MARKETING POTENTIALS OF THE SOCIAL MEDIA TOOLS IN THE BANKING MARKET OF AN EMERGING COUNTRY

Akwesi Assensoh-Kodua*

* Durban university of Technology, South Africa

Abstract

There are many facts that attest to the pervasiveness of social media applications in the current world of business. This communication medium is replacing the well-known emails and complimenting the likes of short message service (SMS) and instant messaging and chatting. As part of technology, which is revolutionising the way we do business and live, organizations worldwide are gearing up efforts to take advantage of this phenomenon. In South Africa, the story is the same. However, the Banks in South Africa seems to have problems selling this form of communication to their clientele to augment their service delivery. In view of this, the current study aimed to research into social media concept in South Africa, to highlight its trajectory pros and cons, and investigate why it is not being adopted by these clients, in addition to measuring the continuance intention of those who have accepted banking through social media. It was discovered that, social norm (β=0.579), perceived trust (β=0.510) and user satisfaction (β=0.332), in that order, stood out as the most influencing factors impacting on user acceptance and continuance intention (β=0.384) of social media usage for banking. Perceived behavioural control made no significant impact on users to adopt social media for financial services. As the banking industry keeps investing in the marketing potentials of social media tools for banking, in order to gain competitive advantage in customer service delivery, this social media usage could make a lot of difference when well researched into and managed. In some countries, banking customers are able to do their banking through social media sites, but little is known in South Africa (according to research), regarding the usage of this tool for banking purposes.

Keywords: Marketing, Banking, Social Media

1. INTRODUCTION

According to a report by Facebook, as at 2014, there are over 1 billion Facebook users worldwide. In the USA alone, there are over 150 million Facebook users, followed closely by Brazil with 70 million users and India with about 65 million users (Facebook, 2015). This certainly presents a great opportunity for any banking sector looking for uptake in operations. In recent years, Social networking sites such as Facebook, Twitter, and MySpace have been offering business organizations unique means of advertising, promoting, marketing and selling their products and services. This has ultimately helped organizations to increase productivity and profit (Richardson & Gosnay, 2010). Social networking and media technologies that are geared toward business activities are believed to have the potential of offering organizations a very unique mode of communication and business processes which ultimately can lead to performance (Castellas, 2011). Well-known business and technology journals encourage research on this novel phenomenon. Academics (Assensoh-Kodua, 2014; Chesbrough, 2010;–Cohen, 2009; Pallis, 2010) and corporations (McKinsey Global Institute, 2012) have geared up research in this direction in order to capture the potential benefits social networking can bring to the business world. For there to be adoption and probably continuance usage, factors such as trust, social norm, satisfaction, and perceived behavioural control on one hand as (independent variables) can impact continuance intentions (dependent variable) on the other. These are the variables that this study intend to propose for assessment to unravel how Banks in South Africa can take advantage of this novel phenomenon to augment their service delivery. Though the problem of using such platforms can range from uncontrolled bad opinions created by few disgruntled users, the advantages of using social media in today's` world of business are enormous. As this technology has become the order of today`s mode of communication, organizations are likely to lose clients to competitors who are using this phenomenon, when they fail to adopt it themselves. Hence, the need for studies to find out how Banks can take advantage of such models to increase their operations.

1.1. Pros and Coins of Using Social Media For Business

Giacomucci (2014) states the following as some of the advantages and disadvantages for using social media for business:

1.1.1. Advantages

1.1.1.1 Public exposure: The cost of broad public exposure through social media can be much lower than the cost of a traditional marketing approach.

1.1.1.2 Customer service: By establishing and developing relationships, social media improve the insight of businesses into customers' needs and preferences.

1.1.1.3 Referrals: Word-of-mouth referrals, such as "like" on Facebook and "favorite" on Twitter, do not require additional company resources.

1.1.1.4 Expanded reach: Social media provide a direct channel to communicate corporate social responsibility and values to consumers.

1.1.2. Disadvantages

1.1.2.1 Negative publicity: While companies hope for positive online customer feedback, customers also post negative feedback or comments, and any negative publicity can spread or "go viral" quickly, forcing a quick, constructive response to mitigate damage.

Hackers: Without proper controls and security, hackers can quickly take over a company's page and post false information (Wiegand, 2014).

1.1.2.2 Brand maintenance: The complexity and immediacy of the social media environment often requires a specialized staff experienced with creating and maintaining an online brand presence. With their corporate reputation at stake, businesses need the right person or team managing social media content, to ensure that company tone and brand voice are consistently retained (Norton, 2011).

1.2. The Research Problem

The main problem motivating this paper is on the level of adoption of social networking platforms as a tool for marketing, advertising and selling banking products in South Africa. The potential benefits that these online social networking service (SNS) brings to the banking industry have not yet been fully explored due to the lack of empirical research on the use of the concepts in South Africa. Although social media has been adopted by some South African Banks, there is yet the need to upstage it usage as it offers huge market potential. FNB has recently been named the best online banking in South Africa (Staffwriter, 2015). But the factors leading to this success are not known in any academic journal in this country. This poses a danger of tried and error approach by admiring Banks that would like to follower FNB`s steps. It is, therefore, empirical that research is carried out to make known the factors that influence banking through social media in South Africa and to measure the continuance intention of users of this phenomenon.

1.3. Aim of the Study

This paper aims to assess customer acceptance and continuance intention of the usage of social media as a medium for banking in South Africa. To this end, a research model is proposed based on the TAM (Davis, 1989) to assess the acceptance levels of banking customers who use social media to carry out banking transaction. Through the technology acceptance model (TAM), (Davis, 1989) the following independents variables are assessed: perceived trust, social norm, satisfaction, perceived behavioural control to measure the dependent variable: acceptance and continuance usage. A combination of literature review from both published journals, books and the internet helps to formulate hypotheses that will unravel the perceptions about social media usage for Banks. The outcome of this, it is believed will inform the banking community in South Africa to see how to, or not to adopt this platform for operations.

2. LITERATURE REVIEW

Social technologies (popularly known as social networking) have provided a new productivity boost among workers in many organisations thereby improving the overall performance of organizations, industries, and even national economies. MacAfee, (2009) has it that, organisations around the globe are discovering how social media technologies hasten knowledge dissemination, innovation, and collaboration in order to improve productivity, and many firms around the world have benefitted tremendously from using social networking sites for advertising and promoting their products and services (Evatt, 2011; Kesevan, 2013). Nevertheless, the above story is not the same in the banking sector, especially in South Africa.

According to a study by the McKinsey Global Institute in 2012, it was discovered that most Banks have only just begun to discover the benefits of social media technologies such as increasing productivity, connecting with consumers, driving deeper insights into product development and marketing, reading and answering e-mail of both current and would-be customers, searching and gathering information on consumers and competitors, and for communicating and collaborating internally. The study further revealed that social technologies, when accompanied by significant management processes and cultural transformations, could improve the productivity of Bank workers by 20 to 25 %. Thus, there are benefits for using social media by the Banks.

2.1. Benefits of Using Social Media Technologies to the Banks

Social media has a greater impact on the performance of organizations in terms of enhancement in customer relations and customer service activities, improvement in information accessibility, and cost reduction in terms of marketing and customer service (Parveen, Jaafar, & Ainin, 2014: 67-78). The main benefits, however, are:

2.1.1. Community building

Recently, most Banks have started focusing on customer service and personality studies, leading to a close and cordial relationship with their customers (Cohen, 2009). Such "Community building is important because, right from attending college to buying our first cars and building a home, starting a business and pension savings all involve an association with a Bank. This was not the case in the past. When we think of Banks, we often think of serious looking men in suits denying customers their request for a car loan or a mortgage. The world

is changing, and Banks are trying to foster community relationships around their products and services. For example, in the United States, Missouri Bank, popularly known as MoBank, utilizes social media as a way to build community relationships with their customers (Cohen, 2009) and portrays an image on the Facebook page that acts as an online neighbourhood for their customers to interact with each other (Cohen, 2009).

2.1.2. Products research

Many businesses around the world use social media as a tool for finding out what clients think of their products and services. Its main aim is to get to know customers' perceptions about their products and services in order to fine-tune or develop new products and services (Cohen, 2009). For example, according to a study by the First Mariner Bank in the USA, it was found that the company's marketing department use social media tools to study their customer's needs and use that knowledge to build new products and services. The study further revealed that the Bank was also able to use social media communications tools and online surveys to develop a financial lifecycle for their customers, and to identify many potential customers when they were in their late teens. With more research using social tools, Banks have been able to identify features that are important in marketing their products and services to customers (Cohen, 2009).

2.1.3. Customer service

The social media has become a great customer service tool in the banking sector all over the world. A study done by the American Bankers Association found that most Banks in America are already engaging with their customers over social media channels to address their problems. For Instance, the Bank of America (BOA) sees many of the same questions on Twitter that they get on typical communication channels like telephone or in person. However, due to the sensitive nature of banking vis a vis the openness of social media, customers need to be careful when sharing information with Banks on social channels. The study also revealed that using social media helped the Bank of America to build its credibility and legitimacy with customers. Another study by Wells Fargo Bank, in the USA, revealed that the Bank uses social media not only to service their customers but to answer questions about the status of the merger between the two Banks, and has also opened a Twitter account, which they use to answer customers questions relating to products and online banking. Wachovia Bank has now fully embraced social media as a way to communicate with their customers and have even created a special set of hash tags (#) for the Bank on Twitter (Cohen, 2009).

2.1.4. Building Customer Base

Social media technologies such as social networking sites have the distinct advantages to both the Bank and the customers. As relationships are deepen through social interaction on this platform the Banks are able to retain their customers which translate into multiple effect, such as retaining a profitable customer base, lowering transaction costs, supporting customer relations, extending the market area, banking with round-the-clock convenience, decreasing the dependence on a branch network, and saving time and money (Çelik, 2008 :353-70). The adoption of online technologies has offered priceless advantages for banking services (Mitic & Kapoulas, 2012: 668-686). Therefore, Banks have started to use social media tools such as social networking sites for closer interactions with customers as a way of staying ahead of rival Banks. For example, the DenizBank in Turkey recently announced that they would have a branch via Facebook. In this way, customers who have a Facebook account can transfer money anytime and manage their daily agenda by monitoring their deposit and credit accounts, as well as monitoring their credit cards. Contacting customers by creating a page is a vital media tool today's world, because each person can connect to anything, to any place, to any good or bad comments about products and services any time by using their mobile phone applications or by just entering to the pages of Twitter and Facebook (Yaşa & Mucan, 2013, pp. 17-19).

2.2. Adoption and Use of Social Networking Sites by Banks in South Africa

In recent years, there has been a widespread adoption of information and communication technologies such as electronic banking, internet banking and, mobile or cellphone banking in the Banking industry in South Africa. However, the use of Social networking sites in the South African banking industry is still in its infancy: The analysis of the results of a study by the social media audit industry report conducted by ZASocial Media- a social media agency in South Africa in 2013 reveals that South African Banks are failing to engage with their customers on social networking sites. The study reported that ABSA has over 145,000 fans on Facebook, with more than 4,000 fans engaging on its page. The report also noted that ABSA only manages to engage with 2.8% of its Facebook fans, adding that ABSA only uses Facebook "as a promotional tool for their campaigns and events", and out of the 9.2 million South African Facebook users, only about 1.3% like the ABSA Facebook Page.

Similarly, CAPITEC Bank has over 92,000 fans on Facebook and over of 1,000 fans engaging on its page. The CAPITEC Bank only manages to engage with 1.1% of their fans, they have also used Facebook as a promotional tool and have not used it to maintain their relationships with their existing customers. Out of the 9.2 million South African Facebook users, only 0.8% likes the CAPITEC Bank's Facebook Page (Staffwriter, 2013). The report also stated that the First National Bank (FNB) of South Africa has over 420,000 fans on Facebook and has over 5,000 fans engaging on its page but only manages to engage with 1.2% of its fans. However, the study noted that FNB has different approaches when it comes to using its page. "They use it as a promotional tool and to collaborate with users for brand awareness." Out of the 9.2 million South African users, about 3.8% like the FNB Facebook Page. South African FNB has given its customers the ability to Bank on the Facebook social networking site by linking their mobile banking profile to their

Facebook profile. The FNB Bank service can be used for purchasing prepaid airtime, text messages, and smartphone data bundles, and for viewing balances and lottery results. FNB customers can also buy vouchers that can be sent as gifts to their friends on Facebook and later redeem for prepaid airtime or convert to cash (Moneyweb, 2014).

FNB customers can access a number of banking services on the giant social networking site Facebook. The customers have first to link their Facebook profiles to their Cellphone banking profile in order to access FNB banking services via Facebook. Once the two profiles are linked, customers can access the "FNB banking on Facebook" which will allow them to check their balances, purchase prepaid products including airtime, SMS, and BlackBerry bundles, as well as the option to view the South Africa National LOTTO and South Africa PowerBall results.

NEDBANK has over 44,000 fans on Facebook and 1,000 of those fans engage with the Bank. The Bank uses Facebook as a promotional tool to promote its latest campaigns, engaging with 1.6% of its Facebook Fans. From the 9.2 million South African users, only 0.4% likes the NEDBANK Facebook Page. In Contrast to ABSA and FNB, which has about 145,000 and 420,000 fans on Facebook respectively, Standard Bank has only about 67,000 fans on Facebook and the Bank only manages to engage with 1.9% of their Fans. From the 9.2 million South African users, only 0.6% likes the Standard Bank Page (ZASocial Media, 2013).

In conclusion, the report state that, "Banks in South Africa are great at generating fans, but not great at engaging with their fans. The average percentage of the five Banks selected is around 1.72%". Factors that causes such disenchantments especially among the studied Bank customers centred on satisfaction, perceived trust, social norm and perceived behavioural control (Assensoh-Kodua, 2014). These factors which are commonly used to assess acceptance and continuance usage were used to formulate and test the hypotheses for this study.

2.3. Hypotheses Formulation

The hypotheses in this study are formulated with user satisfaction and continuance intention from the expectation-confirmation theory (ECT) because of their robust association. Social norm and perceived behavioural controls, from the theory of planned behavior (TPB) because of their influence on behavioral intention, and finally, perceived trust from the theory of socio-cognitive trust (TST) since trust plays important roles in business transactions. It should also be pointed out here that, the word online social networks (OSN) and social networking services (SNS) have been used interchangeably in this section since they refer to the same basic phenomenon of web 2.0 computing.

2.3.1. User satisfaction

Many studies, particularly, electronic commerce have examined the intention of shopping online adopting features such as user persistence, acceptance decisions and purchase behaviour (Gefen, Karahanna, & Straub, 2003; Hsu, Yu, & Wu, 2014). They described user satisfaction as a linear function to define the inconsistency that exist between a user foremost-adoption anticipation and perceived act (Oliver, 1980). It should be noted here that, the relationship between user satisfaction and continuance intention is well reinforced by many other study results as documented by these researchers (Bhattacherjee, 2001; Liao, Palvia, & Chen, 2009; Shiau & Luo, 2013). It is therefore hypothesised that:

H1: *Users' satisfaction with SNSs will positively influence their continuance intention to use SNSs for banking transactions.*

It could be inferred that a dissatisfied user will, therefore, discontinue the use of SNS, and possibly influence other users that are deemed important to him/her. This idea of being able to influence others is often described as social norm, subjective norm, peer influence (Ifinedo, 2011). The term bandwagon effect is also used to describe the same concept. Social norm has been described as the perceived peer pressure to perform or not to perform a behaviour that friends and important people would approve/disapprove (Ajzen, 2008). Though customer satisfaction scarcely addresses the impact of satisfaction on social norm, creating a reason for investigation in this study (Hsu & Chiu, 2004), it is hypothesized that:

H2: *Users' satisfaction with SNSs will positively influence their ability to yield to pressure or to put pressure on others to use SNSs for banking transactions.*

On the other hand, customer satisfaction can also lead to trust increase to use SNS for banking.

In this manner, trust would develop when customers have confidence in the integrity of service providers (Wu, Chen, & Chung, 2010) and would decide to do banking with SNS of their choice. Consequently, the following hypothesis is stated:

H3: *Users' satisfaction with SNSs will positively influence their trust in SNSs for banking transactions.*

2.3.2. Perceived trust

Trust is defined by the TST as a notion that is appraised by agents, in terms of cognitive ingredients (Castelfranchi & Falcone, 2010). TST treats the cognitive trust as a relational factor between a trustor (trust giver) and a trustee (trust receivers). When one trust a particular SNS as being safe and reliable that one will use it to do banking and vice versa. Therefore, the following hypothesis is stated:

H4: *Perceived trust in SNSs will positively influence continuance intention of clients to use SNSs for banking transactions.*

As these clients are happy because of the trust they get from the SNS usage; they can tell their friends and relatives also to use it. Consequently, clients can influence or be influenced by others who are happy because of this trust, thus:

H5: *Perceived trust in SNSs will positively influence the ability of clients to yield to pressure or put pressure on others to use SNSs for banking transactions.*

2.3.3. Social norm

Technology acceptance studies prove that there is a relationship between social norm (SN) and adoption intention (Venkatesh & Davis, 2000; Anderson & Agarwal 2010). As evinced by some researchers (Kwong & Park, 2008; Lee, 2010; Anderson & Agarwal, 2010), the association between social norm and continuance intention is as solid as before. This study, therefore, proposes that:

H6: *The ability of clients to yield to pressure or to put pressure on others to use SNSs will positively influence their continuance intention to use SNSs for banking transactions.*

2.3.4. Perceived behavioural control

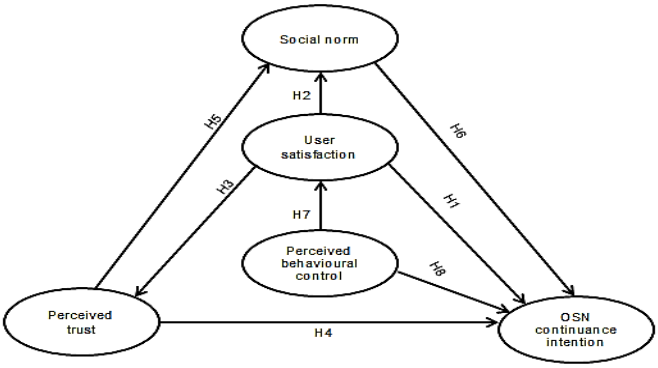
PBC could be seen to be the extent to which one believes to have adequate control over his or her behavior (Ajzen, 2008), that is SNS for banking. The inclusion of PBC into this SNS model allows this study to generalize the model. If one has access to SNS, all things being equal, that one will be expected to use it to do banking when persuaded. The below hypotheses are therefore stated:

H7: *PBC over SNSs will positively influence users' satisfaction with SNSs for business transactions.*

H8: *PBC over SNSs will positively influence continuance intention of users to use SNSs for business transactions.*

Based on the combinations of H1 to H8, Figure1 is derived as the conceptual model.

Figure 1. Proposed SNS continuance intention model



Source: (Assensoh-Kodua, 2014)

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Research Methodology

The approach to this study was that of positivism, i.e. quantitative. In this regard, the data collection methods were much more structured in the form of online surveys. These were carefully formulated to address the hypotheses above. The Partial Least Square-Structural Equation Modelling (PLS-SEM) scientific data analyses was used to predict adoption of Social networks for banking in South Africa.

PLS was used to analyse the data. The strength of PLS lies in the following factors: Prediction oriented, Variance-based, Predictor specification, (nonparametric), Robust to deviations from a multivariate distribution, Consistent as indicators and sample size increase, Explicitly estimated, Can be modelled in a formative or reflective mode, Best for prediction accuracy, A power analysis based on the portion of the largest number of predictors. Minimal recommendations range from 30 to 100 cases, supports exploratory and confirmatory research, (Chin & Newsted, 1999; Geffen et al. 2003) just to list a few.

3.1.1. Sampling Strategy

Convenience sampling was used to collect information from a Bank`s customers who undertake banking through SNS because, a list of such group of respondents were made available for this study conveniently, on condition that the outcome will be made known to the providing Bank and their identity not disclosed. Out of a total population size of 200 lists released for this study, 120 responses were generated (Bearden, Sharma, & Teel, 1980; Bhattacherjee & Premkumar, 2004) for data analysis, representing 60% response rate.

3.1.2. Data Collection Instruments

The questionnaire used in the study was designed to collect data from participants in and around the central business district of Durban in South Africa. The instrument had a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree. A pre-validated measures were adopted from similar studies as these have already been proven to be consistent items. A brief letter of introduction was attached to the questionnaire in the first part explaining the purpose of the study and how confidentiality and anonymity is guaranteed in the responses. The respondents were also briefed in the letter on their right to either choose to participate or not.

4. DATA ANALYSIS

4.1. Descriptive Statistics

Table 1 summarises the descriptive statistics of the 120 respondents who participated in this study. 55 percent were females, probably a reflection of the

South African demographic distribution. The information provided by the respondents on their SNS usage behavior revealed that they were experienced SNS consumers. Twenty-eight percent (28%) of the respondents indicated that they have used SNSs between 21 and 50 times.

Table 1. Descriptive statistics of respondent characteristics

Variable	*Characteristics*	*Response (%)*	*Variable*	*Characteristics*	*Response (%)*
Gender	Male	54 (45)	My SNS for banking transaction	LinkedIn only	20 (17)
	Female	66 (55)		Twitter only	50 (42)
Age	Between 18 and 25	30 (25)		Other	50 (42)
	Between 26 and 35	48 (40)			
	Between 36 and 45	22 (18)			
	Between 46 and 55	11 (9)	SNS banking experience	Just once	12 (10)
	Between 56 and 65	5 (4)		2-5 times	15 (13)
	Above 65	4 (4)		6-20 times	30 (25)
Location	Urban	71 (59)		21-50 times	34 (28)
	Rural	22 (18)		More than 50 times	29 (24)
	Semi-Rural	27 (23)	Time spent on online banking per week	0-15 minutes	11 (9)
Reasons for doing banking on SNS	Convenience	18 (15)		16-59 minutes	35 (29)
	Service/Product not available offline	18 (15)		1-3 hours	42 (35)
	Better prices	18 (15)		More than 3 hours	32 (27)
	Time-saving	18 (15)			
	All the above	37 (31)			
	None of the above	31 (9)			

4.2. Measurement Model

Reliability and validity check of the measurement model was done, with the aid of PLS 5.0 software. The confirmatory factor analysis (CFA) of PLS was used to establish the reliability and validity of the model. Reliability, being the extent to which factors, measured with a multiple item scales reflect the exact scores on the factors relative to the error (Hulland, 1999;
Aibinu & Al-Lawati, 2010), was evaluated of internal consistency and composite reliability with the help of the PLS software.

In order to estimate how consistent various response to items within a scale is, composite reliability (CR) is used (Shin, 2009). This CR offers a more reviewing approach of overall reliability measure of factors in the measurement model and estimates consistency of the factor itself, plus stability and equivalence of the factor (Roca, Garcia, & De La Vega, 2009; Suki, 2011). CR is estimated to represent correlations between item and factor following suggestions by Henseler, Ringle, & Sinkovics, 2009)

As shown at the bottom two rows of Table 2, values of composite reliability and Cronbach's alpha were above 0.7, which indicates that all factors have good reliability (Fornell & Larcker 1981, Henseler et al. 2009).

Table 2. Item loadings, cross-loadings and reliability estimations

Items	*Mean*	*STD*	*PBC*	*SN*	*US*	*PT*	*SNS-CI*
PBC1	4.09	0.89	**(0.852)**	-0.087	0.031	0.064	-0.066
PBC2	4.10	0.91	**(0.895)**	-0.026	-0.052	0.006	0.015
PBC3	4.06	0.90	**(0.899)**	0.029	-0.021	-0.041	0.000
PBC4	4.00	0.90	**(0.753)**	0.087	0.051	-0.028	0.053
SN1	4.00	0.95	0.205	**(0.874)**	0.010	-0.010	0.009
SN2	3.94	0.96	0.045	**(0.908)**	-0.024	-0.047	0.023
SN3	3.92	0.96	-0.067	**(0.882)**	-0.029	0.055	-0.006
SN4	3.90	0.97	-0.090	**(0.811)**	-0.102	0.057	0.035
SN5	3.89	0.94	-0.097	**(0.728)**	0.154	-0.057	-0.065
US1	4.05	0.92	-0.027	0.051	**(0.878)**	0.018	-0.017
US2	3.97	0.92	-0.075	-0.004	**(0.877)**	0.002	-0.021
US3	4.00	0.90	0.040	-0.090	**(0.825)**	-0.019	0.010
US4	3.98	0.87	0.066	0.048	**(0.735)**	0.000	0.030
PT1	4.02	0.91	0.043	0.008	0.042	**(0.823)**	0.052
PT2	3.99	0.93	0.048	0.026	-0.052	**(0.885)**	-0.009
PT3	3.99	0.94	-0.042	-0.009	-0.043	**(0.872)**	-0.018
PT4	3.99	0.93	-0.064	0.045	-0.035	**(0.810)**	-0.043
PT5	4.02	0.91	0.021	-0.077	0.100	**(0.793)**	0.024
CI1	3.97	0.88	-0.014	0.032	-0.080	0.090	**(0.846)**
CI2	3.99	0.89	-0.059	-0.065	-0.011	-0.008	**(0.859)**
CI3	3.95	0.91	-0.139	0.107	-0.025	-0.048	**(0.903)**
CI4	3.99	0.97	0.000	-0.094	0.148	-0.073	**(0.901)**
CI5	3.98	0.95	0.105	0.021	-0.027	0.002	**(0.758)**
Composite reliability			0.913	0.925	0.919	0.921	0.931
Cronbach's alpha			0.872	0.892	0.890	0.893	0.907

SNS-CI (online social network's continuance intention), PBC (perceived behavioural control), US (user satisfaction), SN (social norm), PT (perceived trust), STD (standard deviation) and P-values <0.01

The model validity tells whether a measuring instrument measures what it was supposed to measure (Raykov, 2011). The validity was measured by the estimate of convergent validity and discriminate validity. Convergent validity shows the extent to which manifest variable of a specific factor represent the same factor and is measured using a standardized factor loading, which should be above 0.5 (Fornell & Larcker, 1981).

As observed from Table 2, all items exhibited loadings (values in brackets) higher than 0.5 on their respective factors, providing evidence of acceptable convergence validity. Discriminate validity indicates the degree at which a given factor is truly distinct from other factors (Suki, 2011). A commonly used statistical measure of discriminant validity is a comparison of the Average Variance Extracted (AVE), with the associated square root (Fornell & Larcker 1981). In order to pass the test of discriminant validity, the AVE of the factor must be greater than the square root of the inter-factor associations (Fornell & Larcker, 1981).

The AVE determines the amount of variance that a factor captures from its measurement items (Henseler et al., 2009). Table 3 shows the AVE values and the correlations among factors, with the square root of the AVE on the diagonal (in bracket). The diagonal values exceed the inter-factor correlations, it can, therefore, be inferred that discriminate validity was acceptable. This study, therefore, concludes that measurement scales have sufficient validity and demonstrate high reliability after calculating AVE.

Table 3. Factor AVE and correlation measures

Factor	AVE	PBC	SN	US	PT	SNS-CI
PBC	0.726	**(1.000)**				
SN	0.756	0.680	**(1.000)**			
US	0.697	0.577	0.742	**(1.000)**		
PT	0.701	0.621	0.648	0.604	**(1.000)**	
SNS-CI	0.731	0.469	0.502	0.542	0.585	**(1.000)**

Note: the value in a bracket along the diagonal is the square root of AVE for each factor.

4.3. Structural model

The structural model was assessed using PLS 2.0 software, after confirming reliability and validity of measurements. In order to test the structural relationship, the hypothesized causal paths were assessed. The variance (R^2) of each dependent factor is an indication of how well the model fits the data. R^2 shows the amount of variance in a dependent factor that is explained by the research model.

Alternatively, Tenenhaus, Vinzi, Chatelin and Lauro (2005), suggest a global goodness-of-fit (GoF) criterion for PLS path modelling, to account for the PLS model performance for both measurement and structural terms. It aims to find the overall predictive power of model and shows the arithmetical mean of average Communality Index (CI) and average R^2, computed as follows (Tenenhaus *et al.* 2005):

$$GoF = \sqrt{\overline{CI} * \overline{R^2}} \quad (1)$$

The assessment of the structural model allows the model`s fitness to be determined, which is a measure of the model validity. Each of the hypotheses (H1 to H8) corresponds to a pathway in the structural model for the dataset. Both R^2 and path coefficients indicate model fit (effectiveness), depicting how well the model is performing (Hulland, 1999). The overall fit and explanatory power of the structural model were examined, in addition with the relative strengths of the individual causal path. Figure 2 shows the result of the structural model`s assessment, with the calculated R^2 values (explanatory power) and significance of individual paths summarised.

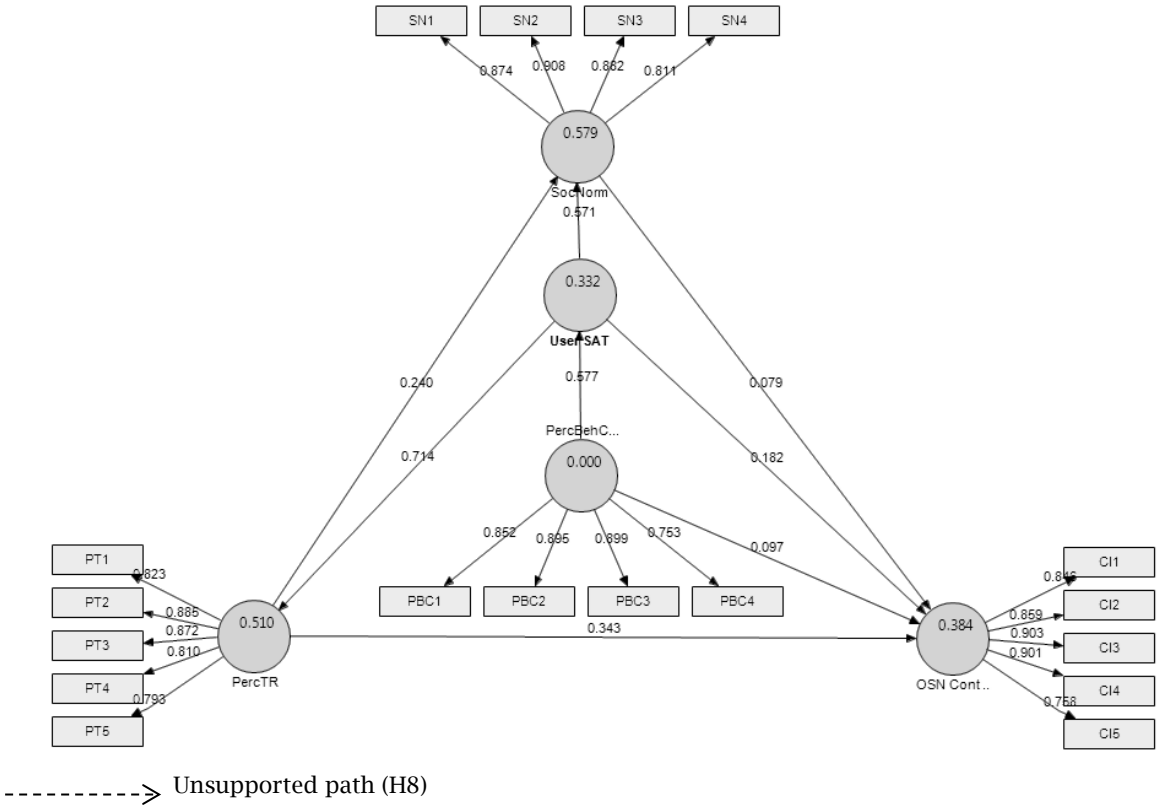
4.4. Hypotheses Testing

The support for each hypothesis is determined, by examining the statistical significance of the t-value for each corresponding path. PLS 2.0 uses a techniques called bootstrapping to perform the statistical testing (t-test) of path coefficients, to explain the research hypothesis. Table 4 shows the result of hypotheses testing, where seven hypotheses were supported and one rejected. User satisfaction shows a positive influence on SNS continuance intention (β=0.182, p=0.002), supporting hypotheses H1. The study also shows user satisfaction to influence perceived trust (β=0.714, p=0.001) to support hypothesis H2.

The importance of satisfaction in the life of people using SNS was again highlighted when user satisfaction showed a positive influence on social norm (β=0.571, p=0.001), to support the third hypothesis (H3). Perceived trust proved to be a crucial factor in banking transactions on SNS stage by showing a strong persuading association with continuance intention (β=0.343, p=0.001), to support hypothesis H4. The factor of perceived trust is also found to influence social norm (β=0.240, p=0.001) to support hypothesis H5 of this study.

The path coefficient between social norm and SNSs continuance intention for banking is interestingly noteworthy. This shows (β=0.079), at a significance level of p=0.052, supporting hypothesis H6 and perceived behavioural control showed a significant influence on user satisfaction (β=0.577, p=0.001) to support hypothesis H7.

Figure 2. The experimental snapshot of testing the SNS-CII



Finally, the study has found PBC to have a non-significant influence on SNS continuance intention (β=0.097) at the non-significant level (p=0.428). This result proves that PBC does not actually influence the decision to do banking on SNS, which means that hypothesis H8 is not supported. This could be because of the fact that, today, several devices abound in a lot of varieties with which to access online banking, hence, therefore, with or without having control over these devices one can still have access to Bank online with the help of friends or families.

As expected, all hypothesised paths in the SNS model were significant at various levels, except for H8, which is rejected as the null hypothesis.

Table 4. Summary of the result of hypotheses testing

Effect	Cause	Estimate (β)	T-value	SE	P-value	Result
SNS continuance intention	User satisfaction	0.182	2.309	0.187	0.002***	H1 supported
Perceived trust	User satisfaction	0.714	12.260	0.058	0.001***	H2 supported
Social norm	User satisfaction	0.571	8.467	0.067	0.001***	H3 supported
SNS continuance intention	Perceived trust	0.343	3.825	0.090	0.001**	H4 supported
Social norm	Perceived trust	0.240	3.081	0.078	0.001***	H5 supported
SNS continuance intention	Social norm	0.079	0.935	0.079	0.052*	H6 supported
User satisfaction	Perceived behavioural control	0.577	7.159	0.081	0.001***	H7 supported
SNS continuance intention	Perceived behavioural control	0.097	1.212	0.097	0.428ns	H8 unsupported

*Note: SE (standard error), ns (not significant), *p<0.05, **p<0.01, ***p<0.001 (two-tailed t-tests)*

The study used a bootstrapping technique to obtain the corresponding T-values. Each hypothesis (H1 to H8) corresponded to a path in the structural model as hinted before (see Figure 2) and the β values and statistical significance of the T-value of these paths (Table 4) shows whether a hypothesised path is supported or not. When the significance level is 0.01, the acceptable T-value should be greater than 2.0 (Keil, Tan, Wei, Saarinen, Tuunainen, Wassenaar, 2000). The loadings suggest the convergent validity of the instrument is unquestionable (Hair, Anderson, & Tatham, 1998).

4.5. Model fit

The strength of the measurement model can be demonstrated through measures of convergent and discriminant validity (Hair et al. 1998). Convergent validity is normally assessed using three tests: reliability of questions, the composite reliability of constructs, and variance extracted by constructs (Fornell & Larcker, 1981). Discriminant validity can be assessed by looking at correlations among the questions (Fornell & Larcker, 1981), as well as variances of and covariances among constructs (Igbaria, Parasuraman, & Badawy, 1994).

The overall model fit was assessed using six measures of the average path coefficient (APC), the average R-squared (ARS), the average block inflation factor (AVIF), the goodness of fits (GoF), the average adjusted R-square (AARS) and the R-square contribution ratio (RSCR). Each of the model fit metrics is discussed according to Kock (2010). Based on the results depicted in Table 5, the SNS model has a good fit. The values of APC and ARS are significant at a five percent level while AVIF is still lower than five. This concludes that a good fit exists between model and data (Rosenow & Rosenthal, 1991; Kock, 2010).

Table 5. Model fit and quality indices

Fit index	Model	Recommendation
Average path coefficient (APC)	0.356	Good if P<0.001
Average R-squared (ARS)	0.475	Good if P<0.001
Average block VIF (AVIF)	3.573	Acceptable if <= 5, Ideally <= 3.3
Goodness of Fit (GoF)	0.585	Small >= 0.1, Medium >= 0.25, Large >= 0.36
Average adjusted R-squared (AARS)	0.470	Good if P<0.001
R-squared contribution ratio (RSCR)	0.997	Acceptable if >= 0.7, Ideally = 1

5. LIMITATIONS

Though research on SNS has gained prominence in recent years, this study did not find similar studies like the current one nor find any such comparable model, specifically for South Africa, to embark on a rigorous expository analysis. This denies the current study the opportunity to draw synergy between the past and the present. This study, therefore, recommends further studies in this light as many more banks and businesses are complementing their bricks and mortar business structures with that of social media.

In drawing conclusion on prediction variables in structural equation model such as those in this study, benefit variable is very meaningful to measure motivational effects. As this was not captured in the current study, future ones should do well to include this factor for a more comprehensive results.

6. IMPLICATIONS AND CONCLUSION

The study have not used Facebook in its descriptive section of the research instrument because LinkedIn is often considered the business world's version of Facebook (Murphy et al. 2014, Wu et al. 2014).

This study which aims at assessing customer acceptance and continuance intention of the usage of social media as a medium for banking in South Africa has found social norm, perceived trust and user satisfaction as the most influencing factor to predict social media continuance intention. The social norm factor is found to be the most determinant factor. Consequently, this study is of the view that financial institutions like the ones listed above, which intend to win more customers and have the magic of making them to like their social media sites and keep coming back, should adopt the strategy of peer pressure to motivate users to use their websites. In particular, the popularity of social media can be explored to create interpersonal interactions on blogs and in networking communities. After they come to the banking social networking sites, the banks should be honest, assuring privacy and security of the users, as well as provide them with improved services and products. The banks should also adopt group banking for discounted services and special packages. This is an indirect pressure to create a group norm among young customers. The majority of users who uses social media are young people according to this study between the ages of 18 and 35. Before making any decision to use social media for financial business, young people are far more likely to consult their social networks for advice. For these young people, social media mirrors the social groups established by the older generations. We all sometimes rely on advice from people that we trust, to support our decision-making process.

Perceived trust was the next important, direct determinant of social media continuance intention. On one hand, users might fear supplying their credit card information to any commercial banking provider, because of online security threats, which is a common phenomenon nowadays. On the other hand, a commercial financial service provider may fear the effort of network hackers, who may intend to steal credit card numbers. This cycle of suspicion obviously borders on trust, which is an important issue to be considered when talking about online banking. This finding is therefore not surprising, when perceived trust emerged the second most influencing factor that will compel users to indulge in social medial for banking. Given the percentage of users who stick with South Africa banks from the above reports, it can be deduced that users will only deal with OSNs that they perceive to be trustworthy in providing them with services or products. If they do not find a particular bank to be trustworthy enough, they switch to another or at worst, become multiple users of different banks social medial. Trust does not happen overnight, but through a process and continuous interactions between a particular bank and customers. This study, therefore makes a contribution, by suggesting that social media bankers should search for holistic strategies to build the trust that users look for in order to keep them coming back for continuous banking. This will certainly improve the number of customers engaging with their banking providers as against the statistics shown above.

The third most important direct determinant according to the results of this study, is user

satisfaction. These findings add confirmation to the several discussions and extensive studies that user satisfaction has received as a topic of interest throughout the psychology, marketing and management literature as confirmed by Bhattacherjee and Lin. Support is lent by this study, to the popular theory that customer satisfaction is a post-purchase attitude, formed through a mental comparison of service and product quality that a customer expects to receive from an exchange, as well as the level of service and product quality the customer perceives from the exchange. From section 2.2 review, it was discovered that, most social media fans are not happy about their banks websites and as a results, the retention rate drops drastically. This study, therefore contributes to the body of user satisfaction knowledge that social media banking institutions should strive to make customers happy by being honest, and providing quality services and products, in as much as they want them to like their sites and use them for banking.

REFERENCES:

1. Aibinu, A. A., & Al-Lawati, A. M. (2010). Using PLS-SEM technique to model construction organizations' willingness to participate in e-bidding. Automation in Construction, 19(6), 714 - 724.
2. Ajzen, I., (2008). Consumer attitudes and behavior. Handbook of Consumer Psychology, 525-548.
3. Anderson, C.L., & Agarwal, R., (2010). Practicing safe computing: a multimedia empirical examination of home computer user security behavioral intentions. MIS Quarterly, 34(3), 613-643.
4. Assensoh-Kodua, A. (2014). Factors that determine the continuance intention of people to use online social networks for business transactions. Master`s thesis, Durban University of Technology, South Africa. Retrieve March, 19, 2016, from http://ir.dut.ac.za/handle/10321/1184.
5. Bearden, W.O, Sharma, S & Teel, J.E. (1980). Sample size effect on chi-square and other statistics used in evaluating causal models. Journal of marketing research, 19(4), 425-430.
6. Bhattacherjee, A. (2001). Understanding information systems continuance: an expectation-confirmation model. MIS Quarterly, 25(3), 351-370.
7. Bhattacherjee, A., & Lin, C-P. (2015). A Unified Model of it Continuance: Three Complementary Perspectives and Crossover Effects. European Journal of Information Systems, 24(4), 364-373.
8. Bhattacherjee, A., & Premkumar, G. (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. MIS quarterly, 28(2), 229-254.
9. Castelfranchi, C., & Falcone, R. (2010). Trust theory: a socio-cognitive and computational
10. Castella, T. D. (2011). England riots: Are brooms the symbol of resistance? Retrieved from www.bbc.co.uk/news/magazine-1445741.
11. Çelik, H. (2008). What determines Turkish customers' acceptance of internet Banking? International Journal of Bank Marketing, 26(5), 353-370.
12. Chesbrough, H. W. (2010). "Open innovation and strategy." California management review 50 (1): 57-76.
13. Chin, W.W & Newsted P.R. (1999). Structural equation modelling analysis with small samples using partial least squares. In Hoyle, R. (Ed.), Statistical strategies for small sample research, Sage Publications, California (1999), pp. 307–341
14. Cohen, L. S. (2009). Is There A Difference Between Social Media And Social Networking? Retrieved December 4, 2010, from http:// lonscohen.com/blog/2009/04/difference-between-social-media-and-social-networking/
15. Evatt, R. (2011). “Businesses Using Social Media to Advantage.” Tulsa, OK: Tulsa World, Retrieve August 5, 2014 from, http:// www.tulsaworld.com /business/technology/businesses-using-social-media-to-advantage/article_ e88019da-46eb-5498-8c58-cc06560c25a4.html
16. Facbook.com (2015). Facebook Marketing Statistics, Demographics, Reports, and News. Available at: http://darmano.typepad.com/ logic_emotion/2007/09/influencerippl.html. Retrieved January 26, 2016, from
17. Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research 18(1), 39-50.
18. Gefen, D., Karahanna, E., & Straub, D.W. (2003). Trust and TAM in online shopping: an integrated model. MIS Quarterly 27(1), 51-90.
19. Giacomucci, M. (2014). "Advantages and Disadvantages of Social Media in Business." Technology and Communication. Spring 2014, 9(1), 7-9.
20. Hair, J., Anderson, R.E. & Tatham, R.L. (1998), Black WC Multivariate Data Analysis, 5th ed., Prentice-Hall, Englewood Cliffs, NJ.
21. Henseler, J., Ringle, C., & Sinkovics, R. (2009). The use of partial least squares path modeling in international marketing. Advances in International Marketing, 8(20), 277-319.
22. Hsu, C-L, Yu, C-C, & Wu, C-C. (2014). Exploring the continuance intention of social networking websites: an empirical research. Information Systems and e-Business Management, 12(2), 139-163.
23. Hsu, M-H., & Chiu, C-M. (2004). Predicting electronic service continuance with a decomposed theory of planned behavior. Behavior and Information Technology, 23(5), 359-373.
24. Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. Strategic Management Journal, 20(2), 195-204
25. Ifinedo, P. (2011). An empirical analysis of factors influencing Internet/e-business technologies adoption by SMES in Canada. International Journal of Information Technology Decision Making, 10 (4), 731–766.
26. Igbaria, M., Parasuraman, S., & Badawy, M.K. (1994). Work experiences, job involvement, and quality of work life among information systems personnel. MIS quarterly 18, 175-201.
27. Interactive advertising Bureau (2008). IAB Internet Advertising Revenue Report conducted by Price water house Coopers (PWC). Retrieved from:
28. www.iab.net/research/industry_data_and_landsca pe/adrevenuereport#sthash. LlONmBA5.dpuf
29. Keil, M., Tan, B.C.Y., Wei, K-K., Saarinen, T., Tuunainen, V., Wassenaar, A. (2000). A cross-cultural study on escalation of commitment behavior in software projects. MIS Quarterly, 24(2) 299-325.
30. Kock, N. (2010). Using WarpPLS in e-collaboration studies: an overview of five main analysis steps. International Journal of e-Collaboration, 6(4), 1-11.

31. Kwong, S.W., & Park, J. (2008). Digital music services: consumer intention and adoption. The Service Industries Journal, 28(10), 1463-1481.
32. Lee, M-C. (2010). Explaining and predicting users' continuance intention toward e-learning: An extension of the expectation–confirmation model. Computers and Education, 54(2), 506-516.
33. Liao, C, Palvia, P., & Chen, J-L. (2009). Information technology adoption behavior life cycle: toward a technology continuance theory (TCT). International Journal of Information Management, 29(4), 309-320.
34. Mitic, M. & Kapoulas, A. (2012). Understanding the role of social media in Bank marketing. Marketing Intelligence & Planning, 30(7), 668-686.
35. Moneyweb (2014). FNB launches Facebook Banking in South Africa. Retrieved April 26, 2014, from http://www.moneyweb.co.za/archive/FnB-launches-facebook-in-south-Africa
36. Murphy, J, Hill, C. A. & Dean, E. (2014). Social Media, Sociality, and Survey Research. Social Media, Sociality, and Survey Research, 1-33.
37. Norton, C. (2011). "The Seven Deadly Disadvantages of Social Media." Norton's Notes. Accessed April 5, 2014 at http://chrisnorton.biz/social-media/the-seven-deadly-disadvantages-of-social-media/
38. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, 17, 460-469.
39. Parveen, F., Jaafar, N. I. & Ainin, S. (2014). Social media usage and organizational performance: Reflections of Malaysian social media managers. Telematics and Informatics, 32(3), 67-78.
40. Raykov, T. (2011). Evaluation of convergent and discriminant validity with multitrait–multimethod correlations. British Journal of Mathematical and Statistical Psychology, 64 (1), 38-52.
41. Richardson, N., Gosnay, R.M. & Carroll, A. (2010), A Quick Start Guide to Social Media Marketing: High Impact Low Cost Marketing that Works, Kogan Page Limited, London.
42. Rosnow, R. L., & Rosenthal, R. (1991). Essentials of behavioral research: Methods and data analysis (2nd ed.). New York: McGraw-Hill.
43. Shiau, W-L, & Luo, M. M. (2013). Continuance intention of blog users: the impact of perceived enjoyment, habit, user involvement and blogging time. Behaviour & Information Technology, 32(6), 570-583.
44. Shin, D. H. (2009). An empirical investigation of a modified technology acceptance model of IPTV. Behavior and Information Technology, 28 (4), 361-372.
45. Staffwriter (2013). SA Banks failing customers on social media. Retrieved June 16, 2015,from http://businesstech.co.za/news/Banking/47656/sa-Banks-failing-customers-on-social-media.
46. Staffwriter, (2015). FNB online Banking, best in SA as voted by consumers. Retrieved June 16, 2015,from http://businesstech.co.za/news/Banking/47656/sa-Banks-failing-customers-on-social-media.
47. Suki, N. M. (2011). A structural model of customer satisfaction and trust in vendors involved in mobile commerce. International Journal of Business Science and Applied Management, 6(2), 18-29.
48. Tarabasz, A. (2013). The Use of Social Media in the Polish Retail Banking in the era of Marketing 3.0. Studia Ekonomiczne/Uniwersytet Ekonomiczny w Katowicach, 159-168.
49. Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M. & Lauro, C. (2005). PLS path modeling. Computational Statistics and Data Analysis, 48(1), 159-205.
50. Thorbjørnsen, H., Pedersen, P.E., & Nysveen, H., (2007). This is who I am: identity expressiveness and the theory of planned behavior. Psychology and Marketing, 24(9), 763-785.
51. Venkatesh, V., & Davis, F.D. (2000). A theoretical extension of the technology acceptance model: A longitudinal field studies. Management Science, 46 (2), 186-204.
52. Wang, J., & Xiao, J.J., (2009). Buying behavior, social support and credit card indebtedness of college students. International Journal of Consumer Studies, 33(1), 2-10.
53. Wiegand, N. (2014). "Social Media Advantages and Disadvantages in Business." Boston, MA: GlobalPost. Accessed April 5, 2014 at http://everydaylife.globalpost.com/social-media-advantages-disadvantages-business-21665.html
54. Wu, J-J., Chen, Y-H., & Chung, Y-S. (2010). Trust factors influencing virtual community members: a study of transaction communities. Journal of Business Research, 63(9), 1025-1032.
55. Wu, Y-L, Tao, Y-H, Li, C-P, Wang, S-Y, and Chiu, C-Y. (2014). User-switching behavior in social network sites: A model perspective with drill-down analyses. Computers in Human Behavior, 33, 92-103.
56. Yasa, E. & Mucan, B. (2013). Turkish companies' value creation through social media tools: Analyzing of fortune 100 Turkey. 12th International Marketing Trends Conference, 2013: 17-19
57. ZASocial Media. (2013). SA Banks failing customers on social media. Retrieved June 16, 2015, from http://businesstech.co.za/news/Banking/47656/sa-Banks-failing-customers-on-social-media/.