



Research Project Report

An Examination of The Influences of Habit, Compatibility, and
Experience on The Continued Use of Short-Form Video-Sharing Services:
A Case of Tiktok

By

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Research Title An examination of the influences of habit, compatibility, and experience on the continued use of short-form video-sharing services: A case of TikTok

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Abstract

Online social media (ONS) in the shape of short-form video services (SVSs), such as TikTok, has rapidly grown in popularity in the recent years. Some evidence suggests that because SVSs allow users to quickly and easily create and consume on-demand content, they are addictive, and they appeal to a wide audience. The available literature attempting to explain this phenomenon is scant. In order to fill this gap, the current study aims to examine the roles of habit and (task) compatibility on SVS continuance intention and the interaction of these relationships with user experience, using TikTok as a context. To this goal, data collected from 157 university-student TikTok users are analyzed using structural equation modeling to determine whether these factors shape their continuance decisions. The findings show that habit and compatibility positively affect continuance intention, while experience does not. Based on these findings, the paper offers some practical steps that SVS providers can undertake to increase continuance intention of current users. This study enhances SVS continuance research by theorizing and empirically confirming that habit and compatibility are important influences in the context of continuing SVS usage.

Keywords: online social media, TikTok, short-form video service, habit, continuance intention, experience.

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CHAPTER 1

Introduction

1.1 Research Topic Background

Online social media (OSM) is one dominant force that has been driving information technology (IT) usage behavior for more than two decades. Friendster, MySpace, and Facebook—launched in 2002, 2003, and 2008, respectively—are arguably the most influential in shaping social networking landscape (Boyd & Ellison, 2007). Online media sharing websites/services such as YouTube and Daily Motion (founded in 2005), and Vevo (founded in 2009) were launched around the same time and quickly became very popular among many different (in terms of socio-demographic characteristics) users in various parts of the world where the Internet was available.

While YouTube is still the leader among online media platforms, new market entrants, such as TikTok (various types of short-form videos), Triller (music-oriented short videos), Snapchat (music, sounds, and video effects videos), and Instagram Reels (short soundtracked video clips) are rapidly becoming a major challenge to YouTube domination in this realm. In this context, the present **study** is interested in examining key cognitive factors pertinent to TikTok usage because this phenomenon, while relatively new, is becoming increasingly widespread worldwide (Statista reports one billion active users as of 2021 [Statista, 2021a]), including Americas, Europe, Australia, and Asia. In Thailand, in particular, the usage of TikTok has greatly increased in the last few years: from 0.53 million in 2017 to 7.4 million in 2021 (Statista, 2021b)—a staggering 14-fold increase in four years.

TikTok is a social media service accessed by a website and/or an app for creating and sharing videos that can run up to 15 seconds; users can also use a variety of creative filters to customize and **enhance** their videos. People who use TikTok are mostly young individuals—about half of all the users (48%) are aged between 18 and 29 and well over half (64%) are high-school or college/university students (Pew Research Center, 2021). According to some media marketing experts

and research studies, TikTok is popular among the younger generation because of its simple design and ease of use (Omnicores, 2021; Weimann and Masri, 2020). In fact, it appears to be well-adapted (by design) to younger people's habits, behavior (social and individual), and patterns of online media and social app usage.

TikTok allows individuals to create soundtracked videos and share them with others. It is a form of micro-entertainment that serves as distraction or emotional escape for a couple of minutes during the day. It apparently is easy to use and it is quick to produce an anticipated result.

Given such a rapid and widespread growth and popularity of TikTok, various business can benefit from understanding the factors that shape users' intention to continue using this technology. It would be useful for TikTok and similar service providers to utilize such knowledge to become more efficient in their efforts to gain a competitive edge over their business competitors. In addition, by understanding and increasing TikTok usage other businesses can enhance their online advertising by being able to reach larger audiences and distribute information about their new products and services.

It should be noted that initial acceptance of technology does not assure its continuance. Because discontinuance of social media happens (Boyd, 2013), and it can be financially and otherwise damaging for service providers, understanding users' considerations regarding use of the technology is important.

Some popular media and online blogs claim that using TikTok is addictive: users get addicted to both playing and sharing TikTok videos (e.g., Deutsche Welle, 2021; Commclub, 2020). This view is consistent with recent research studies finding that users get addicted (for various reasons) to using TikTok (Meral, 2021; Zhang et al., 2019). According to Bandura (1999), addictions indicate the failure of self-regulatory functions and some previous studies (e.g., LaRose, 2001) viewed deficient self-regulation as the mechanism behind Internet addictions. Extending this view, Larose et al. (2001) considered the symptoms of Internet-related addictions being, in fact, indicators of habitual usage arising from ineffective self-regulation. The way habit impacts user behavior is an unresolved issue in IT/IS research. Some researchers argue that habit impacts intention, some others that it affects behavior directly, and

yet some others hold that habit affects both intention and usage simultaneously. Hence, considering this inconsistency, habit is added to the research model in order to clarify the mechanism by which habit influences IT behavior in general, and in the case of TikTok in particular.

Drawing from the habit literature, this study includes experience as a moderator for the habit–continuance intention relationship. User experience represents individual differences among users, and while evidence exists that experience (the duration and frequency of exposure to a technology) interact with habit's influence on intention (Lankton et al., 2012; Venkatesh et al., 2012), it is important to know if this difference plays role in the context of TikTok usage.

The current study also adds the construct of compatibility from the Innovation Diffusion Theory (IDT) (Rogers 1983) because of its demonstrated empirical saliency and sound theoretical support in prior IS research. Compatibility has been examined by a wide range of previous studies and demonstrated consistency in predicting innovation adoption (Davis, 1989, Tornatzky and Klein, 1982). While this consistency is referring to technology adoption, more recent empirical evidence on technology continuance shows that compatibility is also an important predictor of IT continuance intention in various domains, including information communication technology (Chang et al., 2020; Hernandez-Ortega et al., 2014), online blogs (Ifinedo, 2018), mobile services (Wang et al., 2020), and e-learning (Chang et al., 2020).

In the light of the above exposition, this research is interested in examining factors that influence TikTok continuance intention including habit and compatibility. To this end, the current study employs the expectation-confirmation model (ECM) (Bhattacharjee, 2001) as the base theory of IT continuance and extends this model with the constructs of habit and compatibility to formulate a research model of TikTok continuance. The extended ECM is expected to better explain continuance intention to use TikTok by focusing on the constructs of perceived usefulness, satisfaction, confirmation of expectations (the original ECM), in addition to habit and compatibility (the theoretical extensions).

This study contributes to the literature by testing the validity of ECM in the context of an SVS such as TikTok, evaluating the significance and strength of the

model relationships, and examining the role of habit and compatibility, moderated by user experience, as direct predictors of SVS continuance intention.

1.2 Problem Statement and the Research Questions

Given the above background of the topic of interest, the research problem is formulated as follows: What are the key cognitive factors that impact OSN usage intention in the case of TikTok? In order to provide answers to this statement, the following four specific and related research questions are addressed:

1. Is habit an important influence on users' intention to continue using TikTok?
2. Is compatibility an important influence on users' intention to continue using TikTok?
3. Does user experience moderate the relationship between habit and continuance intention?
4. Does user experience moderate the relationship between compatibility and continuance intention?
5. Do these theoretical extensions to the IT continuance model enhance the predictive power of the model?

1.3 Research Objectives

The objectives of this research study are: (1) to enhance researchers understanding of the TikTok phenomenon by investigating the impact of habit and compatibility on TikTok usage continuance; (2) to clarify the mechanism of influence that habit exert on users' decision to use TikTok; and (3) to test the predictive power of the extended IT continuance model (the research model) in the context of TikTok usage.

1.4 Research Hypotheses

The eight hypotheses presented in Table 1.1 are associated with the causal effect paths in the theoretical research model displayed in Figure 4.1.

Table 1.1 Research hypotheses associated with the theoretical research model

No.	Hypotheses
H1	Satisfaction will have a positive effect on usage continuance intention.
H2	Perceived usefulness will have a positive effect on usage continuance intention.
H3	Habit will have a positive effect on usage continuance intention.
H4	Compatibility will have a positive effect on usage continuance intention.
H5	Confirmation will have a positive effect on satisfaction.
H6	Confirmation will have a positive effect on perceived usefulness.
H7	Experience will moderate the relationship between habit and usage continuance intention, such that with high experience, habit will have a larger positive influence on usage continuance intention than with low experience.
H8	Experience will moderate the relationship between compatibility and usage continuance intention, such that with high experience, compatibility will have a larger positive influence on usage continuance intention than with low experience.

Note: All of the hypothesis in this table represent direct causal effects.

1.5 Scope and Limitations

This study includes only the constructs of habit and compatibility as the theoretical extensions to the IT continuance model. There may be other factors relevant to TikTok continuance but they are beyond the scope of this study. In addition, this quantitative study is cross-sectional in time, adopts a field study approach, and examines usage of TikTok among university students in Thailand.

1.6 Definition of the Main Terms Used in the Study

The definitions used in this study are adopted from the previous research in similar IT domains and slightly modified to fit the SVS environment.

Usage continuance intention is users' intention to continue using an SVS. The definition originates from Bhattacharjee's (2001) paper on IT/IS continuance and has been widely adopted by other studies in IT research.

Perceived Usefulness is users' perception of the expected benefits of IT use (Bhattacharjee, 2001). In the context of SVS usage, it is interpreted as the extent to which an SVS provides extrinsic user benefits.

Satisfaction is users' affect (feelings about) with prior SVS use (Bhattacharjee, 2001).

Confirmation is defined as users' perception of the congruence between expectation of an SVS use and its actual performance (Bhattacharjee, 2001).

Habit is a routinized rational behavior that is “guided by automatically activated or spontaneous attitudes and intentions” (Ajzen 2002). This is also known as the “instant activation perspective” (IAP) (Kim et al. 2005; Venkatesh et al. 2012),

Compatibility is ‘the degree to which an innovation an innovation is perceived to be consistent with the existing values, past experiences, and needs of the potential adopters’ (Rogers, 1983). In the current context it is interpreted as the extent to which a given technology fits a user’s social and personal lifestyle, needs, and objectives; and assists users in performing their SVS activities.

Experience is the length from the initial use and the frequency of use of an SVS by an individual. (Lankton et al., 2012; Venkatesh et al., 2003).

Online Social Media is “forms of electronic communication (such as websites for social networking) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” (Merriam-Webster, 2021).

Short-form Video Service is an online social service that allows users to make and share short-form videos (Dictionary, 2021).

1.7 Contribution to Theory and Practice

This study contributes to a theoretical understanding of the factors that influence continuing usage of an SVS such as TikTok by (1) advancing the existing theory of continuance behavior with the concepts of habit and compatibility (2) clarifying the mechanism by which habit influences usage behaviors; (3) examining to what extent experience moderates the impact of habit and compatibility on continuance intention (4) empirically validating the relationships among these concepts in the TikTok context.

Drawing from this knowledge, TikTok and other SVS providers can improve those aspects of the technology that positively influence users' decisions to continue using their services. Such initiatives should be beneficial for maintaining user loyalty and as a consequence, will likely have a positive effect on user retention and ultimately on business revenue.

Chapter 2

Research Design and Methodology

2.1 Study Sample

The sample for this study is comprised of junior and senior students from a private university in Thailand with prior experience using TikTok. This is intentional because students represent a more homogenous population compared to the general public, and since the main focus of this study is testing theoretical predictions, such homogeneity is desired. This is so because "heterogeneity of participants reduces the likelihood of identifying violations of a theory when it is false" (Lynch, 1983). In addition, this is an appropriate sample because the majority of students actively and continuously use SVSs including TikTok.

2.2 Scales and Questionnaire

All of the measurement scales were adapted from prior research in order to ensure validity and reliability of the measures.

With regard to user experience, however, while the items were borrowed from Lankton et al. (2012), user experience here was modeled as a latent variable with two formative indicators measuring: **(a)** usage frequency per week, *(1) once or less a day to (3) many times a day*; and **(b)** usage length in years, *(1) less than 1 year to (3) more than 2 years*. There was no need to combine the items to form a total score because SmartPLS 3 allows for a moderator to be a latent variable.

The questionnaire was developed in both English and Thai languages. The English version questionnaire items were translated into Thai by a university lecturer native to the language. A pilot test was then used to refine the scales. Both versions were reviewed by two separate groups of students from the target population – Thai-speaking and English-speaking – with ten people in each group. Based on the reviewers' recommendations, several minor corrections were made in both questionnaires. Pilot test data were analyzed using principal component factor

analysis. All items loaded on their respective factors as expected, and the Cronbach's alphas were all above 0.7 as recommended by Kline (2016). The questionnaire items are included in Appendix A.

2.3 Data Collection

The data was collected by a purposive method using a self-administered online questionnaire consisting of 27 items including gender and age. The questionnaire was placed online using a free web survey service and a link to it was distributed among students through an instant messaging application. Because this study uses PLS-SEM as the analysis technique, no particular target for the sample size is set; PLS-SEM works well with small sample sizes (Hair et al., 2017). However, with regard to factor analysis (used in this study to preliminary examine construct validity and reliability), Hair et al. (2014) recommend a minimum of 5 observations per variable. Since there are 25 observed variables used in the analysis, a sample size of over 125 is considered to be adequate. The demographic profile of the respondents in the sample is described in Table 2.1.

Table 2.1 Demographic profile of the respondents

Category	Characteristic	Count	Percentage
Gender	Male	62	39.5
	Female	95	60.5
Age	18–21	100	63.7
	22–25	41	26.1
	26–29	16	10.2
Usage length (years)	< 1	51	32.5
	1–2	79	50.3
	> 2	27	17.2
Usage frequency (times per week)	once	35	22.3
	a few	59	37.6
	many	63	40.1

2.4 Statistical Methods

The following statistical methods were used in this study to examine the data and analyze the theoretical research model.

First, a factor analysis with Principle Component (SPSS) is used to initially determine the validity of the latent construct including convergent validity and discriminant validity. Next, the confirmatory factor analysis is performed using SmartPLS to examine factor loadings and average variance extracted (AVE) for each construct. Further, in order to assess the discriminant validity, the average variance extracted method by Fornell and Larcker (1981) is used. Furthermore, reliabilities of the measures are examined by Cronbach alpha and composite reliability tests. Finally, in order to estimate model effects and variances explained in the endogenous variables, a structural model analysis is performed using PLS–SEM (structural equation modeling) technique. The PLS–SEM approach is appropriate in the context of this study for several reasons: (1) the main purpose of this study is an evaluation of the hypothesized effects rather than testing the entire model; (2) PLS–SEM is insensitive to non-normed data which is a common problem in survey research; (3) it works well with small samples which may be a case in the current context; and (4) it has been used in previous research in similar contexts.

Chapter 3

Related Literature and Theoretical Background

3.1 IT Continuance Model

This study adopts the expectation-confirmation model (ECM) of IT continuance as the theoretical foundation for the research model of SVS continuance. The model is appropriate for the current context because it was specifically formulated to explain post-adoption behavior (continuance) which is different from behaviors dealing with technology adoption (acceptance). The remainder of this section will describe the theories and constructs used in formulating the theoretical research model for this study.

The ECM model (see Figure 3.1) is an adaptation of the expectation-disconfirmation theory (EDT) (Oliver 1980), also referred to as expectation-confirmation theory (ECT) in marketing literature and consumer behavior research. In adapting ECT to the context of IS, Bhattacharjee (2001) proposed several theoretical extensions to the original theory. However, the underlying conception of ECT—that users' pre-consumption and post-consumption beliefs about utility of a product may substantially differ—remained unchanged. The ECM model posits that continuance intention is directly predicted by perceptions about usefulness of future IS usage and the extent of satisfaction with prior IS usage. In turn, both of these predictors are determined by confirmation of one's expectations from prior IT usage (Bhattacharjee 2001). This approach differs from that of technology acceptance models in that it relies on constructs reflecting one's experience with a given IT – a factor that is irrelevant to technology acceptance. Given these characteristics, ECM is appropriate for studying continuance intention. In addition, a meta-analysis of ECM revealed that the model is stable across technologies and usage contexts (Ambalov, 2018).

Of note, the ECM is not the main focus of this study, instead it is used as the theoretical framework to examine the role of habit and compatibility SVS post-

adoption decisions. Nevertheless, by extending ECM with the constructs of interest this study also contributes to IT continuance research as a whole.

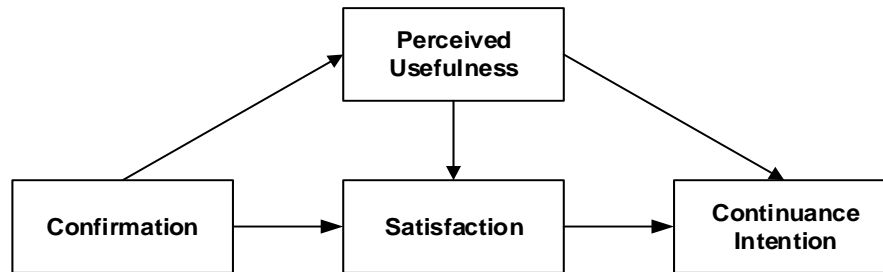


Figure 3.1 Expectation-confirmation model (Bhattacharjee, 2001)

3.2 Habit

Some researchers maintain that habit can explain behavior beyond intention (e.g., Ajzen 2002; Ajzen & Fishbein 2000). In the IT context, this is supported both theoretically and empirically (Bhattacharjee & Lin 2015; Hu et al. 2018; Lankton et al. 2012; Ortiz de Guinea & Markus 2009; Venkatesh et al. 2012; Wilson et al. 2010). A popular belief that old habits die hard appears to be true in the context of IT usage as well. Once a habit is formed, it likely continues to lead the behavior regardless of the initial motives. Given that many users to use SVSs on a daily basis, it is likely that they use it out of habit, among other reasons. This especially pertains to the younger generation who appear to be the most avid users of SVSs such as TikTok (Choi et al., 2021; Huang, 2021).

The literature provides two different habit perspectives that were used by previous studies to explain continuance intention and/or behavior. Their approaches to the mechanism by which habit affects behavior are fundamentally different from one another. The habit automaticity perspective or HAP proposes that behavior is activated automatically without conscious intervention, that is, outside of one's awareness (Ortiz de Guinea & Markus 2009). The instant activation perspective or IAP (also called stored intention) posits that habitual use is an expedited form of cognitive processing – a function of evaluations and intentions, and as such, is a reasoned action (Ajzen 2002).

Both perspectives have been examined empirically and found partial support; the results obtained by different studies in similar contexts are mixed. For example,

while some studies found that habit positively influences users' intentions to continue using online shopping and media services (Barnes 2011; Barnes & Bohringer 2011; Hsiao et al. 2016; Mirkovski et al. 2019; Mouakket 2015), others found that habit inhibits the predictive power of intention on continued internet usage (Kim et al. 2005; Limayem & Cheung 2008; Limayem et al. 2007), and yet others (Tamilmani et al. 2018; Venkatesh et al. 2012; Wilson et al. 2010) found that habit directly and positively influences both the intention and the actual behavior to use technology, including internet applications. In addition, in some studies, hypothesized effects of habit received no support. For example, Wilson and Lankton (2010) found both the effect of habit on continuing use of internet applications and its moderating effect on the intention–usage relationship nonsignificant, as also did Gwebu et al. (2014), who reported a nonsignificant effect of habit on intention to continue using an SNS.

Given the diversity of theoretical explanations and mixed empirical results, further investigation of the role of habit in predicting IT behavior, including SVS usage, is needed to clarify the theoretical nature and the salience of this construct. Hence, habit was added to the research model as an alternative explanation of one's decisions to continue using TikTok.

3.3 Compatibility

Compatibility with innovation is one key construct in the IDT, and has been consistently related to technology adoption behavior (Agrawal and Prasad, 1997). It is the degree to which the technology is aligned with the potential user's existing values, previous experience and current needs (Rogers, 1983). The reasoning behind its positive influence on the adoption of innovation is that the more compatible an innovation or technology is, the less uncertainty one has to use it for specific tasks. Arguably, if one is uncertain or doubtful that a given innovation provides a good fit for a task, one will likely seek a different technology to accomplish the task, or may suppress the intention to perform the behavior.

According to the intentions and innovations literature, compatibility is a factor that influence adoption decisions in general and IT usage in particular (Rogers 1983, Moore and Benbasat 1996). Previous studies found that compatibility has a positive

effect on attitude toward using computer-based communication technologies (Van Slyke et al., 2007) and intention to use mobile shopping (Islam et al., 2013; Lu and Su, 2009); and that it positively affects intention to continue e-learning (Chen, 2011). In addition, Karahanna et al., (1999) found that this construct was important to both adopters and continuance users of (Windows) software; however, in the research studies by Taylor and Todd, (1995), and Venkatesh et al., (2003) compatibility was not a significant influence on intention to use technology. Nonetheless, considering the empirical evidence and a solid theoretical foundation, compatibility is added to the research model as an antecedent of continuance intention in order to clarify its importance in a modern IT setting.

3.4 Habit and Experience: Moderation Effect

Building on the habit literature, this study includes experience as a moderator for the habit–continuance intention relationship. User experience represents individual differences among users, and while evidence exists that the duration and frequency of exposure to a technology interact with habit's influence on intention (Lankton et al., 2012; Venkatesh et al., 2012), it is important to know if this difference also plays a role in more recent contexts such as OSN usage.

The literature suggest that because of feedback that experience provides to users of a technology, the beliefs about its usage may change overtime (Ajzen, 2002). As proposed by Lankton et al. (2012) the explanation of the moderating effect comes from dual-process theories (e.g., Shiffrin and Schneider, 1997; Smith and DeCoster, 2000) positing that, habitual behavior based on automatic processing becomes stronger with experience and that significant and consistent experience is necessary for automatic processes to develop. In addition, the association between a stimulus and behavior that is necessary to produce habitual behavior grows stronger with experience. It follows that when user experience is low, habit will be weak hence having weaker influence on continuance intention. The opposite should also be true because high experience implies more satisfactory outcomes and, according to IAP, more stable intention to perform the behavior. Thus, habit will have stronger effect

on continuance intention for users with more experience, and weaker effect—for users with less experience.

Based on the theoretical and empirical evidence presented above, this study models experience as a moderator of the relation between habit and continuance intention.

3.5 Compatibility and Experience: Moderation Effect

Another IDT-based relationship that experience may interact with is between compatibility and intention. As follows from the definition of this construct, the degree of compatibility with a given technology is dependent on how certain one is that the technology aligns with one's objectives, tasks, and usage behavior. Acquiring experience with a system, defined here as the length and frequency of exposure to a given technology, implies obtaining knowledge and expertise with regard to leveraging that system, which in turn implies that the more experience a person has with the system, the more confident the person likely feels about using that system. In the social construction of technology (Orlikowski, 1992; Orlikowski and Gash, 1994) various features of a technology are tried and possibly adopted by individual users in order to fulfil their needs and complete certain tasks. As the usage continues, the users tend to adapt certain features to accomplish some other tasks for which the technology was not intended by design. After the initial adoption phase, users begin to more deeply learn various features and uses of a technology that they become more aware about as their use experience grows. This awareness includes users' knowledge about the system's features that with experience allow for more sophisticated uses of the system. It stands to reason that more sophisticated users have less uncertainty and more confidence about the system's ability to perform tasks that meet (compatible with) their needs, than early or intermediate users.

The empirical support for this interaction effect in the literature is scant. However, a previous study on mobile social network site adoption for learning (Leong et al., 2018) found that the effect of users' perception of task-technology fit—a construct conceptually similar to compatibility in this study— on use intention was statistically significant and practically meaningful. Also, Carlson and Zmud (1999)

found that as users gain more experience with a technology, its influence on their perceptions of the appropriateness of the technology to perform certain tasks increases. Furthermore, the result of Thompson et al.'s (1994) investigation of the moderating effect of experience on the relationship between task-fit and usage behavior confirmed this influence.

Thus, given the above argumentation, experience is added to the research model as a moderator of the compatibility and continuance intention relationship.

3.6 Conceptual Framework of OSN/SVS Continuance

The conceptual framework shown in Figure 3.2—defined here as set of associated abstract concepts that describe a phenomena of interest—is an aggregation of the findings discovered during the literature review that form as a foundation for the development of the theoretical research model. The framework includes the concepts that are theorized to be important for better understanding the nature and context of the current research problem. It is formulated around three theoretical perspectives that were prior discussed in the literature review, namely expectation-confirmation; habit; and diffusion of innovation; and identified to be influential in OSM/SVS continuance.

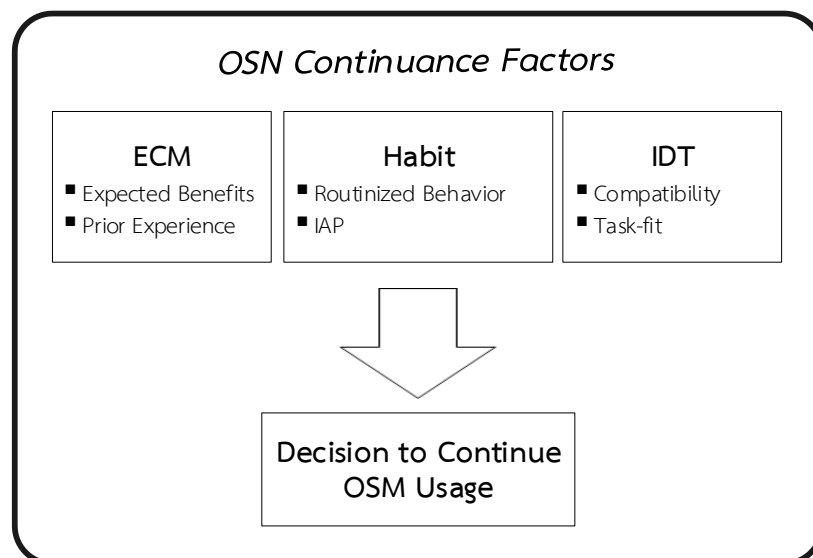


Figure 3.2 Conceptual framework of OSM/SVS continuance

Chapter 4

Research Model and Hypothesis Development

4.1 ECM-based Hypotheses

This section describes the hypotheses development, which is based on the review of the literature presented above. Since the ECM-based relationships have been thoroughly examined and validated by prior research, the following discussion focus more attention on those dealing with habit and trust.

These four hypotheses are drawn directly from the ECM model, which posits that expectations about the benefits from future use of a system impact users' decisions to continue using this system. This is because users will likely continue using a technology if they believe that it can enhance their performance in accomplishing certain tasks. This influence has been empirically tested and found support across different settings and with different populations of users (Gao & Bai 2014; Lin et al. 2017; Sledgianowski & Kulviwat 2009; Yoon & Rolland 2015). Hence, the first hypothesis is proposed:

H1. *Perceived usefulness will have a positive effect on usage continuance intention*

Satisfaction is an affect representing one's feelings about a technology based on prior usage experience. In ECM, satisfaction is a key predictor of continuance intention. It is sensible that satisfied users will continue using a given technology, and dissatisfied users will do the opposite. This relationship has been examined and found support in previous studies in the context of an SNS (Gao & Bai; Magro et al. 2013; Yoon & Rolland 2015). Hence, the second hypothesis is proposed:

H2: *Satisfaction will have a positive effect on usage continuance intention*

In the IT continuance context, confirmation is an important predictor of both perceived usefulness and satisfaction. In the ECM model, it is the extent to which users believe that their expectations of IT use (in terms of user benefits) are realized during actual usage. Confirmation positively influences satisfaction with IT usage

because if the users' believe that the benefits they anticipated prior to using the IT have been obtained, it gives them a reason to be satisfied.

Confirmation also has a positive impact on perceived usefulness because when users realize that their initial expectations of benefits are confirmed, it increases their expectations of benefits from future usage. Previous studies that examined and confirmed these relationships in the context of OSM sites (Kim 2011; Magro et al. 2013; Mirkovski et al. 2018; Yoon & Rolland 2015). Hence, the third and fourth hypotheses are proposed:

H3: *Confirmation will have a positive effect on perceived usefulness*

H4: *Confirmation will have a positive effect on satisfaction*

It is noted that the original ECM (Bhattacharjee 2001) also proposed a relationship between perceived usefulness and satisfaction. However, in two consequent revisions of the model (Bhattacharjee et al. 2008; Bhattacharjee & Lin 2015) this relationship was dropped due to its theoretical ambiguity and lack of empirical support.

4.2 Impact of Habit

Based on the earlier discussion about habitual use of technology, habit is defined as a stored intention toward continuing use of IT. This definition is consistent with the IAP perspective of routinized behavior, which explains the intention-behavior relationship based on reasoned action (Ajzen 2002), thereby suggesting a causal path from habit to continuous intention. The empirical support for this effect comes from previous research on habit in the online context, including e-commerce, virtual worlds, mobile internet, microblogging, and social networking (Barnes 2011, Barnes & Böhringer, Gefen 2003; Venkatesh et al. 2012; Lankton & McKnight 2012). Hence, the fifth hypothesis is proposed:

H5: *Habit will have a positive effect on usage continuance intention*

4.3 Impact of Compatibility

As described in the literature review above, compatibility is an important factor in the innovations research that has shown consistent association with technology adoption and use.

While Rogers (1983) intended this construct to predict adoption of innovation, other studies showed that compatibility can also predict intention in post-adoption IT usage situations. According to Lucas (2003), if a general theory (e.g., IDT) is true in one context, it implies that the theory is also true in many other contexts, including settings and populations. In addition, the available evidence suggests that compatibility positively affects continuance usage of OSM sites (Ifinedo, 2018; Zolkepli and Kamarulzaman, 2014). Thus, the sixth hypothesis is proposed:

H6: *Compatibility will have a positive effect on usage continuance intention*

4.4 Impact of Habit Moderated by Experience

The earlier discussion about habit establishes theoretical and empirical support for the influence of habit on intention to continue usage. In addition to this influence, this study posits that the effect of habit on continuance intention is moderated by experience. That is, the prior user experience with an OSN influences the strength of this relationship such that for users with lower experience the impact of habit on continuance intention is weaker than for users with higher experience. The justification for this interaction is given earlier in section 6.4. In sum, there is ample evidence both theoretical and empirical supporting the importance of usage experience in habit's influence on IT use continuance, including OSM sites and applications. Thus, this study puts forward the seventh hypothesis:

H7: *Experience will moderate the relationship between habit and usage continuance intention, such that with high experience, habit will have a larger positive influence on usage continuance intention than with low experience.*

4.5 Impact of Compatibility Moderated by Experience

Following the prior argumentation in section 6.5 about the interaction of technology experience with the impact of compatibility on continuance intention, this study models experience as a moderator of this relationship so that compatibility is more influential for the experienced, that for the inexperienced OSN users. The empirical research discussed earlier supports the presence of this moderating effect in different situations, including an online context. Thus, the eighth and final hypothesis is proposed:

H8: *Experience will moderate the relationship between compatibility and usage continuance intention, such that with high experience, compatibility will have a larger positive influence on usage continuance intention than with low experience.*

4.6 Research Model

The hypotheses presented above are shown in the research model in Figure 4.1 This theoretical model represents an extended expectation-confirmation (ECM-based) research model of SVS continuance and was formulated following a comprehensive literature review on IT adoption and usage.

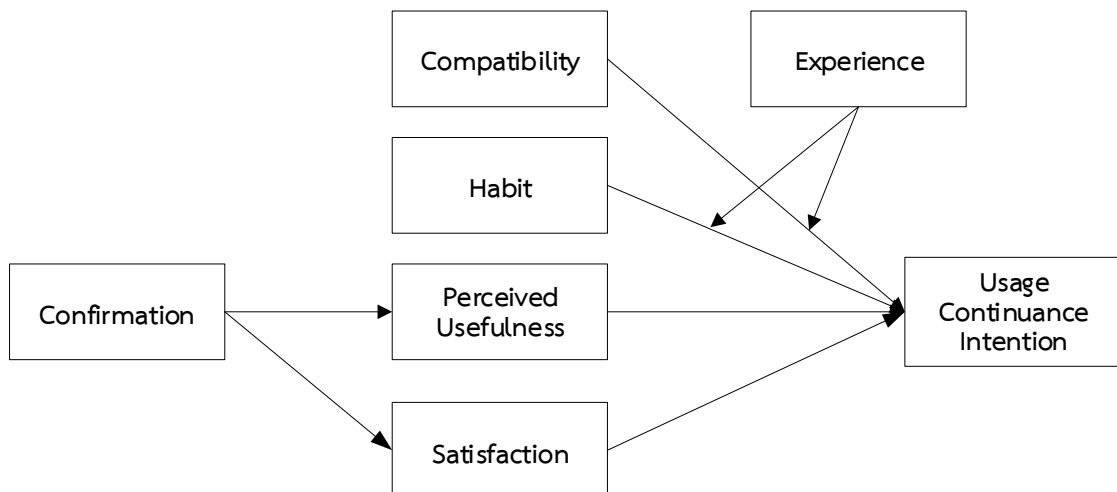


Figure 4.1 Theoretical research model

In this model, habit and compatibility are specified as the direct predictors of usage continuance intention (for brevity, continuance intention); both of these relationships are moderated by user experience with an SVS. Satisfaction and

perceived usefulness are also specified as direct predictors of usage continuance intention, while confirmation is modeled as a direct predictor of each of these constructs. There is no path drawn from perceived usefulness to satisfaction as was noted earlier.

Chapter 5

Data Analysis and Results

5.1 Measurement model analysis

In order to assess the validity of the constructs, the measurement model was analyzed first. Construct validity of the measures was assessed in two ways: (1) a preliminary exploratory factor analysis of all the indicators using principle components method in SPSS; and (2) a confirmatory factor analysis of the hypothesized scales using SmartPLS.

The initial factor analysis shown in Table 5.1 for six factors (latent variables) showed a satisfactory result for construct validity based on the criteria by Straub et al. (2004) except for three indicators:

(a) the indicator PU1 for perceived usefulness cross-loaded significantly (i.e. with a factor loading greater than 0.4) on the factor for continuance intention (INT 1, INT 2, and INT 3);

(b) the indicator CMP2 for compatibility cross-loaded significantly on the factor for continuance intention (INT 1, INT 2, and INT 3); and

(c) the indicator CON1 for confirmation cross-loaded significantly on the factor for satisfaction (SAT 1, SAT 2, and SAT 3).

Table 5.1 Initial factor analysis for six factors

Indicator	Factors					
	1	2	3	4	5	6
HAB4	.840	.183	.214	.200	.145	.250
HAB2	.815	.217	.171	.216	.239	.232
HAB1	.798	.329	.184	.181	.178	.225
HAB3	.797	.259	.228	.213	.204	.217
PU2	.222	.781	.257	.251	.223	.242
PU4	.285	.703	.229	.253	.284	.327
PU1	.241	.656	.217	.272	.269	.421
PU3	.295	.653	.273	.334	.293	.171

Table 5.1 Initial factor analysis for six factors (Cont.)

Indicator	Factors					
	1	2	3	4	5	6
SAT2	.193	.225	.810	.229	.248	.220
SAT1	.134	.185	.798	.250	.281	.217
SAT3	.231	.231	.772	.176	.232	.299
CMP3	.016	.233	.279	.742	.266	.263
CMP1	.246	.228	.219	.710	.284	.246
CMP4	.342	.276	.246	.707	.241	.137
CMP2	.281	.296	.179	.665	.223	.420
CON3	.114	.232	.255	.276	.773	.126
CON2	.155	.368	.288	.173	.702	.307
CON4	.313	.155	.209	.318	.692	.313
CON1	.176	.228	.407	.230	.604	.309
INT3	.186	.280	.327	.177	.250	.755
INT1	.238	.169	.294	.274	.232	.733
INT2	.273	.342	.190	.293	.235	.678

Consequently, two indicators (PU 1 and CMP 2) were deleted, thereby eliminating cross-loadings for all the items, and the final factor analysis for six factors is displayed in Table 5.2

The results in Table 5.2 indicate satisfactory construct validity (convergent and discriminant validity) according to the criteria by Straub et al. (2004). In addition, Table 2.1 includes the values for Cronbach alpha coefficients, as computed by SPSS, indicating that the equivalence (internal consistency) reliability of the final sets of indicators is good (0.8 to 0.9) and mainly excellent (0.9 or greater) (George & Mallery, 2003).

Table 5.2 Final factor analysis

Indicator	Latent Variable						Cronbach Alphas
	Habit	Satisfaction	Confirmation	Perceived Usefulness	Intention	Compatibility	
HAB4	.838	.209	.141	.187	.255	.209	0.960 Excellent
HAB2	.812	.165	.234	.224	.238	.224	
HAB1	.795	.183	.179	.342	.227	.170	

Table 5.2 Final factor analysis (Cont.)

Indicator	Latent Variable						Cronbach Alphas		
	Habit	Satisfaction	Confirmation	Perceived Usefulness	Intention	Compatibility			
HAB3	.791	.223	.200	.278	.222	.210			
SAT2	.190	.801	.240	.220	.230	.263	0.935 Excellent		
SAT1	.128	.793	.280	.203	.221	.256			
SAT3	.222	.765	.227	.253	.308	.184			
CON3	.109	.247	.767	.240	.130	.293	0.913 Excellent		
CON2	.148	.281	.698	.370	.314	.187			
CON4	.309	.201	.687	.172	.317	.325			
CON1	.171	.399	.599	.232	.315	.248			
PU2	.208	.239	.212	.792	.262	.254	0.925 Excellent		
PU4	.277	.217	.279	.703	.339	.252			
PU3	.279	.253	.279	.690	.190	.328			
INT3	.184	.319	.249	.271	.760	.181	0.909 Excellent		
INT1	.236	.282	.226	.173	.740	.277			
INT2	.265	.172	.225	.358	.691	.292			
CMP3	.015	.252	.241	.234	.280	.773	0.879 Good		
CMP1	.247	.197	.263	.226	.259	.737			
CMP4	.342	.234	.234	.300	.139	.692			
Total Variance Explained									
Latent Variable	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Habit	12.506	62.529	62.529	12.506	62.529	62.529	3.416	17.081	17.081
Satisfaction	1.616	8.079	70.608	1.616	8.079	70.608	2.885	14.427	31.509
Confirmation	.922	4.611	75.219	.922	4.611	75.219	2.785	13.924	45.433
Usefulness	.770	3.848	79.067	.770	3.848	79.067	2.736	13.680	59.113
Intention	.721	3.605	82.672	.721	3.605	82.672	2.720	13.600	72.713
Compatibility	.679	3.394	86.066	.679	3.394	86.066	2.671	13.353	86.066

Notes: (a) Extraction Method: Principal Component Analysis; Rotation Method: Equamax with Kaiser Normalization (Rotation converged in 16 iterations); (b) Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.944; (c) Bartlett's Test of Sphericity (Approx. Chi-Square = 3289.084, degrees of freedom = 190, Statistical Significance = 0.000); (d) Cells where factor loadings are greater than 0.4 are shaded (Straub et al., 2004); (e) Only the six factors extracted are included; (e) Cronbach alpha coefficients are shown.

Next, the confirmatory factor analysis was performed keeping in mind the recent guidelines for the PLS-SEM method by Hair et al. (2019). The convergent validity was established by examining factor loadings and average variance extracted (AVE) for each construct (see Table 5.3). The results confirmed the convergent validity of the model constructs: all the factor loadings were significant; they exceeded the recommended minimum of 0.70; and each construct explained more than 50 percent of the variance of its respective indicators. The means and the standard deviations for the observed variables or the construct indicators are presented in Table 5.3 as well.

Table 5.3 Factor analysis results and reliabilities

	Item	Standardized loading	AVE	Composite reliability	Cronbach α
Compatibility	CMP1	0.91			
	CMP3	0.90	0.81	0.93	0.88
	CMP4	0.89			
Confirmation	CON1	0.88			
	CON2	0.92	0.79	0.94	0.91
	CON3	0.87			
	CON4	0.89			
Habit	HAB1	0.94			
	HAB2	0.95	0.90	0.97	0.96
	HAB3	0.94			
	HAB4	0.95			

Table 5.3 Factor analysis results and reliabilities (Cont.)

	Item	Standardized loading	AVE	Composite reliability	Cronbach α
Continuance Intention	INT1	0.91	0.85	0.94	0.91
	INT2	0.92			
	INT3	0.93			
Perceived Usefulness	PU2	0.94	0.87	0.95	0.93
	PU3	0.92			
	PU4	0.94			
Satisfaction	SAT1	0.94	0.89	0.96	0.94
	SAT2	0.95			
	SAT3	0.94			

Note: The factor loading are significant at $p < 0.001$ (2-tailed).

In order to access the discriminant validity, the square root of AVE for each construct (the bolded diagonal elements in Table 5.4) was compared with the correlations of that construct with every other construct in the model. As seen from the Table 5.4, the AVE squares for all the constructs were larger than the corresponding inter-construct correlations, supporting discriminant validity of the observed measures. In addition, the heterotrait-monotrait ratio (HTMT) value for every construct was below the recommended conservative minimum of 0.85 thereby further affirming the discriminant validity of the model factors.

Table 5.4 Descriptive statistics and correlations

Construct	Mean	S.D.	CMP	CON	HAB	INT	PU	SAT
CMP	3.92	.62	0.90					
CON	3.95	.58	0.74	0.89				
HAB	3.57	.96	0.61	0.61	0.95			
INT	3.92	.65	0.70	0.74	0.66	0.92		
PU	3.87	.65	0.73	0.75	0.69	0.71	0.93	
SAT	3.96	.68	0.66	0.73	0.57	0.70	0.67	0.94

Note: Diagonal bolded elements are the square roots of AVE for that construct; S.D. standard deviation.

A test for multicollinearity revealed that the VIFs for the latent factors ranged from 1.00 to 2.93—which are below the suggested value of 5.00 (Hair et al. 2014)—indicating that multicollinearity is not an issue in this data. Next, a common method bias test using a method suggested by Kock (2015)—this method is based on full collinearity assessment—showed that VIFs for all the variables in the model were below the threshold value of 3.3, indicating that the model is free from bias.

In the next stage, the internal consistency reliabilities of the construct measures were accessed and all the constructs demonstrated adequate reliability. As seen from Table 5.3, the Cronbach alphas (0.88 to 0.96); and the composite reliabilities (0.93 to 0.97) all exceed the recommended minimum of 0.70 (Hair et al., 2019). It is noted that Cronbach alphas computed in SPSS are essentially equivalent to those produced by SmartPLS. In all, the above analyses indicated that the measurement model was valid.

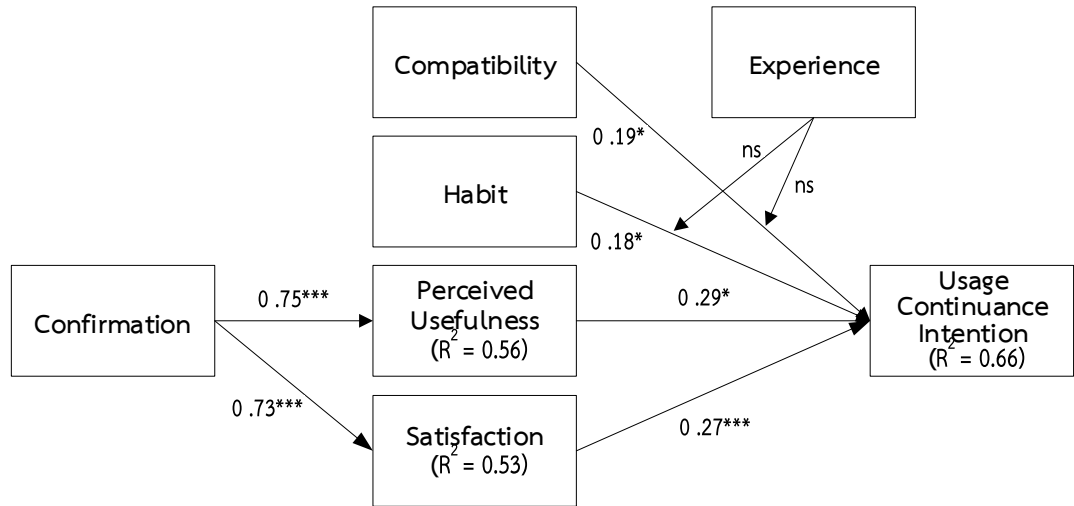
5.2 Structural model analysis

The hypothesized relationships in the research model were tested next. In order to estimate the path coefficients and their statistical significance, the bootstrapping method with 5000 subsamples was used. A SEM analysis was performed using SmartPLS with the bootstrapping algorithm, as recommended by the literature (Hair et al., (2019), to estimate path coefficients and variance explained (predictions by the constructs) by the model.

Figure 5.1 displays the results of the SEM analysis of the research model using SmartPLS. The notation *, **, or *** is used with unstandardized effects to indicate statistical significance (two-tailed) at a level of 0.05, 0.01, or 0.001, respectively.

As seen in Figure 5.1, all the direct effects in the research model are positive and statistically significant ($p < 0.05$), lending support for H1–H6. More specifically, satisfaction, perceived usefulness, habit, and compatibility predict continuance intention (H1–H4); the effects magnitudes for these paths are 0.27; 0.29; 0.18; and 0.19, respectively; while satisfaction and perceived usefulness are in turn predicted by confirmation; the effects for these paths are 0.73 and 0.75, respectively (H5 and H6). In addition, the total indirect effects of confirmation on continuance intention is

significant ($p < 0.001$) and of a considerable magnitude (0.42). The model explains a substantial proportion of variance (R^2) in continuance intention (0.66); perceived usefulness (0.56); and satisfaction (0.53).



Note: Paths show standardized estimates; parenthesis indicate R^2 values; p : * $< .05$; ** $< .01$; *** $< .001$.

Figure 5.1 SEM analysis of the theoretical research model

With respect to the moderation effects, the hypotheses positing the moderating influence of experience on the relationships between habit and continuance intention (H7), and compatibility and continuance intention (H8) received no support. The interaction effect of experience on each of these paths was statistically nonsignificant regardless of the level of user experience thus indicating that experience is not a moderator in this study. Table 5.5 describes the result of the structural model analysis including standardized effects, t -values, and the statistical significance of unstandardized effects (not shown in the table).

Table 5.5 Hypotheses test results

No.	Hypotheses	t -stats	Effect	Sig.	Support
H1	Satisfaction \rightarrow Usage Continuance intention.	3.60	0.27	$p < 0.001$	Yes
H2	Perceived Usefulness \rightarrow Usage Continuance intention	2.50	0.29	$p < 0.05$	Yes
H3	Habit \rightarrow Usage Continuance intention	1.98	0.18	$p < 0.05$	Yes
H4	Compatibility \rightarrow Usage Continuance intention	2.02	0.19	$p < 0.05$	Yes
H5	Confirmation \rightarrow Satisfaction	17.50	0.75	$p < 0.001$	Yes

Table 5.5 Hypotheses test results (Cont.)

No.	Hypotheses	<i>t</i> -stats	Effect	Sig.	Support
H6	Confirmation → Perceived Usefulness	16.83	0.73	p < 0.001	Yes
H7	Experience x Habit → Usage Continuance intention	0.53	-0.04	ns	No
H8	Experience x Compatibility → Usage Continuance intention	0.42	-0.03	ns	No

Note: ns = not statistically significant; x = moderation.

Chapter 6

Discussion

6.1 Findings and contributions

The focus of this research is to examine the influence of habit and compatibility on users' intentions to continue using SVSs such as TikTok. The SVS phenomenon is fairly new and thus arguably requires more attention from IT and non-IT researchers. As previously mentioned, much of prior habit and compatibility research was conducted in contexts other than SVS and hence the research on this particular technology adoption and usage is scant.

This paper contributes to IT continuance research in general and SVS research in particular in several ways. First, it examines the impact of habit on intention to continue TikTok usage. The findings suggest that users' continuance intentions are positively influenced by habit. In other words, TikTok usage is habitual, among other reasons. In some previous studies, discussed earlier (see section 3.2), the effect of habit on intention was nonsignificant, and in some others, habit influenced actual behaviors but not intentions. This study confirms that IAP perspective, which contends that habit affects actual behavior through intention, is a valid mechanism of habit influence on actual behavior thus contributing to habit research empirically. This evidence, however, does not imply that habit has no impact on use behavior directly. Previous studies found a causal link between habit and actual usage in various contexts, including work systems (Bhattacharjee and Lin, 2015), online social networks (Lee, 2014), self-service technologies (Wang, 2013), mobile internet (Venkatesh et al., 2012), university internet applications (Wilson et al., 2010), www (Limayem et al., 2007), and e-commerce (Gefen, 2003). These previous findings and the findings obtained in the current study suggest that future research should examine the impact of habit on actual behavior in the context of continuing use of SFV sharing services.

The study adds to the continuance literature by theorizing and empirically confirming the effect of compatibility on users' intention to continue using an SVS such as TikTok. This is an important contribution because while previous studies provided evidence that compatibility is an important influence on IT adoption and post-adoption intentions, no study to date examined the role of compatibility in SVC users' considerations about the future use of such a system. This study fills this gap empirically. Also, while many other compatibility studies examined the role of this construct in the context of technology adoption and use of more traditional technologies such as e-commerce, work systems, social networking, and so on, the current study extends this role into continued use of the SVS technology.

In this study, compatibility has a positive effect on continuance intention. In practical terms it means that the more one believes that TikTok fits one's social and personal lifestyle, needs, and objectives, and assists in social sharing activities, the more one is willing to continue using this service. Giving that TikTok is a technology that the respondents use quite often, the effect of compatibility on intention is rather modest. It is possible that some users believe that TikTok lacks certain functionality for all of their intended tasks and purposes.

Altogether, this study demonstrates that compatibility plays an important role in users' decisions regarding using TikTok continuously. Future research should examine whether compatibility influences intention to use other SVSs such as Instagram Reels, YouTube Shorts, Triller, and similar others. These type of findings will provide a more complete understanding of the role of compatibility in individual considerations to use online social media in general, and the SVC technology in particular.

Somewhat unexpected but hypotheses H7 and H8 received no empirical support. While experience was hypothesized to have a moderating effect on the influence of habit and the influence of compatibility on usage continuance intention, both moderating effects are nonsignificant. In the current context, it may be that TikTok habits form very fast, or prior to using TikTok students already have experience using social media and other online technologies. In addition, since TikTok is allegedly user friendly, it probably takes little time for younger individuals,

such as students, to learn how to use it. Future research should examine the moderating role of experience in different situations, including technologies and populations.

This study also contributes by evaluating the ECM model in an SVS context. The original model relationships concerning confirmation, perceived usefulness, satisfaction, and continuance intention are significant and of medium to high magnitudes (Cohen, 1992). Overall, the research model explained a considerable amount of variance in usage continuance intention, satisfaction, and perceived usefulness: $R^2 = 0.66$; 0.53 ; and 0.56 , respectively. These findings are consistent with previous research that found that these constructs are important in various technology contexts, including e-commerce, social media and now SVSs.

6.2 Limitations

The current study has several limitations. First, because the sample is rather small it may not fully represent the population under study. A larger sample size should address this concern. The sample composition is another limitation. University students are a fairly homogenous—in terms of social-demographic characteristics and lifestyles—group of people, and thus IT usage behavior of these individuals may differ from that of other public groups. As reported by King and He (2006), students can be used as proxies for professional users, but not for general users. Future research should address this limitation by using different sample compositions. Doing so will add to the validity of the findings obtained here and in other similar studies.

The next limitations is the age of the participants. Age may be a potential moderator at the study level. In support of that, several studies found that age moderates certain user motivations, including perceptions of usefulness (e.g., Morris and Venkatesh, 2010; Venkatesh et al., 2012). Future research should study users of different ages to better understand SVS continuance considerations.

Another limitation is that this study examines intention and not the actual behavior. While researchers often model intention as the final outcome variable, still, actual usage is the ultimate goal in understanding technology acceptance and continuance and thus should be of most interest to IT researchers. In addition, some

evidence exists that intention does not always accurately and reliably predicts behavior (Bhattacharjee and Lin, 2015). In light of this limitation, future research should examine the impact of habit and that of compatibility on SVS usage continuance and compare the results with the current findings.

The last limitations is that the current study includes only users of TikTok. While TikTok appears to be a popular SVS worldwide, there are other similar technologies that may influence research findings and thus should be considered in future studies.

6.3 Practical implications

TikTok providers should be aware that habit and compatibility shape users' decisions to continue using the technology. This suggests that in order to increase users' involvement with TikTok and other similar technologies these applications should have features and functions that are compatible with users' social and personal values, needs, and lifestyles. For example, short-form video sharing activities may be more appealing to busy individuals such as students and professionals because it is a quick and easy way to consume information. As such, the application functions that facilitate such usage should be a focus of future development efforts. It is also important to know which application functions are used more often because frequent usage leads to the development of habit. And, as the study results show, habit is an important influence on continuing TikTok usage.

The findings also show that satisfaction and perceived usefulness each have a significant impact on continuance intention. It implies that TikTok providers should explore more ways to keep existing users satisfied by providing useful and enjoyable online user experience; and it would benefit both sides if this experience is in line with users' personal values and lifestyles.

Chapter 7

Conclusion

7.1 Research concluding statements

The primary purpose of this study was to examine the roles of compatibility and habit in TikTok usage continuance. In addition, this study hypothesized that these influences were moderated by user experience with TikTok. The data collected from university-student TikTok users show that both constructs are important in shaping users' intentions to continue using the technology. However, in this study, usage experience did not moderate the effect of compatibility and the effect of habit on usage continuance intention. Given that experience-related interactions with compatibility and habit are theoretically plausible—as this study contends—more research is needed to examine if this holds true empirically.

While not the main focus in this study, the ECM-based constructs, perceived usefulness and satisfaction, demonstrated strong influence on TikTok users' continuance intention. This affirms that these constructs are important in the context of using TikTok and possibly other SVSs. However, more empirical evidence is required to support the latter conjecture. In all, the results show that ECM is applicable in an SVS context and can be used to effectively predict intentions of users to continue using this technology. This is also an important outcome because it adds to the model's overall validity and robustness in the information technology domain.

In conclusion, this research contributes by a better understanding of the influences that compatibility and habit have on usage of an important information technology such as SVS; and in addition, it adds to the validity of the IT continuance model (ECM) in this fairly novel context.

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Appendix A
Questionnaire Items (Abbreviated)

Questionnaire Items

Respondent Characteristics

1. Gender

- Male
- Female

2. Age

- 17 – 21
- 25 - 28
- 29 - 32
- Over 32

Measurement Items

All items are measured with a 5-point Likert scale, from (1) for Strongly Disagree to (5) for Strongly Agree unless otherwise noted.

Confirmation (*Bhattacharjee, 2001*)

CON1: My experience with using TikTok was better than what I expected

CON2: The benefits provided by TikTok were better than what I expected

CON3: The service level provided by TikTok was better than what I expected
(examples: quick access, easy networking, instant communication, etc.)

CON4: Overall, most of my expectations from using TikTok were confirmed

Satisfaction (*5-point semantic differential scales; Bhattacharjee, 2001*)

How do you feel about your overall experience with TikTok?

S1: Very dissatisfied/Very satisfied

S2: Very frustrated/Very contented

S3: Very displeased/Very pleased

Usage Continuance Intention (*Bhattacharjee, 2001*)

CI1: I intend to continue using TikTok rather than discontinue its use

CI2: My intentions are to continue using TikTok rather than use any other social network site

CI3: I plan to continue using TikTok

Perceived Usefulness *(adapted from: Bhattacharjee, 2001)*

PU1: Using TikTok benefits me

PU2: TikTok is useful for many things I want to do

PU3 TikTok is an effective online tool

PU4: Overall, TikTok is useful for me

Compatibility *(adapted from: Van Slyke et al., 2007)*

COMP1: TikTok is compatible with my video-sharing activities

COMP2: TikTok fits my social lifestyle

COMP3: TikTok design is best for short videos

COMP4: TikTok is compatible with my social media usage

Habit *(adapted from: Bhattacharjee & Lin, 2015; Venkatesh et al., 2012)*

H1: I have a habit of using TikTok

H2: Using TikTok is automatic to me

H3: I must use TikTok

H4: Using TikTok is normal to me

Experience *(adapted from: Lankton et al., 2012)*

EXP1: How long have you need using TikTok? (1) *Less than 1 year to (3) more than 2 years*

EXP2: How frequently do you use TikTok? (1) *Once a day to (3) many times a day*

Biography

Name	Dr. Igor Alexander Ambalov
Education	<p>2019 Doctor of Philosophy (Ph.D.) Information Technology, Assumption University (ABAC), Vincent Mary School of Science and Technology.</p> <p>2013 Master of Science (MSIT) Information Technology Assumption University (ABAC), Vincent Mary School of Science and Technology.</p> <p>1983 Bachelor's degree in Economics, Moscow Mining University, Department of Economics and Management.</p>
Academic and engineering skills	<ol style="list-style-type: none"> 1. Quantitative research methods. 2. Software Engineering/Java development: Web and Android applications.
Current job	Full-time lecturer at Rajapruk University.
Research field	<ol style="list-style-type: none"> 1. Information Technology usage behavior; factors that determine users' intention to accept and continue using IT (e.g., Social Technology), such as trust, affordance, and personality traits. Special focus on multidimensionality of constructs. 2. IS success based on DeLone and McLean model of IS success. Special focus on net benefits of IS usage.
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- Research publications**
1. Ambalov I. A. (2018). A meta-analysis of IT continuance: An evaluation of the expectation confirmation model, *Telematics & Informatics, Elsevier*. (Q1) <https://doi.org/10.1016/j.tele.2018.03.016>, Volume 35, Issue 6, September 2018, Pages 1561-1571, Citations: Google Scholar: 34; Scopus 26.
 2. Ambalov I. A. (2021). Decomposition of perceived usefulness: A theoretical perspective and empirical test, *Technology in Society, Elsevier*. (Q1) <https://doi.org/10.1016/j.techsoc.2020.101520>, Volume 64, February 2021, 101520, Citations: Google Scholar: 1; Scopus 1.
 3. Ambalov I. A. (2021). An investigation of technology trust and habit in IT use continuance: A study of a social network, *Journal of Systems and Information Technology, Emerald Publishing Limited*. (Q2) <https://10.1108/JSIT-05-2019-0096>, Volume 23 Issue 1, May 2021, Pages 53-81, Citations: N/A.
- Total 3 papers (Of which, 3 are peer-reviewed and 3 are featured in SCOPUS).
- Current projects** “Muze Radio: Music & Talk Stations”, Google Play Store audio streaming application. Available at: <https://play.google.com/store/apps/details?id=com.cyberia.radio.AppRadio/>
- Reviewer for journals** 2020–Current; *The Electronic Journal of Information Systems in Developing Countries*; Wiley.
2018 – 2020; *Cyberpsychology, Behavior, and Social Networking*; Mary Ann Liebert.
2017 – 2018; *Behaviour & Information Technology*; Taylor & Francis