Impact of Socialization Agents on Individual's Social Media Behaviour: Study of Indian Adults

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ABSTRACT

Purpose *– The objective of the research is to understand the relationship between socialization agents and behavioral aspects of a social media user and developing a pragmatic relational model between socialization agents and various aspects of social media behavior.*

Design/methodology/approach *– Exploratory research design employed to identify the elements of social media behavior and socialization agents followed by field study based on structured questionnaire filled by 384 regular social media users selected by random sampling technique. The constructs' of social media behavioral scales have been adapted from various previously researched and validated scales and analyzed for socialization agents' context, the authors have precisely validated the selected scales in this study. Various statistical analyses were performed to evaluate the empirical validity of the models developed, followed by multiple regressions for hypothetical testing using R studio edition.*

Findings *– This analysis of collected data shows the following findings: firstly, religion plays an important role for the information seeking, trading and socialization of social media users; secondly, work as well as peers of social media users impacts their information seeking, socialization and reinforcement. Third, law and government also plays an important role for the information seeking, socialization and emotional behavior of social media users; lastly Family and social groups of social media users impacts their information seeking, emotional and reinforcement but, findings of this paper further urge the necessity of considering further multidimensional and multidisciplinary socialization agents for the various elements social media behaviour.*

Originality/value *– The findings presented in this paper give new opportunities for research on multi-dimensional social media behavioral model and suggestions for socialization agents' implications.*

Keywords: Socialization agents, social networking sites, social media behaviour, internet.

INTRODUCTION

Individual's behavioral actions in their respective day to day life are affected by various elements and collectively they are termed as socialization agents. In previous researches, socialization agents' attributed for individual active learning and have been examined for their working conditions as well as for their relationships (Heinstorm, 2006). In behavioral science, research on socialization agents has also been carried out in order to understand people's behaviors while seeking information for their purchase. Socialization agent to an individual is an affective factor that enables to initiate, continue, and terminate information seeking for their purchase. One's motivation for purchase can increase or decrease depending on to what degree the person is cognitively or affectively stimulated by the search process and results (Joinson, 2008).

Socialization agents always been considered as a key element which impacts the individual behaviour. They will not only raise individual awareness of social values and goals but also defines alignment between the organization's ideology and employee values. Socialization agents thus motivate individuals to help the organizations to achieve its objectives Fotis, 2015). Such implication to an individual behaviour has been labeled as socialization agents which impacts an individual's perceptions. Considering the presumed potential of social interactions of an individual, the question rises how formal as well as informal socialization agents can affect behavioral elements and create socialization based behaviour (Gensler, Volckner, Liu- Thompkins, & Wiertz, 2013).

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Past research indicates that social interactions motivate, information seeking needs of an individual as well as impact their socialization valence Safko & Brake, 2012) and these social media destinations allow people to share their feelings, data, decisions, inclination, and product reviews with others in their virtual boundaries groups and even corporate environment also (Boyd & Ellison, 2008). Web-based social networking sites have extended open doors for learning as well as for business. As youthful users of digital natives use technology, they not just trade thoughts, sentiments, and data in addition trade visuals as well as monetary instruments and while doing as such, they form a behavioral structure. Users (Baird & Parasnis, 2011) formulate social media behaviour through their reactions, remarks likes and dislikes In this way, their behaviour determines their engagement and cooperation with different individuals. Thus, researchers need to not only analyze content, but rather effectively understand social media behaviour such that it can facilitate to understand decision science for the users. Social media behavioral practices go by past writings can be characterized as a user's behavioral indications on a social networking platform [registered] due to motivational drivers. Imperatively, this definition mirrors that social media behavioral practices are a consequence of motivational factors (Sommer, 2011). The concept of social media behaviour has been examined in many fields, including psychology education, marketing and etcetera.

This research on social media behaviour has fixated based on socialization agents. Users develop social media behaviour through various experiences (Kim, Jeong, & Lee, 2010). Researchers perceive that there are different objects of socialization agents, including religious offerings, family orientation, legislative structure and mass media (Kilgour, Sasse, & Larke, 2015) . Together, these elements constitute the social media behavioral understanding of the user. Social media behaviour is intuitive and hence the developing model must be tested through an examination for every dynamic encounter (Teng, Khong, & Goh, 2015). Social media behaviour has become an important topic of public and scholarly discussion. There are various positive aspects of social networking sites for users, for instance being used for data sharing and trading, information as well as economic transactions. This review highlights socialization agents mainly from an individual point-of-view, focusing. (Terblanche, 2011).

OBJECTIVE OF THE STUDY

Consequently, the objective for this examination is to explore the Socialization agents on behavioral implications thus number of behavioral elements are taken into consideration. Socialization agents might have distinctive implications on each individual. This examination chose few sorts of social media behavioral elements. Thus proposes the following research questions:

- To identify different behavioral elements of a social media user.
- How socialization agents' impacts different behavioral elements of a social media user.

REVIEW OF LITERATURE

Socialization agents are increasingly becoming an indispensable element for consumer decision making, as well as an important tool for online brand–customer relationship development and maintenance, by enabling unprecedented impact on users' social media behaviour for decision making (Correa, Hinsley, & Zu´n˜iga, 2010). The majority of existing marketing studies define social media behavior as a psychological state that emerges in the process of user interactions with socialization agents during user experiences. The conceptualization stems for social media behavioral constructs are based on user interest of socialization, consistently linked to outcomes i.e. economic trading activities as well as information seeking activities (Harter & Hert, 1997). Researchers consider social media behaviour to be a psychological state leading toward interactions with user and user communities which preceding emotional behaviors. Most theories views social media behaviour as multidimensional nature but researchers differs in measuring social media behaviour due to differences in conceptual approaches (Doolin, Dillon, Thompson, & Corner, 2005)

Specifically, studies emphasizing on the information seeking element of social engagement identify social factors i.e. social interactions, beliefs, background, family orientation, siblings and relatives play major role as the construct for social media behaviour. Alternatively, family elements i.e. Parents, upbringing and social status are focusing more on the psychological state emerging for teenage users social media activity. Researchers propose that constituent aspects of social media behaviour include cognitive information processing, emotional affection, and social network activation (De Vos & Freese, 2011). These differences in conceptualizing the social media behaviour construct can be attributed to the nascent character of the behavioral research stream and to the relative novelty of the social media phenomenon, which is still evolving in the domains of online behavioral studies and social media research (Favero, Meier, & O'Toole, 2014). While both approaches offer an insight into the psychological domain of the user-social media engagement phenomenon by emphasizing (a) informational states of mind and (b) emotional and mental processes taking place during and after the engagement actions, they fall short of describing and classifying the actual actions undertaken by social media users as a demonstration of their motivational, mental, and emotional engagement (Fotis, 2015) (Carson, 2010). Yet another approach views social media behaviour not as a psychological state but as reinforced behaviors exhibited by users as they interact with others (and with other users in relation to socialization agents. This perspective is more in line with the behavioral analytics metrics used to measure behaviour in practice and offers more actionable insights (Dinev & Hart, 2006). Although several attempts have been made to address engagement behaviors in earlier research, these behaviors have not been exhaustively identified, characterized, or classified. For example, distinguish between sharing, learning, co-developing, advocating, and socializing "engagement sub-processes" manifested by members of a social media community (Goldsmith, Pagani, & Lu, 2013). Although a number of research studies have previously addressed socialization agents for behavioral theories, these studies are (a) usually limited by the context of a particular offline platform, (b) mostly based on the generic uses and gratifications theoretical approach, and (c) seldom inclusive of preexisting user engagement. Researchers found that code of conduct and social security, as well as religious and informative influence, positively related to social media engagement (Hyrynsalmi, Seppänen, Aarikka-Stenroos, Suominen, Järveläinen, & Harkke, 2015). Theories focused on the role of cultural norms in determining the behavior of trading online in social media platforms. The authors found that users decisions characterized by higher cultural trust, greater emotional identification, stronger commitment to their community, and greater intentions to continue participation were more likely to reinforce brand messages (Li, Wang, Li, & Che, 2016). Studies conducted in socialization context proposed that religious evangelism (i.e., defending and reinforcing the religion), social recognition by other community members, as well as acknowledgment by the family intensify user creativity in decision making. Studies conducted in socialization context proposed that religious evangelism (i.e., defending and reinforcing the religion), social recognition by other community members, as well as acknowledgment by the family intensify user creativity in decision making (Shah, 2016). Socialization agents' context identified religious institutions, beliefs, spirituality, social interactions, educational institutions, social status and reference groups that drive more-involved social media interactions, and found that motivations such as information search, socialization, and reinforcement stimulate higher levels of user related activity in social media (Taylor, 2013).

Authors	Variables	Research objectives	Statistical tool	Findings
(Hazli, 2013)	Emotional trust, Perceived usefulness, Intention to buy	Do social media in social networking sites affect the user's emotional trust, Perceived usefulness, Intention to buy?	Structural equation model	Consumers have social interactions through social media such as online forums, communities ratings, reviews and recommendations. These developments have introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. These interactions provide different values for both business and consumers. The present study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption.
(Gul, Shahzad, & Imran, 2014)	Consumer Purchase behavior, Information seeking consciousness	Is there a strong relationship between Social Media and Consumer's purchase behavior and information seeking consciousness?	Pie and bar charts	There is significant positive relationship between social media and consumer buying behavior. The age group affected the result considerably and it was found that young population between 22yrs to 27 yrs. was most influenced. Social Media has significant positive relationship with Fashion Consciousness. There is no significant link between amount spent per shopping trip and no. of trips.
(Ioanăs & Stoica, 2014)	Demographic profile, payment methods	Measuring the degree of consumer confidence in purchasing products online. Consumer attitudes study toward other consumer feedback from online. Defining the categories of products that consumers buy online. Identifying the maximum amount that consumers are willing to pay online.	Graphs & Tables	Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities. Blogs, YouTube, MySpace, Facebook are examples of social media that are popular among all level of consumers. . Users are using several online formats to communicate, (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to share ideas about a given product, service, or brand and contact other consumers, who are seen as more objective information sources. Young consumers (25 to 29) buy more. Mostly females. Two most common reasons for online purchase are Convenience and home delivery.
(Naidu & Agrawal, 2013,)	Buying behavior on social media, Customer feedback on social media	To check awareness about social media. Whether people are using social media only for communication but or for collecting information regarding product too Which is the most used platform in social media? How decision making is influenced by social media directly and indirectly.	Pie Charts	Now days in 21st century buying behavior decision making is influenced by social media directly and indirectly. In today's competitive environment and in 21st century social media became very useful technique for marketing promotional strategy.
(Yamakanith, 2014)	Frequency of usage of social networking sites, Interpersonal relationships with family and friends	To engage in a Sociological analysis of the concept of "interpersonal relationship" with a special focus as the changing nature of inter-personal relationships. Q2. To analyze the growth in the number and the pattern of impact of Social Networking Sites on college going students, particularly on their changing interpersonal relationships.	ANOVA	The usage of SNS brought lots of changes in interpersonal relationships between these students and members of family and it also helped students to have more communication with their family members and friends. Facebook is most used platform followed by YOU tube.

Table 1: Systematic summary of reviewed articles according to investigated theme and authors' names.

Authors	Variables	Research objectives	Statistical tool	Findings
(Lazarevic, 2012)	Social behaviour, Brand Equity, Online brand-Socialization agents relationship,	Socialization agents efforts create a brand image which is assessed by generation Y consumers to determine if it reflects their values. Socialization agents is used to convey a consistent social media behaviour and build up brand equity	Descriptive Research	Paper presents a view that existing marketing tools such as integrated marketing communications and branding can be used in new ways to increase the perceived congruence between the generation Y consumer and the brand. They are more involved with their purchases than previous generations because they are more aware of the social consequences of the wrong purchase (Fernandez, 2009; Darley, 1999)
(Duffett, 2015)	Cognitive attitude, Emotional social media behaviour, Social groups	What effect does Facebook advertising have on the cognitive attitudinal component of Generation Y in an emerging country such as SA? How do various Facebook usage characteristics influence Generation Y's awareness and knowledge perceptions of advertising on Facebook in SA? Do various demographic factors have an impact on Generation Y's cognitive attitudes towards Facebook advertising in SA?	One-sample bi-nominal standardized test and Pearson's correlation coefficient, GLM ANOVA	Consumers who were exposed to both paid and earned social media could assist organizations with increased brand awareness. advertising on Facebook also resulted in increased levels knowl- edge amid Generation Y. Internet consumers' primary reason why they followed companies and brands on SNS was to keep up-to-date with the latest information. SNA was most effective when young adults spent two of more hours logged on to Facebook, which is logical, since they would have more time to notice the advertisements. However, Generation Y tend to multi-task and use their mobile devices while on the move to access the Internet, SNS and to communicate, so do not spend long periods on Facebook at one time.
(Kansra, 2014)	Buying behavior, Online trading Individual values	To examine the factors affecting the preference towards branded clothes among young consumers. To examine the association of age, income, occupation, marital status, education and gender with buying branded clothes	Percentages, factor analysis and Chi- square	It is found that product design, reliability and trust, social influence and discounts, brand name and fashion and status symbol and uniqueness are the main factors influencing the buying behavior of branded clothes. Those who do not buy branded clothes have varied reasons like cost, inaccessibility and preference of quantity to quality. The results show that there is an association between age, marital status, occupation, and income and buying of branded clothes, whereas there is no association between gender, and education and buying of branded clothes
(OSAMA, 2015)	Use of social media, Reinforcement, Personality, behavior	To estimate the changing behavior of the youths due to excess usage of Social Networking Sites (SNS). To find out the reasons behind the changing personality of our youths while interacting with his/her parents/Teachers	Descriptive Research	. Most of the teens are interested to make new friends whether they know each other personally or not. It is very common that Teens always eager to make friends of opposite gender. There are so many pages can be found which contains inappropriate content and the users are free to see all of them which leave the bad impression on youth minds. Teenagers take a lot of food/fast food during surfing. Due to excess use of SNS user become freakish and boring.
(Khare & Varshneya, 2017)	Peer influence, Green knowledge, purchase behavior, past experience	Does past environment-friendly behaviour influence Indian youths' organic clothing purchase behaviour? Does peer influence in the green context affect Indian youths' organic clothing purchase behaviour? Does organic clothing knowledge influence Indian youths 'organic clothing purchase behaviour?	Confirmatory Factor Analysis, Chi Square, Structural equation model	The results of the study indicated that peers, friends and family did not influence organic clothing purchase decision of youth. This implies that a decision to purchase organic clothing was related to one's pro-environmental values and past experience with green products. Since, youths are interested in latest fashion and trends, then they might perceive organic clothing as "premium" and "unique". The "uniqueness" of organic clothing should be promoted so that it gels with the individual's commitment towards green values

Table 1: Continued

RESEARCH METHODOLOGY

Research design

In order to have a systematic approach regarding the identification of key elements and concepts of social media behaviour and socialization agents the author followed the method of exploratory research design followed by casual research design to understand.

Sampling technique: The scope of the research is comprised of regular online user from National capital region of India. The questionnaire prepared for gathering data was distributed from May to December of academic year 2018. In this academic year, 18.73 million (India, 2017) active social media users were using various social media platforms for the respective purposes.

The size of the sample was calculated with the formula

$$\text{Sample Size} = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where: Z = Z value (e.g. 1.96 for 95% confidence level), p = Population, c = confidence interval i.e. 0.05 Thus sample size =384 (5% tolerance with a 95% possibility was taken into consideration. The questionnaire prepared within this context was given to 400 students using the basic random sampling method. In this method, there is a possibility of each entity in the sample being chosen, so this method is an appropriate population for a probabilistic sample. It is possible to say that the number of students used for the research (400) is adequate because it is more than 384, which is calculated with the formula used for the number of the sample size of the participants, 58.5 percent are male, and 41.5 percent are female.

Data Collection

A questionnaire form was used as a tool for gathering data. The questionnaire form was prepared by benefitting from the studies (Bochenek & Blil, 2013), (Tsimonis & Dimitriadis, 2014), (Shim, 1996), (Bowden, 2009), (Rathore, Ilavarasan, & Dwivedi, 2016), (Treem & Leonardi, 2012) and by adapting insights collected from exploratory research design. In the first part of the questionnaire are questions about demographic information and multiple choice questions about the use of Internet and social media; in the second part, a Likert scale containing five items is used (1=Totally disagree, 2=Disagree, 3=No idea, 4=Agree, 5=Totally agree.

Hypothesis development & testing

In the analysis of the data gathered from the questionnaire, SAS University edition used for statistical analysis. Cronbach alpha's a test was implemented for the reliability test of the scale, and it was calculated that Cronbach alpha = 0.693. This value calculated shows that the scale is highly reliable. In order to facilitate understanding and interpretation of the relationship among a wide range of parameters stated in the questionnaire that are thought to have relations, and in order to reduce the amount to a more basic dimension , a factor analysis has been used.

For the factor analysis feasibility test of data, the Kaiser-Meyer-Olkin (KMO) test and the Bartlett test have been implemented. The value of the Bartlett test is 6,514.261. This value is p=.000<.05, so the result of the Bartlett test is significant. The value of the KMO test is calculated as 0.862. Therefore, there are high correlations among the parameters. In other words, the set of data is appropriate for factor analysis. In factor analysis, the "Varimax method" has been implemented, and four factors have been found. These seven factors are 76.514 percent of the total variance.

Measurement Scales					*Confirmatory Factor Analysis*		
Factors	*Number of Items*	*Research Studies Followed*	*Scale Examples**	*Reliability (á)*	*Factor Loadings*	*Eigen value*	*% Variance*
Religion	10	*(Bowden, 2009), (Fotis, 2015), (Gensler, Volckner, Liu-Thompkins, & Wiertz, 2013), (Heinström, 2006)*	*Beliefs, Values, Background, Spirituality, Customs, Meaning of Life, Religious institutions, Spiritual gurus, Religion, Cultural norms*	0.81	0.78–0.90	4.303	0.3193
Family and Social groups	10	*(Safko & Brake, 2012), (Tsimonis & Dimitriadis, 2014), (Shim, 1996), (Treem & Leonardi, 2012), (Sommer, 2011), (Terblanche, 2011)*	*Family orientation, Parents, Language, Siblings, Social interaction, Relatives, Educational institutions, Social status, Upbringing, Reference groups*	0.73	0.74–0.85	3.754	0.2135
Work and Peers	5	*(Kaplan & Haenlein, 2010), (Yamakanith, 2014)*	*Office rules, Salary, Official role, Peers, Official environment*	0.75	0.71–0.77	2.174	0.1231
Law and Government	5	*(Kim, Jeong, & Lee, 2010), (Lazarevic, 2012)*	*Code of conduct, Sense of security, Governance, Party in rule, Judiciary*	0.77	0.74–0.88	1.044	0.1092
					Cumulative = 0.7651		

Table 2 Author compilation for Factor analysis

The factors regarding socialization agents with social media behaviour and the value of factors can be seen in table 2. The first of the factors can be called "Religion" and consists of ten parameters. It explains 31.93 percent of the total variance. The second factor is "Family and Social groups" and includes ten parameters and it explains 21.352 percent of the total variance. The third factor can be called "Work and Peers" and consists of five parameters and it includes 12.31 percent of the total variance. The fourth factor is "Law and Government" and includes five parameters. This factor is 10.927 percent of the total variance. Averages and standard deviations of the seven factors can be seen in table 2. Despite the participants not having any fear with respect to religion about social media behaviour (2.77), their attitudes toward information seeking with social media are neither positive nor negative (3.39). They accept that their use of social media for trading purposes (3.70) is better for their relations with peers in work environment (3.51). They do not agree with the reinforcement about social media (2.91), and they do not follow social media for learning (2.55). Ultimately, the participants are affected by the Internet and social media neither a lot nor a little (3.14).

Religion of a user is closely connected to social media behaviour that can impact user decisions. Hence, the author proposes:

H1A: Religious insights have a positive relationship with users' information seeking behaviour of social media users.

H2A: Religious insights have a positive relationship with users' trading behaviour of social media users.

H3A: Religious insights have a positive relationship with users' socialization behaviour of social media users.

H4A: Religious insights have a positive relationship with users' emotional behaviour of social media users.

H5A: Religious insights have a positive relationship with users' reinforcement behaviour of social media users.

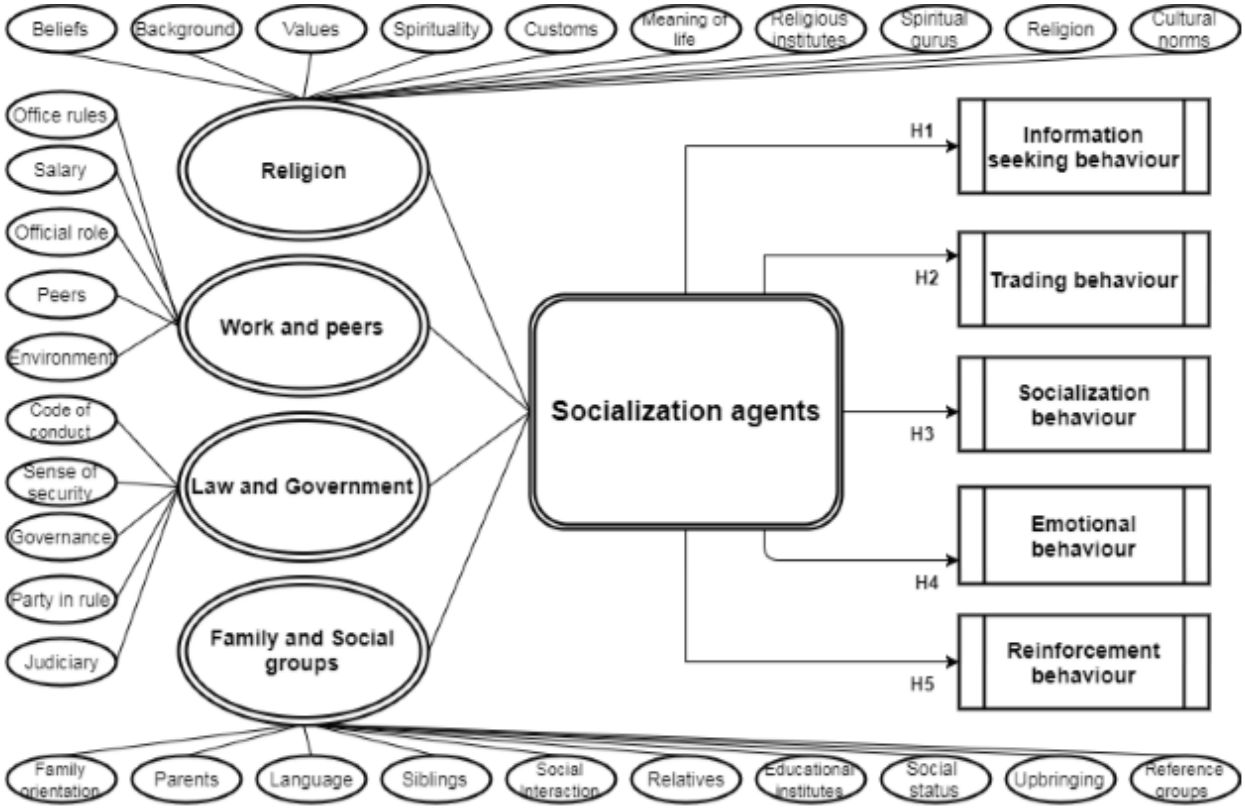

Figure 1 Proposed conceptual model for the study

Work and peers of a user is closely connected to social media behaviour that can impact user decisions. Hence, the author proposes:

Social media behaviour of a user on social media sites is closely connected to socialization agents that can impact his decisions. Hence, the author proposes:

H1B: Work and peers have a positive relationship with users' information seeking behaviour of social media users.

H2B: Work and peers have a positive relationship with users' trading behaviour of social media users.

H3B: Work and peers have a positive relationship with users' socialization behaviour of social media users.

H4B: Work and peers have a positive relationship with users' emotional behaviour of social media users.

H5B: Work and peers have a positive relationship with users' reinforcement behaviour of social media users.

Law and Government is closely connected to social media behaviour that can impact user decisions. Hence, the author proposes:

H1C: Work and peers have a positive relationship with users' information seeking behaviour of social media users.

H2C: Work and peers have a positive relationship with users' trading behaviour of social media users.

H3C: Work and peers have a positive relationship with users' socialization behaviour of social media users.

H4C: Work and peers have a positive relationship with users' emotional behaviour of social media users.

H5C: Work and peers have a positive relationship with users' reinforcement behaviour of social media users.

Family and Social groups is closely connected to social media behaviour that can impact user decisions. Hence, the author proposes:

H1D: Family and Social groups have a positive relationship with users' information seeking behaviour of social media users.

H2D: Family and Social groups have a positive relationship with users' trading behaviour of social media users.

H3D: Family and Social groups have a positive relationship with users' socialization behaviour of social media users.

H4D: Family and Social groups have a positive relationship with users' emotional behaviour of social media users.

H5D: Family and Social groups have a positive relationship with users' reinforcement behaviour of social media users.

Model A: A series of multiple linear regressions were performed to evaluate the relationship between Religion (socialization agent) and identified elements social media behaviour of users spends using the Internet each day. The hypothesized model Religion of a user to social media behaviour for is represented in Table 3, the p values for Information seeking behaviour, Trading behaviour, Socialization behaviour in the table are less than 0.05, which is acceptable, therefore the estimated coefficients are statistically significant and the p values for Emotional behaviour, Reinforcement behaviour are less than 0.05, which is unacceptable, therefore the estimated coefficients are statistically insignificant

Dependent variable	Mean	Standard Mean	Standard Error	F statistic	p- value	Hypothesis
Information seeking behaviour	2.76	1.562	0.39727	3.65	0.0003	Supported
Trading behaviour	2.89	1.572	0.09293	-6.19	<.0001	Supported
Socialization behaviour	2.9	1.623	0.12204	-0.15	<.0001	Supported
Emotional behaviour	3.1	1.321	0.06266	-0.29	0.7713	Rejected
Reinforcement behaviour	2.3	1.513	0.39727	3.65	0.0603	Rejected

Table 3 Results for Various elements of Social media behaviour and Religion

Model B: A series of multiple linear regressions were performed to evaluate the relationship between Work and Peers (socialization agent) and identified elements social media behaviour of users spends using the Internet each day. The hypothesized model Work and Peers of a user to social media behaviour for is represented in Table 4, the p values for Information seeking behaviour, Reinforcement behaviour, Socialization behaviour in the table are less than 0.05, which is acceptable, therefore the estimated coefficients are statistically significant and the p values for Emotional behaviour, Trading behaviour are less than 0.05, which is unacceptable, therefore the estimated coefficients are statistically insignificant

Dependent variable	Mean	Standard Mean	Standard Error	F statistic	p- value	Hypothesis
Information seeking behaviour	2.58	1.231	0.24356	2.53	<.0001	Supported
Trading behaviour	2.67	1.744	0.01283	4.54	0.3452	Rejected
Socialization behaviour	3.21	1.432	0.42312	-0.23	<.0001	Supported
Emotional behaviour	2.1	1.432	0.04225	-6.23	0.4313	Rejected
Reinforcement behaviour	3.19	1.123	0.39332	-3.65	<.0001	Supported

Table 4 Results for Various elements of Social media behaviour and Work and Peers

Model C: A series of multiple linear regressions were performed to evaluate the relationship between Law and Government (socialization agent) and identified elements social media behaviour of users spends using the Internet each day. The hypothesized model Law and Government of a user to social media behaviour for is represented in Table 5, the p values for Information seeking behaviour, Trading behaviour, in the table are less than 0.05, which is acceptable, therefore the estimated coefficients are statistically significant and the p values for Emotional behaviour, Reinforcement behaviour, Socialization behaviour are less than 0.05, which is unacceptable, therefore the estimated coefficients are statistically insignificant

Dependent variable	Mean	Standard Mean	Standard Error	F statistic	p- value	Hypothesis
Information seeking behaviour	2.76	1.562	0.39727	3.65	<.0001	Supported
Trading behaviour	2.89	1.572	0.09293	-6.19	<.0001	Supported
Socialization behaviour	2.9	1.623	0.12204	-0.15	0.2342	Rejected
Emotional behaviour	3.1	1.321	0.06266	-0.29	0.7713	Rejected
Reinforcement behaviour	2.3	1.513	0.39727	3.65	0.0603	Rejected

Table 5 Results for Various elements of Social media behaviour and Law and Government

Model D: A series of multiple linear regressions were performed to evaluate the relationship between Work and Peers (socialization agent) and identified elements social media behaviour of users spends using the Internet each day. The hypothesized model Work and Peers of a user to social media behaviour for is represented in Table 6, the p

values for Information seeking behaviour, Emotional behaviour, Socialization behaviour in the table are less than 0.05, which is acceptable, therefore the estimated coefficients are statistically significant and the p values for Reinforcement behaviour Trading behaviour are less than 0.05, which is unacceptable, therefore the estimated coefficients are statistically insignificant

Dependent variable	*Mean*	*Standard Mean*	*Standard Error*	*F statistic*	*p- value*	*Hypothesis*
Information seeking behaviour	2.76	1.562	0.39727	3.65	<.0001	Supported
Trading behaviour	2.89	1.572	0.09293	-6.19	0.3421	Rejected
Socialization behaviour	2.9	1.623	0.12204	-0.15	<.0001	Supported
Emotional behaviour	3.1	1.321	0.06266	-0.29	<.0001	Supported
Reinforcement behaviour	2.3	1.513	0.39727	3.65	0.0543	Rejected

Table 6 ***Results for Various elements of Social media behaviour***

DISCUSSION & CONCLUSION

This investigation analyzed the impact of socialization agents to behavioral elements of social media user. In doing as such, the article expands current learning in the space of social media behavior. A few investigations considered socialization inspirations and other emotional factors as indications of social media behaviour. Our examination included some other elements showed as user activities and their distinctive qualities. Earlier writing on social media behaviour for making on model did not coordinate complex inspirational blends of explicit informational needs. In our examination, as we included inspirational aspect of information seeking. Our examination tended to answer, by contrasting the distinguished socialization agents to degree of social media behaviour; we analyzed relationship between socialization agents and its potential for social media behaviour. The consequences of our investigation offer knowledge to marketing managers in creating ideal social media campaigns. In particular, religious elements affect users who draw in with other users as their primary socialization, since these communications can help or damage information needs due to their content and potential for presenting undesired affiliations. By observing religion for social media makes no reference to emotional and reinforcement behaviour. However, religion not to abstain from trading decisions. The impression of religion also have implication on social media behaviour, managers should restrict their social media feed as per religious sentiments of the campaign. Work environment to the user would underscore the offline as well as online behaviour will define their actions. Good work environment and peers ought to likewise share bonding that would fulfill the socialization needs. This kind of work and peers will channel information needs toward supporting the reinforcement behaviour. By law and order, it defines what is right and what is wrong and adversely affect users in their trading actions as well information searching actions to share their various elucidations and mental affiliations. People whose behaviour driven by family inspirations displays the most elevated socialization exertion, particularly the individuals with more social interactions have positive socialization behaviour on social media sites will in general be social media influencers. Family and social groups also defines the information needs of the user as well as it act as a determinant for the emotional behaviour on social media.

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