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RESEARCH PAPER

"I am done, time to leave" Quitting Intention among Social Media Users: Empirical Evidence of Pakistani Users

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ABSTRACT

The study aims to explore the discontinuance intentions of social networking sites (SNSs). The social networking sites (SNSs) are popular among the internet users and handheld devices have made possible to access these networks at anytime from anywhere. The current study engaged SOR framework, enacted from expectancy disconfirmation theory (EDT). The study used the random sampling technique to collect the data from potential respondents with the help of structured questionnaire-based survey. The data collection is done through the popular online social media platforms. A total of 378 respondents' data is considered for the statistical analysis. The SmartPLS based SEM analysis were employed for this study. the study results show that stimuli's make positive contribution to the organism that leads to eventual discontinuance intention in SNSs users. Moreover, cognitive overload is prime contributor to the discontinuance intention. Further, this study provides important theoretical and practical implications. The study suggests for controlled and aware usage of the SNSs and also empower the user to take control of these networking sites. Lastly, service providers must restrict the sharing of unlimited and non-authentic information.

KEYWORDS Anxiety, Cognitive Overload, Disconfirmation, Discontinuous Intention, SNS Exhaustion, Technostress

Introduction

Globally world is having 3.1 billion plus internet users and share of Pakistan is just one percent in world internet population (Statista, 2019). Pakistan is ranked 25th largest nation in term of internet users and internet facilitation in the world community, whereas in 2017, country's around 16% of population was active on internet (Sanou, 2017). Active social media users in Pakistan grow by 5.7% recently according to the recent report of "emerging Pakistan". Recently the stats shows The "Pakistan internet usage, broadband and telecommunications" report revealed that out of 200 million population 22.2 % percept of the population uses the internet facility that is constantly growing with the spread of awareness (Internet world stats, 2017). The report further states that Pakistan is having 37 million active social media users. International telecom union announces that till the end of 2019 half of the world population around 3.5 billion people will have access to the internet and 81% these users belong to the developed world (Wikipedia, 2019).

The current study investigates the intense usage and addiction of social networking sites and their associated adverse outcomes in term of behavioral response such as discontinuance intentions. The intense usage of SNS and user discontinuance intentions have drawn some intentions from the researcher's mainly focusing on conceptual or descriptive approaches. In this scenario, understanding the reasons of problematic and compulsive usage of SNS becomes extremely important. Identifying the characteristics that result in addictive behavior towards SNS usage and later quitting intention might provide

vital insight to both academics and practitioners. This can help academics and practitioners to establish more sustainable usage behavior.

Furthermore, the current study conceptualizes and tests the theoretical framework of SNSs discontinuance intentions that considers the psychosocial consequences causing negative behaviors. The proposed model incorporates the excessive SNS usage consequences as cognitive overload, SNS exhaustion and technostress derived from the previous studies that causes anxiety among the consumers. Moreover, these stressors also disconfirm the consumer believes of socialization and enjoyment that ultimately lead to the discontinuance intentions among the SNS users. Moreover, this study is first of its nature in Pakistan context that study the emerging countries and its internet user problematic engagement with internet based social platforms.

Literature Review

Social Networking Websites and SOR Framework

The digital communication at common user level occurs through the electronic online means such as chat rooms, blogs, email and social networking sites (Wright et al., 2017). The social networking sites dominate these platforms now days. Social communication taking place through the SNSs offers a new area of interest to be examined by the social scientists (Men & Tsai, 2015). The SOR paradigm is adopted from the field of psychology that distributes the psychological state of users into three different perspectives. Such as stimuli (S), organism (O) and response (R). The study considers the technostress as the first of three variables adopted in the stimuli stage. The second variable SNS exhaustion is also recognized as stimuli in the current study is adapted from the study of Mengkebayaer et al., (2022). Whereas the cognitive overload is a concept incorporated by the (Maier et al., 2012).

Whereas, the current study adapts these variables as the environmental stimuli is that generates the internal state in term of organism. Organism are developed and formed by the stimuli. Therefore, the current study exhibits that the stimuli are the vital factors that generate the diverse internal reaction in term of organism. The organism adapted for the current study are the disconfirmation and the anxiety.

Technostress Induced by Intense Usage

This continuous engagement with social networking sites makes them exposed to an overwhelming volume of social demands that can lead to the physical and psychological strains (Nawaz et al., 2019). Technostress is defined as the strain caused by the continuous engagement with the technology that isolated the human from realistic human-to-human interaction and this absence of reality causes consumer psychological and physical strains such as anxiety (Fernie et al., 2016) and disconfirms the consumer expectations of the social media. Disconfirmation of consumer expectation is phenomena that measures the user level of satisfaction with the service providers such as SNSs (Oliver, 1980). Whereas, anxiety is a disorder from a category of the mental health. Anxiety is feeling of nervousness, fear, apprehension and worriedness (Stockdale et al., 2018). The researchers find a causal relation between the technostress and its associated consequences such as feeling of fear and nervousness (Oh et al., 2018). (Brooks & Califf, 2017) found that technostress leads to adverse effects on the user mental health. So, based on the above debate, first hypothesis is proposed as:

H1. Technostress generates the discontinuance intentions in the SNS users.

H1a. Technostress leads to the negative disconfirmation of user expectations.

H1b: Technostress leads to the Anxiety feeling.

Cognitive overload induced by the intense usage

In simple words, users adopt SNS because they perceive the possibility of gain information from these platforms. The users have freedom to share post and update the information on SNS walls in a continuous manner. These posts contain a huge amount of information that includes the features like status, pictures, videos, questions, links and many more (Eppler & Mengis, 2004). Information seeking is led by the user desire to develop the awareness and knowledge of individual, group or the world. Such as, this can be observed that users often use Wikipedia to gain information about certain subjects that are specified to their interest. Many adverse consequences of potential excessive engagement with social media exists in prior literature. Such as dependence and addiction of social media (Flayelle et al., 2019). The technology leading to the family conflict and the work place conflicts (Nawaz et al., 2018). This adverse experience can disconfirm the user the expectations of gaining information for productive usage can lead to negative disconfirmation of believes in term of SNSs. To study this tendency of the user, this study proposes another hypothesis:

H2. Cognitive overload generates the discontinuance intentions in the SNS users.

H2a. Cognitive overload led to the negative disconfirmation of user expectation.

H2b. Cognitive overload leads to the Anxiety feeling.

SNS Exhaustion

SNS exhaustion is also considered as the psychological reaction originating from the stress creating situations that might cause the SNS abundance (Maier et al., 2015). This might lead to the negative psychological and physiological situation ending up with adverse behavioral response in term of tiredness and exhaustion. Further, the SNS user experiences the exhaustion as the time of experiencing SNS increases the exhaustion also increases, such an exhumation is the byproduct of continuous social interaction with the fellow online users in a quest to maintain a continuous and balanced social relationship (Yellowlees & Marks, 2007). SNS Exhaustion is considered in term of the user experience of tiredness while using the SNS platforms due to the negative emotions, psychological strain potentially adverse effect on the overall well-being of the individual user (Ayyagari et al., 2011). Based on these statements the study proposes these hypotheses:

H3: SNS exhaustion generates the discontinuance intentions in the SNS users.

H3a. SNS exhaustion led to the negative disconfirmation of user expectation.

H3b. SNS exhaustion leads to the Anxiety feeling.

Organism to Behavioral Response

Negative disconfirmations come into play when the user is not satisfied with the quality and standards of the service being offered to them and this results in negative disconfirmation. In current context, the concepts of stressors are being investigated and higher probability exists that the negative disconfirmation may be implied in case the SNS user experiences the any of stressors. The negative disconfirmation of user expectation from the service results in development of the negative behavior consequence such as taking a break or avoiding stressful experiences (Lankton et al., 2007). Therefore, study propose yet another hypothesis:

H4: Negative disconfirmation of user expectations develops discontinuance intentions in SNS user.

Anxiety is overwhelming negative emotional state that is having diverse consequences on user overall well-being and performance. In information technologies research, anxiety is a vital behavioral strain that is widely researched and intense concern exists about the SNS platforms not to develop negative feelings one like anxiety (Saffrey et al., 2007). Anxiety might push the user to take corrective measures. The literature concludes that the negative state is resultant of the negative experiences in post adoption behavior that leads to the avoidance of such adverse situations (Oberst et al., 2017). This stage develops the emotional feeling of avoidance such as discontinuance intentions to take a break from social networking sites. Hence, yet propose another hypothesis:

H5: Feeling of anxiety develops discontinuance intentions in the SNS users.

Mediating effect of strains

The existing body of literature on SOR framework establishes that the strains are the byproduct of stressors and outcome is resultant of strains. The intention of the user might influence the user ability to perform and adopt to the modern standards of the socialization that can result in loneliness and social isolation (Dhir et al., 2018). Discontinuance intention is actually the psychological and behavioral withdrawal of the user from the stressful situation and their coping strategy to reinstate the comfortable feeling. Therefore, following set of hypotheses is proposed:

H6a. Disconfirmation mediate the relationship between technostress and discontinuance intention in SNS users.
H6b. Anxiety mediate the relationship between technostress and discontinuance intention in SNS users.
H7a. Disconfirmation mediates the relationship between SNS exhaustion and discontinuance intention in SNS users.
H7b. Anxiety mediate the relationship between SNS exhaustion and discontinuance intention in SNS users.
H8a. Disconfirmation mediates the relationship between cognitive overload and discontinuance intention in SNS users.
H8b. Anxiety mediates the relationship between cognitive overload and discontinuance intention in SNS users.

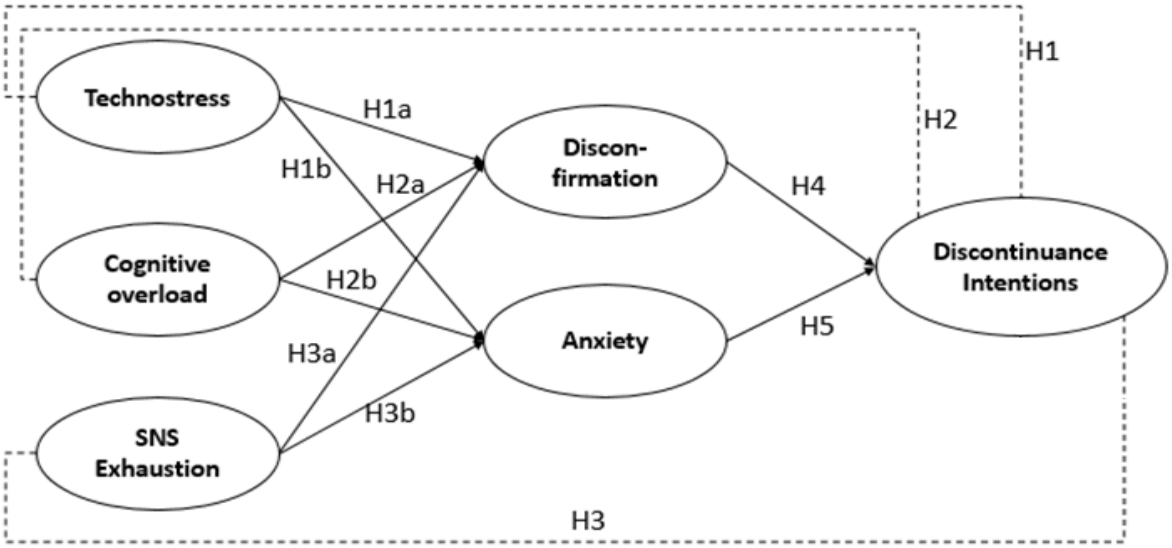

Figure 1. Theoretical framework

Material and MEthods

Scale Items

To ensure the scale reliability and validity, all scales are adapted from existing literature. The construct items for technostress are adapted from the study of Nawaz et al., (2018). Moreover, the construct items for the cognitive stress are adapted from the study of Kalika et al., (2015). similarly, the construct items of technostress are adapted from the study of Ayyagari et al., (2011). Whereas, the construct items for the disconfirmation and anxiety are adapted from the study of Oliver et al., (1994) and Stein & Sareen, (2015) simultaneously. Further, to obtain the respondents response on the questionnaire the authors has used the Likert seven-point scale with "7" as the strongly agree and "1" as the strongly disagree.

Population

To ensure only the related respondents respond to the questionnaire, the screening question is added "from how many years you are interacting with the social media networks". This statement will help to gain the information about the number of years invested in interaction with the networking platforms. The data collection is done through the popular social media by posting the questionnaire. Moreover, the questionnaire was communicated to the 15 social media researchers and 15 social media experts. On their proposal minor changes were made and final questionnaire was collected. Table 1 presents the demographic details of the survey respondents.

Results and Discussion

Table 1
Demographic profile of the study respondents.

Category		Frequency	Percentage (%)
Gender	Male	221	51
	Female	213	49
Age	15-20 years	100	23
	21-25 years	134	31
	26-30 years	50	11
	31-35 years	40	9
	36-40 years	60	14
	41-45 years	25	6
	46-above	25	6
Education	HSC	80	18
	HSSC	125	29
	Bachelor	200	46
	Masters	25	6
	Above	4	1
Time using SNS	6 months-1 year	50	12
	1-3 years	139	32
	4-6 years	111	26
	7-9 years	100	23
	9 and above	34	7
Daily usage	< 1hour	160	37
	1-3 hours	150	35
	4-5 hours	101	23
	6 hours and above	23	5

Measurement Model

The current research considered the reflective measurement assessment technique. This technique includes the tests such as internal consistency, individual indicator reliability, convergent validity and the discriminant validity (Hair et al., 2019). First, the factor loading cut-off value was 0.6 and all the factor loading values were found about the cut-off standard. Further, the composite reliability value of 0.7 is the standard value and all the values were found about the 0.7. The table 2 presents the details of measurement assessment technique. Based on these outcomes, the authors can claim that the constructs of this study are valid and reliable for further processing. In last HTMT measurement is performed to estimate the construct discriminant validity. The value of HTMT must be more than 0.90 (Henseler et al., 2009). The table 3 present the HTMT indicates that no discriminant validity issue is found in the data. This shows study is having considerable assessment values in discriminant validity measurement.

Table 2
Results of confirmatory factor analysis.

Construct	Items	Loadings	VIF	Cronbach Alpha	CR	AVE	R^2	Q^2
Techno Stress	TS1	0.889	2.976	0.886	0.921	0.746		
	TS2	0.857	2.833					
	TS3	0.844	2.732					
	TS4	0.864	2.199					
SNS Exhaustion	EXH1	0.884	2.686	0.902	0.931	0.772		
	EXH2	0.844	2.281					
	EXH3	0.892	2.999					
	EXH4	0.894	2.337					
Cognitive Stress	COG1	0.879	2.557	0.909	0.936	0.786		
	COG2	0.907	2.055					
	COG3	0.894	2.040					
	COG4	0.866	2.665					
Disconfirmation	DIS1	0.905	2.415	0.856	0.833	0.777	0.667	0.511
	DIS2	0.859	3.013					
	DIS3	0.880	2.640					
Anxiety	ANX1	0.893	2.182	0.901	0.931	0.771	0.721	0.549
	ANX2	0.881	2.896					
	ANX3	0.891	2.867					
	ANX4	0.847	2.660					
Discontinuance Intentions	DTI1	0.902	2.177	0.892	0.933	0.822	0.679	0.552
	DTI2	0.892	2.286					
	DTI3	0.926	2.348					

CR=composite reliability, AVE=average variance extracted

HTMT Criterion

After internal consistency assessment, the further procedure adopted to ensure the discriminant validity is HTMT criterion. The threshold value is 0.9 to make sure there is no issue of discriminant validity (Henseler et al., 2014). The study results show that are values of HTMT are above the 0.9. moreover, the collinearity statistics claims that a variable can predict another variable outcome with the help of multiple regression model. To do so, the current study uses the VIF or variance inflation factors analysis. The value of VIF should be less than the 3.3. The study result show that all VIF values are less than 3.3. So, we can claim that this study is free of any multicollinearity-based issue.

Table 3
Measurement Model and Discriminant Validity.

Variables	ANX	COG	DIS	DTI	EXH	TS
ANX						
COG	0.870					
DIS	0.784	0.868				
DTI	0.710	0.878	0.864			
EXH	0.857	0.896	0.863	0.808		
TS	0.883	0.842	0.843	0.850	0.887	

Common Method Variance (CMV)

CMV plays critical role to validate the data obtained from single source. This article has engaged VIF and HTMT to ensure the study data validity. But to cross verify the study data, the current study used the Harman single factor test with help of exploratory factor analysis through SPSS package. The procedure develops six sub groups of the data. The first factor explained only 26.70% of variance that is below the cut-off point of 40%. The six factor model results (X 2 = 1,155.50, df = 758) in a better fit then the single-factor model (X 2 = 4,521.35, df = 273) and the two-factor model (X 2 = 8,500, df = 822). Further, the study also uses the marker variable approach in which one variable is selected that is not related to the current study (Hair et al., 2010). The results show that interrelationships between the latent variables is not influenced by the CMV. So, no issue of CMV exist in this study.

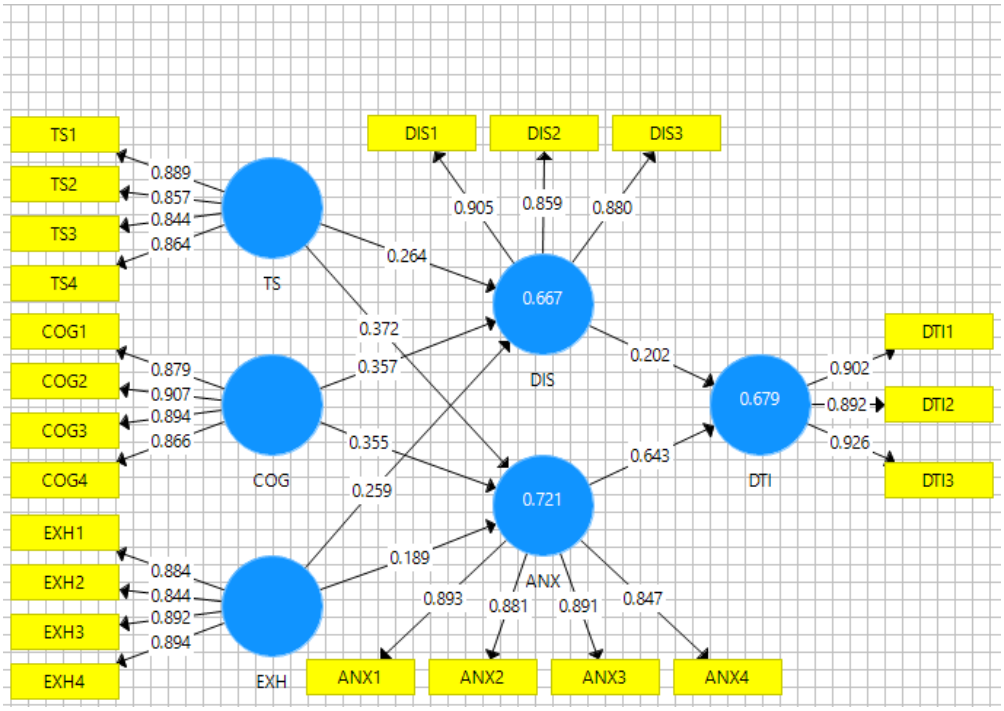

Figure 2: Path Analysis Display

Structural Model

Moreover, the values of R^2 and Q^2 are also measured along the path coefficients. The SmartPLS can estimate around 5000 samples in one time. Whereas, the coefficient of confidential interval is measure at 95% or we can say bootstrapping value of t>1.96 considering the two-tail test (Schlittgen et al., 2016). Moreover, R^2 represents the value of variation in the dependent variables and the standard value for R^2 must be more than 0.2 (Henseler et al., 2009). The present study results are above the minimum value of 0.2. For dissatisfaction R^2 value is 0.667, for anxiety the value is 0.721, and for the discontinuance intention the value of R^2 is 0.679. The table 2 presents all results of R^2. The path analysis

show that technostress makes positive contribution to dissatisfaction (β = 0.264, p < 0.001) and anxiety (β = 0.372, p < 0.001). Hence H1 and H1a are supported. Moreover, the cognitive stress also makes the positive contribution to the dissatisfaction (β = 0.357, p < 0.001) and anxiety (β = 0.355, p < 0.001). So, H2 and H2a are approved. Further, SNS exhaustion also makes strong and positive contribution to the dissatisfaction (β = 0.259, p < 0.001) and anxiety (β = 0.189, p < 0.001). Therefore, H3 and H3a are supported. Whereas, dissatisfaction (β = 0.202, p < 0.001) and anxiety (β = 0.643, p < 0.001) makes positive contribution to the user discontinuance intentions. This finding shows that H4 and H5 are also approved. Table 4 shows the detailed outcome of the path analysis.

Table 4
Path Analysis

Hyp.	Relationship	Std Beta	Std error	t-value	P-value	Decision
H1	TS→DIS		0.074	3.148	0.001	supported
H1a	TS→ANX		0.063	5.609	0.001	Supported
H2	COG→DIS		0.079	4.001	0.001	Supported
H2a	COG→ANX		0.058	2.100	0.001	Supported
H3	EXH→DIS		0.069	3.330	0.001	Supported
H3a	EXH→ANX		0.042	3.006	0.001	Supported
H4	DIS→DTI		0.033	2.009	0.001	supported
H5	ANX→DTI		0.057	2.100	0.001	supported

TS= technostress, DIS= Dissatisfaction, ANX= Anxiety, COG= Cognitive stress, EXH= Exhaustion, DTI= Discontinuance Intention

Mediation Analysis

The study implies the VAF method to estimate the mediating role in between these variables and their ability to influence the user continuation intention. VAF stands for variance accounted for. A VAF value of less than 20% means no mediation and a VAF value between 20 to 80% means partial mediation. Whereas, VAF estimation of more than 90% means full mediation (Hair et al., 2014). The table 5 presents the mediation results of the hypotheses H6a, H6b, H7a, H7b, H8a and H8b with a mediation percentage of 52.63, 35.92, 53.71, 63.12, 70.71 and 64.84 respectively. The VAF results show that dissatisfaction and anxiety partially mediate the relationships stimuli and behavioral response.

Table 5
Variance Accounted for (VAF) of the mediating variables (dissatisfaction and anxiety)

		Mediation						
Hyp.	**Relationship**	**Independent Variable**	**Dependent Variable**	**Mediating Variable**	**Indirect effect**	**Total effect**	**VAF (%)**	**Decision**
H6a	TS→DIS→DTI	TS	DTI	DIS	0.080	0.152	52.63	Partial mediation
H6b	TS→ANX→DTI	TS	DTI	ANX	0.120	0.334	35.92	Partial mediation
H7a	COG→DIS→DTI	COG	DTI	DIS	0.090	0.168	53.71	Partial mediation
H7b	COG→ANX→DTI	COG	DTI	ANX	0.190	0.301	63.12	Partial mediation
H8a	EXH→DIS→DTI	EXH	DTI	DIS	0.099	0.140	70.71	Partial mediation
H8b	EXH→ANX→DTI	EXH	DTI	ANX	0.083	0.128	64.84	Partial mediation

TS= technostress, DIS= Dissatisfaction, ANX= Anxiety, COG= Cognitive stress, EXH= Exhaustion, DTI= Discontinuance Intention

Conclusion

The study aims to explore the role of SNS user's discontinuance intention in indirection manner of technostress, cognitive overload and the SNS Exhaustion. First, the

technostress positively influences the feeling of SNS platform dissatisfaction and also adds to the experience of anxiety with continued urge to respond the platforms. These findings are in-line to the previous findings of (Nawaz et al., 2018) that SNS platforms make negative contribution to the cognitive feelings of the users. Second, cognitive overload also contribute positively to the experience of the dissatisfaction and these findings are inline to the previous study of (Ma et al., 2022) that stimuli's influence the overall satisfaction with the service platforms. Third stimuli are the SNS exhaustion that also have influence in raising the dissatisfaction level along with elevating the experience of anxiety. The findings regarding the dissatisfaction are inline to the previous study of Mengkebayaer et al., (2022) that claims dissatisfaction plays vital role in determining the consumer future intentions, and dissatisfaction is mixture of multiple factors. Whereas, the experience of anxiety due to the social media excessive engagement is a well proven concept in multiple studies.

The platform dissatisfaction strongly influences the user discontinuation intention. Especially in term of the SNS. This finding tells us that excessive engagement with the technology, excessive information and continuous use leads to negative feelings with the service providing platform that leads to the discontinuation intentions (Ma et al., 2022). Similarly, the anxiety experienced due to the stimuli's also influencing the future intentions to take break on permanent or temporary basis. The study of Ma et al., (2022) revealed that anxiety is a compound outcome of multiple factors that too stands true for this investigation. Further, the current study also conducted rigorous mediation role of dissatisfaction and anxiety in between the technostress, cognitive overload, SNS exhaustion and the user discontinuation intention. The study confirms the mediation role of these two factors with the help of six mediating hypotheses and all stand supported.

On the theoretical implication's sides, first the current study enhances the existing literature on social media platforms and its one of the few conducted in the third world countries. As most of the studies conducted are based on the western scenarios. This study provides a chance to understand the behavior of developing nation users. Second, the implies the SOR framework to the SNS studies which enhances the SOR implications to the user discontinuance intention. This will provide a basic theory and framework for future research studies to further explore the user intention in context of the SNS engagement. Third, the study introduces the mediating role of dissatisfaction and anxiety in between the technostress, cognitive overload, SNS exhaustion and the discontinuance intention. This study can act as base case for further exploration and gain better understanding of the social media users. Forth, the study developed the stimuli in term of the technostress, cognitive overload and the SNS exhaustion. This introduces the key variables that can make the strong impact on the user future use intentions (REF, REF). In the last, the study offers robust framework to gain understanding of modern era of social media networking sites and allied applications and their ability to influence the user's cognitive side of brain that leads to the permanent or temporary break from service platform.

Besides the theoretical implications the current studies have certain suggestions for the business owners, social media platform developers, and the business managers. First, the social media platforms should provide continuous updating and maintain different formats of platforms which will reduce the technology related stress. Second, the platforms should introduce the concept of stop watch to aware the users of time they have spent on the network that will reduce the feeling of stress. Third, to avoid the cognitive overload the platforms can limit the information sharing ability of users or they can take the help of AI to control the sharing of unwanted and unauthentic sources of information. Froth, the platforms must provide the user guidance on login that will also create some type of hurdle and cognitive alert to make positive user of the social media platforms.

Recommendations

The methodology adopted for this study has certain limitations that can potentially influence the study outcome. First, the study collected the data at single time period, which might lead to the data biasness. Although current study is not having any such issue. The future study may opt for the longitudinal data collection technique while taking data at different intervals of time. This will raise the overall quality of the data and will also cross check the outcome of current study. Second, the study used technology related stimuli to explore the discontinuance intention. The future study should use more general and personal characteristics as stimuli to explore user discontinuance intention. Third, this study is geographically restricted and data set represents one nationality. To enhance the generalizability of the study the future researchers can use take data from different nations to conduct mutli group analysis. This will help to understand the behavioral differences on the basis of cultural differences. In last, this study used SmartPLS based SEM technique to evaluate the data. The future researchers may use more advanced data analysis tools such as fsQCA.

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