Middle-East Journal of Scientific Research 15 (1): 134-145, 2013
ISSN 1990-9233

DOI: 10.5829/idosi.mejsr.2013.15.1.2127

A Uses and Gratification Perspective on Social Media Usage and Online Marketing

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Abstract: This study explores the use of Facebook in Mauritius under the lens of the famous Uses and Gratifications theory. The objectives of the study are: to identify the strongest motivators of Facebook use in Mauritius and to evaluate Facebook intensity based on socio-demographic background of respondents. The study presents 8 motives to create a model to predict Facebook use: use to meet people, use for entertainment, use to maintain relationships, use for social events, use to share media product, use for product inquiry, use for discussion, and the use for information. These variables are measured through an online survey questionnaire distributed among a sample of 392 Mauritian Facebook users. The variables are tested for correlation with Facebook use which is measured through the Facebook intensity scale. All of the eight factors were found to have positive correlations with Facebook use. The factors are also regressed against Facebook use to determine which factors are predictors of Facebook use and which one is the strongest. It is found that 'use for entertainment' is the strongest followed by 'use for discussion', 'use to meet people' and 'use to maintain relationships. The study also looks into the socio-demographic characteristics of Facebook users in Mauritius and how the differences might effect on its usage. It is discovered that there is a difference in Facebook use between groups of different monthly income level. This study therefore explores a new and hot topic of study in the field of communication and mass media. It contributes to the body of knowledge by identifying scientifically four predictors of Facebook use. It also points out that level of income of different groups of people will affect Facebook use.

Key words: Facebook % Social Media % Marketing % Uses and Gratifications Theory (UGT)

INTRODUCTION

In this study Facebook is viewed as a 'social media' rather than a 'social networking site' and a new definition of social media is proposed. Nowadays, Facebook is considered as one of the most popular social media. It is argued that "whereas earlier entrepreneurs looked at the Internet and Saw a network of computers, Mark Zuckerberg, founder of Facebook, saw a network of people [1]." As a proof of its success, Facebook is ranked 2nd at the global level in terms of traffic [2]. In Mauritius Facebook occupies the first place of Alexa's Top 500 sites [3]. This means that it is the most visited website in Mauritius. Facebook is also the most popular social media in Mauritius with 268 440 users (age 15 and older) as on August 6, 2011 [4,5]. Several companies in Mauritius have seen the potential in Facebook as a marketing and public relations tool [6]. The intention of this paper is to understand the motivations of Facebook by Mauritians so that organizations can have better Facebook marketing strategies. The Republic of Mauritius, commonly known as Mauritius, is situated 880 Km off the East coast of Africa and is officially an African country. After over 40 years of independence Mauritius is considered as one of the African success stories in terms of governance and economic development. The population of approximately 1.3 million is known for being a multicultural society living in peace with each other. The country has evolved from a mono-crop economy to a well diversified economy [6, 7].

As the Mauritian Social Media Blogger posits, Facebook is "the main platform where Social engagement takes place for Mauritian consumers" [8]. Considering that there are approximately 268 440 Mauritian users of Facebook aged 15 years old and above, Facebook has a penetration rate of more than 20% of the country's population [5] and nearly 94% of the online Mauritian

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population [9]. These statistics become even more significant when compared to statistics of newspaper readership in Mauritius. The most recent data found about media audiences show that 18.5% of the Mauritians (aged 15 and above) read newspapers (Anon., 2009). Therefore Facebook has a greater audience than newspapers and yet from personal observation advertisers spend much more on print media advertising and traditional media relations. This strategy is wrong as it was explained that individuals have now a greater control of their own information environments [8]. The individuals are part of multiple and fluid social networks oriented to self-expression and organized around lifestyle; this is exactly what people do on Facebook. In our case this means that in the 21st Century communicating through the traditional media only is not efficient anymore [6]. It is shown that multicultural publics are active consumers or users in the communication process of Consumer Generated Media and based on the fact that the Mauritian population is multicultural, the researchers believe that the Mauritian public is similar to those in Feng and Li's study [8].

It was proven that PR practitioners in Mauritius have more knowledge of the one-way models of Public Relations than they did for two-way asymmetrical and symmetrical models [8]. That is they focus more on communicating to their publics through the press (traditional media). It was also explained that among the countries he studied, Mauritius showed the lowest levels of ethical communication and in the symmetrical purpose of communication [8]. Even though Facebook was not yet available in Mauritius at the time of Grammer's study it shows that PR professionals in Mauritius are not inclined to the practice of symmetrical communication which could be practiced by organizations through Facebook. It was articulated that several companies in Mauritius are using Facebook as a marketing and public relations tool [6, 7].

Literature Review: Facebook as a Social Media: In 2008, uses and gratifications theory was employed to scrutinize friend-networking sites like Facebook [9] and the results determined that the users meet uses and gratification using the sites and it affects social and communication needs. In 2009, another study also applied uses and gratification theory to analyze the issues using social networking sites like Facebook [10].

In recent years, there has been a growing number of researches on social network sites like Facebook [11-24] which emphasizes the importance of these sites in terms of usage and its impact on social sciences specially Facebook which can be considered the most popular one. In 2012, A review of Facebook studies was written and it was shown that how these researches in social sciences are being conducted [25]. This study tries to explore these issues from different additional views.

Facebook is commonly known as a social media or social network site. Facebook can also fit in the definition of consumer generated media (CGM) or user generated media (UGM). It was described CGM as the general activity on the web where consumers contribute their own content [26]. They explain that this content could be, for example, conversation on forums and social network sites in general, posts and comments on blogs, product reviews on product review sites, videos on video sites and general online interactive sites. From a PR perspective, it includes all the new media technologies that an organization's publics can use to express their views about the organization on the Internet [26].

They further describe CGM as a result of interactivity, therefore highlighting the importance of interactivity to CGM. It was mentioned that "the concept of interactivity seems to offer a sound theoretical basis for the investigation of CGM. [26]" The use of CGM by publics creates a new competition for traditional media professionals like journalists, editors, publishers, and broadcasters. In that respect, it was explained that "with content interactivity, CGM allows the audience to become a more active participant in the journalism process [26]." Another researcher resume this as "the new media whose content is made publicly available over the Internet, reflects a certain amount of creative effort, and is created outside of professional routines and practices [27]." The emphasis here is on the concept of 'media' rather than 'content' because they act like paid media [28]. In fact Facebook users have the ability to share videos, pictures and texts they themselves created or someone else created and they diffuse it across their social network.

The social concept of Facebook is most probably the most evident one and that's why it is often referred to as a Social Networking Site. The term 'Social Network Site' instead of 'Social Networking Site' is suggested to be used because 'Networking' would suggest that the primary purpose of these sites is to be introduced to strangers, which is not the case even if it is possible [29]. Therefore, it is defined that Social Network Sites as: "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of

Table 1: List of Mauritian companies/products/services having a Facebook page [6]

Page Name	Category	People who like this
Mall of Mauritius	Retail and consumer merchan	63,272
STAG beer, Mauritius	Product/Service	16,110
Phoenix	Product/Service	13,473
The Mauritius Commercial Bank Ltd.	Bank/Financial institution	9,406
Labourdonnais - Un château dans la nature	Museum/Art gallery	6,033
Yop (Maurice)	Website	2,531
Phoenix Les Halles*		2,146
l'Aventure du Sucre	Local business	365
Le Caudan Waterfront**	Business - General	153
Rogers Aviation*		354
Rogers CSR*		197

*Company having a Facebook profile instead of a page therefore the number in the last column represents the number of friends they have.

*Company having a Facebook group instead of a page therefor the number in the last column represents the number of members they have.

connections and those made by others within the system [30].” The features defined here are all available from Facebook.

Facebook in Mauritius: The number of internet users in the Republic of Mauritius in the past decade has boomed. In fact the number of internet users in the island nation has undergone a ten folded growth. Going from 30 000 users in 1998, to 290 000 twelve years later with a penetration rate of over 22% [8, 30].

Facebook occupies the first place of Alexa’s Top 500 sites in Mauritius [3]. This means that it is the most visited website in Mauritius. Facebook is also the most popular social media in Mauritius with 243 300 users (age 15 and older) as at April 17, 2011 [5]. An easy calculation shows that Facebook has a penetration rate of more than 20% of the country’s population [5] and nearly 94% of online Mauritian population [11]. These statistics are even more meaningful when compared to statistics of newspaper readership in Mauritius. The most recent data we found about media audiences show that 18.5% of the Mauritians (aged 15 and above) read newspapers (Anon., 2009). Based on these statistics, Facebook has a comparable audience size with the Mauritian newspapers. Several companies in Mauritius have seen the potential in Facebook as a marketing and public relations tool. Some of these companies are listed in Error! Reference source not found. below and the table also include the number of people that liked the page as to April 17, 2011 [6].

U&G and Social Network Sites: A researcher states a study that used a population from Michigan State University to explore the relationship between uses of Facebook and how individuals were involved with their campus environment [32]. It has to be highlighted here that at the time of this study Facebook was limited to College students. Five below-mentioned individual motivations for social networking use were measured.

- For filling up free time
- Acquisition of information (about events, trends, music)
- For keeping in touch with previously established relationships
- To meet new people
- Because everyone else is doing it “critical mass of friends”)
- The results showed that the last one was the strongest motivation of all (4.07 out of 5). This confirmed that students were flocking to social networking sites because of peer pressure [32]. The strength for the rest of the uses was as follows: to keep in touch with offline relationships (3.64), to fill up free Entertainment
- Maintaining relationships
- Learning about social events
- Sharing media

In both studies the researchers intended to determine the main uses for Internet social networking through and exploratory factor analysis. Only factors with eigenvalues above 1 were kept. This exploratory factor analysis produced 5 factors, which explain 70.8% of the variance: The first factor, Use to meet new people, (eigenvalue = 4.636) was comprised of 5 items which describe uses for meeting and communicating with people that users didn’t know in real life. The second factor, Use to entertain, (eigenvalue = 2.470) consisted of 3 items which describe social networking uses for passing time and entertaining oneself. The third factor, Use to maintain relationships, (eigenvalue = 2.070) described uses related to maintaining already existing relationships outside of social network sites. The fourth factor, Use for social events, (eigenvalue = 1.691) describes uses related to learning about social activities and music. The fifth factor, Use for media creation, (eigenvalue = 1.169) describes the user generated media capabilities of social networking sites such as uploading music and videos.

Social and Psychological Motivations as Predictors of Facebook Use: In 2008, Kara Krisanic, a Master student at the University of Missouri-Columbia published a thesis entitled “Motivations and Impression Management: Predictors of Social Networking Site Use and User Behavior”. In this study she applies the U&G Theory to better understand which social and psychological motivations are the strongest predictors of social networking site use. This research and the conceptual framework use are key to the present study as it did not try only to confirm what are the use of social network site as this was the case for Nyland et al. (2007) and Nyland and Near (2007) [34,35]. A researcher investigated which one of the uses of social network sites below are predictors of the social network site Facebook [36]:

- Use for information
- Use for entertainment
- Use for discussion

Time (3.60), information acquisition (2.25) and to meet new people (1.97). The comparison of these findings therefore suggested that individuals are using social networks primarily as a social medium to communicate with already existing relationships, rather than to form new ones. This supports Boyd and Ellison (2007) view favoring the use of 'social network site' rather that 'social networking site'[32]. This is also confirmed by another researcher who found that most students agreed that they used Facebook for relationship maintenance and disagreed that they used it to meet new people [33].

The fact that this study also confirmed the use of Facebook to acquire information comforts my proposition that facebook cannot be viewed only as a network but should also be considered as a medium for distribution of multi-media content across network. In another study entitled "MySpace: Social Networking or Social Isolation?", three researchers identified five individuals uses of social networking sites [34]. The same uses were also studied and revealed in another research [35] that are listed below.

- Meeting new people
- Entertainment
- Maintaining relationships
- Learning about social events
- Sharing media

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- Use for information
- Use for entertainment
- Use for discussion
- Use to connect
- Use to shop
- Use for game
- Use for update
- Use for product inquiry
- Use for impression management

These nine uses were the motivators that served as probable predictors (independent variables) of social network use, namely in that case Facebook use. Krisanic (2008) had also to measure the Facebook use so as to find out which one of the motivators was the strongest predictor [37].

Facebook Intensity: Determining the Facebook use is about measuring audience's use of the sites. In 2007 three researcher studied on blog use, the authors posit that even the time spent on consuming a media is still widely used to measure media exposure, it is not sufficient to capture different levels of attention or effort oriented to media usage [38]. It was therefore argued that "this operational definition of usage makes sense for measuring the use of social networking sites, as there is a great difference between simply searching the site versus contributing content in the form of user-generated content [37]." Study on Facebook Intensity Scale offers a proper scale for measuring use beyond frequency and duration measures [38]. This Facebook intensity scale assesses audience behavior in terms of time spent on Facebook, and the participant's number of Facebook friends. It also questions the user's attitude so as to measure how emotionally connected the user is with Facebook. They then use the average standardized item

Independent Variable	Explanation
Use to meet people	The use to meet people is the first factor for 'Social Networking Uses' as described by a group of researchers [38]. It assumes that social networking sites users are motivated by the opportunities that they will have to meet new people through this site.
Use for entertainment	The use for entertainment is the second factor for 'Social Networking Uses' as described by a group of researchers [34]. Entertainment is one of the uses that are most cited in the U&G literature [39]. People use the media to get entertained and pass time for example movies, television shows and YouTube videos.
Use to maintain relationships	The use to maintain relationships is the third factor for 'Social Networking Uses' as described by a group of researchers [34]. It assumes that through social networking sites users are able to maintain their existing relationships by staying in contact with their friends and relatives.
Use for social events	The use to maintain relationships is the fourth factor for 'Social Networking Uses' as described by a group of researchers [34]. It describes the uses related to learning about social activities and music.
Use to share media product	The use to share media product is the fifth factor for 'Social Networking Uses' as described by a group of researchers [34]. It describes the user generated media capabilities of social networking sites such as uploading music and videos
Use for product inquiry	Use of product inquiry is one of the nine 'consumer motivations' for using Facebook that were identified by a previous researcher [36]. It describes how users can use Facebook to inquire about products.
Use for discussion	Use for discussion is the second 'consumer motivations' for using Facebook that were identified by a researcher [36]. It describes the forum/chat use of Facebook whereby users can participate to discussions.
Use for information	Use for information is the third 'consumer motivations' for using Facebook that were identified by a researcher [36]. It describes the information resource use of Facebook. That is how users can find information they want or need on Facebook.These uses were compiled and adapted from different studies on general internet uses and social network uses [34, 35, 36, 37, 38, 39, 40, 41].

responses to create a Facebook Intensity variable. This variable represents study participants' average overall use of Facebook in terms of time spent, levels of attention, and content contribution [37]. In 2008, the research conducted by Krisanic showed that all the independent variables (motives to use Facebook) are correlated with the dependent variable (Facebook use) except for use to shop and use for product inquiry which were not significantly correlated with Facebook use. It therefore makes sense that the Facebook intensity scale is also applied to this study as the dependent variable.

Independent Variables: The researcher proposes to use five social media uses and three consumer motivations as predictors for the use of Facebook.

Dependent Variable

Facebook Intensity: The Facebook intensity scale was created in order to obtain a better measure of Facebook usage than frequency or duration indices [38]. This measure evaluates the user's behavior on Facebook that is the user's engagement in Facebook activities: the number of Facebook ''friends'' and the amount of time spent on Facebook on a typical day. This measure also studies the attitude of the user towards Facebook to evaluate the extent to which the participant is emotionally connected to Facebook and the extent to which Facebook is integrated into her daily activities [36].

The 4 independent variables were measured using statements to which respondents had to say how they agree with each of the statements using a five-point Likert scale as follows: 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree'. The number of items used for each variables are listed.

Table 1: Statements used to measure the dependent variable (Ellison et al., 2007)

Facebook Intensity
Facebook is part of my everyday activity
I am proud to tell people I'm on Facebook
Facebook has become part of my daily routine
I feel out of touch when I haven't logged onto Faceboo for a while
I feel I am part of the Facebook community
I would be sorry if Facebook shut down

The statements for the independent variables here are listed in Table 2 above. The items for 'use to meet people', 'use for entertainment', 'use to maintain relationships', 'use for social events' and 'use to share media product' have all been adapted from a previous study [34]. The items for 'use for product inquiry', 'use for discussion' and 'use for information' have been adopted from a researcher's work in 2008 [36].

Research Methodology: This research is an applied research as it aims to understand the motivation of Mauritians to use Facebook. In addition, it is predictive as it can help to predict the behavior of Facebook users to a certain extent. Due to the inaccessibility of a sample frame, convenience sampling design is used to conduct this research [37]. A questionnaire is designed and used as an instrument to conduct the study. The study is a quantitative study in which data gathered from answered questionnaire is analyzed using SPSS software.

Table 2: Statements used as items to evaluate independent variables [19. 20. 21, 25, 26].

Use to meet People
To meet new people
To keep in touch with people I've met online
To find others who have the same interests
To share ideas and opinions
To help others
Use for entertainment
To occupy my free time
To entertain myself
To pass time when bored
Use to maintain relationships
To keep in touch with friends
To keep in touch with friends or relatives who live far away
Use for social events
To learn about Social events
To learn about new music
Use to share media product
To share videos that I have created
To share music that I have created
To watch uploaded videos
Items
Use for product inquiry
To discuss new products with others
To learn about latest products from friends
Use for discussion
To discuss topics I care about
To participate in a group discussion
To give my opinion on a topic of discussion
To respond to others discussion on topics of interest to me
Use for Information
To search for information I need
To get information I need
To find out things I need to know
To get answers to specific questions

Regarding the population of the Mauritian Facebook users which is estimated 270,000 people, a sample of 384 subjects is recommended in this study. The questionnaire is divided into two sections using a mix of structured questions and statements measured against a five point Likert-scale. The questionnaire has been made operational through Google docs and distributed via Facebook and e-mails. The reliability of the study's measurement instrument is pilot tested on a sample of 42 respondents and the questionnaire is proven as being reliable.

Hypotheses of the Research

H1: 'Use to meet people' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

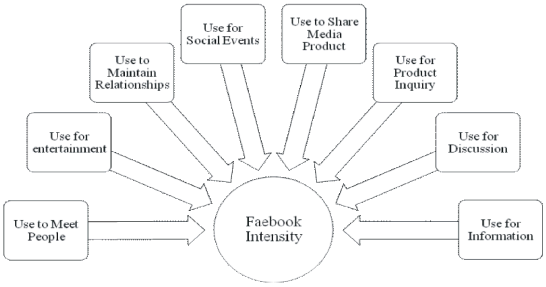

Fig. 1: Conceptual Framework

H2: 'Use for entertainment' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H3: 'Use to maintain relationships' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H4: 'Use for social events' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H5: 'Use for media' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H6: 'Use for product inquiry' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H7: 'Use for discussion' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H8: 'Use for information' as a motive of Facebook usage has a positive relationship with the use of Facebook in Mauritius.

H9: The millennial generation shows greater Facebook intensity than other age groups.

H10: There is a significant difference between gender/level of education/level of income/place of residence and the Facebook intensity.

Data Analysis and Results: A total of 392 responses was recorded exceeding the required sample size (384 subjects) by 2.08% thus making the sample even stronger than expected.

Table 3: Frequency and percentage of respondents based on age, community, place of residence, and education level

Variable		Frequency	Percentage
Gender	Male	171	43.6
	Female	221	56.4
Age	15-20 years old	48	12.2
	21-25 years old	132	33.7
	26-30 years old	105	26.8
	31-35 years old	53	13.5
	36-40 years old	23	5.9
	41-45 years old	9	2.3
	46-50 years old	9	2.3
	51 and above	13	3.3
Community	Hindu	54	13.8
	Muslim	33	8.4
	Sino-Mauritian	22	5.6
	General Population	216	55.1
	Mauritian	18	4.6
	Other	49	12.5
Place of Residence	Town	271	69.1
	Coastal village	65	16.6
	Village	56	14.3
Level of Education	Primary School	1	.3
	Some secondary school	10	2.6
	School certificate (O level)	45	11.5
	Higher School Certificate (A level)	96	24.5
	Diploma	65	16.6
	Bachelor's Degree	112	28.6
	Master's Degree	55	14.0
	PhD	2	.5
	Other	6	1.5

Table 4: Frequency and percentage of respondents based on income level, language, number of times users login to Facebook (per day), and minutes spent on Facebook (per day)

Variable		Frequency	Percentage
Income Level	Less than Rs 5,000	49	12.5
	Rs 5,001 - Rs 10,000	46	11.7
	Rs 10,001 - Rs 15,000	65	16.6
	Rs 15,001 - Rs 20,000	46	11.7
	Rs 20,001 - Rs 25,000	50	12.8
	Rs 25,001 - Rs 30,000	28	7.1
	Rs 30,001 - Rs 35,000	29	7.4
	Rs 35,001 - Rs 40,000	11	2.8
	Rs 40,001 and above	68	17.3
Language	English	210	53.6
	French	143	36.5
	Mauritian Kreol	29	7.4
	Other	10	2.6
Number of Times Users Login to Facebook (Per Day)	1	81	20.7
	2	78	19.9
	3	51	13.0
	4	38	9.7
	5	31	7.9
	6	8	2.0
	More than 6	105	26.8
Minutes Spent on Facebook (Per Day)	Less than 10	25	6.4
	10-30	60	15.3
	31-60	64	16.3
	1-2 hours	84	21.4
	2-3 hours	46	11.7
	3-4 hours	38	9.7
	4-5 hours	25	6.4
	5-6 hours	17	4.3
	6-7 hours	8	2.0
	7-8 hours	8	2.0
	More than 8 hours	17	4.3

Table 3 shows there were 171 males (43.6%) and 221 females (56.4%) among respondents. The highest percentage is the 21-25 years old representing 33.7% of the sample followed by 26-30 years old (26.8%). It is therefore noticed that those aged between 15 years old and 35 years old represent 86.2% of the population. Respondents in these segments are known as the millennial generation. The results show that nearly 5% of the respondents indicated as a community "Mauritian". The sample comprise of a majority of respondents claiming to be of the General Population, 55.1%. In second position 13.8% claim to be Hindu followed by 8.4% Muslims and 5.6% Sino-Mauritian. However 12.5% selected 'other' and stated answers other than "Mauritian". The domination of people from the urban areas might be explained by various factors. The most probable reason would be that even though Facebook is free, it requires internet connection which is typically more accessible to the middle and higher classes who live in urban regions. These populations are more likely to be more computer literate too. It is noted that 24.5% of the respondents have a Higher School Certificate (A level) and 28.6% of them hold a Bachelor's Degree. These two segments are the biggest here.

Table 4. Frequency and percentage of respondents based on income level, language, number of times users login to Facebook (per day) and minutes spent on Facebook (per day)

Based on Table 4 it is observed that the most represented income groups are "Rs 40,001 and above" (17.3%) and "Rs 10,001 – Rs 15,000" (16.6%). Table 4 also shows the distribution of languages used on Facebook by the sample. From this table it is noted that 53.6% of the sample prefer to use English on Facebook followed by 36.5% who prefer to use French. It can be noticed that the majority of the respondents (53.6%) log in to Facebook between one and three times per day. 26.8% of the respondents claimed to login to Facebook more than 6 times a day.

Table 5: Results of correlation test between the dependent variable and the 8 independent variables

		Use to meet people	Use for entertainment	Use to maintain relationships	Use for social events	Use to share media product	Use for product inquiry	Use for discussion	Use for information
Facebook Intensity	Pearson Correlation	.278**	.351**	.188**	.219**	.270**	.244**	.312**	.258**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	392	392	392	392	392	392	392	392

Table 6: Model summary of regression analysis

Model	R	R Square	Ajusted R Square	Std.Error of the Estimagte
1	.487[a]	.237	.221	.89672

Table 7: Regression coefficients for each independent variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.506	.393		1.287	.199
	Use to meetpeople	.126	.063	.118	2.002	.046
	Use for entertainment	.305	.048	.296	6.341	.000
	Use to maintain relationships	.198	.077	.118	2.578	.010
	Use for socialevents	-.022	.063	-.020	-.349	.727
	Use to share media product	.089	.056	.096	1.576	.116
	Use for product inquiry	-.026	.053	-.031	-.494	.622
	Use for discussion	.173	.055	.172	3.143	.002
	Use for information	.036	.048	.042	.742	.458

Relationship Between Motivators and Facebook Use Table 5 shows the results correlation test obtained in SPSS 17.0 for the correlations between the dependent variable (Facebook identity) and the eight independent variables placed in the columns. The p-value [Sig. (2-tailed)] shown in the second row is zero for all the independent variables. For a significance level of 5%, if the p-value is less than 0.05 it means that there is statistically significant linear relationship between the variables (Bolboacã and Jäntschi, 2006). Therefore we can conclude that all the independent variables have a significant linear relationship with Facebook intensity. Table 5 also gives the Pearson Correlation coefficient in its first row. It is shown that all the independent variables have obtained positive Pearson Correlation coefficient which are greater than 0 but smaller than 0.5. It means that all the independent variables in this study have a weak but positive relationship with Facebook intensity (dependent variable). Therefore, the first 8 hypotheses (H1, H2, H3, H4, H5, H6, H7, H8) are accepted.

Predictors of Facebook Use: Table 6. shows the model summary for the regression analysis, this give the overall model fit of the study. The results obtained show that in the present model the 8 independent variables tested can explain 22.1% of the variance of the dependent variable (Facebook intensity).

Error! Reference Source Not Found: Table 7 shows the regression coefficients for each independent variable for this study. From this table it can be seen that at 95% confidence interval only four of the independent variables are significant predictors of Facebook intensity because there p-value is smaller than 0.05. They are: 'use to meet people', 'use for entertainment', 'use to maintain relationships' and 'use for discussion'. The Beta value of each variable indicates which one is the strongest predictor. In this study 'use for entertainment' is the strongest predictor (Beta= 0.296), followed by 'use for discussion' (Beta= 0.172) and finally 'use to meet people' and 'use to maintain relationships' (Beta= 0.118).

Differences of Facebook use Among Groups of Different Social-Demographic Backgrounds: Levene's Test for Equality of Variances shows that F (0.453) is not significant (0.501) therefore the "Equal variances assumed" row will be used for the t-test. The p-value= 0.411 which is greater than 0.05, therefore there is no significant difference between males and females for the 'Facebook use'.

Table 9 summarizes the significance level obtained through ANOVA One-way analysis to evaluate difference between groups. At a confidence interval of 95% all p-values that are smaller than 0.05 will show a difference between the means of the groups. As shown in Table 9 only 'Level of income' shows a significant difference between the means of the groups. Thus, H9 has been rejected and H10 has been accepted for 'Level of income'.

CONCLUSION AND DISCUSSION

The results of the data analysis have shown that all eight motives have a positive correlation with Facebook intensity (Facebook use). This means that when the degree of motivation of one of the uses above increase it is expected that it will lead to an increase in use of Facebook. However the results show that this effect is weak but significant. It was found out that the Level of income was the only factor to show a significant difference in the Facebook use between groups of people. This may be explained by different factors. Firstly even though Facebook itself is free, users need to be able to afford internet enabled devices and internet connection to access Facebook. For example individuals with lower incomes might have to use a family computer or go to a cyber café to access Facebook, whereas people with higher incomes might possess Smartphones, tablets or notebooks to access it from almost anywhere. Therefore a difference in the level of income might have an impact on the Facebook intensity. Secondly, the level of income is somehow related to the profile of the individual. For example students are most likely to have the lowest levels of income of the sample; however they might have more free time to spend on Facebook than professionals with high levels of income. Therefore the amount of time and thus Facebook intensity will differ between the low income and higher income groups.

It is concluded here that the model used in this study can predict the Facebook use in Mauritius. In fact only half of the motives used as factors in this model are actual predictors of Facebook use. However it is pointed out that this model can be improved by using other factors that can be found in the literature. This can be done in future studies by proposing new motives and replacing those that failed to show significant predictability. Managers are therefore told to pay particular attention to women and members of the millennial generations as they are dominant among the Mauritian Facebook users. They also need to think of strategies that are in line with the identified predictors of Facebook use which are: 'use for entertainment', 'use for discussion', 'use to meet people' and 'use to maintain relationships'. By capitalizing on satisfying these motives they should be able to have more successful engagements. It is also recommended that Facebook is seen as a new media and therefore whatever methods are successful with traditional media might not be with Facebook. This study has contributed to the body of knowledge by proposing and testing a new model for predictability of Facebook use and has been successful in it. In fact compared to a previous study on the predictors of Facebook use, the present study proved that 'use for discussion' is also a predictor of Facebook use [36]. It also showed that two other motives that were not considered by Krisanic – 'use to meet people' and 'use to maintain relationships' – are also predictors of Facebook use. It was also found that there is a significant difference of Facebook use between groups of different income levels.

Future Study and Suggestions: The future studies could first simply use the same conceptual framework as a base and adapt it to make it richer by increasing the number of motives or by simply replacing those who are not predictors of Facebook use by other motives that might

predict Facebook use. This will help to create a more significant model to predict Facebook use. Future studies could also carry out a qualitative or quantitative research to understand why there are differences in Facebook use between groups of users with different level of income. A third possible track for future studies will be doing a deeper analysis of the characteristics of the Facebook users in Mauritius. This will help to confirm or reject observations made in the present study, but more importantly it will help various practitioners to know the Facebook user in Mauritius better. In turn this will give them the possibility to make Facebook a more effective communication tool for their organization. The statistics prove that on Mauritius Facebook has at least a similar audience in size compared to the newspapers. It is yet to be determined exactly who are the one using Facebook compared to those reading the newspapers.

Managerial Implication and Recommendation: First of all, the clear tendency for females being more inclined to use Facebook, this means that Facebook is an ideal platform to engage with customers of feminine products. Secondly the domination of the millennial generation on Facebook should encourage practitioners to better know this generation. It is known that this generation master the new media and relate to it in a much different way compared to the older generations. Therefore the managers who are from the Baby Boomers or generation X should seek advice and expertise from their younger counterparts or team members. Thirdly, practitioners should see how they can use the fact that 'use for entertainment', 'use for discussion', 'use to meet people' and 'use to maintain relationships' as predictors of Facebook use. An evident implication of this result is that practitioners should ensure that their organizations Facebook page propose entertainment to its 'fans' and also engage in discussions with them. It also highlights the fact that Facebook is not just another medium like the press or TV. It is a new medium with different uses which act as predictors of its usage. Therefore the same old methods that work in the traditional media will not work on Facebook. Finally the managers should look into the fact that differences of Facebook use exist between groups with different level of incomes. It is very important to understand why and how is it so. A good understanding of this situation will determine how Facebook can be part of the communication strategy for organizations.

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