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Value systems and intentions to interact in social media: The digital natives

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Abstract

Current research on social media focus on perceptions, behavioural intention, usage, and seldom take value systems into account. Values are expected to impact behaviour directly or indirectly via intervening constructs, for example, attitude. This paper explores, starting from the Theory of Trying, how value systems impact the digital natives' interactive behaviour in social media. An empirical research is executed to test a model based on global and domain-specific values, and attitudes towards trying in explaining usage. Based on 116 valid responses from a sample of digital natives, several alternative models were tested. The proposed model based on the Theory of Trying shows that domain-specific values and global values positively influence behaviour and usage of social media. Attitude towards trying positively mediates the effect of domain-specific values and global values on social media behaviour. Global values do not influence domain-specific values, nor has a direct impact on behaviour. However an alternative model based on reversed causality show stronger relations. Thus, although the Theory of Trying (TT) proofs to be relevant causality needs to be considered in more detail.

Keywords Theory of Trying, Attitude, Behaviour, Value systems, Domain-Specific Values, Global Values, Social media

1 Introduction

Research on the attitude-intention-behaviour link across various disciplines (e.g., Ajzen and Fishbein 1980; Ajzen, and Driver 1992; Bagozzi 2007; Bagozzi et al. 2003; Bagozzi and Warshaw 1990; Fazio and Williams 1986; Fishbein and Ajzen 1975; Davidsson 1990; Krueger et al. 2000; Liska 1980; McBroom and Reed 1992) including information systems (IS) and acceptance of new technologies (Bagozzi 1992; Davis et al. 1989; Tang et al. 2015; Tate et al. 2015) and cannot be considered to be new. The dominant models found in research are theory of reasoned action (TRA) and its extension, i.e., the theory of planned behaviour (TPB) (Ajzen 1987; Ajzen 1991). Other alternative models have been presented and tested, e.g., Technology Acceptance Model (TAM) and it many different variations specifically for acceptance of information technology in organizational contexts (Davis 1989) and in explaining consumer behaviour of all kind of new information and communication technologies. The Theory of Trying (TT) did attract less attention in IS-research (Bagozzi and Warshaw 1990). The Theory of Trying is a process-based conceptualization of goal directed behaviour (Ajzen and Madden 1986) where behaviour is not treated as a terminal goal but as a means to more fundamental goals and trying is seen as a possible mediating variable between behavioural intention and actual continued usage.

A second aspect that requires attention is how value systems, i.e., personal and social values, is directing behaviour and play a role in attitude towards trying. More specifically the distinction between global values and values related to specific occurrences and situations need closer consideration. Few studies have included *values or value systems* in the model of trying in relation to explaining actual behaviour. Values are assumed to be more persistent than attitudes, and are considered to be determinants of attitudes and behaviour (Homer and Kahle 1988; Xie et al. 2008). Put it simply (Kamakura and Novak 1992), values are more stable, occupy a more central position than attitude in one's cognitive system and provide more inner-oriented understanding of users

(for instance a social media user). This study also contributes to how values impact attitude towards trying as a mediator for usage of social media. The assumption is that use of social media is driven by fundamental personal, inter-personal and non-personal values to achieve or accomplish something else, for instance a self-respect, sense of belonging or excitement, as well as to values related to usage of social media per se. According to previous research, values are assumed to influence behaviour directly or indirectly through intervening variables such as attitudes (Bagozzi et al. 2003; Carman 1978; Homer and Kahle 1988). According to Homer and Kahle (1988, p. 638) "values are similar to attitudes as both are adaptation abstractions that emerge continuously from the assimilation, accommodation, organization, and integration of environmental information in order to promote interchange with the environment favourable to the preservation of optimal functioning". Yet, Kahle (1980) argues that values can be considered as the abstractions that serve as prototypes used for manufacturing attitudes and behaviours. Homer and Kahle (1998) argue that values guide behaviour through cognition and are thus antecedents to attitudes. We expand the model to include values. We will focus on these concepts, i.e., values–trying–behaviour, while specifying the research domain to social media and digital natives. We will motivate this choice in more detail in latter on.

A third issue is related to the unidirectional characteristic of models used, despite research evidence that the relationship between attitudes and action is in fact continuous, reciprocal and circular (Kelman 1974). The process-based nature of Theory of Trying also prompts a test for causality. Hence despite a massive body of research, there are still research gaps that mandate additional research with regard to Theory of Trying, global and domain-specific values and causality. This study contributes to these gaps. We specifically ask: *How do global and domain-specific values influence attitude towards trying and usage of social media? Is the relationship between values-attitudes-behaviour reciprocal as suggested by theory?*

Social media are defined as an Internet based platform where actors are assumed to be engaged in behaviour through continuous assimilation, accommodation, organization, creation and integration of personal, inter-personal and environmental information. Hence, social media represents an ideal context for studying how values impact intentions to be almost continuously engaged in interactive behaviour by generating and consuming content. Moreover, since social media are about communities and other actors are involved, there are multiple layers of values (terminal and instrumental) at play -a value system. Finally, we conduct this study among digital natives, which is a cohort within the millennial generation, born after 1990, just entering university and the workforce (Williams et al. 2012). Internet technology has always been part of their lives, their personal values are more than any other groups in society affected by social media, since they are considered to be heavy users of social media (Bolton et al. 2013; Nikou and Bouwman 2013). Moreover, we would like to emphasise that despite that digital natives are attached with Internet technology and thereby considered as a natural users of social media, trying to interact with others is a particularly suitable volitional post-adoption phenomenon, not straight forward, i.e., social media comes in different flavours, and therefore suitable for testing the theory of trying.

Here interaction with social media is seen as an experience similar to that where the user or actor assumes a dual role as both the producer and consumer of the experience. As said social media come in different flavours and different applications are tried out, with as a result that some applications become part of the repertoire of users and others not. A critical characteristic of the trying experience is that it is one of sharing, generating and consuming content, and participation with others. While fun and excitement can be central to such an experience, we argue for a much more complex view including values, e.g., dimensions such as achievement and empathy (Kamakura and Novak 1992).

Social Media behaviour is seen as an ongoing *process* where those interacting in social media try to fulfil perceived roles and create ideal self-images, as means to more fundamental goals. Theory of trying was originally introduced by Bagozzi and warshaw (1990) to accommodate for the volitional nature of an activity. They argued that the previous models TRA or TPB did not allow for the possibility for an activity to be non-volitional, that something might occur that kept the intending actor from acting upon the intention. We argue that interaction in social media is typically this kind of non-volitional activity. This is in fact a real problem for other actors who hope

and wish for some activity to occur, i.e., they too lack the control over behaviour. Therefore, we adopt theory of trying as a process-based model for studying the value-trying-behaviour link. We argue that while digital natives are already heavy users of social media, their attempts to interact is a series of trials. Moreover, a process view is further justified as we view values as a result of interaction between subjective experience and objective existence over a longer period of time (Homer and Kahle 1988; Xie et al. 2008). Causality is therefore an issue as well. While at the one hand values drive trying behaviour, values can also be reinforced or changed. In this paper we mainly focus on values as an explanatory construct that we explore making use of cross-sectional survey data. Although we are aware that a longitudinal design would have been more appropriate seen the assumed dynamic and process character that underlies both Theory of Trying as well as co-creation in social media. By exploring our ideas making use of cross-sectional data we will gain a first, more explorative insight in and contribute to theory of trying, the role of value systems, and causality, with regard to social media and digital natives. Our research is specifically relevant to literature on values, attitudes, intentions, and trying behaviour in the IS field.

In the next section, this study draws on the main stream behavioural intention antecedent factors from extant value-attitude-behaviour literature to build the research model. In section three, research hypotheses are developed. In section four, the research methodology, data collection process and the development of measurement are discussed. The research results are presented in section five, followed by the discussion in section six. Finally, section seven outlines the research theoretical contribution, conclusions, limitations and future work.

2 Theoretical foundations: Theory of Trying and Values

For twenty-five years the dominating model in attitude research, inspired by the Ajzen and Fishbein (1980), has been Theory of Planned Behaviour (TPB), which assumes that attitudes, subjective norms and perceived behavioural control predict future intentions (Ajzen 1991). This domination is visible regardless of research discipline, be it consumer research (Ajzen and Driver 1992; Bagozzi et al. 2003) health care (Bagozzi and Warshaw 1990) entrepreneurship (Davidsson 1990; Krueger et al. 2000) or psychology (Fazio and Williams, 1986; Liska 1980; McBroom and Reed 1992). Kroenung and Eckhardt (2015) have debated that the traditional view on dominating models in attitude research such as TPB would not lead to a strong predictive power. While reviewing the publications in the top IS journals, Kroenung and Eckhardt conclude that situational factors: voluntariness, technology type and adoption context positively influence the attitude-behaviour relationships in the IS field (Kroenung and Eckhardt 2015).

As stated, TPB originates from Theory of Reasoned Action (TRA), which assumes that attitudes and subjective norms predict intentions (Ajzen and Fishbein 1980; Fishbein and Ajzen 1975). Despite the success of the model, it was criticized shortly after it was presented (Bagozzi 1992; Bagozzi and Warshaw 1990; McBroom and Reed 1992). The major argument is that TRA assumes volitional control, and TPB assumes partial volitional control over action, i.e., nothing significant would constrain action once the intention was formed (McBroom and Reed 1992). TRA and TPB form the basis of Technology Acceptance Model (TAM), which has been widely used across various disciplines of information systems (Davis 1989) discussing core concepts like perceived behavioural control, and social norms. All of these models have been regarded as one directional. Kelman (1974) argued strongly for reciprocity more than three decades ago, i.e. attitudes affect action and action would lead to a change in attitudes depending on personal experience (Kelman 1974). Why this insight, despite a large body of empirical research across multiple disciplines, has not been acknowledged by the research community is interesting to say the least. To the best of our knowledge the direction of causality has not been tested sufficiently. We know of one exploratory study in a related discipline (Brännback et al. 2007), using theory of trying that identified reciprocity.

Perceived behavioural control reflects the perceived feasibility of performing specific behaviour. Perceived behavioural control overlaps with Bandura's view of perceived self-efficacy (Bandura 1986) which is a subjective belief of one's own ability to carry out an intended activity. Self-efficacy is an attribution of personal control and reflects a learning experience, rather than failure (Bandura 1986; Krueger et al. 2000).

Social norms capture what important people in ones lives think about engaging in a particular behaviour. This can be friends, family or peers in once immediate reference groups. For example, for university students peers would be fellow students enrolled in the same education program. In previous studies the impact of social norms has been mixed ranging from strong to no direct effect on intentions (Krueger et al. 2000). Research has shown that the social norms construct is a weak predictor of intentions influenced by a high internal locus of control (Ajzen 1987; Terry and Hogg 1996) or when there is a high likelihood for action to occur (Bagozzi et al. 1992). One reason for this is a poor conceptualization of the role of social influence in the attitude-behaviour relationships (Fielding et al. 2008; Krueger et al. 2000; Lin 2006; Terry and Hogg 1996).

To accommodate for the changing circumstances, Bagozzi and Warshaw (1990) presented *Theory of Trying* (TT), where final performance is assumed to be preceded by a series of trials. Bagozzi (2007) further argue that TRA, TPB and TAM treat behaviour as a final end, whereas it may in fact be an intermediate goal to reach more fundamental ends (Bagozzi 2007). To capture the notion of a 'series of trials' Bagozzi and Warshaw (1990) included *recency and frequency* of (past) behaviour into the model. These two elements reflect past behaviour and add independent productiveness as a determinant of one's intention to try. Following Kelman (1974) past frequency and past recency, should to some degree, impact an individual's intention and attitudes toward trying even if the intention and attitude toward trying are not totally, but implicitly reflections of past trying (behaviour). While past frequency and past recency are two different constructs, they are most likely highly related to each other and one should not use, e.g., past recency independently to predict an individual intention to try (Bagozzi and Warshaw 1990; Fielding et al. 2008). Recency effects the self-efficacy perception as well as the anticipations of the results and the expectations of success or failure of an action. For example, the expectation one might have toward a succession or failure of trying to perform a particular act can be linked to self-efficacy perception, such as "*my recent trying to communicate with my old friends via social media was successful*" or "*my recent trying on social media to find my old friends has failed*".

Values are enduring beliefs that function as guiding principles in individual's lives enabling personal or social preferential judgment over different modes of conduct (Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973; Xie et al. 2008). Values are personal as well as social. Personal values are important bases of attitudes and are assumed to directly or indirectly influence behaviour through intervening variable such as attitudes. In fact values can be determinants of attitudes and behaviour. However, the literature also informs us that there are levels of values (Homer and Kahle 1988; Kamakura and Novak 1992) global and domain-specific or direct and indirect. These distinctions are relevant, especially within the context of a causal modelling approaches (Homer and Kahle 1988).

In this study we have set out to conceptualize values and social norms with greater detail than previous studies. With norms we probe the respondents with more detailed norms construct acknowledging the existence of multiple normative systems. With respect to values we distinguish between more global and more domain-specific values.

3 Hypotheses development

3.1 Global Values and Domain-Specific Values

While, domain-specific values are related to the consequences (benefits) of using a product, service or a particular action, global values are considered to be independent of concrete objects and are more stable and permanent than the domain-specific values (Fred van Raaij and Verhallen 1994). In other words, we argue that global values reflect the most enduring, and strongly held beliefs of a person and are more stable, whereas the domain-specific values reflect values that apply to a particular area of activities, are lees stable and may change over time. Global values do not specify what activities (domains) a person considers desirable and therefore appear to impact behaviour indirectly, whereas domain-specific values appear to impact attitude and behaviour directly. Global values do not inform us what ultimately leads a person to experience achievement (e.g., self-respect, self-fulfilment or well-respected by others), empathy (e.g. sense of belonging or warm relations to others), or hedonism (e.g. fun and excitement) (Homer and Kahle 1988; Kamakura and Novak 1992). Whilst people on a general level can agree on values, they may not be able to agree

on how these values work out for a specific domain or activity (such as social media interaction in this paper).

Research on values and behaviour is extensive (Homer and Kahle 1988). Differences in values have been found to relate to significant differences in a variety of attitudes and behaviours, where the work by Rokeach (1973) is widely cited as well as criticized (Homer and Kahle 1988). Based on Rockeach original work a nine-item List of Values (LOV) scale was developed and since then has been widely used (Kahle et al. 1988). The LOV is based on the importance of people in value fulfilment and the nine values are (1) fun and enjoyment, (2) warm relationships, (3) self-fulfilment, (4) being well-respected, (5) sense of accomplishment, (6) security, (7) self-respect, (8) sense of belonging, and (9) excitement. In this LOV value scale, the items can be segmented into three underlying dimensions: achievement, empathy, and hedonism. Achievement covers such values as self-fulfilment, self-respect, sense of accomplishment, and being well respected. Empathy includes values like sense of belonging, warm relationship to others, and security. Hedonism includes values like excitement, fun and enjoyment. Consistent with the theoretical assumption of global and domain-specific values, empirical research has found internal and external dimensions of the LOV scale, and that values influence attitudes and subsequent behaviour (Homer and Kahle 1988). Still, Kahle et al. (1988) and Cheng and Fleischmann (2010) further argue that values can be adhered or fulfilled through interpersonal relationships (e.g., warm relationships), through the personal factors and elements (e.g., being well-respected) or through other needs such as fun and enjoyment.

Previous research on values in information systems adoption and Internet usage among young adults has tended to take one dimension of the LOV scale such as hedonism (enjoyment, fun and excitement) (Ha 2007; Lee et al. 2005; Turel et al. 2010; Yu et al. 2005) or entirely different social factors, such as self-esteem and well-being (Valkenburg et al. 2006). With respect to these social factors research results are inconclusive, ranging from positive to negative to no relationship at all (Harman et al. 2005; Kraut et al. 2002; Kraut et al. 1998; Valkenburg et al. 2006). This study takes a broader view and includes also the other two dimensions of the LOV values scale as previous research (Homer and Kahle 1988, Kahle 1983; Kamakura and Novak 1992). In other words, in this study we initially opt to include all of the nine values making up the LOV to measure the digital natives' behaviour towards interacting with social media. While the LOV scale has been found parsimonious, relevant and influential to daily life (Homer and Kahle 1988) the focus of this scale is on global values. However, we specifically want to capture the distinction of global and domain-specific values. For this purpose we used a multi-item version of the LOV scale, the MILOV scale, developed by Herche (1994) which has successfully been applied within research based on the Theory of Trying (Xie et al. 2008). The domain-specific items are relevant only to particular areas of activities and specifically include *social media* and focus on sense of belonging and well respect as enabled by social media usage. The items used in this study are listed in Table 1. To measure how global and domain-specific values influence digital natives behaviour to interact in social media the following hypotheses are formulated.

H1: *The more one adhere to global values, the more likely one is to interact with social media*

H2: *The more one adhere to domain-specific values, the more likely one is to interact with social media*

In spite of the differences between the global values and domain-specific values, domain-specific values can be instrumental in achieving the global values. Thus, we postulate that the global values signifies the attainment of the domain-specific values.

H3: *Global values has a direct positive effect on the domain-specific values*

3.2 Attitude

In spite of the fact that Theory of Planned Behaviour (TPB) has been one of the leading theoretical models in attitude research, many scholars have criticized the low predictive power of TPB to assess the attitude-behaviour relationship (Kroenung and Eckhardt 2015). This study uses Theory of Trying to conceptualize how values or (value systems) impact attitudes to engage in interactive

behaviour particularly in social media context. Theory of Trying (TT), suggests that a user trying to perform an action can have an impact on behaviour and should be included in research examining the attitude-behaviour relationships. Trying is considered to reflect one's action and thus it may influence the actual behaviour (Mathur 1998). In the same vein, Bagozzi and Warshaw (1990) suggest that trying is under volitional control, while the succeeding is not. This is further agreed upon by Bagozzi and Edward (1998) proposing that trying incorporates volitional, motivational and cognitive elements of behaviour. In fact, the emphasis is that the process involved in trying should be considered in order to move from intentions to action. In other words, trying is a necessary but not sufficient precondition of behaviour (Bagozzi and Edward 1998). Hence, to enhance this study's realism we assume that a positive attitude towards trying positively influence behaviour of digital natives to interact in social media. Still, we further postulate that attitude towards trying mediates the relationships between the domain-specific values as well as the global values to behaviour. Hence, we suggest the following hypotheses.

H4: *Domain-specific values are positively associated with attitude towards trying to interact with social media*

H5: *Global values are positively associated with attitude towards trying to interact with social media*

H6: *A positive attitude towards trying is positively associated with social media interaction behaviour digital natives*

3.3 Social media maven (SMM)

According to Theory of Trying (TT) a person's propensity to intend and subsequently to act based on the intention is also influenced by self-efficacy and social norms (Bagozzi and Warshaw 1990; Bagozzi 2007; Fielding et al. 2008; Hogg et al. 1993; Terry and Hogg 1996; Xie et al. 2008). Self-efficacy is a person's subjective perception and belief over own ability to execute behaviours needed for producing specific performance attainments (Bandura 1986). Social norms capture how a person's social environment influences a person's behaviour. By re-conceptualizing the normative element and including elements of social identity theory we seek to explicate which group of people perceive as important for a particular behaviour in the social media context. While family may indeed be important for some behaviours (i.e., a domain-specific value), friends and peers in particular may assert stronger normative pressure (Fielding et al. 2008; Hogg et al. 1993; Terry and Hogg 1996). For example, university student peers may impose stronger normative pressure on fellow university students than family and sometimes even close friends. Instead of asking how much they think others would think they should perform something, we may have to use a more fine-grained conceptualization of perceived attitudes of specified group members.

As pointed out by Terry and Hogg (1996, p. 779) "When social identity is salient, people construct a context-specific group norm from available, and usually shared, social comparative information". Therefore, it is essential to try to identify the relevant group (Fielding et al. 2008; Hogg et al. 1993; Terry and Hogg 1996) and to bear in mind that people do not only enact norms for social approval but also use and act according to norms in private. A specific group membership serves as a contextual basis for self-identification. Research has found that supportive group norms were associated with higher intentions (Fielding et al. 2008).

In this study, we introduce a new concept labelled as *'social media maven'* (SMM). Here SMM is a domain-specific item, which measures a person's perception of how others (family and friends) may consider the person's ability to carry out certain domain-specific tasks, when the person is assumed to have skills on an expert level when compared to others (Belch at al. 2005; Feick and Price 1987). We use an expanded scale, which is based on a six-item market maven scale developed by Feick and Price (1987) for the use of market information, and subsequently modified and applied in the context of the Internet (Belch et al. 2005). A related but different construct can be found in the technology-task fit (TTF) construct which is widely used within IS research (Goodhue and Thompson 1995).

In previous studies, family and friends were mentioned together in the specific items. In our measurement tool, these items were used for the family and friends separately, because there are

distinct differences in influence of family and friends have on young persons. This is justified as we are studying digital natives, who are assumed to be significantly more skilled users of social media than for instance their parents. Friends are also digital natives, whereas family members in particular parents are not. An item in the original scale which was phrased as: "My family and friends think of me as a good source of information from the Internet…", was separated in two single items: "my family think of me as a good source of information from the Internet when it comes to new products, sites to visit, events, sales" and "my friends think of me as a good source of information from the Internet when it comes to new products, sites to visit, events, sales". With that being said and for the purpose of this study (i.e., social media maven) the following hypothesis is formulated. The hypotheses are summarized in Figure 1.

H7: *Being considered as a Social Media Maven by others is positively associated with the behaviour of digital natives to interact with social media*

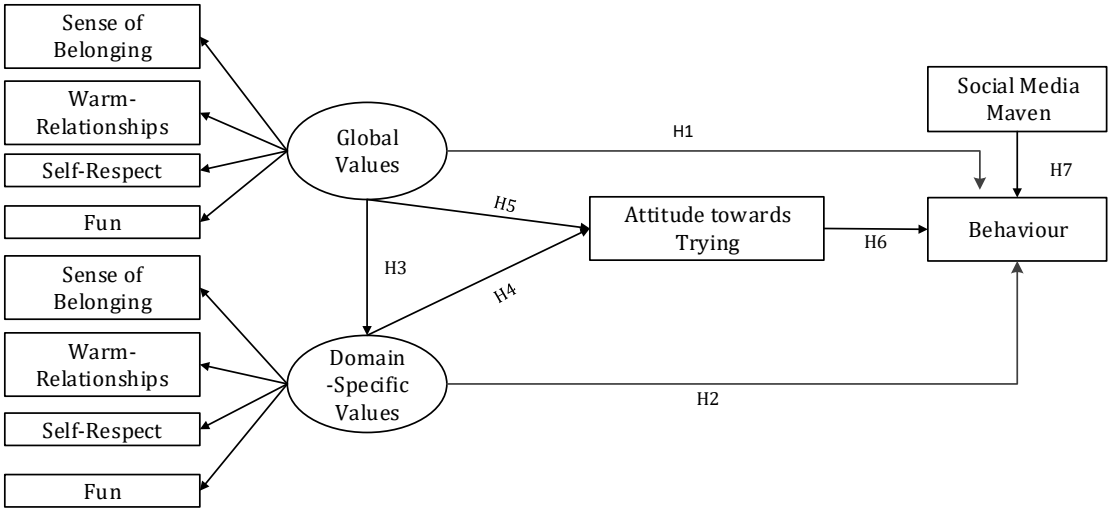

Fig. 1 Research conceptual model

4. Research methodology

To see if our hypotheses are falsifiable for digital natives, we designed an empirical research to collect data from actual users of the social media as described in the following sections.

4.1 Developing measurement

In order to have a comprehensive list of measures and ensure the reliability of the measurement, several prior studies from top-ranked IS journals, marketing, consumer research and personality and social psychology have extensively been reviewed. In this study, all survey items for each latent constructs were selected from previously validated measurements and if needed were slightly modified to fit the specific context of social media. For instance, to examine the attitude toward interacting behaviour and usage of social media, we made use of established measures from Theory of Trying (Bagozzi and Warshaw 1990) which has the focus on goal-directed behaviour and has been built based on the theories of Goal Pursuit (TGP) (Bagozzi and Yi 1988) and Planned Behaviour (TPB) (Ajzen 1991; Ajzen 1985). Table 1 shows the question items which were used for the path (measurement) and structural model analyses.

Table 1 Question items used in the study

Construct	Item/Measure: Seven-point Likert scale. ranging from "strongly disagree (1)" to "strongly agree (7)" or "unpleasant (1)" to "pleasant (7)"	Measure source
Sense of belonging (Domain-Specific Values)	Having a pleasant time with my closest friends on social media is important to me	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	It is important for me that my closest relatives and friends appreciate the comments I make or the links or the pictures I share on social media	
	Interacting online through social media with my friends is important to me	
	The fact that I am an active participant increases my self-respect	

Self-Respect (Domain-Specific Values)	I am proud of myself when others 'like' my posts	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	My self-respect has a lot to do with my ability to post things that others 'like'	
Warm-Relationships (Domain-Specific Values)	I would like to make a point of reassuring my friends that their posts are welcomed and appreciated by 'liking' or re-tweeting	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	It is important for me to share good posts and links with my friends	
	I always share links and posts that my friends like	
Fun (Domain-Specific Values)	I find participation on-line exciting	(Homer and Kahle 1988)
	It gives me great pleasure to participate on-line	
Sense of Belonging (Global Values)	I play an important role among my friends	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	I play an important role among my friends and peers at the university	
	I feel appreciated and needed by my friends and peers at the university	
Warm-Relationships (Global Values)	I often commend others on their efforts. even when they fail	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	I make a point of reassuring others that their presence is welcomed and appreciated	
	I value warm relationships with my family highly	
Self-Respect (Global Values)	Even though others may disagree. I will not do anything to threaten my self-respect	(Homer and Kahle 1988; Kamakura and Novak 1992; Rokeach 1973 Xie et al. 2008)
	More than anything else. I must be able to respect who I am	
	I will not compromise on issues that could cause me to lose my self-respect	
Fun (Global Values)	Having fun is important to me	(Homer and Kahle 1988)
	Recreation is an integral part of my life	
Social Media Maven	If someone wanted to know which Internet sites had the best bargains on various types of products and services, I could tell them	(Belch et al. 2005)
	My family think of me as a good source of information from the Internet when it comes to new products, sites to visit, events. sales	
	My friends think of me as a good source of information from the Internet when it comes to new products, sites to visit, events. sales	
Attitude towards Trying	My trying to interact on-line with my friends would make me feel pleasant	Bagozzi and Edwards 1998; Bagozzi and Warshaw 1990; Mathur 1998)
	My trying to interact on-line with my friends would make me feel enjoyment	
	My trying to and succeeding in interacting on-line with my friends makes me feel pleasant	
Behaviour	I frequently interact with my friends on social media	(Bagozzi and Warshaw 1990)
	I have recently interacted with my friends on social media	

4.2 Second-order constructs

As we articulated earlier that the scales in List of Value (LOV) can be segmented into three high correlated dimensions and to overcome multi-collinearity, we used a second-order models for domain-specific values and global values (Xie et al. 2008). The intention to use higher-order factor modelling further has been motivated based on the assumption that the lower-level factors in this study are highly correlated and thus it may lead to low discriminant validity. Second-order factor models are to be preferred over the traditional approach as it includes higher-order latent variables. The second-order factor models show the causally impacting a number of first-order latent variables (Chin 1998). Moreover, using one latent variable instead of many supports the notion that second-order models are more parsimonious (Chen et al. 2005). From a methodological standpoint, scholars often attempt to compute aggregate scores defined as a partial aggregation for each first-order factors. This is done by summing up the items scores (i.e., manifest variables scores) and then treat the aggregates as reflective items of the higher-order constructs (Koufteros et al. 2009).

The domain-specific values is considered to be a higher-order latent construct composed of multiple first-order dimensions. In this study, first-order factors, e.g., sense of belonging and self-respect are expected to be highly correlated with one another while capturing different dimensions of domain-specific values. Moreover, because global values include general concepts which are manifested and reflected by multiple first-order global value perceptions, e.g., sense of belonging and warm-relationships with others, the global values is also conceptualized as a second-order construct. For instance, a person who seeks to have warm relationships with others

(family or friends) may also want to feel that his/her presence is appreciated by friends and family (sense-of-belonging). Owing to the fact that both constructs can be meaningfully conceptualized as the higher-order constructs, this technique is adopted to demonstrate better their structures in the research model. Although, we initially used the list of nine values (see 3.1), we only succeeded to construct scales for four heretofore mentioned values consistently for the global values and the domain-specific values.

Each of the first-order latent variables is composed of several manifest indicators (survey items). By adopting this routine, one can assess the aggregation of the respondents' evaluations with respect to the first-order latent variables and to form their perceptions with regard to the second-order construct. To support the use of this technique, Gerbing et al. (1994) argued that we cannot assess the individual contribution of each items to the overall construct, if we present all of the manifest variables of the lower-order constructs as reflective items of only one first-order construct. Using second-order construct has been employed in various research domains and disciplines such as mobile telecommunications (Wang 2015) and value-added service continuance and customer satisfaction with online systems (Chen 2010) and trying to producing products for own consumption referred to as "prosumption" (Xie et al. 2008).

4.3 Data collection and instrument

A self-explanatory questionnaire was administered. We made use of pen and paper-based survey questionnaire as an instrument to collect the data. In addition to general questions, a number of value-attitude-behaviour questions related to interactive behaviour on social media were asked. The questionnaire covered also questions related to each of the LOV values. Student were asked, for instance, which social media they are currently using followed by which social media is most preferred. In order to overcome sampling bias we eliminated responses from student who were not using social media on a daily basis, thus providing a sample of heavy social media users (digital natives).

Compeau et al. (2013) and Lu et al. (2010) argued that students are the young generation that are most likely to be active smartphone and social media users. As our population are social media maven, the questionnaire was distributed among 120 post-graduate students in March 2014. So a convenience sampling approach was employed to collect the data. We argue that a convenient sampling making use of the students for data collection is one of the most appropriate approaches when one wants to understand digital natives' preferences and behaviour. Moreover, a number of prior studies have shown that it may be reasonable to utilize and employ students subjects when the phenomenon under investigation is not one that crystallizes over time, for example the effect of social norms (Agarwal and Karahanna 2000; Sears 1986). Moreover, Ahuja and Thatcher (2005) argue that using college students in a narrow age range offers the advantage of reducing the number of potential biases and confounds (Ahuja and Thatcher 2005)

4.4 Reliability and validity

In order to determine the facture structures, an exploratory factor analysis (EFA) using Promax rotation was performed. After several iterations of EFA, the final output results eleven factor solutions. Later, these factors, were grouped into two second-order factors and three first-order factors (see Figure 1). We computed the curved estimation for all relationships in the model and determined that all relationships were sufficiently linear to be tested using covariance based SEM algorithms such as one using in AMOS. Furthermore, as the research model entails more than one independent variable predicating the dependent variable, we also run multicolinearity test to determine if multicolinearity is an issue. We did not find any evidence of multicolinearity issue. Still, to test the paths and the relationships in the research model from being effected by common method bias (CMB), we performed common method bias test making use of common latent factor (CLF). The CMB test did not show any paths that seem to be affected by the common method bias.

In order to test the reliability and validity of the measurement model and data, IBM AMOS 21 and IBM SPSS 21 software were used. All in all, the results show that the measurement model has a good fit with the data according to the indices listed in Table 2. Furthermore, to test the reliability of the data, we computed the Cronbach's Alpha. The recommend threshold for Cronbach's alpha

(α) require a reliability of 0.70 or higher, in the current measurement model the Cronbach's alpha values are all over the recommended values indicating that the measures have all acceptable reliability with respect to their respective constructs. Table 2 shows the measurement properties of domain-specific values and global values and indicates that the high correlations among first order factors support our assumption with regard to the existence of the higher-order factor structure.

In order to test the latent constructs, convergent validity and discriminant validity tests were performed. Convergent validity indicates the extent to which each measurement item (manifest indicator) loads within the corresponding construct. The convergent validity test shows that none of the construct are affected by this issue. The psychometric properties of the measures are tested through the average variance extracted (AVE) index (Fornell and Larcker 1981) and the composite reliability (CR) index (Bagozzi and Edward 1998). Both indices are above the recommended thresholds of 0.50 and 0.70 respectively, see Table 2. The values for R-squared, the measure of how close the data are associated with the regression line, are shown in the Table 2.

Table 2 Descriptive statistics, convergent validity, internal consistency and reliability

Construct	Items	Factor Loadings	*t*-Statist	Mean	Std. dev	R^2	α
Sense-of-Belonging (Global Values)	Sense_Belong1_GV	0.76	22.83	3.36	1.11	0.56	0.85
	Sense_Belong2_GV	0.93	26.39	3.57	1.05	0.87	
	Sense_Belong6_GV	0.75	21.46	3.03	1.02	0.59	
Warm-Relationships with others (Global Values)	Warm_Rel1_GV	0.67	25.13	2.66	1.14	0.36	0.71
	Warm_Rel2_GV	0.73	25.41	3.22	0.94	0.54	
	Warm_Rel3_GV	0.69	21.82	3.81	0.89	0.33	
Self-Respect (Global Values)	Self_Res6_GV	0.85	26.01	3.93	1.21	0.73	0.82
	Self_Res7_GV	0.74	25.99	3.24	0.93	0.57	
	Self_Res8_GV	0.78	23.41	3.76	1.27	0.61	
Fun (Global Values)	Fun 1	0.71	25.88	3.56	0.93	0.53	0.87
	Fun 2	0.74	24.73	3.45	1.01	0.56	
Sense-of-Belonging (Domain-Specific Values)	Sense_Belong1_DS	0.82	23.04	2.86	1.34	0.68	0.77
	Sense_Belong2_DS	0.62	26.60	3.34	1.35	0.38	
	Sense_Belong3_DS	0.76	21.41	2.79	1.41	0.58	
Warm-Relationships with others Domain-Specific Values)	Warm_Rel1_DS	0.70	24.12	3.50	1.56	0.49	0.80
	Warm_Rel2_DS	0.86	25.45	3.97	1.68	0.87	
	Warm_Rel3_DS	0.70	38.73	5.27	1.46	0.36	
Self-Respect (Domain-Specific Values)	Self_Res1_DS	0.85	33.33	4.86	1.57	0.64	0.79
	Self_Res2_DS	0.69	25.00	3.78	1.63	0.47	
	Self_Res3_Ds	0.70	35.26	5.25	1.60	0.50	
Fun (Domain-Specific Values)	Fun 3	0.90	33.43	3.89	1.03	0.72	0.83
	Fun 4	0.87	32.67	4.21	0.97	0.65	
Social Media Maven	SMM7	0.69	22.12	3.44	1.68	0.47	0.84
	SMM8	0.92	20.98	2.84	1.46	0.84	
	SMM9	0.83	26.10	3.43	1.42	0.69	
Attitude	Attitude-S-1	0.69	25.48	2.24	0.95	0.39	0.82
	Attitude-I-2	0.84	30.54	2.39	0.84	0.71	
	Attitude-I-3	0.88	26.04	2.50	1.03	0.78	
Behaviour	Frequency- Interaction	0.97	17.34	2.01	1.25	0.94	0.88
	Recency-Interaction	0.80	16.54	1.64	1.07	0.64	

a Average variance extracted
b Scale composite reliability
* GVs (Global Values), DVs (Domain-Specific Values)

The R-squared values show the percentage of the response variables variations which are explained by a linear regression line. Discriminant validity indicates the extent to which items within a construct are distinct from other items of those other constructs in the research model. It has been argued that the square roots of the average variance extracted (AVE) of the construct should be greater than the correlation estimates with the other constructs (Bagozzi and Edward 1998; Campbell and Fiske 1959; Fornell and Larcker 1981). Moreover, the AVE measures the amount of variance that a latent construct captures from its indicators relative to the amount due to the measurement error and the value should greater than cut-off value of 0.50. The results show that the square root of AVEs of all constructs are greater than to those of other constructs, thus all correlation values met the recommendation threshold value (see Table 3).

Table 3 Square root of the AVE are the bolded diagonal values

	CR	AVE	Global	Behaviour	SMM	Attitude	Domain
Global	0.810	0.558	**0.727**				
Behaviour	0.886	0.796	0.315	**0.892**			
SMM	0.853	0.661	0.407	0.443	**0.813**		
Attitude	0.830	0.626	0.301	0.439	0.094	**0.790**	
Domain	0.876	0.714	0.067	0.408	0.288	0.247	**0.797**

Note: Global = Global Values, SMM = Social Media Maven, Domain = Domain-Specific Values

5. Analyses and results

5.1 Descriptive statistics

During one month of the data collection process, we collected 116 valid and complete responses. Of the respondents, 55 (47.4%) are female and 61 (52.6%) are male. The respondent age varies from 19 to 37 years old and the average is 22.09 years old. The results show that the most preferred social media platforms among the respondents are Facebook 59.5% and WhatsApp 28.4% respectively. The least preferred social media platforms are Blogs and YouTube which accounts for 1.7% of the use for both services. The number of respondents who possess a smartphone account for 98.3% and 30.2% of the respondents indicate that they prefer to access the social media platforms via smartphones and only (10.3%) of the participants indicate that they access social media via tablets. Despite the fact that almost every subject owns a smartphone, technology usage among them is rather impressive too. For example, of the respondents 109 (94%) own a laptop, 43.1% uses Internet TV and 87.1% of them are constantly connected to the Internet. Although in our model we use the generic social media concept, it is important to make clear that usage of social media is not homogeneous, therefore we briefly discuss usage levels for specific types of social media. We specifically asked for usage of Facebook, WhatsApp, Google+, Twitter, LinkedIn, Instagram, You Tube, Blogs, Printerest, and KiK, (see table 4).

Table 4 Social media usage

N =116	**Many times a day**	**Once a day**	**other**
Facebook	89%	8%	3%
WhatsApp	83%	3%	14%
Instagram	37%	10%	53%
You Tube	31%	22%	47%
Pinterest	31%	1%	96%
Blogs	13%	11%	76%
Twitter	10%	4%	86%
Google+	4%	7%	89%
LinkedIn	3%	5%	92%
KiK	-	-	100%

From the table we can conclude that some type of social media are used quite intensively, while others are not reaching or will not reach high usage levels. Because, they are not tried, or have become part of the usage repertoire of the respondents, after or while still trying out the specific application. In the testing of the model we used the more generic concept of social media usage and not individual applications. So for some social media it is still about trying and behaviour while for others social media the trying phase has been passed. This is the very reason why we discuss the causality in the introduction and theory section.

5.2 Structural model analyses

To test the hypotheses and determine the statistical significance of the path coefficients in the research model, we used Structural Equation Modelling (SEM) technique. The fit of the model is satisfactory, $\mathcal{X}^2$ (1152) =1789.832 and CMIN/DF=1.554, p-value =0.000. The behavioural intention to interact with social media is explained by a variance of 36%, attitude towards trying to interact with social media users is explained by variance of 14%. Fig. 2, indicates the relationships between the constructs in the model, bold lines represent the significant relationships and dotted lines show insignificant relationships or unsupported hypothesis. We used six different fit statistics –such as the root mean square error of approximation (RMSEA), the goodness-of-fit index (GFI), the adjusted GFI (AGFI), the normed fit index (NFI), Tucker–Lewis index (TLI), and the comparative fit

index (CFI). These model fit indices, to a large extent, satisfy the recommended guidelines and the results indicate that our research model presents a good fit with the data (Browne and Cudeck 1993) (see Table 5). It should be noted that we observe some evidence of low values for absolute fit indexes in goodness of fit index (GFI) and adjusted goodness of fit index (AGFI). However, in the event that these two indices are below the cut-off values, it is recommended that the RMSEA index should be used as a basis for power analysis and model evaluation (MacCallum and Hong 1997). Nonetheless, the RMSEA value is significantly lower than the cut-off value and indicates that we have a good model fit.

Table 5 Model fit indices

Model fit Indices	GFI	AGFI	CFI	NFI	TLI	RMSEA
Cut-off value	>0.90	>0.80	>0.90	>0.80	>0.90	<0.080
Obtained value	>0.89	>0.79	>0.91	>0.81	>0.91	<0.049

5.3 Invariance Test (Female vs. Male)

Gender differences has widely been used in various situations as a moderating variable (Ahuja and Thatcher 2005). Although, the subjects participated in this study are considered to be a young digital natives and perhaps it can be speculated that the gender does not impact their behaviours to interact. Nonetheless, to be consistent with prior studies of the similar topics, we opt to test and assess if the gender impact the social media usage. Invariance test has been conducted during the confirmatory factor analysis (CFA) for multi-group moderation test on a structural model. Invariance test enables to gain insights if the factor structure is equivalent across different values of multi-group moderator. In the current study, the intention is to assess if the factor structure is the same for both the males and females. To do so, two tests, namely configural invariance and metric invariance were performed. The idea behind the configural invariance is to run the model with two groups, estimating freely, i.e., without constraining anything. If the results show a good model fit, then it can be argued that the groups are equivalent with regard to the factor structure. The results of invariance test showed that we have achieved a good model fit which means we have configural invariance and both groups are equivalent. We also performed chi-square difference test. We constrained the entire paths in the model to be equal for both groups and then we run the model without constraining any paths. The test result shows that the groups are invariant, in other words it means that we have met the metric invariance test.

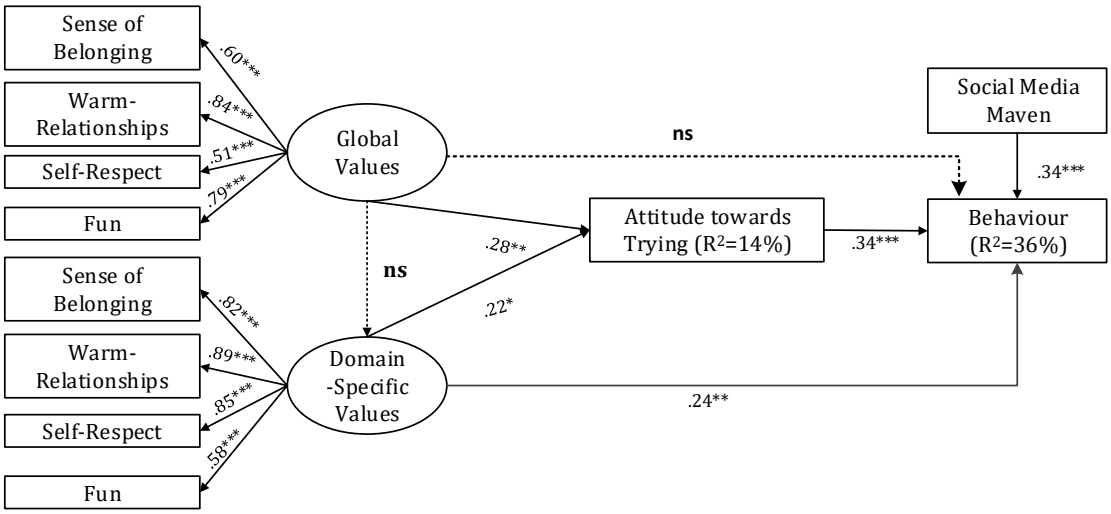

Fig. 2 Results of the research model. Notes: *** p-value < 0.001; ** p-value < 0.005; * p-value < 0.01

5.4 Hypotheses testing

The hypothesized model including the second-order latent constructs and paths among the first-order constructs were tested through the structural equation modelling (SEM). Moreover, we have also tested different alternative models, and the model presented in Figure 2 is the optimal model and fit best the data. To make sure that the use of the second order constructs model is to be preferred over first order constructs model, a chi-square difference test between these two models

was executed and the results did not show strong differences at the model level. However, at the path level we have found strong differences for alternative solutions. In the model with the second order constructs we found higher model fit and more significant path relationships.

The results show that the global values, the values which are more stable and considered to as enduring belief has no direct effect on the behaviour of subjects (digital natives) to interact with social media, thus H1 is not supported in the model. Whereas, domain-specific values reflecting the less enduring, yet relevant to a particular activity such as hedonic values (fun) is positively associated with the behaviour of the subjects to interact with social media thus H2 is supported in the research model. The SEM analysis shows a significant path ($\beta = 0.244$, $p < 0.005$) for H2, see Figure 2. The path between the global values and domain-specific values, i.e., H3 has no significant effect and thus H3 is not supported. It can be articulated that for digital natives, in the context of social media, immediate value perceptions is rather more important than those of long-lasting values. As the friends and communities in the social media are subject to change frequently, we claim that for the subject who participated in this study being accepted by their peers (sense-of-belonging) is considered a great achievement and thus leading them to be active in interacting with others. However, we can observe in Figure 2, that attitude toward trying to interact is positively associated to both the global values as well as the domain-specific values and that both the H4 and H5 are supported in the model. The SEM analysis show a significant path ($\beta = 0.223$, $p < 0.01$) for H4 and ($\beta = 281$, $p < 0.005$) for H5.

The SEM analysis reveals that there is a significant effect between the attitude toward trying and interactive behaviour with social media (H6). The path coefficient is ($\beta = 0.344$, $p < 0.001$) indicating that H6 is supported in the research model. It can be argued that having a positive attitude toward trying, in this case to interact with peers, hugely impact the digital natives' behaviour of using these types of applications. However, one can argue that as the subject in this study are a cohort within the millennial generation, born after 1990 and Internet technology has always been part of their lives, we can expect that they always have a positive attitude to adopt social media. In contrast to this and from the volitional control and the post-adoption phenomenon perspectives, we argue that *trying* is actually the key element for the continuous usage and interaction with social media. Consistent with regard to H7 where we hypnotized that there is a positive effect in the path between the social media maven and interactive behaviour, SEM analysis shows that the path coefficient is ($\beta = 0.344$, $p < 0.001$) and thus H7 is supported in the research model.

Moreover, as recommended by (Bagozzi et al. 1991) the correlations among all the first-order factors within the global value and domain-specific value constructs are lower than 0.90, hence indicating we have acceptable discriminant validity (see table 6).

Table 6 Estimation of the second-order factor of global values and domain-specific values

Second-order Construct	First-order Constructs	Standardized Parameter Estimate
Global Value	Sense of Belonging	0.61
	Warm-Relationships	0.84
	Self-Respect	0.51
	Fun	0,79
Domain-Specific Value	Sense of Belonging	0.82
	Warm-Relationships	0,89
	Self-Respect	0.85
	Fun	0.58

As we recognize the fact that causality can also be reversed, we tested an alternative model in which global and domain-specific values are dependent variables (see Figure 3). Because, both the main and the causal (revised) model are similar at the measurement level, the fit of the causal model shows similar statistical values as the main model $\mathcal{X}^2$ (1152) =1789.832 and CMIN/DF=1.554, *p*-value =0.000 (see Table 5). The analysis and the statistical significance of the path coefficients in the revised model show interesting results. The global values and the domain-specific values are explained by a variance of 13% and 18% respectively. The interacting behaviour with social media is explained by variance of 38%. Figure 3 shows the relationships between the constructs in the model, bold lines represent the significant relationships and dotted lines show

insignificant relationships or unsupported hypothesis. Based on the results obtained from structural (SEM) analysis, except the path from global values to domain-specific values, the remaining paths in the revised model have the statistical significance. For example, the paths from (i) attitude towards trying and (ii) social media maven to interactive behaviour show significant path ($\beta = 0.413$, $p < 0.001$) and ($\beta = 0.425$, $p < 0.001$) respectively and thus the hypotheses are supported. Other paths such as (i) interactive behaviour to global values and (ii) interactive behaviour to domain-specific values show positive significant effect with path coefficient of ($\beta = 0.358$, $p < 0.001$) and ($\beta = 0.443$, $p < 0.001$). There is no significant effect between the global values to domain-specific values and this hypothesis is not supported in the model.

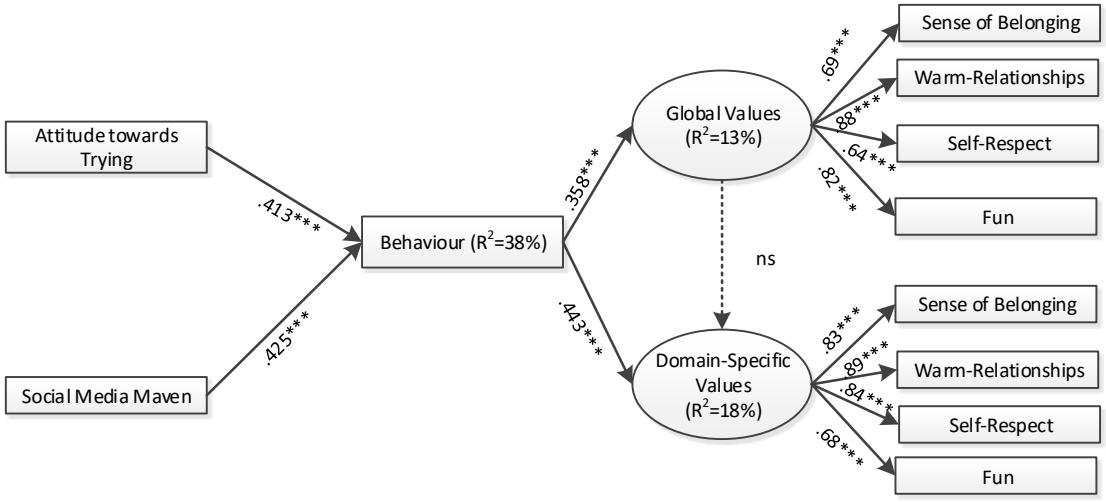

Fig. 3. Results of the research model. Notes: *** p-value < 0.001; ** p-value < 0.005; * p-value < 0.01

6. Discussion

While there is a large body of research on the attitude-intention-behaviour link across various disciplines including IS (Ajzen and Fishbein 1980; Ajzen, and Driver 1992; Bagozzi 1992; Bagozzi 2007; Bagozzi et al. 2003; Bagozzi and Warshaw 1990; Davis et al. 1989; Fazio and Williams 1986; Fishbein and Ajzen 1975; Davidsson 1990; Krueger et al. 2000; Liska 1980; McBroom and Reed 1992), there are relatively small part is found within the IS research (Tate et al. 2015). However, this research is well known and belongs to some of the most cited studies within the field (Tate et al. 2015). The focus within IS has traditionally been studies on individual attitudes toward technology including technology acceptance model (TAM), and unified theory of acceptance and use of technology (UTAUT) (Davis 1989; Venkatesh 2003). Despite extensive previous research, there are still considerable theoretical and empirical gaps as the theories are competing, over-lapping, and poorly integrated resulting in inconclusive empirical research results (Tate et al. 2015). This study contributes theoretically and empirically to this body of research by analysing how values (referred to as a value system) influence attitudes towards trying and usage of IS, specifically social media.

Hence the focus of this study is values, which are considered determinants of attitudes (Homer and Kahle 1988; Kamakura and Novak 1992). We distinguish between global and domain-specific values and in addition we initially treated values as an explanatory construct of actual behaviour. Unlike much of the previous research, we are able to capture the explanatory effect by studying digital natives who actually use social media. We show that value perception, specifically global-values and domain-specific values influence individuals' attitude towards trying and ultimately shape their intentions to interact with social media platforms. These two forms of values positively influence attitude and thus impact digital natives' possible actions towards interacting with the social media platforms. Yet, relying on theory of trying, we are able to show that trying is actually an appropriate measure to show the post-adoption behaviour especially in the context of social media because the digital natives' behaviour, i.e., preferences for specific social media, goals and values are in a state of constant flux. Unlike previous studies such as (Xie et al. 2008) we did not find any indications that show global-values impact domain-specific values. This finding holds true in the revised model where we tested the conceptual model against causality. In the revised model,

attitude towards trying and social media maven constructs both positively affect the digital natives' interactive behaviour with the social media. Both the domain-specific and the global values are treated as dependent variables in the revised model. As discussed before causality is an issue when discussing values. *Do values influence behaviour, or is the relation reciprocal?* According to earlier research by Kelman (1974) this should be the case and our results support this.

The dominant background or grand theory for TAM and UTAUT is theory of planned behaviour (Ajzen 1991; Ajzen 1987). In this study we have used an extension of TPB, Theory of Trying (TT), which is a process-based conceptualization of goal directed behaviour (Ajzen and Madden 1986; Bagozzi and Warshaw 1900). Theory of Trying considers behaviour as a possible mediating variable between behavioural intention and actual continued behaviour, i.e., usage. All of these theoretical models, whether TRA, TPB, TT, TAM or UTAUT are unidirectional, yet Kelman (1974) argued that the attitude-behaviour link is a process, which is continuous, reciprocal, and circular. Kelman (1974) contested that (p. 316, italics added by authors): "…the attitude the person forms is grounded in the particular functional significance that the situation has for him – *the goals he is pursuing, the values he is hoping to maximize, the coping process in which he is engaged* …the attitude he forms is linked to the particular cognitive framework within which the interaction occurs – the values defining the situation, the issues under consideration …the motivational and cognitive contexts in which the attitude is formed determine the nature of the resulting attitude ...". While our primary goal in this study was to study how values influence attitudes towards trying to perform a specific action within a given context, our results also make a significant empirical contribution in finding support for reciprocity between values-attitudes-action.

Typically the correlation between the core concepts behaviour, global and domain-specific values are stronger in the revised model than in the initial model. Although trying causality is not only dependent on co-variations, it also depends on what precedes what (Brännback et al. 2007; Fazio and William 1986; Liska 1980). We can also assume that values are for large part related to the nurture, living a life in social media as digital natives might lead to cultivation of alternative value system as well. Spending time in an alternative digital world might have their impact on value systems (see for instance (Turkle 2012). We are aware that a cross-sectional study might not be the best way to analyse these impacts, therefore we consider our results to be more explorative and research agenda-setting in nature. To capture Kelman's notion of a particular functional and cognitive context, we introduce a construct social media mavens (SMM), which is a domain-specific item measuring a person's perception of how others (family, friends, and peers) may consider that person's ability to perform a certain domain-specific task, when the person is assumed to have expert skills (Belch et al. 2005; Feick and Price 1987). A related construct from social psychology is known as cognitive fit, which in turn originates from cognitive dissonance theory (Festinger 1957). The construct used within IS, is the technology-task fit (TTF) construct (Goodhue and Thompson 1995). SMM integrates the self-efficacy construct with a re-conceptualized social norms construct to accommodate for elements from social identity theory. In the social media maven construct we have explicated which group people (family, friends or peers) perceive as really important with respect to specific IS behaviour (here social media use).

Our study provides a general theoretical framework that we test empirically, which to the best of our knowledge has never been introduced/used in similar research within IS, although the work of Kelman (1974), Liska (1980), and Fazio and William (1986) has been available for more than a quarter of a century in the area of social psychology. We focussed on attitude towards trying to understand the process, as also proposed in domestication theories (Silverstone and Haddon 1996) and show that how its mediating role positively and significantly influence the value perception towards interacting behaviour with social media. This is consistent with the research findings that salient attitude towards trying mediate (*partially*) the impact of domain-specific and global values on interactive behaviour. The research results show empirical support for the proposed conceptual model. Furthermore, both the global values and domain-specific values show that these types of constructs may form a multi-dimensional factor structure or higher-level latent factors. For instance in this research the high and positive correlations within the first-order factors in global and domain-specific values indicate that (i) there existed a higher-order factor structure and (ii) show that high values on one of the first-order factors do not rule out the possibility of high values on other factors (Wang 2015).

7. Conclusions, limitations and future work

Based on the research findings, we are convinced that it is fruitful to assume that the actors in social media platforms are engaged in interactive behaviour through continuous assimilation, accommodation, organization, creation and integration of personal and environmental information. We also found that the digital native's interactive behaviour with social media can be seen as a trying processes and achieving the ultimate goal and value rather than on treating the behaviour as a terminal goal. Also the role of values (global and domain-specific) need to a more prominent position in the research on behavioural intentions.

It is clear that there are limitations in our research that requires more detailed study. One issues is related towards the cross-sectional nature of the data. In order to draw clear conclusions with regard to causality, and which of the two tested models is most likely longitudinal, panel research is necessary. Also the concept of social media maven needs more research in different cultures, and different settings. Specifically because value systems are largely cultural in nature and social media maven might life in two realities, i.e., common daily experiences and social media reality, with both their own conflicting or congruent value systems. Moreover, our research is limited due to the fact that we only used four of the nine values in the conceptual model, as a consequence of the measurement issues and the need to be consistent between the global values and the domain-specific values.

Another limitation is that we executed the research based on self-evaluations of respondents, it might be interesting to see if other ways of collecting data based on mixed methods approach, for instance by scrapping data in combination with detailed content analysis, and monitoring usage data would provide more detailed insights.

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