SOCIAL NETWORKING SITES CONTINUANCE: AN EMPIRICAL INVESTIGATION OF INSTAGRAM USERS IN TURKEY

Kadir KURT*, Nihal SÜTÜTEMİZ**

Abstract

The continuation of individuals to use social network sites is critical both for the long-term success of social network sites and for companies that invest in these platforms. In this study, it was aimed to determine the factors that influence the intentions of Turkish Instagram users to continue using the platform by incorporating a variety of socio-psychological theoretical models and theories. The empirical model of the study was tested by using the Structural Equation Modelling (SEM) technique. Data for this research were collected from 335 participants via the online survey. The empirical results revealed that perceived enjoyment had a strong and statistically significant effect on satisfaction, and satisfaction had a strong and statistically significant effect on continuance intention.

Keywords: *Social network sites, Instagram, Continuance intention, Perceived enjoyment, Empirical research, SEM.*

SOSYAL AĞ SİTELERİNİN SÜREKLİLİĞİ: TÜRKİYE'DEKİ INSTAGRAM KULLANICILARI ÜZERİNDE AMPİRİK BİR İNCELEME

Öz

Bireylerin sosyal medya platformlarını kullanmaya devam etmeleri, hem platformların uzun dönemli başarısı açısından hem de bu platformlara yatırım yapan firmalar açısından kritik önem taşımaktadır. Bu çalışmada çeşitli sosyo-psikolojik teoriler bir araya getirilerek Türk Instagram kullanıcılarının platformu kullanmaya devam etme niyetlerine etki eden faktörlerin belirlenmesi amaçlanmıştır. Çalışmanın araştırma modeli, Yapısal Eşitlik Modellemesi (YEM) tekniği kullanılarak test edilmiştir. Araştırmanın verileri 335 katılımcıdan online anket aracılığıyla toplanmıştır. Ampirik bulgular, algılanan eğlencenin memnuniyet üzerinde, memnuniyetin de devam etme niyeti üzerinde güçlü ve istatistiksel olarak anlamlı bir ilişki olduğunu göstermiştir.

Anahtar Kelimeler: *Sosyal ağ siteleri, Instagram, Devam etme niyeti, Algılanan eğlence, Ampirik araştırma, YEM.*

*PhD Candidate, Sakarya University, Graduate School of Business, MIS Doctoral Program, SAKARYA, (Res. Assist., Adana Alparslan Turkeş Science and Technology University, Faculty of Business, Management Information Systems Department, ADANA.)
e-mail:kadirkurt@sakarya.edu.tr, (https://orcid.org/0000-0002-4857-2492)
** Assoc. Prof., Sakarya University, MIS Department, Faculty of Business, SAKARYA.
 e-mail: nihals@sakarya.edu.tr, (https://orcid.org/0000-0002-8964-7198)

1. INTRODUCTION

Social network sites (SNS) have gained a lot of popularity in recent years and have become one of the daily activities. One of today's most popular SNS is undoubtedly Instagram. According to the 2018 report of "We Are Social" and "Hootsuite", Instagram had reached 1,22 billion users worldwide as of January 2021 (Digital in 2021, 2021) As a result of the increasing role of SNS in human life, companies have initiated some attempts to manage their relations with customers on social media, increase their brand images and ensure customer loyalty (Seol, Lee, Yu, & Zo, 2016).

In today's competitive world, proper management of social media activities that involve many factors and require high investment has become crucial for companies. This necessity has also attracted the attention of researchers especially in recent years, and researchers have conducted studies that are aimed to guide companies in terms of their social media investments (Lee, 2018; Nunan et al., 2018; Szolnoki et al., 2018; Weinberg & Pehlivan, 2011).

Social media is redefining how companies communicate with their customers (Shi, Chen, & Chow, 2016). SNS can be considered as environments that companies can find out and strengthen their position in consumers' minds. Because, SNS provide potential and existing customers the opportunity to make free comments, advice, and complaints about a company's products and activities. Thus, consumers can actively create positive or negative attitudes towards the company. Bhattacherjee (2001) stated that the long-term success of an information system (IS) highly dependent on its continuance usage. The success of companies' activities in SNS provides them advantages in some areas such as strategic positioning, competition analysis, public relations, and brand management. Therefore, the continuous use of SNS is crucial for the success of companies that invest in SNS.

According to the Turkey report of the International Advertising Bureau (IAB), only made in the social media ad spending in 2018 was realized as 410,99 million TRY. In 2019, this figure grew by 46,7% and reached 603 million TRY (IAB Turkey, 2020). Turkey with a population of 83.6 million (TURKSAT, 2020), is a developing country where individualist culture is scarce (Hofstede Insights, 2020). Individualism/collectivism describes the extent to which members of a culture rely on and demonstrate allegiance to either themselves or the group (Hofstede, 1991). Turkey, dominated by the collectivist culture, is among the countries where the most heavily used Instagram in the world. According to the 2019 report of "We Are Social" and "Hootsuite" Turkey was ranked in the fifth place in the world with 38 million active users of Instagram (Digital in 2019, 2019). According to the 2021 report of the same organizations, and in sixth place in the world with its 46 million active Instagram users (Digital in 2021, 2021). High usage level of Instagram in Turkey has been one of the motivators of this study which aims to determine the factors affecting users' continuance intentions of using Instagram.

Heijden (2004) stated that studies investigating technology acceptance should focus on whether the system is utilitarian or hedonic. The main difference between the two is that, while utilitarian systems aim to provide instrumental value to their users, hedonic systems aim to provide self-fulfilling value (Heijden, 2004, p. 696). In the literature, there is a consensus that SNS are categorized as Hedonic Information Systems (Lin & Lu, 2011; Peter & Sherman, 2006; Ramírez-Correa et al., 2019) rather than utilitarian systems. Therefore, the starting point of this study is based on the argument that Instagram is one of the representative examples of hedonic information systems. According to the study by Heijden (2004), perceived enjoyment is considered as a strong determinant of a user's intention to use for hedonic ISs. Following discussions, this study has two main objectives: First, determining the factors affecting perceived enjoyment of Instagram and their relative effect sizes. Second, examining whether perceived enjoyment affects the continuance intention of Instagram usage through satisfaction. Thus, it is expected that the research findings will provide considerable advantages to companies during the planning of in the planning and managing of SNS activities.

2. THEORETICAL BACKGROUND AND RESEARCH MODEL

The Technology Acceptance Model (TAM) (Davis, Bagozzi, & Warshaw, 1989), which aims to investigate the factors affecting the first use of an IS, has motivated many researchers and been used as the theoretical

background for many studies (Davis, Bagozzi, & Warshaw, 1992; Venkatesh & Davis, 2000; Venkatesh, Morris, Davis, & Davis, 2003).

Supporting TAM in some ways, Bhattacherjee (2001) suggested that the initial acceptance of an IS is a prerequisite for its success, but the long-term viability and final success of an IS critically depend on its continuance usage. Thus, Bhattacherjee (2001) proposed the IS Continuance Model, which is originally based on the Expectation Confirmation Theory (ECT) (Oliver, 1980)but we see that this technology has not been introduced in our means and this work when adjacent being to the main and more important Peruvian university deserves this improvement not to affect the education processes learning (EPL. In the IS continuance model, user satisfaction depends on whether users' expectations are met or not (Confirmation), perceived usefulness, and possible effects on users' continuance intentions to use the IS (Bhattacherjee, 2001).

Studies focusing on the continuance of SNS use generally tried to explain this phenomenon through research models that consist of a synthesis of more than one theory (Bae, 2018; Chaouali, 2016; Hsu et al., 2015; Hwang & Cho, 2018; Lee & Kim, 2017; Lin et al., 2014). The Uses and Gratifications Theory (U&G) is one of the frequently used theories in this field. This theory is based on the principle that individuals choose the types of media and content that will meet their needs (Bae, 2018; Katz, Haas, & Gurevitch, 1973). Many researchers have investigated the effects of gratifications which are described as satisfying the media-related needs of individuals on continuance usage of SNS. For example, Gan and Li (2018) found that perceived enjoyment and information sharing had a positive effect on continuance intention to use the WeChat platform, which is very popular in China. In another study conducted with 371 Instagram users in South Korea, it was revealed that perceived usefulness, social interaction, and entertainment positively and significantly affect individuals' continuance intentions to use (Hwang & Cho, 2018). Similarly, Chaouali (2016) found that individuals' SNS usage is determined by escapism, exhibitionism, voyeurism, voluntarism, and mobility. In addition, satisfaction had a positive effect on continuance intentions to use.

On the other hand, perceived enjoyment is one of the most commonly used variables in many studies investigating the continuance of using SNS. In some related studies (Han, 2014; Hsiao, Chang, & Tang, 2016; Sun, Liu, Peng, Dong, & Barnes, 2014), it was found that perceived enjoyment had a significant effect on both satisfaction and continuance intention of SNS usage. In other studies that included Perceived Enjoyment (Chen et al., 2016; Gan & Li, 2018; Kim, 2011; Lin & Lu, 2011; Lin et al., 2017; McKnight et al., 2011; Mouakket, 2015; Praveena & Thomas, 2014), it was revealed that this variable had a direct effect on individuals' continuance intention to use SNS. Thus, perceived enjoyment has also been included and integrated into research in this field.

2.1. Research Model and Hypotheses

This study is based on U&G and TAM. The IS Continuance Model (Bhattacherjee, 2001) and Hedonic Information Systems Acceptance Model (Heijden, 2004), which are the derivatives of TAM, are the starting points of this study. Based on these theories and empirical studies given below, the research model is presented in Figure 1.
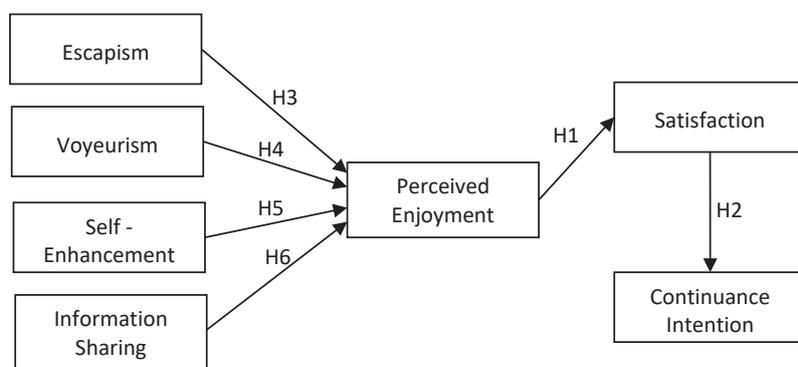
Figure 1: Research model and hypotheses

SNS, as mentioned earlier, are classified as Hedonic Information Systems (Lin & Lu, 2011; Peter & Sherman, 2006; Ramírez-Correa et al., 2019). According to the study by Heijden (2004), perceived enjoyment is one of the strong determinants of individuals' intentions to use hedonic information systems.

Perceived enjoyment is an intrinsic motivation defined as the degree to which the activity of using an IS is perceived to be enjoyable in its own right (Davis et al., 1992). Many studies have demonstrated the impact of perceived enjoyment on individuals' satisfaction regarding SNS use (Gwebu, Wang, & Guo, 2014; Hsiao et al., 2016; Sun et al., 2014)social capital theory, and the unified theory of acceptance and use of technology (UTAUT. In this study, similar findings are expected to be found, and the following hypothesis is proposed:

H1: Perceived Enjoyment has a significant and positive impact on individuals' satisfaction

Individuals' satisfaction regarding information systems' usage is critical to measure the success of the system. If the performance of an information system meets or exceeds the expectations of users, they will tend to be satisfied (H. J. Kim, 2016). For the IS continuance model proposed by Bhattacherjee (2001), the satisfaction of IS users is the most important determinant of users' continuance intention to use. Numerous studies have also supported the idea that satisfaction has a statistically significant effect on continuance intention (Dong et al., 2014; Gao & Bai, 2014; Hsu & Wu, 2011; Kefi et al., 2015; Krasnova et al., 2017; Lin et al., 2017; Mouakket, 2018) a social networking service (SNS. Based on these assumptions, we propose the following hypothesis:

H2: Satisfaction has a positive impact on individuals' continuance intention to Instagram use.

Escapism is defined as the motivation of individuals to move away from their cognitive and emotional reality (Chaouali, 2016; Verhagen, Fransfeld, & Hooff, 2009). Katz and Foulkes (1962) stated that one of the media motivations of people is to get away from the reality of daily life. Chaouali (2016) found that escapism has a significant impact on individuals' satisfaction and their continuance intention to SNS use. According to Vorderer et al. (2004)the authors outline a conceptual model that is centered around enjoyment as the core of entertainment, and that ad- dresses prerequisites of enjoyment which have to be met by the individual me- dia user and by the given media product. The theoretical foundation is used to explain why people display strong preferences for being entertained (motiva- tional perspective, people seek entertainment because it provides a temporary escape from dailylife. Considering the Instagram platform, many activities such as watching videos shared by other users and live broadcasts, viewing the photos of other users, interacting with likes and comments about other shared content provide the opportunity to temporarily divert individuals from their dailylife. Such an opportunity has the potential to be a reason for individuals to enjoy the use of Instagram. Therefore, we propose the following hypothesis:

H3: Escapism has a positive impact on individuals' perceived enjoyment of Instagram use.

According to Mäntymäki and Islam (2014), voyeurism in the context of social media expresses individuals' pleasure to access the private details of other SNS users. Through SNS, users get information about other users by watching them. Thus, voyeurism provides individuals with the opportunity of social comparison that allows them to position themselves among others they watch in the society (Mäntymäki & Islam, 2014).

The concept of voyeurism has attracted the attention of many authors working on social media (Boyd, 2011; Chaouali, 2016; Fisher et al., 2016; Lee & Sin, 2016; Mäntymäki & Islam, 2014, 2016). Mäntymäki and Islam (2016) showed that voyeurism has a significant impact on SNS use. Similarly, Chaouali (2016) found that voyeurism has a positive and significant impact on individuals' satisfaction with SNS use. Lee and Sin (2016) revealed that voyeurism need is one of the reasons why individuals view photos on Instagram. There are many reasons for the action of voyeurism that may vary from person to person. These situations can be examples that parents want to follow their children's lives, friends want to be aware of each other's activities, or a professional wants to follow up with their colleagues in order to stay up to date (Fisher et al., 2016). Others emphasized that voyeurism action gives people pleasure and entertains them (Baruh, 2010; Chaouali, 2016; Fisher et al., 2016; Mäntymäki & Islam, 2016)it has been studied along a number of dimensions such as its impact on boundary spanning, the advancement of careers, and campaigning for projects. Earlier research on the personal use of SNS has explored

user motivations and benefits of participating in SNS including social capital, status seeking, narcissism, self-esteem, and professional identity. However, these studies attempt to describe with static frameworks what we discover to be a dynamic, cyclical process of creation and consumption of self-identity. We conducted a qualitative research study using a grounded theory approach with semi-structured interviews of SNS users, discovering that the creation and consumption of user generated content (UGC. Consequently, we propose the following hypothesis:

H4: Individuals' voyeurism on Instagram has a positive impact on their perceived enjoyment of Instagram use.

Self-enhancement in the context of social media may be expressed as sharing qualifications and achievements through SNS to influence others (Krasnova et al., 2017; Wenninger, Cheung, & Krasnova, 2019). SNS allows users to create visual and verbal content which is able to hide their undesired aspects and highlight their strengths. Indeed, negative feelings are rarely shared on platforms like Facebook and Instagram (Wenninger et al., 2019). Krasnova et al. (2017) demonstrated that self-enhancement positively affects individuals' satisfaction regarding SNS use. Han (2014) found that the creation of the desired social image (actualization of hoped-for self) through SNS positively and significantly affects individuals' perceived enjoyment of SNS use. The Instagram platform provides individuals with an environment where they can share their abilities and achievements. It is predicted that individuals will follow the comments and likes on the shared content with pleasure. Thus, we propose the following hypothesis:

H5: Individuals' self-enhancement on Instagram has a positive impact on their perceived enjoyment of Instagram use.

Information sharing in the context of social media may be defined as sharing interesting information with other users through the platform. In some studies investigating the continuance of SNS use, it has been revealed that information sharing positively affects the continuance of SNS use (Gan & Li, 2018; Li et al., 2018)this study employs fuzzy set Qualitative Comparative Analysis (fsQCA. Instagram allows users to inform each other through features such as photo sharing, video sharing, visual story sharing, and live streaming. The shared information may give individuals the pleasure of performing a useful action for other people. Regardless of whether it is beneficial for others or not, those who share information may learn that the purpose of sharing has come true thanks to likes and comments, and they may experience the pleasure of meeting a need. Therefore, we propose the following hypothesis:

H6: Individuals' information sharing on Instagram has a positive impact on their perceived enjoyment of Instagram use.

3. METHOD

3.1. Data Collection and Sampling

In this study, all individuals who use the Instagram platform in Turkey were taken as the target population. However, due to the impossibility of reaching these individuals, sampling became necessary. Convenience sampling was adopted as the sampling method of the study. This sampling method served to reach a large number of Instagram users who voluntarily answered the online survey.

E-mail, WhatsApp, Facebook, Instagram, and LinkedIn channels were used to convey the created online survey to individuals who met the criterion of using Instagram. A raffle was organized to increase participation and motivate participants. In the raffle, three people received a gift voucher worth '50 TRY', which could be used at a popular clothing store. Data collection was carried out between the 1st of March and the 15th of April 2019. Among the 377 surveys collected, 42 surveys were excluded due to missing answers and inconsistent responses to control statements, and 335 surveys were included in the analysis.

The scales of the variables included in the research model and the resources to which the scales were adapted are presented in the Appendix. At the adaptation phase of the scales, firstly, the expressions were translated into the Turkish language. Then, the survey was sent to seven scholars working at the MIS department for corrections.

After this process, some expressions were revised based on their feedback, and the final version of the scales was created. The expressions in the scales were arranged according to 5-point Likert-type scoring (1 = Strongly disagree, 5 = Strongly agree).

The Structural Equation Modelling (SEM) method was used to test the research model through the 'Amos 20.0' software, and 'SPSS 20.0' was used to summarize descriptive statistics.

4. DATA ANALYSIS AND RESULTS

4.1. Demographic Data

Table 1 shows the demographic characteristics of the participants. 66.5% of the Instagram users responding to the survey were female, and 33.5% were male. In empirical studies conducted with Instagram users in the literature (Al-Kandari, Melkote, & Sharif, 2016; Erz, Marder, & Osadchaya, 2018; Hwang & Cho, 2018; Sheldon, Rauschnabel, Antony, & Car, 2017), similarly, the number of female participants was higher than male participants. When we look at the age data, it is seen that the individuals participating in the survey were at the ages of 16-49, and their mean age was 25.8.

Table 1: Demographic profiles of the respondents

Gender	Frequency	Percentage	Number of Users Followed	Frequency	Percentage
Male	112	33,5%	0-250	113	33,7%
Female	223	66,5%	251-500	144	43%
Total	335	100%	501-1000	62	18,5%
Age			>1001	16	4,8%
Minimum	16		Total	335	100%
Maximum	49				
Average	25,8				

Additionally, as summarized in Table 1, the people who followed more than 250 had a ratio of 66.3%, which supported the idea that the participants could be considered to have an interest in Instagram**.**

4.2. Assessing the Measurement Model

Confirmatory factor analysis (CFA) is often used to determine whether the original structure of previously used scales has been validated with the data collected and validate the measurement model (Gürbüz & Şahin, 2016). In this study, CFA was applied to determine the validity and reliability of the measurement model.

A measurement model is a CFA model that shows how variables that represent each structure in the research model are represented by the observed variables. The findings of this model also serve to determine the validity and reliability of the structures in the research model. If the observed variable weights for each structure in the CFA model are significant, have values of 0.50 and above, and the fit indices show the compatibility of the data with the model (Hair, Black, Babin, & Anderson, 2014), the next step is to test the hypotheses. If the measurement model does not show adequate fit, the modifications proposed by the model are carried out taking into account the theory and logical validity.

The CFA findings of the measurement model are presented in Tables 2 and 3. Table 2 shows the 'standardized regression weights'(λ), the values of 'average variance extracted (AVE), and 'composite reliability (CR). The λ values show the expressions in which each structure in the model is measured and to what extent it is represented by those expressions. The values of CR and AVE are used to evaluate the validity and reliability analysis of constructs. Since ensuring the validity of the constructs in Table 2 also means ensuring the reliability of the construct (Hair et al., 2014), it would be appropriate to evaluate the λ values and fit indices together. The fit indices of the model are given in Table 3. Although these values appeared to be above the acceptable limits recommended in the literature, they could be improved.

The construct validity of the measurement model consists of convergent validity and discriminant validity. In order to ensure the convergent validity of the measurement model, each λ value must be minimum 0.5 or ideally above 0.7. In addition to this condition, the AVE value of each construct must be higher than 0.5, and the CR value must be higher than 0.7 (Hair et al., 2014). In this context, it was deemed appropriate to exclude expressions with λ values below 0.50, which threatened the construct validity and reliability. These expressions are indicated in bold in Table 2. Additionally, the modification indices proposed by the AMOS program were evaluated, and it was seen that the changes proposed by the program were not significant except for the λ values in order to ensure the better adaptation of the model to the data. Therefore, no modification index values are given in this section.

Table 2: Measurement model DFA results

Constructs	Expressions	Standardized Regression Weights (λ)	CR***	AVE***
Voyeurism	V-1	0,726*	0,84	0,53
	V-2	0,720*		
	V-3	0,695*		
	V-4	0,826*		
	V-5	0,629*		
	V-6	0,769*		
Escapism	E-1	**0,473***	0,70	0,41
	E-2	0,507*		
	E-3	0,756*		
	E-4	0,769*		
Self Enhancement	SE-1	0,747*	0,79	0,46
	SE-2	0,816*		
	SE-3	0,683*		
	SE-4	0,563*		
	SE-5	0,555*		
Perceived Enjoyment	PE-1	0,854*	0,89	0,62
	PE-2	0,732*		
	PE-3	0,764*		
Information Sharing	IS-1	0,730*	0,73	0,43
	IS-2	0,654*		
	IS-3	0,569*		
Satisfaction	S-1	0,816*	0,85	0,45
	S-2	0,652*		
	S-3**	0,818*		
	S-4**	**0,435***		
	S-5	0,715*		
	S-6**	**0,475***		
Continuance Intention	CI-1	0,854*	0,82	0,51
	CI-2	0,528*		
	CI-3	0,891*		
	CI-4	**0,492***		

*p<0,001. **Reverse coded   *** AVE= $\sum\lambda^2 / \sum\lambda^2 + \sum\varepsilon$; CR= $(\sum\lambda)^2 / (\sum\lambda)^2 + \sum\varepsilon$; ε=1- λ^2

Table 3: Measurement model fit indices

Fit Indices	Results	Recommended Value*
χ2/df	2,07	< 3
GFI	0,864	≥ 0,80
AGFI	0,837	≥ 0,80
CFI	0,900	≥ 0,90
RMSEA	0,057	≤ 0,08

* Source: Doll et al., 1994; Hair et al., 2014; Mishra & Datta, 2011

The expressions E-1, S-4**, S-6**, CI-4 in Table 2, which have a λ value less than 0.5, were excluded from the model, starting from the smallest value. The final results after this process are given in Table 4.

Table 4: Measurement model DFA results after modification

Constructs	Expressions	Standardized Regression Weights (λ)	CR	AVE
Voyeurism	V-1	0,726*	0,84	0,53
	V-2	0,720*		
	V-3	0,695*		
	V-4	0,826*		
	V-5	0,630*		
	V-6	0,769*		
Escapism	E-2	0,495*	0,70	0,48
	E-3	0,752*		
	E-4	0,790*		
Self Enhancement	SE-1	0,748*	0,79	0,46
	SE-2	0,817*		
	SE-3	0,682*		
	SE-4	0,564*		
	SE-5	0,554*		
Perceived Enjoyment	PE-1	0,856*	0,89	0,62
	PE -2	0,731*		
	PE -3	0,763*		
Information Sharing	IS-1	0,729*	0,73	0,43
	IS -2	0,655*		
	IS -3	0,568*		
Satisfaction	S-1	0,826*	0,88	0,57
	S-2	0,663*		
	S-3**	0,799*		
	S-5	0,723*		
Continuance Intention	CI-1	0,857*	0,82	0,60
	CI-2	0,528*		
	CI-3	0,795*		

*p<0,001. **Reverse coded

The fit indices obtained after making changes (χ2 / df = 1.95, GFI = 0.887, AGFI = 0.859, CFI = 0.928, RMSEA = 0.053) showed that the model fit better with the data. The findings in Table 4 show that the factor loadings of all expressions were above 0.5 (except E-2 (0.495)), and all CR values were above 0.7. It was decided that one of the expressions of the escape variable (E-2) should not be removed due to the proximity of the factor load (0.495) to the acceptable limit. The AVE values given in Table 4 show that the values of the three expressions

were in the range of 0.43-0.48, that is, below the critical value of 0.50 mentioned above. However, according to Fornell and Larcker (1981), if the CR values are above 0.6, it is possible to say that convergent validity is ensured regardless of whether AVE values are above 0.5. Therefore, it was decided that the AVE values close to 0.50 were on an acceptable level. No other expressions belonging to the relevant variables were excluded. All data in Table 4 verify that the measurement model had convergent validity. Additionally, the fact that the CR values were well above 0.6 indicated that the construct reliability of the model was ensured (Bagozzi & Yi, 1988).

It is mentioned above that another indicator of the construct validity of a model is discriminant validity. To test the discriminant validity, the method of Bagozzi and Yi (1988) was used in this study. In this method, the restricted model by equating the correlations between the constructs to 1 and the proposed model in which the correlations are released are compared. The aim is to reject the null hypothesis (H0: $\phi_{ij} = 1$), which claims that all constructs are exactly the same. To test this hypothesis, firstly, the differences between the χ^2 and degrees of freedom (df) values of the restricted model and the unrestricted model are determined. Then, the result of the test is determined based on the value at the intersection of the row corresponding to the value Δdf and the column of the significance level of 0.05 in the χ^2 distribution table (Sütütemiz, 2005, p. 157). For the null hypothesis to be rejected, the $\Delta\chi^2$ value must be greater than the Δdf critical value. Table 5 shows the χ^2 and df values of the restricted and unrestricted models.

Table 5: Discriminant Validity

	χ^2	df
Restricted Model	1149,711	324
Unrestricted Model	590,921	303
$\Delta\chi^2$	558,79	
Δdf		21

In the χ^2 distribution table, the critical value at the intersection of the row of 21 df and the column of 0.05 significance level was 32.671. Since the calculated $\Delta\chi^2=558.79$ value was greater than the critical value of 32.671, the null hypothesis which claimed that all constructs were exactly the same was rejected. That is, it is possible to say that all the constructs in the model were different from each other, and the discriminant validity of the model was ensured.

4.3. Structural Equation Modelling

As a result of the measurement model's acceptable fit and the satisfactory validity and reliability of the constructs, the test of the research model was carried out with structural equation modelling (SEM). The fit indices of the structural model were found as: $\chi^2/df= 1.964$; GFI=0.881; AGFI=0.856; CFI=0.925 and RMSEA=0.054. These values were acceptable values (Doll et al., 1994; Hair et al., 2014; Mishra & Datta, 2011) and showed a good fit of the model to the data. The β values, significance statutes, and R^2 values of the constructs are shown in Figure 2.
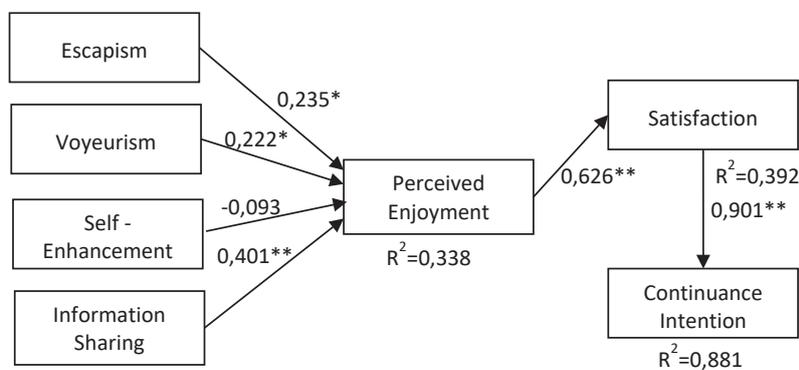
Figure 2: Findings of the research model

*Significance level (p)<0,01 ; **p <0,001

As it may be seen in Figure 2, the variables of escapism, voyeurism, and information sharing had a statistically significant and positive effect on perceived enjoyment as expected. The variable that had a relatively large impact on perceived enjoyment was "information sharing", and this variable was followed by "escapism" and "voyeurism", respectively. On the other hand, self-enhancement had no significant effect on perceived enjoyment. Therefore, while the hypotheses H3, H4, and H6 were accepted, hypothesis H5 was rejected.

Other relationships in the model showed that perceived enjoyment had a statistically significant and positive effect on satisfaction, and satisfaction had a statistically significant and positive effect on continuance intention. Accordingly, hypotheses H1 and H2 were also accepted. According to the coefficients, the effect of perceived enjoyment on satisfaction was found to be lower than the effect of satisfaction on continuance intention. Moreover, considering the R2 values, perceived enjoyment was explained by the variables of escapism, voyeurism, and information sharing at the rate of 0,338. Therefore, it could be concluded that more variables should be added to the model, and/or measurement errors should be reduced in order to explain perceived enjoyment. Similarly, satisfaction was explained by its antecedents at the rate of 0,392. This supported the need to include other factors in the model and/or reduce measurement errors to increase the rate of disclosure of satisfaction regarding Instagram. On the other hand, continuance intention was explained by all its antecedents at the rate of 0,881. The possible reason for this high rate was that satisfaction had a considerable effect and explanatory power on the continuance intention of Instagram usage. In addition to this, it is possible to say that satisfaction played a mediator role in the effect of perceived enjoyment on continuance intention because the path from perceived enjoyment to satisfaction and the path from satisfaction to continuance intention was significant.

5. DISCUSSION AND CONCLUSION

This study investigated whether individuals' perceived enjoyment affects Instagram users' satisfaction and satisfaction's effects on their continuance intention of usage. The hypothesis testing results showed that the individuals' satisfaction affected their continued use of the platform very strongly (β = 0.901). This result was in line with previous studies conducted with individuals from different cultures (Dong et al., 2014; Hsu & Wu, 2011; Kefi et al., 2015; Mouakket, 2018).

The research hypothesis (H1) which claimed that one of the reasons for individuals' satisfaction with Instagram is perceived enjoyment, was confirmed with a strong effect (β = 0.626). This result was also in line with the results of previous studies (Gwebu et al., 2014; Hsiao et al., 2016; Sun et al., 2014). The Instagram platform may be described as an example of hedonic information systems that aim to provide self-fulfilling value to the user rather than instrumental value (Heijden, 2004). Heijden (2004) found that one of the most powerful factors affecting the intention to use hedonic information systems is perceived enjoyment. The results of this study indicated that the individuals' perceived enjoyment of Instagram use was an important factor that led them to SNS.

In this study, it was found that escapism, which is defined as motivation to get away from the cognitive and emotional reality experienced by individuals, had a statistically significant and positive effect on perceived enjoyment (β = 0.235). Starting from this result, it is possible to say that the use of Instagram provides a distance away from situations such as stress that individuals experience in daily life, and it increases the enjoyment they feel from using the platform. From another point of view, individuals may prefer social relationships through Instagram to avoid some of the pressures that occur during face-to-face communication. Therefore, it is possible to say that Instagram offers them the pleasure of meeting a social need.

Another finding of the study was that voyeurism had a statistically significant and positive effect on the individuals' perceived enjoyment (β = 0.222). In other words, the fact that an Instagram user can access information about other users without them being aware positively affects the enjoyment of using the platform. Instagram provides individuals with the opportunity to look at what is happening in the lives of colleagues, family members, celebrities, or other people without engaging in active interaction with them. Therefore, Instagram allows people to satisfy their curiosity. According to some authors, voyeurism is considered as a common personality trait that exists in different degrees in all normal individuals (Baruh, 2010; Mäntymäki & Islam, 2016). Identifying the determinants of the concept of voyeurism that occurs in different forms may be an important research topic for future studies.

According to the results of this study, information sharing affected perceived enjoyment more strongly (β = 0.401) in comparison to escapism and voyeurism. The act of information sharing, which has many methods such as picture, video, visual story sharing, and live broadcasting on Instagram, has a positive and relatively high impact on the enjoyment of users using the platform.

In this study, no statistically significant effect of self-enhancement was found on perceived enjoyment. This result was inconsistent with the results in some studies in which similar themes were studied (Han, 2014; Krasnova et al., 2017). It is possible to say that this unexpected result was caused by the translation process of the scales from English to Turkish. Another reason may have been the nature of the self-enhancement scale since its items are referred as the personality types which are highly criticized (trying to attract attention, trying to stand out, praising herself/himself) in Turkish society. For this reason, the participants probably had difficulty in responding to the statements of this scale honestly. Therefore, it will be appropriate to prefer a qualitative data collection method that provides more flexibility to the researcher in the next studies that will include this variable.

The Covid-19 pandemic can be described as an extraordinary period that affect the whole world. Many studies have been published associating social media with the COVID-19 period (Ahmad, Hussain, Abd Hamid, & Khairani, 2021; González-Padilla & Tortolero-Blanco, 2020; Liu, Liu, Yoganathan, & Osburg, 2021). The data of this study were collected before the pandemic period. Therefore, the findings of this study have the potential to provide future research to compare previous and upcoming COVID-19.

REFERENCES

Ahmad, N. S., Hussain, Z., Abd Hamid, H. S., & Khairani, A. Z. (2021). Roles of social media and counselling support in reducing anxiety among Malaysian during Covid-19 pandemic. *International Journal of Disaster Risk Reduction*, *63*(December 2020), 102456. https://doi.org/10.1016/j.ijdrr.2021.102456

Al-Kandari, A., Melkote, S. R., & Sharif, A. (2016). Needs and Motives of Instagram Users that Predict Self-disclosure Use: A Case Study of Young Adults in Kuwait. *Journal of Creative Communications*, *11*(2), 85–101. https://doi.org/10.1177/0973258616644808

Bae, M. (2018). Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention. *Computers in Human Behavior*, *79*, 137–153. https://doi.org/10.1016/j.chb.2017.10.026

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, *16*(1), 74–94. https://doi.org/10.1007/BF02723327

Baruh, L. (2010). Mediated voyeurism and the guilty pleasure of consuming reality television. *Media Psychology*, *13*(3), 201–221. https://doi.org/10.1080/15213269.2010.502871

Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, *25*(3), 351–370.

Boyd, D. (2011). Dear voyeur, meet Flâneur… Sincerely, social media. *Surveillance and Society*, *8*(4), 505–507.

Chaouali, W. (2016). Once a user, always a user: Enablers and inhibitors of continuance intention of mobile social networking sites. *Telematics and Informatics*, *33*(4), 1022–1033. https://doi.org/10.1016/j.tele.2016.03.006

Chen, R., Sharma, S. K., & Raghav Rao, H. (2016). Members' site use continuance on Facebook: Examining the role of relational capital. *Decision Support Systems*, *90*, 86–98. https://doi.org/10.1016/j.dss.2016.07.001

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace. *Journal of Applied Social Psychology*, *22*(14), 1111–1132. https://doi.org/10.1111/j.1559-1816.1992.tb00945.x

Digital in 2019. (2019). Global Internet Use Accelerates. Retrieved May 25, 2019, from https://datareportal.com/reports/digital-2019-global-digital-overview

Digital in 2021. (2021). Digital 2021: Global Overview Report. Retrieved October 12, 2021, from https://datareportal.com/reports/digital-2021-global-overview-report

Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A Confirmatory Factor Analysis of the End-User Computing Satisfaction Instrument. *MIS Quarterly*, *18*(4), 453–461.

Dong, T. P., Cheng, N. C., & Wu, Y. C. J. (2014). A study of the social networking website service in digital content industries: The Facebook case in Taiwan. *Computers in Human Behavior*, *30*, 708–714. https://doi.org/10.1016/j.chb.2013.07.037

Erz, A., Marder, B., & Osadchaya, E. (2018). Hashtags: Motivational drivers, their use, and differences between influencers and followers. *Computers in Human Behavior*, *89*(May), 48–60. https://doi.org/10.1016/j.chb.2018.07.030

Fisher, M., Boland, R., & Lyytinen, K. (2016). Social networking as the production and consumption of a self. *Information and Organization*, *26*(4), 131–145. https://doi.org/10.1016/j.infoandorg.2016.11.001

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Gan, C., & Li, H. (2018). Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratifications. *Computers in Human Behavior*, *78*, 306–315. https://doi.org/10.1016/j.chb.2017.10.003

Gao, L., & Bai, X. (2014). An empirical study on continuance intention of mobile social networking services. *Asia Pacific Journal of Marketing and Logistics*, *26*(2). https://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216

González-Padilla, D. A., & Tortolero-Blanco, L. (2020). Social media influence in the COVID-19 pandemic. *International Braz J Urol*, *46*(1), 120–124. https://doi.org/10.1590/S1677-5538.IBJU.2020.S121

Gürbüz, S., & Şahin, F. (2016). *Sosyal bilimlerde araştırma yöntemleri (Research methods in social sciences)*. Ankara: Seçkin Publishing.

Gwebu, K. L., Wang, J., & Guo, L. (2014). Continued usage intention of multifunctional friend networking services: A test of a dual-process model using Facebook. *Decision Support Systems*, *67*, 66–77. https://doi.org/10.1016/j.dss.2014.08.004

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis. In *Exploratory Data Analysis in Business and Economics*. https://doi.org/10.1007/978-3-319-01517-0_3

Han, B. (2014). Born Fast, Die Young? A Study of the User's Social Network Site Continuance. *International Journal of Virtual Communities and Social Networking*, *6*(4), 29–41. https://doi.org/10.4018/IJVCSN.2014100103

Heijden, H. van der. (2004). User Acceptance of Hedonic Information Systems. *MIS Quarterly*, *28*(4), 695–704.

Hofstede, G. (1991). *Cultures and organizations: Software of the mind.* New York: McGraw-Hill.

Hofstede Insights. (2020). *Country Comparison*. Retrieved from https://www.hofstede-insights.com/product/compare-countries/

Hsiao, C. H., Chang, J. J., & Tang, K. Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, *33*(2), 342–355. https://doi.org/10.1016/j.tele.2015.08.014

Hsu, C.-L., & Wu, C.-C. (2011). Understanding Users' Continuance of Facebook: An Integrated Model with the Unified Theory of Acceptance and Use of Technology, Expectation Disconfirmation Model, and Flow Theory. *International Journal of Virtual Communities and Social Networking*, *3*(2), 1–16. https://doi.org/10.4018/jvcsn.2011040101

Hsu, M. H., Tien, S. W., Lin, H. C., & Chang, C. M. (2015). Understanding the roles of cultural differences and socio-economic status in social media continuance intention. *Information Technology and People*, *28*(1), 224–241. https://doi.org/10.1108/ITP-01-2014-0007

Hwang, H. S., & Cho, J. (2018). Why Instagram? Intention to Continue Using Instagram Among Korean College Students. *Social Behavior and Personality*, *46*(8), 1305–1315. https://doi.org/10.2224/sbp.6961

IAB Turkey. (2020). Türkiye'de Tahmini Medya ve Reklam Yatırımları 2019 Yıl Sonu Raporu.

Katz, E., & Foulkes, D. (1962). Use of the Mass Media as " Escape ". *The Public Opinion Quarterly*, *26*(3), 377–388.

Katz, E., Haas, H., & Gurevitch, M. (1973). On the Use of the Mass Media for Important Things. *American Sociological Review*, *38*(2), 164. https://doi.org/10.2307/2094393

Kefi, H., Mlaiki, A., & Kalika, M. (2015). Social Networking Continuance: When Habit leads to information overload. *ECIS 2015 Proceedings*, (September), 1–13. https://doi.org/10.18151/7217377

Kim, B. (2011). Understanding Antecedents of Continuance Intention in Social-Networking Services. *Cyberpsychology, Behavior, and Social Networking*, *14*(4), 199–205. https://doi.org/10.1089/cyber.2010.0009

Kim, H. J. (2016). Intention to Continue Using a Social Network Site: Effects of Personality Traits and Site Quality. *Social Behavior and Personality: An International Journal*, *44*(9), 1419–1427. https://doi.org/https://doi.org/10.2224/sbp.2016.44.9.1419

Krasnova, H., Veltri, N. F., Eling, N., & Buxmann, P. (2017). Why men and women continue to use social networking sites: The role of gender differences. *Journal of Strategic Information Systems*, *26*(4), 261–284. https://doi.org/10.1016/j.jsis.2017.01.004

Lee, C. S., & Sin, S. J. (2016). *Why Do People View Photographs on Instagram? 10075*, 339–350. https://doi.org/10.1007/978-3-319-49304-6

Lee, I. (2018). Social media analytics for enterprises: Typology, methods, and processes. *Business Horizons*, *61*(2), 199–210. https://doi.org/10.1016/j.bushor.2017.11.002

Lee, S., & Kim, B. G. (2017). The impact of qualities of social network service on the continuance usage intention. *Management Decision*, *55*(4), 701–729. https://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216

Li, H., Li, L., Gan, C., Liu, Y., Tan, C. W., & Deng, Z. (2018). Disentangling the factors driving users' continuance intention towards social media: A configurational perspective. *Computers in Human Behavior*, *85*, 175–182. https://doi.org/10.1016/j.chb.2018.03.048

Lin, H., Fan, W., & Chau, P. Y. K. (2014). Determinants of users' continuance of social networking sites: A self-regulation perspective. *Information and Management*, *51*(5), 595–603. https://doi.org/10.1016/j.im.2014.03.010

Lin, K. Y., & Lu, H. P. (2011). Why people use social networking sites: An empirical study integrating network externalities and motivation theory. *Computers in Human Behavior*, *27*(3), 1152–1161. https://doi.org/10.1016/j.chb.2010.12.009

Lin, X., Featherman, M., & Sarker, S. (2017). Understanding factors affecting users' social networking site continuance: A gender difference perspective. *Information and Management*, *54*(3), 383–395. https://doi.org/10.1016/j.im.2016.09.004

Liu, H., Liu, W., Yoganathan, V., & Osburg, V. S. (2021). COVID-19 information overload and generation Z's social media discontinuance intention during the pandemic lockdown. *Technological Forecasting and Social Change*, *166*(August 2020), 120600. https://doi.org/10.1016/j.techfore.2021.120600

Mäntymäki, M., & Islam, A. K. M. N. (2014). Voyeurism and exhibitionism as gratifications from prosuming social networking sites. *Twenty Second European Conference on Information Systems*, 1–16. https://doi.org/10.13140/2.1.1701.6967

Mäntymäki, M., & Islam, A. K. M. N. (2016). The Janus face of Facebook: Positive and negative sides of social networking site use. *Computers in Human Behavior*, *61*, 14–26. https://doi.org/10.1016/j.chb.2016.02.078

McKnight, D. H., Lankton, N., & Tripp, J. (2011). Social networking information disclosure and continuance intention: A disconnect. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 1–10. https://doi.org/10.1109/HICSS.2011.379

Mishra, P., & Datta, B. (2011). Perpetual Asset Management of Customer-Based Brand Equity-The PAM Evaluator. *Current Research Journal of Social Sciences*, *3*(1), 34–43.

Mouakket, S. (2015). Factors influencing continuance intention to use social network sites: The Facebook case. *Computers in Human Behavior*, *53*, 102–110. https://doi.org/10.1016/j.chb.2015.06.045

Mouakket, S. (2018). The role of personality traits in motivating users' continuance intention towards Facebook: Gender differences. *Journal of High Technology Management Research*, *29*(1), 124–140. https://doi.org/10.1016/j.hitech.2016.10.003

Nunan, D., Sibai, O., Schivinski, B., & Christodoulides, G. (2018). Reflections on "social media: Influencing customer satisfaction in B2B sales" and a research agenda. *Industrial Marketing Management*, *75*(March), 31–36. https://doi.org/10.1016/j.indmarman.2018.03.009

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, *17*(4), 460–469. https://doi.org/10.1016/j.jns.2003.09.014

Peter, A. R., & Sherman, P. (2006). Hedonic information systems: Acceptance of social networking websites. *Association for Information Systems - 12th Americas Conference On Information Systems, AMCIS 2006*, *2*, 1208–1213.

Praveena, K., & Thomas, S. (2014). Continuance Intention to Use Facebook: A Study of Perceived Enjoyment and TAM. *Bonfring International Journal of Industrial Engineering and Management Science*, *4*(1), 24–29. https://doi.org/10.9756/BIJIEMS.4794

Ramírez-Correa, P., Grandón, E. E., Ramírez-Santana, M., & Belmar Órdenes, L. (2019). Explaining the Use of Social Network Sites as Seen by Older Adults: The Enjoyment Component of a Hedonic Information System. *International Journal of Environmental Research and Public Health*, *16*(10), 1673. https://doi.org/10.3390/ijerph16101673

Seol, S., Lee, H., Yu, J., & Zo, H. (2016). Continuance usage of corporate SNS pages: A communicative ecology perspective. *Information and Management*, *53*(6), 740–751. https://doi.org/10.1016/j.im.2016.02.010

Sheldon, P., Rauschnabel, P. A., Antony, M. G., & Car, S. (2017). A cross-cultural comparison of Croatian and American social network sites: Exploring cultural differences in motives for Instagram use. *Computers in Human Behavior*, *75*, 643–651. https://doi.org/10.1016/j.chb.2017.06.009

Shi, S., Chen, Y., & Chow, W. S. (2016). Key values driving continued interaction on brand pages in social media: An examination across genders. *Computers in Human Behavior*, *62*, 578–589. https://doi.org/10.1016/j.chb.2016.04.017

Sun, Y., Liu, L., Peng, X., Dong, Y., & Barnes, S. J. (2014). Understanding Chinese users' continuance intention toward online social networks: An integrative theoretical model. *Electronic Markets*, *24*(1), 57–66. https://doi.org/10.1007/s12525-013-0131-9

Sütütemiz, N. (2005). *Antecedents of customer loyalty and comparison of customer loyalty models: A study in banking and health care sectors*. Sakarya University.

Szolnoki, G., Dolan, R., Forbes, S., Thach, L., & Goodman, S. (2018). Using social media for consumer interaction: An international comparison of winery adoption and activity. *Wine Economics and Policy*, *7*(2), 109–119. https://doi.org/10.1016/j.wep.2018.07.001

TURKSAT. (2020). The Results of Address Based Population Registration System, 2019. Retrieved February 15, 2020, from https://data.tuik.gov.tr/Bulten/Index?p=The-Results-of-Address-Based-Population-Registration-System-2019-33705

Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, *46*(2), 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptence of Information Technology: Toward a Unified View. *MIS Quarterly*, *27*(3), 425–478.

Verhagen, T., Fransfeld, F., & Hooff, B. van den. (2009). Understanding Virtual World Usage: a Multipurpose Model and Empirical Testing. *17th European Conference on Information Systems*, 1–16. https://doi.org/10.1111/cpr.12060

Vorderer, P., Klimmt, C., & Ritterfeld, U. (2004). Enjoyment : At the Heart of Media. *International Communication Association*, 388–408.

Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business Horizons*, *54*(3), 275–282. https://doi.org/10.1016/j.bushor.2011.01.008

Wenninger, H., Cheung, C. M., & Krasnova, H. (2019). College-aged users behavioral strategies to reduce envy on social networking sites: A cross-cultural investigation. *Computers in Human Behavior*, *97*(February), 10–23. https://doi.org/10.1016/j.chb.2019.02.025

Appendix: Measurement expressions.

Continuance Intention (Bhattacherjee, 2001; Zhang et al., 2017)	
CI-1	If I could, I will continue using Instagram.
CI-2	I will recommend my friends and family members to use Instagram.
CI-3	I will continue using Instagram in the future
CI-4	My intentions are to continue using Instagram rather than any alternative.
Satisfaction (Bhattacherjee, 2001)	
S-1	I am satisfied with using Instagram.
S-2	My choice to use Instagram was a wise one.
S-3*	I am not happy with using Instagram.
S-4*	My experience with using Instagram was unsatisfactory.
S-5	I think I did the right thing by deciding to use Instagram.
S-6*	If I were to do it again, I would feel differently about using Instagram.
Perceived Enjoyment (Sun et al., 2014)	
PE-1	Using Instagram provides me with a lot of enjoyment
PE-2	I have fun using Instagram.
PE-3	Using Instagram provides me with pleasure.
Escapism (Chaouali, 2016; Bae, 2018)	
E-1	Instagram allows me to escape from reality.
E-2	Instagram allows me to get away from what I am doing.
E-3	Instagram allows me to forget about my problems.
E-4	Instagram allows me to get away from the pressures on me.
Voyeurism (Mantymaki and Islam, 2014;2016)	
V-1	I enjoy viewing Instagram because it helps me get a peek into other's private moments.
V-2	I like watching people on Instagram when they don't know that they are being watched.
V-3	I enjoy viewing others' photos on Instagram no matter if I know them or not.
V-4	I get satisfaction out of watching people on Instagram when they are unaware.
V-5	I like Instagram because it provides access to other people's information.
V-6	I like Instagram because people don't know that I am accessing their Information.
Information Sharing (Gan and Li, 2018; Liu et al., 2016)	
IS-1	Instagram provides me to inform people.
IS-2	Instagram provides me to share information that is useful to other people.
IS-3	Instagram provides me to present information on my interest.
Self Enhancement (Krasnova et al., 2017)	
SE-1	I emphasize special qualities that distinguish me by using Instagram.
SE-2	I show abilities that distinguish me from others by using Instagram.
SE-3	I attract the attention of others by using Instagram.
SE-4	I tell others about my achievements by using Instagram.
SE-5	I win respect in the circle of my friends and acquaintances by using Instagram.

Beyan ve Açıklamalar (Disclosure Statements)

1. Bu çalışmanın yazarları, araştırma ve yayın etiği ilkelerine uyduklarını kabul etmektedirler (The authors of this article confirm that their work complies with the principles of research and publication ethics).

2. Yazarlar tarafından herhangi bir çıkar çatışması beyan edilmemiştir (No potential conflict of interest was reported by the authors).

3. Bu çalışma, intihal tarama programı kullanılarak intihal taramasından geçirilmiştir (This article was screened for potential plagiarism using a plagiarism screening program).