

Research Article

Exploring the Multifaceted Influences of Social Media Motivation on Online Relationship Commitment among Young Adults in Jordan: An Empirical Study

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In the context of a rapidly evolving global communication landscape, this study delves into the influence of social media motivation on online relationship commitment among young adults in Jordan. Utilizing a quantitative methodology, the research operationalizes and tests a conceptual model to assess the correlation between various motivational factors and online relationship commitment. Results reveal that social media exerts a significant influence on online relationship commitment, with information-seeking and trend-following emerging as the most salient contributing factors. Additionally, the study identifies that providing self-status information, social interaction, and entertainment are key motivators that positively impact and strengthen online relationship commitment.

1. Introduction

As digital transformation sweeps across the globe, social media (S.M.) has ascended to a pivotal role in shaping interpersonal dynamics. Comprising an array of technologies and applications, social media enables the dissemination of information and the exchange of digital artifacts such as videos and photos. These platforms, which can be either standalone entities or part of larger, multipurpose systems, serve as arenas for ideation, dialogue, and relationship building both within organizations and in broader social networks [1–3].

Although previous research has shed light on the positive implications of S.M. for enhancing both individual and organizational relationship commitment, the sphere of S.M. motivation and its role in influencing relationship commitment remains conspicuously underexplored [4–7].

Significantly, the context of Jordan presents an untapped arena for examining the relationship between social media motivation (SMM) and online relationship commitment (ORC). Despite suggestions from existing SMM models that

young adults in Jordan may experience negative impacts on their ORC, empirical research on the subject is sparse [8, 9]. Alarabiat and Al-Mohammad [10] have underscored the imperative to study these dynamics in the Jordanian context, especially given the demographic significance of young adults within the nation.

This study is aimed at filling this research gap by scrutinizing the motivational factors that underpin S.M. usage among young Jordanian adults and their subsequent effects on ORC. The investigation is particularly timely, providing nuanced insights that can contribute substantially to the broader scholarly discourse on the multifaceted roles that S.M. plays in modern relational dynamics.

2. Literature Review

2.1. Theoretical Foundation

2.1.1. Uses and Gratifications Theory (UGT). In the framework of this study, uses and gratifications theory (UGT) serves as the guiding theoretical lens. Originally conceptualized by [11], UGT emerged as an innovative approach for

understanding why individuals engage with specific media channels and what benefits they derive from such engagement [12]. Distinct from media-centric theories that pose the question, “What do media do to people?”, UGT inverts the inquiry to ask, “What do people do with media?” This perspective regards media as a resource readily available to consumers who actively seek content that serves their individual needs, be it for information, social interaction, or emotional satisfaction [13].

Recent scholarship acknowledges the renewed relevance of UGT in the age of digital media. Researchers such as Ruggiero (as cited in [14]) and Stafford et al. (as cited in [15]) posit that the ubiquitous adoption of the Internet and other computer-mediated technologies has rejuvenated the applicability of UGT. This is particularly true among young adults, who are primary users of social media platforms. While UGT has previously been applied to analyze electronic news consumption [16], the theory’s utility is underscored by its adaptability to the increasingly complex landscape of online platforms, which require a higher level of consumer literacy [17].

Furthermore, the rise in consumer literacy levels fundamentally alters the way users engage with media. In an environment where consumers are more informed, their interaction with media becomes more critical and selective [18]. This heightened discernment can lead to a preference for high-quality, reliable content, potentially reshaping media consumption patterns under UGT. This shift underscores the need for media platforms to cater to a more knowledgeable audience, emphasizing the accuracy and depth of information [19].

UGT offers a nuanced understanding of why individuals choose specific social media platforms over others. It posits that people turn to social media to satisfy a range of needs categorized into five domains. First, cognitive needs relate to the acquisition of information and knowledge. Second, affective needs encompass emotional fulfillment, pleasure, and feelings. Third, integrative needs refer to bolstering one’s status and credibility within public or social spheres. Fourth, social interactivity needs focus on relationships with family and friends. Finally, the need for tension release pertains to escapism and diversion [20].

Given the scarcity of empirical research applying UGT to social media network relationships, this study is aimed at exploring its applicability in elucidating the motivations of young adults for using social media, and it is the correlation with online relationship commitment.

2.2. Social Media Motivation and Online Relationship Commitment

2.2.1. Social Media and Relationship Dynamics among Young Adults. The ascendancy of social media usage among young adults has garnered considerable scholarly attention, especially concerning relationship dynamics. Studies have posited that social media platforms serve as valuable conduits for forming and sustaining relationships among adults. Papp et al. [21] and Perrin [22] identified a positive correlation between social media interactions and relationship satisfac-

tion among young adults. Additionally, research has indicated that young adults are more invested in social media platforms compared to their older counterparts [3, 23]. However, the impact of social media on relationships is not unambiguously positive. Weinstein and Przybylski [24] argued that even the mere presence of social media could engender disruptions in interpersonal relationships. Similar sentiments were echoed by Fox and Moreland [25], who found that young adults often felt obligated to use platforms like Facebook and Twitter to maintain their social connections, sometimes to the detriment of those relationships.

2.2.2. Social Media in the Jordanian Context. In a Jordan-specific context, Ali [8] explored the motivations of female university employees for using Facebook, revealing that information-seeking, social integration, and leisure were primary factors. Safori et al. [26] investigated how Jordanian journalists leverage Facebook for work-related tasks, such as audience engagement and news curation. Although journalists used the platform extensively, the study found their usage was not as effective as it could be, particularly in the realms of audience building and news gathering.

2.2.3. Social Media and Professional Use Cases. Beyond social interactions, studies have extended the scope of social media’s impact into professional and educational realms. De Oliveira et al. [27] considered the use of Twitter as an educational aid, noting that its character limitations could serve as a practical tool for sharing lecture notes and pedagogical advice. Additionally, Hsu [28] examined how platforms like YouTube and Facebook could be harnessed in medical education, offering opportunities for collaboration with external experts and the acquisition of new instructional content.

2.2.4. Implications for Online Relationship Commitment (ORC). Considering the aforementioned studies, it is evident that research on social media motivations (SMM) could provide valuable insights into patterns of online relationship commitment (ORC). Although existing research has explored social media usage among young adults, there remains a gap in understanding how these motivations influence ORC among this demographic. As such, a more nuanced investigation is warranted to elucidate the ways in which ORC is impacted by social media use among young adults.

2.3. Hypothesis Development

2.3.1. The Interplay of Information-Seeking and Online Relationship Commitment. The growing prevalence of social media networks has not only transformed interpersonal interactions but has also captivated scholarly attention, particularly in the realm of information sharing and online relationship commitment [29]. Within the vibrant ecosystem of social media, users engage in a multitude of interactive behaviors, such as commenting, “liking,” sharing images or links, and participating in online conversations. This multiplicity of actions poses a compelling question: what drives young adults to not only share information but also form meaningful relationships within the social media milieu?

In the context of academic research, prior studies have delved into the complexities surrounding information sharing and its impact on online engagement [30, 31]. Further, other studies have suggested that robust knowledge sharing practices foster a greater sense of commitment among participants [32]. On the flip side, certain research posits that social media may not be the most conducive environment for effective knowledge sharing [33–35].

To empirically examine this, a study in Jordan focused on the social media habits of 395 nursing students aged between 19 and 39 from two universities. The results highlighted that these students were largely inclined to use social media for academic purposes, particularly for consulting peers on educational matters [36]. This suggests a positive correlation between information-seeking behaviors and engagement in an academic setting.

Relationship commitment in the context of information sharing has been studied by Abdullah and Musa [37], who argued that a higher degree of information sharing can lead to enhanced relationship commitment. Supporting this notion, other scholarly works have indicated that motives such as information-seeking and emotional-seeking can indirectly foster commitment through increasing user satisfaction [38, 39].

Synthesizing these insights, we are led to postulate the following hypothesis.

Hypothesis 1. Information-seeking (IS) has a positive impact on online relationship commitment (ORC).

By formalizing this hypothesis, the present research is aimed at exploring the nuanced interrelationships between information-seeking behaviors and online relationship commitment, particularly among young adults in the social media landscape.

2.3.2. The Role of Information-Giving in Online Relationship Commitment. In today's digitally connected world, information is often considered a valuable resource for understanding one's environment and seeking solutions to problems. The rapid digitization of information sharing has propelled social media into a central role for communicating about a myriad of topics, including health information [40, 41].

Research has shown that people are motivated to participate in online communities due to their thirst for new knowledge and the human need for social connection [42]. It has been suggested that sharing pertinent information can serve as a social currency, a means of establishing and nurturing relationships in online environments.

Online relationship commitment has attracted scholarly attention due to its integral role in the functioning of social media networks [43, 44]. Studies have explored how the degree of commitment in an online relationship can shape one's willingness to share information [45]. Moreover, research has flipped the equation to examine how online relationship commitment can reciprocally impact information-sharing behaviors [46].

For example, a study involving 299 high school students revealed that both perceived online attachment motivation

and online relationship commitment had a significant, direct influence on online knowledge sharing [46]. Furthermore, when altruism was included in the model, the total variance accounted for by the model increased to nearly 65%.

Recent empirical studies have also underscored the positive influence of social-related social media usage on individual commitment within organizations [47]. Additionally, in the context of romantic relationships, motivations such as partner attractiveness and self-presentation have been found to significantly affect commitment and information sharing on social media platforms [48, 49].

Given these comprehensive insights, we formulate the subsequent hypothesis.

Hypothesis 2. Information-giving (G.I.) exerts a positive impact on online relationship commitment (ORC).

Through this hypothesis, the current study is aimed at delving into the intricate relationship between the act of giving information and the level of commitment in online relationships, especially among young adults. The investigation will further our understanding of how social media serves as a dual platform for both informational exchange and social engagement.

2.3.3. The Influence of Self-Status on Online Relationship Commitment. Masika and Jones [50] have emphasized the centrality of online relationships for young adults navigating through the terrain of social media. Their research indicates that the way information is exchanged is a pivotal element shaping young adult interactions on these platforms. Castells [51] goes a step further by positing that young adults progress through different stages in their social media engagement, each characterized by a positive relationship dynamic. However, the research landscape currently offers limited insight into the influence of young adults' self-status on their online relationship commitment. Self-status here refers to the persona or the public image one presents on social media, which can impact the quality and depth of online interactions. The limited existing literature focuses primarily on the security and privacy implications of sharing personal details on social media platforms [52].

Given the significance of online relationships in shaping young adults' social media experience and the potential risks involved, there is a crucial need for scholarly inquiry into the role of self-status in online relationship commitment. In essence, how does a young adult's online persona, including their public image and the status they attain on social media, affect their commitment to online relationships?

Based on these considerations and the gaps identified in existing literature, the following hypothesis is proposed.

Hypothesis 3. Self-status (ST) has a positive impact on online relationship commitment (ORC).

This hypothesis seeks to explore the impact of an individual's self-status on their level of commitment in online relationships, particularly among young adults. It is aimed at shedding light on how self-status serves as a catalyst or

hindrance in fostering meaningful connections on social media platforms. This understanding could further delineate the complex interplay between identity, engagement, and commitment in online relationships.

2.3.4. The Role of Social Interaction in Online Relationship Commitment. Social media platforms provide fertile ground for social interaction, particularly among young adults, but their impact on relationship commitment is a nuanced subject. Przybylski and Weinstein [53] reported that the mere existence of social media platforms can sometimes disrupt in-person interactions, creating a dichotomy in the role of social media in relationship building. Conversely, other studies like those by Papp et al. [21] and Perrin [22] indicate that social media can actually enhance relationship satisfaction among young adults.

Interestingly, the dynamics of social interaction have a multifaceted influence on online relationship commitment. Research by Wang and Chen [54] shows that social ties can directly and indirectly affect relationship commitment through trust. Additionally, Shi et al. [55] found that interaction on social media correlates positively with both cognitive and affective aspects of commitment.

Ma and Yuen [34] noted that the degree of online relationship commitment is shaped by how much users believe that internet communities can enhance their social connections. This is especially relevant to young adults, the demographic that is highly represented on social media platforms. In fact, Sadowski et al. [56] reported that a staggering 72% of university-aged young adults are active on social media, with 45% accessing these platforms daily.

However, not all social interactions on these platforms lead to positive relationship outcomes. For instance, Fox and Moreland [25] found that young adults often feel pressured to use social media to establish and maintain relationships. Likewise, McDaniel and Coyne [57] observed that the frequent use of social media can interfere with face-to-face interactions, diminishing feelings of closeness and leading to conflict.

Given the complex nature of social interactions on social media and their mixed effects on online relationship commitment, it is crucial to delve deeper into this relationship. Therefore, the following hypothesis is proposed.

Hypothesis 4. Social interaction (SI) has a positive impact on online relationship commitment (ORC).

This hypothesis is aimed at examining the intricate relationship between social interactions on digital platforms and commitment to online relationships. In particular, it seeks to understand how these interactions either enhance or diminish the quality of online relationships among young adults. By exploring this, we can gain a better understanding of the conditions under which social media facilitates or inhibits meaningful connections.

2.3.5. The Influence of Relaxation on Online Relationship Commitment. Online communities serve a variety of functions, from information gathering to self-discovery.

Dholakia et al. [58] identified six key benefits of participating in online communities, which encompass aspects like information sharing, reputation building, and, notably, relaxation. This sentiment is further echoed by Whiting and Williams [59], who also found relaxation to be a major advantage of being part of online communities.

The therapeutic value of social media as a source of relaxation has been substantiated by several studies. Revathy et al. [60] discovered that platforms like Facebook and YouTube serve as stress-reducing outlets. Their study highlights how social media can not only foster interaction and provide valuable information but also significantly contribute to personal well-being by acting as a relaxation tool. This leads to the intriguing possibility that the stress-relieving features of social media could indirectly contribute to the building of online relationship commitment (ORC).

In a digital age where mental health is a growing concern, the prospect of social media acting as a relaxation conduit is noteworthy. In this context, it seems plausible to suggest that the relaxation obtained from using social media might be a compelling factor that encourages people to commit to online relationships. After all, reduced stress levels could potentially facilitate a more focused and enriching interaction with others, thereby enhancing the quality of online relationships.

Considering the established link between relaxation and the use of social media platforms, as well as the potential for relaxation to improve relationship experiences, the following hypothesis is proposed.

Hypothesis 5. Relaxation has a positive impact on online relationship commitment (ORC).

This hypothesis is aimed at investigating the often-overlooked role of relaxation in fostering online relationship commitment. Specifically, it will examine whether the stress-reducing elements of social media participation can contribute to stronger online relationships. Understanding this could add a new dimension to our comprehension of the complex dynamics that influence online relationship commitment.

2.3.6. The Role of Fashionable in Online Relationship Commitment. The emergence of social media platforms has significantly altered the fashion landscape, making it more interactive and consumer-driven. Brands and consumers alike use these platforms as a digital runway, where the latest styles and trends are paraded for the world to see. According to Posner [61], social media not only allows fashion companies to showcase their products but also offers them valuable market insights. This notion is supported by Okon and Ezike [12], who found that consumers feel more confident in making purchases from brands that they deem reputable on social media platforms.

Social media's impact on fashion extends beyond simple marketing. A study by Manyam et al. [62] found that participants spent an average of more than 2.5 hours daily on social media platforms, primarily to keep up with the latest fashion trends. This suggests that social media is a

significant influence on fashion choices, especially among young people.

Given this backdrop, it is reasonable to assume that being fashionable or up-to-date with the latest trends could play a role in online relationship commitment (ORC). Fashionable individuals often draw attention and admiration, which could, in turn, lead to stronger commitments in online relationships. Moreover, sharing fashion-related content and opinions could serve as a common ground for individuals, thereby fostering more meaningful connections and enhancing the commitment level in online relationships.

Therefore, considering the role of fashion in self-presentation and relationship building, particularly in the social media landscape, the following hypothesis is proposed.

Hypothesis 6. Fashionable (F) has a positive impact on online relationship commitment (ORC).

This hypothesis is aimed at exploring whether the fashion-forward nature of individuals is linked to their degree of commitment in online relationships. Investigating this relationship will provide new insights into how aesthetic preferences like fashionability influence social interactions and commitments in the digital realm.

2.3.7. The Role of Entertainment in Online Relationship Commitment. In the context of social media, the concept of entertainment extends far beyond mere amusement. It plays a key role in fostering community engagement and, consequently, online relationship commitment (ORC). According to Wang et al. [63], both information and entertainment experiences on social networking sites positively influence community engagement. Furthermore, Wang and Chen [54] found that social motivation, which often includes entertainment-seeking behaviors, contributed to commitment in online communities.

Ali [8] carried out a study to explore the motivations of females working at universities in Jordan for using Facebook. Notably, entertainment was one of the key reasons for their use of the platform, along with information-seeking and social interaction. Chen et al. [64] and other researchers have further expanded the concept of entertainment value to include the enjoyment derived from interacting with others on social media platforms.

Entertainment-seeking on platforms like Twitter and Facebook positively correlates with community commitment [39]. It offers users the chance to escape monotony, engage in enjoyable activities, and satisfy their social enhancement and integration motives. Those who find online social interactions entertaining are likely to commit more to their online relationships, simply because they derive pleasure from them. On the flip side, people who do not find these platforms entertaining are more likely to avoid them, thereby diminishing their level of commitment to online relationships [22].

Given this body of evidence, it seems reasonable to assume that entertainment could play a crucial role in ORC. Entertainment not only engages individuals but also fosters a sense of community, and these aspects could

enhance the commitment level in online relationships. Therefore, the following hypothesis is proposed.

Hypothesis 7. Entertainment has a positive impact on online relationship commitment (ORC).

This hypothesis is aimed at exploring whether the level of entertainment a person derives from social media interactions is positively related to their level of commitment in online relationships. Investigating this association will offer further insights into how motivations and experiences shape digital social ties.

3. Methodology

The methodology for this research is rooted in a quantitative paradigm, designed to yield empirically measurable and analyzable data on the study's key variables. Utilizing a quantitative approach allows for more accurate testing of the relationships between variables in a controlled setting. This methodological preference is aligned with Creswell's [67] assertion that quantitative research is well-suited for exploring the causative or correlative impact between one or more variables.

To capture these quantitative metrics, the study employs structured questionnaires featuring closed-ended questions, often utilizing a Likert scale. This format aids in quantifying subjective experiences and attitudes, thus making the data more amenable to statistical analysis.

The choice of a research paradigm is not merely a methodological decision but also a conceptual framework that shapes how researchers understand the world around them. According to Robson and McCartan [66], a research paradigm guides what is to be known and understood and provides a lens through which the research problem is viewed.

In this study, the selected research paradigm serves as a roadmap to navigate the complex landscape of social media motivations (SMM) and online relationship commitment (ORC) among young adults in Jordan. This paradigmatic choice is aligned with the aim of gaining a comprehensive understanding of human interactions and commitments in digital spheres.

The choice of paradigm and methodology should be directly informed by the research questions posed and the problems identified. In this case, the study is aimed at unraveling the intricate web of connections between SMM and ORC within the specific demographic of young Jordanian adults. Thus, the selected research paradigm and quantitative methodology are deemed to be the most effective in approaching this exploration, as they allow for a nuanced yet quantifiable understanding of the subject matter.

A detailed conceptual framework, mapping out the research paradigm and methodology, is illustrated in Figure 1. This serves as a visual representation of the study's theoretical underpinnings and methodological approach, aiding in the clarity and coherence of the research design.

By adhering to this rigorously designed methodology, the study is aimed at producing substantive findings that not only address the research questions but also contribute

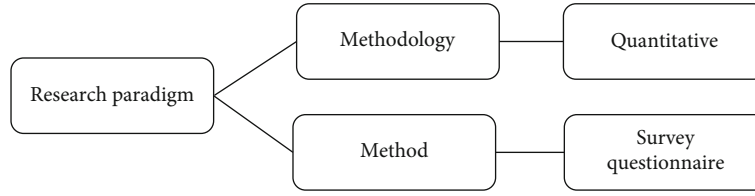


FIGURE 1: Research paradigm.

to the broader understanding of the role of social media in shaping online relationships.

3.1. Determining Sample Size. In alignment with guidelines set forth by Roscoe [67], this study maintains that an effective sample size should consist of more than 30 but fewer than 500 participants to ensure robustness while retaining manageability. Building on these foundational guidelines, this research adopts Krejcie and Morgan's [68] sample size table for more precise determination. With a target population of approximately 1 million young adults across public spaces and universities in Jordan, the table suggests an optimal sample size of 384 individuals.

To account for potential attrition and incomplete responses, the study distributed 500 questionnaires, thereby surpassing Krejcie and Morgan's recommendations. Ultimately, the research gathered a total of 450 responses. Of these, 391 were deemed valid and suitable for data analysis—surpassing the minimum requirement of 384, as suggested by Krejcie and Morgan, thus providing a sufficiently robust dataset for meaningful interpretation.

3.1.1. Geographic and Demographic Distribution. Within each targeted locale, 150 respondents were sampled, with an even split of 75 individuals surveyed inside university campuses and another 75 in public areas such as malls, cafes, and supermarkets.

3.2. Sampling Technique. Forza [69] defines "sampling" as the method used to select a subset of individuals from a larger population for the purpose of research. Sampling can be categorized into two main types: probability and non-probability sampling. The former involves a random selection where each unit has a known chance of being selected, while the latter does not provide such assurance.

In light of the study's expansive target population of 1 million young adults, and the impracticality of obtaining a comprehensive list of this group, a nonprobability sampling approach was chosen. Specifically, convenience sampling was employed both in the pilot study and during the actual data collection phases.

Convenience sampling was selected for its practicality and efficiency, focusing on respondents who were readily accessible. This sampling technique, commonly used in media research scenarios such as those involving social media, television, and radio [70], was deemed most suitable given the study's aims and logistical constraints.

By employing this well-calibrated approach to sampling, the study is aimed at providing a comprehensive, reliable, and valid exploration of the relationship between social

media motivations (SMM) and online relationship commitment (ORC) among young adults in Jordan.

3.3. Measurement Scale. The questionnaire used a five-point Likert scale to capture respondents' attitudes toward the research constructs. According to Sekaran and Bougie [71], the Likert scale serves as an efficient and straightforward method for gauging participants' views, with the assumption that the scale's categories are ordinal in nature. However, it is worth noting that respondents often attribute equal weight to each category instinctively. In this study, the response options available for each question were "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree." This range of options enables a nuanced capture of respondents' opinions, extending from positive to negative viewpoints, as supported by Cabooter et al. [72].

3.3.1. Questionnaire Structure. The survey was structured into four distinct sections to ensure comprehensive data collection:

- (i) Part A: This section collected demographic information about the participants, utilizing multiple-choice questions to facilitate easy and quick responses
- (ii) Part B: This segment focused on evaluating the seven independent variables identified for the study, namely:
 - (1) Information-seeking
 - (2) Information-giving
 - (3) Self-status (ST)
 - (4) Social interaction (SI)
 - (5) Relaxation
 - (6) Entertainment (E)
 - (7) Being fashionable (BF)
- (iii) Part C: This part was dedicated to measuring online relationship commitment (ORC), the primary dependent variable of interest
- (iv) Part F: The final section assessed the level of trust that respondents have in social media platforms

By employing this multifaceted questionnaire design, the study is aimed at providing a holistic understanding of the dynamics between social media usage and online relationship commitment among the target population (see Table 1).

TABLE 1: (a) Operationalization of independent variables and (b) operationalization of dependent variables—online relationship commitment.

(a)

Factor	Statement	Source(s)
IS	(i) I use social media to obtain information about things that interest me	Lee and Ma [73] Items no = 1, 2 Khan [74] (Cronbach's alpha: 0.860) Items no = 3, 4, 5, 6
	(ii) I use social media to keep up with current issues and events	
	(iii) Social media helps me to store useful information	
	(iv) I use social media to learn about what is new	
	(v) I use social media to learn how to do things	
	(vi) It is easy to retrieve information when I need it from social media	
GI	(i) I can provide others with information using social media	Khan [74] Items no = 1, 2, 3, 4, 5 (Cronbach's alpha: 0.869) Baek (2011) = 6
	(ii) I use social media to contribute to a pool of information	
	(iii) I use social media to generate ideas	
	(iv) I use social media to share information that might be entertaining to others	
	(v) I use social media to share hard-to-find information	
	(vi) I use social media to share information that might be useful to others	
ST	(i) I use social media to impress other users	Khan [74] (Cronbach's alpha: 0.842)
	(ii) I use social media to make myself look cool	
	(iii) I use social media because I want to be popular	
	(iv) Social media allows me to express myself	
	(v) Social media allows me to gossip	
	(vi) Social media allows me to flirt with others	

(b)

Factor	Statement	Source(s)
ORC	(i) I am committed to maintaining my relationships with others using social media	Ma and Chan [46] (Cronbach's alpha: 0.876)
	(ii) I want my relationships with other members using social media to last for a long time	
	(iii) I feel strongly linked to my relationships with other members using social media	
	(iv) I would feel upset if my relationships with other members of the social media that I use were to end	
	(v) I tend toward the long-term future of my relationship with other members using social media	
	(vi) I am proud of belonging to this online community through social media	
SI	(i) Social media allows me to stay in touch with other users	Khan [74] (Cronbach's alpha: 0.850)
	(ii) Social media lets me meet interesting people	
	(iii) Social media makes me feel like I belong to a community	
	(iv) Social media connects me with people who share some of my values	
	(v) Social media lets me get more points of view	
	(vi) Social media is a place to meet new people	
	(vii) I express myself freely	
	(viii) I fit in a group of people that shares the same interests	
Relaxation	(i) Social media helps me to relax	Leiner [76] (Cronbach's alpha: 0.920)
	(ii) Social media relieves stress	
	(iii) Social media provides me with many hours of leisure	
	(iv) Social media takes my mind off things	
	(v) Social media helps me to escape from reality	
	(vi) I use social media because I want to take a break	
	(vii) I use social media because it helps me to forget my problems	

TABLE 1: Continued.

Factor	Statement	Source(s)
BF	(i) I use social media to look fashionable	Rosaline [77] (Cronbach's alpha: 0.823)
	(ii) I use social media to look stylish	
	(iii) I use social media because everyone else is doing it	
	(iv) I use social media not to look old and unfashionable	

3.4. Demographic Profile Overview. Part A of the questionnaire was dedicated to gathering demographic data and was aptly titled “Demographic Profile.” This section was carefully designed to include a blend of question types, incorporating multiple-choice, open-ended, and closed-ended queries to capture a comprehensive snapshot of the participant’s background.

3.4.1. Variables Covered. The demographic variables assessed in this section encompassed the following:

- (1) Gender: To understand the gender distribution among respondents
- (2) Age: To categorize respondents into different age groups, offering insights into any age-related trends in social media behavior
- (3) Average time spent on social media daily: Captured in minutes, this helps to gauge the extent of social media engagement among participants
- (4) Types of devices used for social media: To identify whether participants primarily use smartphones, tablets, laptops, or other devices to access social media, which may have implications for the user experience
- (5) Educational level: To examine the correlation, if any, between education and social media usage patterns or online relationship commitment
- (6) Monthly income: To investigate whether income levels have an impact on social media use and online relationship commitment

By collecting this diverse range of demographic information, the study is aimed at controlling for potential confounding variables and to better understand the context within which social media usage and online relationship commitment occur.

3.5. Data Analysis. For the analytical component of this research, we employed structural equation modeling (SEM) as our principal tool. SEM serves a dual purpose: it validates the metrics used to gauge theoretical constructs, and it also assesses the interrelations between various variables. This research opted for partial least squares (PLS) within the SEM toolbox due to its unique capabilities. PLS allows for the measurement of both formative and reflexive indicators, a feature not readily accommodated by other SEM techniques. This characteristic facilitates a more nuanced understanding of how manifest variables relate to latent constructs [78].

3.5.1. Demographic Overview of Respondents. The dataset was classified and analyzed across eight demographic categories:

- (1) Gender: 62.4% identified as female, while 37.6% identified as male
- (2) Age groups: The most predominant age group in the study was 22-23 years old, comprising 38.9% of participants, followed closely by the 20-21 age group, which accounted for 36.3%. The 18-19 age group made up 15.1% of the participants, while the 24-25 age group was the least represented at 9.7%.
- (3) Educational attainment: Most respondents held a bachelor’s degree (57.5%), followed by those without formal education (35.5%), master’s degree holders (5.9%), and PhD holders (1%).
- (4) Devices used: Smartphones were overwhelmingly the most common device used by respondents (84.7%), followed by tablets (11.3%), laptops (3.3%), and desktop computers (0.8%).
- (5) Geographical location: Respondents were fairly distributed, with 38.4% hailing from the southern region, 30.7% from the north, and 29.5% from central areas
- (6) Social media platform usage: Facebook dominated as the primary platform for daily activities, used by 68.5% of respondents. YouTube followed with 23.8%, Instagram with 6.4%, and Twitter with 1.3% (refer to Table 2)

The robustness of this demographic breakdown indicates that the collected data is both reliable and adequately diversified, providing a strong foundation for subsequent evaluation and inference.

By dissecting our data according to these comprehensive demographic metrics, we can better interpret our results and offer more nuanced insights in the later stages of our analysis.

Scale reliability is essentially a measure of consistency, evaluating whether the components of a scale are cohesive in quantifying the same underlying trait. In this study, Cronbach’s alpha and composite reliability metrics were used to gauge the reliability of reflective constructs. According to Lowry and Gaskin [79], satisfactory reliability is indicated by Cronbach’s alpha and composite reliability values exceeding 0.70, and outer loadings of items being above 0.50.

As illustrated in Table 3, the constructs under investigation—including information-seeking, information-giving,

TABLE 2: Demographic profiles of respondents.

Categories	Frequency	Percentage (%)
Gender		
Male	147	37.6
Female	244	62.4
Age		
18-19 years	59	15.1
20-21 years	142	36.3
22-23 years	152	38.9
Time		
Less than 10 minutes	35	9.0
10-30 minutes	44	11.3
30-60 minutes	80	20.5
More than one hour	232	59.3
Education		
Uneducated	139	35.5
Bachelor's degree	225	57.5
Master's degree	23	5.9
PhD degree	4	1.0
Income		
Less than 500 JD	330	84.4
500-1,000 JD	52	13.3
1,001-1,500 JD	6	1.5
More than 1,500 JD	3	0.8
Device		
Smartphone	331	84.7
Tablet device	44	11.3
Computer device	3	0.8
Laptop device (PC)	13	3.3
Platform		
Facebook	268	68.5
YouTube	93	23.8
Instagram	25	6.4
Twitter	5	1.3
Region		
Northern region	120	30.7
Central region	115	29.5
Southern region	150	38.4

ST, SI, BF, relaxation, E, and ORC—demonstrated strong reliability. All constructs met or surpassed the threshold values of 0.70 for both Cronbach's alpha and composite reliability [80].

In addition to average variance extracted (AVE), confirmatory factor analysis (CFA) was conducted using partial least squares (PLS) to examine convergent validity. Hair et al. [80] stipulate that convergent validity is confirmed when items or variables load at or above 0.50 on their designated constructs.

Table 3 reveals that all reflective constructs met the AVE threshold of 0.50, confirming the convergent validity of the constructs in the study.

TABLE 3: Construct reliability and validity.

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
E	0.91	0.93	0.68
BF	0.81	0.89	0.73
GI	0.85	0.90	0.69
IS	0.86	0.91	0.71
ORC	0.91	0.93	0.73
Relaxation	0.84	0.89	0.68
ST	0.85	0.91	0.77
SI	0.92	0.94	0.81

In summary, the reliability and validity assessments support the robustness of the constructs, thereby lending credibility to the subsequent analyses and interpretations of this study.

3.5.2. Assessment of Discriminant Validity. Discriminant validity is a crucial aspect of scale evaluation that gauges the distinctiveness of each construct in relation to others. Essentially, it ensures that the constructs under study are not overlapping or indistinct. Two primary approaches exist for assessing discriminant validity: one focuses on the correlation between the focal construct and all other constructs, while the other emphasizes the extent to which items of a specific construct uniquely capture its essence as distinct from other constructs [80]. One common method for evaluating discriminant validity is the Fornell-Larcker criterion, which involves comparing square roots of the average variance extracted (AVE) values with the interconstruct correlation values.

3.5.3. Interpretation of Table 4: Discriminant Validity. Table 4 presents discriminant validity metrics for various constructs such as emotion (E), being fashionable (BF), giving information (GI), information-seeking (IS), online relationship commitment (ORC), relaxation, social time (ST), and social interaction (SI). The diagonal values (e.g., 0.83 for "E" and 0.85 for "BF") represent the square roots of the AVE values for each construct. These diagonal values should ideally be greater than the off-diagonal values in the corresponding rows and columns, which represent the correlations between constructs.

For example, the AVE square root for "E" is 0.83, which is higher than its correlations with other constructs like "BF" (0.60) and "GI" (0.82). Similarly, "BF" has a square root AVE of 0.85, again exceeding its correlations with other constructs such as "E" (0.60) and "GI" (0.61).

The values in Table 4 generally support the discriminant validity of the constructs, implying that each construct is sufficiently distinct and not overlapping with others. This lends additional robustness to the research design and subsequent analyses.

The data presented in Table 5 strongly corroborate the factor loadings of the constructs, indicating that each construct is well-defined and distinct, without significant overlap with

TABLE 4: Discriminant validity.

	E	Fashionable	Giving information	Information-seeking	Online relationship commitment	Relaxation	ST	SI
E	0.83							
BF	0.60	0.85						
GI	0.82	0.61	0.83					
IS	0.58	0.65	0.61	0.84				
ORC	0.80	0.84	0.81	0.84	0.85			
Relaxation	0.73	0.57	0.71	0.55	0.78	0.82		
ST	0.75	0.59	0.70	0.62	0.80	0.82	0.88	
SI	0.52	0.67	0.58	0.66	0.83	0.54	0.57	0.90

TABLE 5: Factor loading.

	E	BF	GI	IS	ORC	Relaxation	ST	SI
E10	0.82							
E4	0.81							
E5	0.84							
E6	0.87							
E7	0.82							
E8	0.79							
F1		0.86						
F2		0.90						
F3		0.79						
GI3			0.81					
GI4			0.88					
GI5			0.85					
GI6			0.78					
IS1				0.81				
IS2				0.85				
IS3				0.86				
IS4				0.85				
ORC1					0.89			
ORC2					0.83			
ORC3					0.84			
ORC4					0.84			
ORC6					0.86			
R3						0.77		
R4						0.83		
R6						0.88		
R7						0.81		
SI2								0.90
SI3								0.91
SI4								0.91
SI5								0.86
ST1							0.89	
ST3							0.86	
ST4							0.89	

others. This clarity in construct delineation enhances the robustness of the research design and bolsters the credibility of the subsequent analyses.

Table 6 and Figure 2 provides an insightful overview of the hypothesis testing carried out to examine the determinants of online relationship commitment (ORC) and associated relationship benefits. The table delineates the statistical metrics such as standard deviation, T -values, P values, and whether the hypotheses were supported or not.

In this table, Hypothesis 1 through Hypothesis 7 focus on how various factors—information-seeking (IS), giving information (GI), social time (ST), social interaction (SI), relaxation, being fashionable (BF), and emotion (E)—influence ORC. The T -values and P values generated through the bootstrapping procedure indicate the statistical significance of these determinants.

The results show that all hypotheses (Hypothesis 1 to Hypothesis 7) were supported, as evidenced by the highly significant P values ≤ 0.001 and T -values well above commonly used thresholds. The standard deviations for each hypothesis are also provided, which are relatively low, indicating a consistent set of results. This statistically robust outcome suggests that each of the examined factors has a meaningful impact on online relationship commitment, supporting their inclusion in the overall model.

Specifically, the significance level of 0.05 was corroborated by the bootstrapping results for all path coefficients, underscoring the robustness of these relationships.

The support for all the hypotheses lends credence to the model and enriches our understanding of the complex dynamics influencing online relationship commitment.

Table 7 is showing that both the R^2 and adjusted R^2 values are 0.98, implying that the regression model provides a very accurate fit for the data, with 98% of the variance in the dependent variable (ORC).

4. Discussion

The present study is aimed at exploring the effects of various facets of social media motivations (SMM) on online relationship commitment (ORC). These facets included information-seeking (IS), information-giving (I.G.), self-status (ST), social interaction (SI), relaxation, being fashionable (BF), and entertainment (E). To delve into these relationships, we formulated seven hypotheses, each substantiated by empirical evidence and aligned with existing scholarly works.

TABLE 6: Hypothesis testing results.

Hypothesis	Standard deviation	T-values	P values	Supported
H1. IS->ORC	0.01	18.27	$P \leq 0.001$	Yes
H2. GI->ORC	0.02	6.75	$P \leq 0.001$	Yes
H3. ST->ORC	0.02	3.88	$P \leq 0.001$	Yes
H4. SI->ORC	0.02	14.99	$P \leq 0.001$	Yes
H5. Relaxation->ORC	0.02	7.15	$P \leq 0.001$	Yes
H6. BF->ORC	0.01	18.12	$P \leq 0.001$	Yes
H7. E->ORC	0.02	6.37	$P \leq 0.001$	Yes

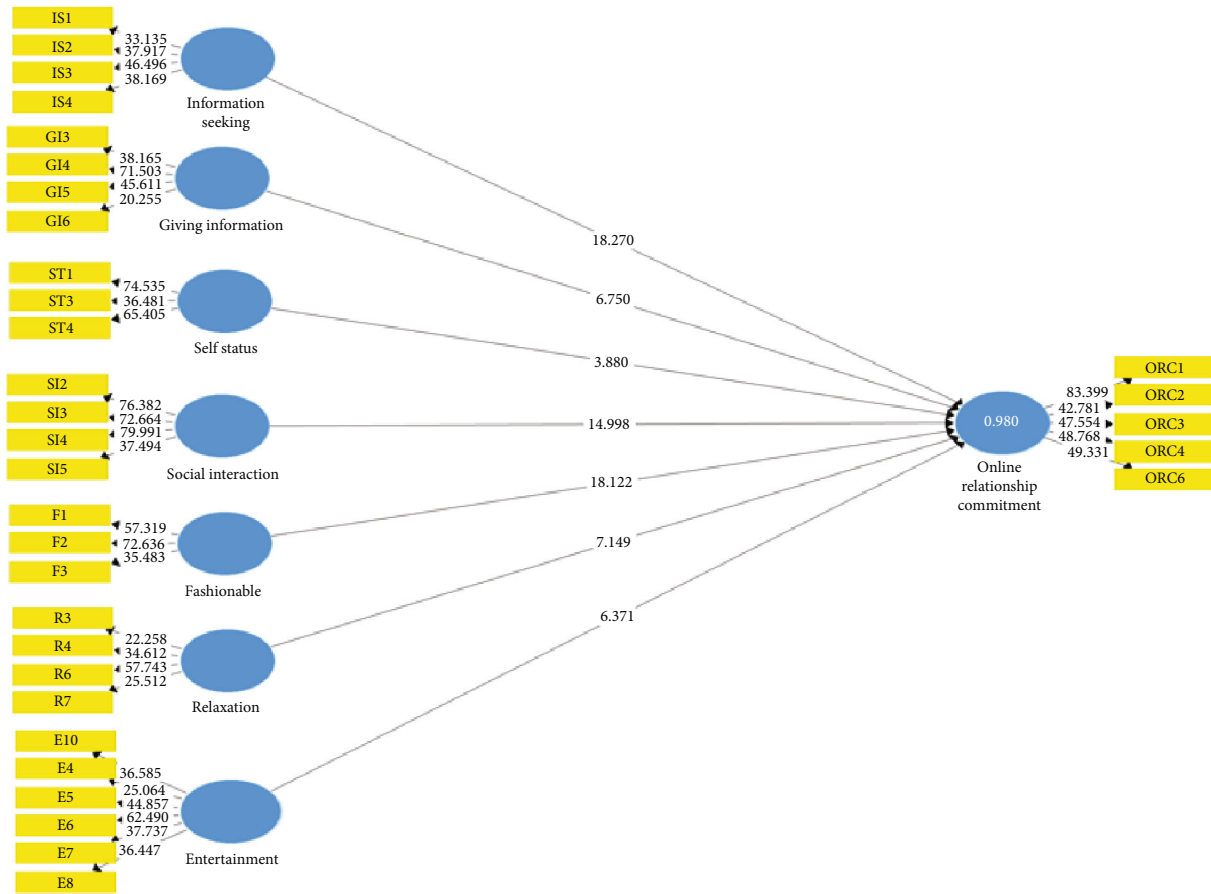


FIGURE 2: PLS structural model.

TABLE 7: R square.

	R square	R square adjusted
ORC	0.98	0.98

4.1. The Primacy of Information-Seeking in ORC. Hypothesis 1 postulated that information-seeking (IS) positively impacts ORC. Our study strongly supported this, revealing a strong linkage between IS and ORC. This is consistent with prior research, such as studies by Ngai et al. [81] and Zivnuska et al. [82], which highlight the role of platforms like Facebook and YouTube in fostering information exchange. Importantly, IS stood out as the most dominant factor in

our study, resonating with Sadowski et al.'s [56] findings on its vital role in shaping ORC among young adults.

4.2. The Role of Information-Giving. Hypothesis 2 suggested that information-giving (I.G.) has a positive influence on ORC. Our results affirmed this hypothesis, aligning with studies like those by Will et al. (2014) and Malinen [43] that also found a positive impact of I.G. on ORC.

4.3. Self-Status and Its Implications. Hypothesis 3 examined the influence of self-status (ST) on ORC. The data supported this hypothesis, indicating a meaningful relationship between ST and ORC. Previous studies, such as one by

Whiting and Williams [59], have similarly noted that multiple factors, including ST, contribute to the complexity of ORC.

4.4. Social Interaction as a Contributing Factor. Hypothesis 4 proposed that social interaction (SI) positively affects ORC. Our data corroborated this, adding to existing literature like Ma and Yuen [34] who argue that intrinsic motivation to improve social interaction is essential for enhancing ORC.

4.5. The Calming Influence of Relaxation. Hypothesis 5 probed the role of relaxation in ORC. The findings confirmed a significant relationship, echoing Revathy et al. [60], who have discussed the stress-relieving benefits of social media platforms.

4.6. Fashion and Lifestyle Choices. Hypothesis 6 questioned the effect of being fashionable (BF) on ORC. Our study affirmed the positive correlation, supporting the assertion by Manyam et al. [62] that social media serves as an influential platform for the fashion industry to engage young consumers.

4.7. The Entertainment Factor. Lastly, Hypothesis 7 centered on the role of entertainment (E) in ORC. The findings substantiated the hypothesis and are in agreement with existing research such as Wang et al. [63], who note that entertainment significantly affects community engagement. Duradoni et al. [83] highlight the positive impact of social media usage on fostering healthy behaviors and secure relationships within the Italian community. Their work culminates in the successful validation of the Italian Social Media Engagement Questionnaire, a tool specifically designed to investigate the patterns and dynamics of social media engagement among Italian speakers.

In summary, this research underscores that each SMM element, from information-seeking to entertainment, exerts a unique influence on ORC. This nuanced understanding could prove invaluable for both scholarly discourse and practical applications in social media and online relationships.

5. Implications of the Study: Expanding Theoretical Understanding and Practical Applications in the Context of Online Relationship Commitment

This study significantly enriches existing academic discourse, serving as a natural extension of prior research and conceptual insights. By operating within the framework of the uses and gratifications theory, the study offers a comprehensive understanding of the key predictors influencing online relationship commitment (ORC). Specifically, it quantitatively substantiates the positive impact of a multifaceted array of social media motivations (SMM)—information-seeking, information-giving, self-status, social interaction, relaxation, being fashionable, and entertainment—on ORC.

5.1. Theoretical Contributions. One of the major contributions of this study is its empirical validation of the interplay among the diverse dimensions of SMM in shaping ORC. This broadens the theoretical scope, providing a more

nuanced and integrated perspective on how each element of SMM contributes to ORC. The study's methodology, which employed structural equation modeling (SEM), adds another layer of rigor to these findings. This lends further credence to the predictive roles of SMM dimensions on ORC.

Besides, the changing landscape, spurred by increased consumer literacy, offers fertile ground for new theoretical developments within UGT. As users become more adept in navigating digital media, their motivations and gratifications could diverge from traditional UGT categorizations [20]. This evolution presents an opportunity for scholars to explore new dimensions of UGT, potentially leading to the development of subtheories or revised models that reflect contemporary media behaviors [84].

5.2. Enhanced Practical Implications for Jordanian Stakeholders. Educational sector includes the following:

- (1) Tailoring educational content: The study's insights into the preferences and motivations of young adults on social media can help educational institutions in Jordan design and disseminate content that resonates with this demographic. For instance, incorporating interactive and visually appealing elements, akin to those found in popular social media, can enhance engagement in educational materials
- (2) Social media as an educational tool: Understanding how young adults engage with social media can enable educators to effectively utilize these platforms for educational purposes. This could include creating online study groups, disseminating educational resources, or engaging students in discussions on these platforms
- (3) Digital literacy programs: The findings can assist in developing digital literacy programs that are in sync with the prevalent social media trends among young adults. These programs can focus on critical thinking, responsible social media use, and discerning reliable information online

Social media developers include the following:

- (1) Platform customization for the Jordanian market: The insights from the study can guide developers in customizing their platforms to align with the cultural and social nuances of the Jordanian audience. This could involve language localization, content curation, and incorporating features that cater to local preferences
- (2) User experience enhancement: Understanding user motivations and preferences can aid developers in enhancing the user experience. This could include interface improvements, personalized content algorithms, and features that facilitate educational and informative content
- (3) Partnerships with educational institutions: Social media platforms can partner with educational institutions to

create dedicated channels or features for educational content, student engagement, and academic networking. These collaborations can lead to platforms that are not only socially engaging but also educational

In summary, the study not only deepens academic understanding but also has actionable implications, offering a dual lens through which to understand the complex dynamics between social media motivations and online relationship commitment.

6. Methodological Rigor and Contextual Understanding

6.1. Methodological Limitations. This study, while contributory, has several limitations warranting consideration for future research. First and foremost, the cross-sectional design and reliance on questionnaire data make it challenging to establish causal relationships. While such a design is commonly employed in research on revisit intentions, as noted by Santini et al. [85], it limits the ability to infer causality. Additionally, the study did not include interviews, a constraint imposed by time limitations.

6.2. Addressing Methodological Concerns. To improve causal inference, future research could benefit from adopting a longitudinal study design, thereby allowing for more robust evaluation of the relationships between variables. Also, although self-reported data was employed in the current study, raising potential issues of methodological bias, Harman's single-factor test suggests that this is less of a concern. Nevertheless, implementing confidential, closed-envelope data collection methods could further minimize such bias. Incorporating multiple data sources and time-lagged survey designs, as recommended by Podsakoff et al. [86], could also offer a more nuanced understanding.

6.3. Contextual Considerations for Future Research. Finally, considering the influence of cultural factors in virtual social media environments could enrich future studies. Exploring how cultural norms and expectations impact social media motivations (SMM) and online relationship commitment (ORC) would add an additional layer of complexity and realism to the research. Furthermore, a key limitation of this study is the lack of accessible, detailed demographic data for Jordan, as existing databases do not offer the necessary granularity. This gap hinders a comprehensive analysis and underscores an area for future research development. Addressing this limitation is crucial for advancing deeper, data-driven insights into Jordan's demographic trends in future studies.

In sum, while this study serves as a meaningful starting point, the above limitations and recommendations offer a roadmap for future research to expand upon and deepen the findings presented here.

7. Conclusion

The overarching aim of this study was to probe the multifaceted interactions between social media motivations (SMM)

and online relationship commitment (ORC). Covering a broad spectrum of SMM elements—including information-seeking (IS), information-giving (I.G.), self-status (ST), social interaction (SI), relaxation, being fashionable (BF), and entertainment (E)—we constructed seven hypotheses, each rigorously examined and found to be empirically supported.

Among the key findings, information-seeking (IS) emerged as the most potent factor affecting ORC, thereby underscoring the pivotal role of information exchange in online interactions. This corroborates prior studies, situating our research within an evolving academic conversation that highlights the importance of platforms like Facebook and YouTube in information sharing.

Conversely, each SMM component, ranging from information-giving to self-status and entertainment, was found to have its unique influence on ORC. These findings are in line with a plethora of existing research, including works by Whiting and Williams [59], and Wang et al. [63], among others. In conclusion, this research enriches the current scholarly landscape by providing robust empirical evidence that delineates the multidimensional interactions between SMM and ORC. This work not only adds depth to our academic understanding but also holds considerable promise for real-world applications in the fast-evolving landscape of social media and online relationships.

Data Availability

In accordance with Jordanian privacy regulations, the dataset underlying this study is not openly accessible. However, the corresponding author is available to provide the relevant data upon reasonable request, in compliance with applicable legal and ethical guidelines.

Conflicts of Interest

The author declares that he has no conflicts of interest.

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