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THE REASONS FOR THE RESIGNATION OF ACTIVITY ON SOCIAL NETWORKING SITES

Abstract:

More than 628.8 million people aged 18-34 years have a Facebook account. After more than a decade of functioning of the social networking site, its further development is dependent, inter alia, of user loyalty and willingness to continue actively use this tool of communication. Popularity portal may, however, adversely affect the attitude of the consumers, who can decide not to use this communication tool or change the social networking site they use most actively. It areas represent two distinct groups of reasons. In the first case, the decision is based on uprising lead hazards and weaknesses of the opportunities and strengths of this tool. The second group is related to comparative assessments with respect to newer ICTs. In this article the author made about the reasons for the resignation of activity on social networks of the indicated age group. The hypothesis put in the work is that consumers cease activity on the social network because of privacy protection. The initial study was carried out in 2 stages. First, qualitative research was conducted in the form of 27 partially structured in-depth interviews. The study allowed the identification of different possible causes and deepening problems. In the survey, the author quantitatively verified the preliminary findings and hypotheses. For this purpose, a survey was conducted among 209 consumers who have or had an account on Facebook. The study used a 5-step Likert scale and the allocation pool of points. The results obtained with the current activity of the respondents, both in terms of time spent on the site, the characteristics of the user (passive and active), the length of an account and gender.

Keywords:

social networking sites, consumer behavior, Internet marketing,

JEL Classification: D12, M31