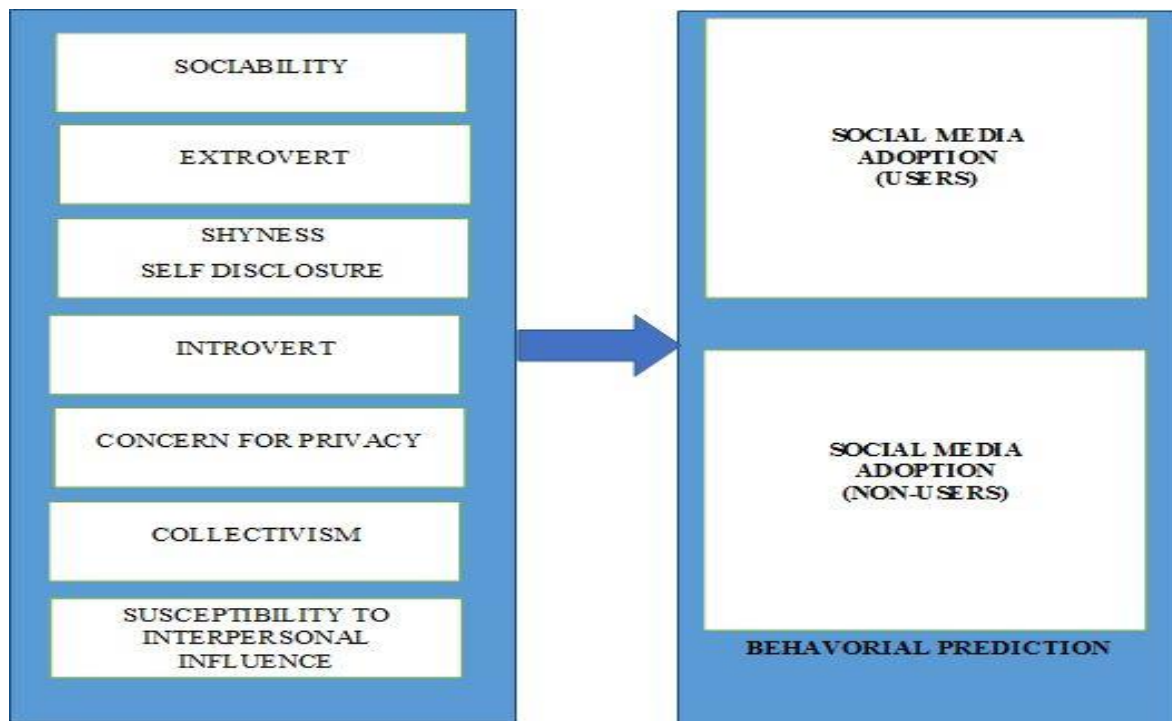
Statistical Techniques

The study has used two-way approach of structural equation modeling (SEM) that includes measurement model and structural model.

Measurement Model

In measurement model, we performed construct reliability and validity through Cronbach alpha by using the SPSS to check the reliability and validity of the research variables.

Structural Model

In structural model, we performed hypothesis testing and model fitness test through structural equation modeling (SEM).
Moreover, the software used for the construct reliability and validity test was SPSS and the software used to test confirmatory factor analysis (CFA) and model fitness was AMOS. Also, the Microsoft excel file was used to provide SPSS and AMOS the data through which both the software was conduct their working, and the excel file was also used to compile the data of the instruments at one platform.

<div align="center">

Result and Data Analysis

</div>

Demographics Statistics

Table 01 (a): **Users of Social Media**

NAME OF ITEMS	SPECIFICATION OF ITEMS	SAMPLE SIZE	% OF TOTAL SAMPLE SIZE
Gender	Male	90	35.01%
	Female	167	64.98
Age	Below 20 years	50	19.45
	21 to 30 years	150	58.36
	31 to 40 years	25	9.72
	41 to 50 years	15	5.83
	51 and above	17	6.61
Qualification	Metric	50	19.45
	Intermediate	55	21.40
	Bachelors	130	50.58
	Master	10	3.98
	Diploma Certificate	6	2.33
	Other	6	2.33

As we have collected our data from different social media mediums, it has been found that most of our respondents of users of social media are male i.e. 90 out of 257 which is less than the females i.e. 167 out of 257, Age i.e6.61% of our respondents i.e. 17 out of 257 respondents are of 51 and above years of age, 5.83% of our respondents i.e. 15 out of 257 respondents are of 41-50 years, 9.72% of our respondents i.e. 25 out of 257 respondents are of 31-40 years, 58.36% of our respondents i.e. 150 out of 257 respondents are of 21-30 years and 19.45% of our respondents are from the age group of Below 20 years and Qualification i.e50.58% of our respondents have the qualification of bachelors as shown in the table that 130 out of 257 respondents are the respondents that are only graduated and 3.98% of the respondents are masters whereas there are some respondents that are intermediate, PhD and other qualifications which means that all are well qualified and they had given the correct data.

Table 01 (b): **Non-users of Social Media**

NAME OF ITEMS	SPECIFICATION OF ITEMS	SAMPLE SIZE	% OF TOTAL SAMPLE SIZE
Gender	Male	70	27.66%
	Female	183	72.33
Age	Below 20 years	3	1.18

	21 to 30 years	15	5.92
	31 to 40 years	169	66.79
	41 to 50 years	31	12.25
	51 and above	35	13.82
Qualification	Metric	4	1.58
	Intermediate	20	7.90
	Bachelors	80	35.17
	Master	129	50.98
	Diploma Certificate	11	4.34
	Other	9	3.55

As we have collected our data from different social media mediums, it has been found that most of our respondents of non-users of social media are male i.e. 70 out of 253 which is less than the females i.e. 183 out of 253, Age i.e13.82% of our respondents i.e. 35 out of 253 respondents are of 51 and above years of age, 12.25% of our respondents i.e. 31 out of 253 respondents are of 41-50 years, 66.79% of our respondents i.e. 169 out of 253 respondents are of 31-40 years, 5.92% of our respondents i.e. 15 out of 253 respondents are of 21-30 years and 1.18% of our respondents are from the age group of Below 20 years and Qualification i.e35.17% of our respondents have the qualification of bachelors as shown in the table that 80 out of 253 respondents are the respondents that are only graduated and 50.98% of the respondents are masters whereas there are some respondents that are intermediate, PhD and other qualifications which means that all are well qualified and they had given the correct data.

In the wake of gathering the questionnaire examiner from the responded, we put all the demographic data in SPSS. Than from break down alternative and from recurrence we assemble the associated data which we write in table.

4.2) Table 2(a): **Hypothesize Significant (Users):**

Description	β	P-value
Users --->Sociability	.244	.000
Users --->Shyness Self-Disclosure	-.023	.602
Users --->Introversion	-.121	.165
Users --->Concern for Privacy	-.890	.028
Users --->Susceptibility to Interpersonal Influences	.164	.019
Users --->Extroversion	.359	.028

The above-mentioned table which is table no2 shows a positive relationship between users and sociability and its beta is .244 which shows a positive relationship moreover, the p-value is .000 which is less than the threshold of 0.05 which clearly shows that there is a significant relationship between users and sociability and the hypothesis H_1 is accepted. Whereas, the user's and shyness self-disclosure shows a negative relationship because the beta value is -.023 and its p-value is .602 which is also greater than the threshold and this clearly shows that there is no significant relationship between these two variables and that is why the hypothesis H_2 is rejected. The users and introversion are negatively correlated because its beta has a negative value of -.121 whereas the p-value is .165 which shows that there is a no significant relationship between users and introversion which clearly shows that the

hypothesis H₃ is rejected. Moreover, users and concern for privacy are also negatively correlated with each other because the beta value is -.890 and its p-value is .028 which is less than its threshold but it has been concluded that the hypothesis H₄ is rejected. The users and susceptibility to interpersonal influences also show that there is a positive relationship between these two variables because its beta value is .164 and its p-value is .019 which shows that there is a significant relationship between users and susceptibility to interpersonal influences which resulted in the form of hypothesis H₅ is accepted. Moreover, users and extroversion also have a positive relationship shown by the beta which is .359 and also have a more significant relationship because the P-value is .028 which is less than the threshold which clearly shows that the hypothesis H₆ is accepted.

Table 2(b): **Hypothesize Significant (Non-Users):**

P-Value	β	Description
.000	-.253	Users --->Sociability
.020	.026	Users --->Shyness Self-Disclosure
.001	.253	Users --->Introversion
.004	.128	Users --->Concern for Privacy
.426	-.047	Users --->Susceptibility to Interpersonal Influences
.002	-.117	Users --->Extroversion-

The above-mentioned table which is table no.2 shows a negative relationship between non-users and sociability and its beta are in positive that is -.253 which shows a negative relationship moreover, the p-value is .000 which is less than the threshold of 0.05 which clearly shows that there is a no significant relationship between non-users and sociability and the hypothesis H₁ is rejected. Whereas, the non-users and shyness self-disclosure shows a positive relationship because the beta value is .026 and its p-value is .020 which is also less than the threshold and this clearly shows that there is significant relationship between these two variables and that is why the hypothesis H₂ is accepted. The non-users and introversion are positively correlated because its beta has a positive value of .253 whereas the p-value is .001 which shows that there is a more significant relationship between non-users and introversion than the users and introversion which clearly shows that the hypothesis H₃ is accepted. Moreover, non-users and concern for privacy are also positively correlated with each other because the beta value is in positive .128 and its p-value is .004 which is less than its threshold and this concluded that the hypothesis H₄ is accepted. The non-users and susceptibility to interpersonal influences also show that there is a negative relationship between these two variables because its beta value is -.047 and but its p-value is .426 which is greater than the threshold which clearly shows that there is a no significant relationship between non-users and susceptibility to interpersonal influences which resulted in the form of hypothesis H₅ is rejected. Moreover, non-users and extroversion also have a positive relationship shown by the beta which is -.117 and also have a less significant relationship because the P-value is .002 which is less than the threshold and more than the P-value of users and extroversion so it clearly shows that the hypothesis H₆ is rejected.

Hypothesis

HYPOTHESIS (USERS OF SOCIAL MEDIA)	ACCEPTED/ REJECTED
H₁: *Sociability will serve in as a huge factor in the forecast of gathering membership crosswise over social media users.*	Accepted
H₂: *Shyness will not serve in as a huge factor in the forecast of gathering membership crosswise over social media users.*	Rejected
H₃: *Users' introversion more negatively influences their social value through social media participation of users.*	Rejected
H₄: *Concern for privacy will not serve in as a critical factor in the forecast of gathering membership crosswise over social media users (in that, social media non-users will score fundamentally higher on this factor than users).*	Rejected
H₅: *Susceptibility to interpersonal influence impact will serve in as noteworthy factor in the forecast of gathering membership crosswise over social media users (in that, social media non-users will score altogether lower on these elements than users).*	Accepted
H₆: *Users' extroversion more positively influences their social value through social media participation.*	Accepted

HYPOTHESIS (NON-USERS)	ACCEPTED/ REJECTED
H₁: *Sociability will not serve in as a huge factor in the forecast of gathering membership crosswise over social media non-users.*	Rejected
H₂: *Shyness will serve in as a huge factor in the forecast of gathering membership crosswise over social media non-users*	Accepted
H₃: *Non-users' introversion more positively influences their social value through social media participation than the non-users.*	Accepted
H₄: *Concern for privacy will serve in as a critical factor in the forecast of gathering membership crosswise over social media non-users (in that, social media non-users will score fundamentally higher on this factor than users).*	Accepted
H₅: *Susceptibility to interpersonal influence impact will not serve in as noteworthy factor in the forecast of gathering membership crosswise over social media non-users (in that, social media users will score altogether higher on these elements than non-users).*	Rejected
H₆: *Non-users' extroversion more negatively influences their social value through social media participation.*	Rejected

Conclusion

The study determines the user's psychology impacts on social media adoption and what were the factors that enable people for not using social media. Furthermore, the study also enables to explain the variables of psychology use in adoption of social media such as Sociability, Extrovert, Introvert, shyness and self-disclosure, concern for privacy and susceptibility to interpersonal influence. Since it's a

comparative analysis so we compare those results that what impact does the IVs that are sociability, Extrovert, Introvert, shyness and self-disclosure, concern for privacy and susceptibility to interpersonal influence creates on users and non-users of social media. The findings of this study provide the evidence that the variables like sociability and susceptibility to interpersonal influence have a significant impact on users of social media and have no impact on the non-users of social media. Whereas, the variable like introvert creates impact on both users as well as on non-users but it creates more significant impact on social media users than the non-users and the variable like extrovert creates impact on both users as well as on non-users but it creates more significant as well as positive impact on social media users than the non-users. Moreover, the variable like shyness and self-disclosure does not creates impact on either user and non-users and a variable like concern for privacy creates impact on users but not on non-users of social media so the hypothesis of concern for privacy is rejected. So, the findings of this study proved that all these variables or we can say that psychological attributes create more impact on users as compared to non-users.

Limitations

Right off the bat, the utilization of survey look into does not come without its related limitations given that the legitimacy of the outcomes is reliant upon the respondent's capacity to express their dispositions and emotions fittingly inside the imperatives of the survey questions. Notwithstanding, in receiving the utilization of numerous thing measures which, through the investigations, exhibit the quality of their psychometric properties, and by embraced tests for legitimacy and predisposition, the uprightness of the information from this review gathering is built up. Furthermore, the upsides of directing quantitative research including extensive sample sizes live inside the sum up of the outcomes crosswise over geographic as well as logical limits. From a geographic point of view, the regulating highlights of web-based social networking are moderately institutionalized over the globe, with nation customization basically happening at the semantic level. Be that as it may, the focal principle of this paper is that the mental, as opposed to regulating, highlights of online networking at last direct dispositional excitement and, Subsequent, social forecast. What's more, the key reason for this paper was to gather a logically particular comprehension of numerous online networking spaces. Be that as it may, in generalizable terms, the exploration structure conceptualized in this can be adequately used to direct future research crosswise over numerous societies and boundless advertising settings. On this premise, a noteworthy commitment, to the literature, is made.

Recommendations

Almost certainly future research will prompt the refinement of this approach. Nonetheless, it is pushed here that much can be picked up, with any conduct explore, if the procedure starts with a careful investigation, of the exploration setting, from a requirements/objective point of view of the social member. Accordingly, speculations are then created on observational confirmation that legitimizes the choice of test factors as opposed to upon self-assertive choice regularly drawn from fluctuating circumstances/settings. From a showcasing point of view, much can be picked up by a more particular researching of various correspondence channels, paying little respect to whether they dwell inside a similar correspondence class. For instance, since sites, SnapChat and Whatsapp all work inside an online domain, does not imply that all will meet the mental needs and objectives of people in a similar way. On this premise, the creators caution against summing up conduct expectations crosswise over expansive promoting areas yet ask that future research analyze every setting without anyone else justify.

References

Campbell, C., Ferraro, C., & Sands, S. (2014). Segmenting consumer reactions to social network marketing. *European Journal of Marketing , 48* (3/4), 432-452.

Confos, N., & Davis, T. (2016). Young Consumer–Brand Relationship Building Potential using Digital Marketing. *European Journal of Marketing , 50* (11), -.

Del, M., Alarcón, C., Rialp, A., & Rialp, J. (2015). The Effect of Social media Adoption on Exporting Firms' Performance in Entrepreneurship. *International Marketing , 9* (2), 161-186.

E. R., H. (2010). The Effect of Personality Styles (Level of Introversion-Extriversion) on Social Media Use. *The Elon Journal of Undergraduate Research in Communications , 1* (2), -.

Jiao, Y., Ertz, M., Jo, M.-S., & Sarigollu, E. (2017). Social value, content value, and brand equity in social media brand communities: a comparison of Chinese and U. S. consumers. *International Marketing Review , 22* (2), -.

Kao, T.-Y., Yang, M.-H., Wu, J.-T. B., & Cheng, Y.-Y. (2016). Co-creating value with consumers through social media. *Journal of Services Marketing , 30* (2).

Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Villarroel Ordenes, F., Kabadayi, S., et al. (2017). Customer engagement in a Big Data world. *Journal of Services Marketing , 31* (2), 161-171.

Lin, M.-J. J., & Huang, C.-H. (2013). The impact of customer participation on NPD performance: the mediating role of inter-organisation relationships. *Journal of Business & Industrial Marketing , 28* (1), 3-15.

Mitchell, D. G., & Shao, R. W. (2015). Examining the relationship between social media characteristics and psychological dispositions. *European Journal of Marketing , 49* (9/10), -.

Noguti, V. (2016). Post language and user engagement in online content communities. *European Journal of Marketing , 50* (4/5),

Sheng, X., & Zolfagharian, M. (2014). Consumer participation in online product recommendation services: augmenting the technology acceptance model. *Journal of Services Marketing , 28* (6), 460-470.

Wu, J., Wen, N., Dou, W., & Chen, J. (2015). Exploring the effectiveness of consumer creativity in online marketing communications. *European Journal of Marketing , 49* (1/2), 262-276.

Yang, S., Song, Y., Chen, S., & Xia, X. (2017). Why are customers loyal in sharing-economy services? A relational benefits perspective. *Journal of Services Marketing , 31* (1), -.