The Effect Of Emotional Support and Informational Support On The Need For Relatedness and User's Satisfaction With The Use Of Social Media

Ridani Faulika Santalia
Creative Marketing Program
BINUS Business School Master Program
Bina Nusantara University
Jakarta, Indonesia 11480
ridani.santalia@binus.ac.id

Willy Gunadi
Business Management Program
Management Department
BINUS Business School Master Program
Bina Nusantara University
Jakarta, Indonesia 11480
wgunadi@binus.edu

Ario Setiadi
Business Management Program
Management Department
BINUS Business School Master Program
Bina Nusantara University
Jakarta, Indonesia 11480
ario.setiadi@binus.ac.id

Abstract

People facing similar challenges in sharing knowledge, feeling, and sending supportive messages may find social media to be a valuable alternative to established support channels, particularly as the effect of online communication rises. The usage of social media to seek communication support continue to developed. Through citizenship in a digital society, valuable social media drives individuals to engage in social media behaviors that connect to some of their most basic psychological desires. This study provides a method to identifying social support, specifically informational support and emotional support on the need for relatedness and user satisfaction with the use of social media. The study enlisted the sample of 158 Clubhouse users in Indonesia who had been active in the previous three months and have performed as a speaker or moderator on the platform. For hypothesis testing, PLS-SEM was selected as the data analytic method. The results indicated that emotional support have a positive and significant effect to the need for relatedness. Informational support have a positive and significant effect to the need for relatedness. The need for relatedness have a positive and significant effect to user's satisfaction.

Keywords
Emotional Support, Informational Support, Need for Relatedness, Social Media, User's Satisfaction

1. Introduction

Being a part of a community and socializing with other people are common biological behaviours in social media and completely changed how people communicate. Support, perception, knowledge, and satisfaction are all provided by significant individuals. Users place a high priority on satisfaction when using social media. Individuals are more likely to use social media when they are satisfied with their connections with other users. Receiving social support from others is the element that contributes to people's satisfaction with social media. This is critical since the need for social support is a basic human need. In an age of heightened online communication, social media may provide the alternatives to conventional support channels by connecting people who are experiencing similar difficulties in exchanging knowledge, feeling, and sending supportive messages. (Döveling, 2015)

Individuals are satisfied in online communities for a variety of reasons, including social support, the exchange of useful information, and emotional support (Ridings and Gefen, 2004). It is commonly assumed that a strong level of need for relatedness is associated with frequently interaction with others (Ali, 2011). Emotional support and informational support are two important elements for individuals to use social media to meet their need for relatedness (Hajli, 2014). This research may concentrate on the internal characteristics of users in order to evaluate their social media behaviors and satisfaction. The satisfaction and well-being of individuals can be improved by fulfilling their relatedness needs (Wang and Li, 2012). Many social media platforms will struggle to attract and maintain users unless this expectation of relatedness is achieved. Users can't get their sense of connectedness without social connections, which they often value more than in real-life connections (Krishen et al., 2016). If users do not receive informational and emotional support on social media, their need for relatedness may not be fullfiled. As a result, people are more likely to meet their relatedness needs when they feel supported and create emotional connections with others (Deci and Ryan, 2009).

Although the use of social support on social media has been extensively explored, there is still a scarcity of study especially on social support including informational support and emotional support. The exchange of valuable information and emotional support are the primary reasons why people are satisfied in online communities. People who use social media to satisfy their need for relatedness require both emotional and informational support. Unless this promise of relatedness is achieved, many social media sites will struggle to attract and retain users. The variables adopted by most research on social support (Hajli, 2014; Hidayatulloh, 2018) tend to be restricted to social commerce. Social support variables on previous research related to relationship quality, trust in community, and social commerce intention. This leaves a great potential for investigating more diversed variables in social media to better understand the fundamental aspect of user satisfaction. According to Hidayatulloh (2018), emotional support and trust in community have a direct effect on social commerce intention and purchase intention as mediated through social media. Need for relatedness variable also adopted by most research on user's satisfaction (Krishen et al., 2016; Wang and Li, 2012) tend to not considering informational support and emotional support as an important aspects that affect the need for relatedness an satisfaction on social media users.

This study provides a method to identifying social support, specifically to explain the effect of informational support and emotional support on the need for relatedness and users satisfaction on social media. The rise of social media to seek communication support began to develop. The cultural significance of social support and social media has been extensively recognized. Through a virtual citizenship, successful social media motivates users to engage in social networking behaviors that fulfill some of the most fundamental psychological desires of users. This research consider these questions: (1) Does perceive emotional support affect the need for relatedness? (2) Does perceive informational support affect the need for relatedness? (3) Does the need for relatedness affect user's satisfaction? A study of Clubhouse users in Indonesia was conducted to answer these questions.

2. Literature Review

2.1 Social Support

The social interaction among members of a group is defined as social support, as well as their sense of being cared for, listened to, and supported (Hajli, 2014). According to Ali (2011), social support is a part of social interaction which the individuals on a community feel connected and provide support to one another through communication channels in social media including online communities, forum discussions, and group chats. Several research have shown that social media can be used to build social support with informational and emotional aspects. (Hajli, 2014). Social support is stimulated by communication via digital platforms. These exchanges offer social support, emotional support, and informational support (Hajli, 2014). People on social media feel warm when they receive emotional and

informational support (Liang et al., 2011; Ridings and Gefen, 2004). The social support theory can be developed further by applying dynamically to post-modern networked online communities, including social capability through causal linkages and positive feedback loop processes (Wu et al., 2019). One of the most important elements of social networks is how individuals provide social support to its members. In contrast to social connectedness, which can develop spontaneously, social support occurs when members of a community support one another with the intention of being helpful (Heaney et al., 2002).

2.2 Emotional Support

Emotional support refer to expressions of love, empathy, trust, and compassion that enable people of a community to seek support from others. Emotional support focus on the emotional aspect of social support, which may help people overcome challenges (Wu et al., 2019). Individuals seeking emotional support are hoping for comfort to help them cope with their emotional discomfort and to fulfil their emotional needs (Buehler, 2017). Individuals obtain supportive resources through connections that developed with friends in their communities. Reciprocity, encouragement, and affection aspects of emotional supportive relationships may be perceived differently in a social media environment (Shensa et al., 2020).

2.3 Informational Support

Informational support refers to communication that provide guidance, such as advice, recommendation to other information sources, ideas, personal experience, and opinions. People may seek advice and guidance when there is a lack of information as a result of an intrinsic desire to support others. This type of social media interaction is a place for people to get information and minimize the stigma that comes with traditional face-to-face conversations. (Chuang and Yang, 2014). Because of its primary value, social media as an information resource has very specific implications: the means of production are much more publicly available for social media, which is a highly different aspect when compared to other mass media sources. This emphasizes the importance of social media as a source of information, compare to traditional mass media where people are exposed to information that is accepted into their understanding. and used to influence their beliefs and ideologies (Cox, 2017).

2.4 Self-Determination Theory (SDT)

To gain a greater understanding of people's perspectives and well-being with social media, this research adopted Self-Determination Theory (SDT) as the research framework. According to SDT, human have three basic psychological needs: autonomy, competence, and relatedness. These three needs are necessary for people's well-being. When a certain activity supports people's needs for autonomy, competence, or relatedness, they are more motivated to engage in that activity (Wang and Li, 2012). As a reference to social social media behavior, the feeling of closeness represent the relatedness desire, which social media fulfilled emotional and informational needs by interacting with others (Krishen et al., 2016). The need for relatedness is defined as a sense of belonging in a social context and develop valuable social relationships with others (Deci and Ryan, 2014a). According to Deci and Ryan (2014b), when people's basic psychological needs are achieved, they show a variety of positive effects, including the improvement of relationship satisfaction and psychological wellness. The author focuses on the need for relatedness that refers to creating and maintaining a sense of mutual respect and care for one another.

2.5 Satisfaction

Satisfaction is an emotional state stimulated by a user's overall perception of their interactive experiences on social media (Liang et al., 2011). Through social connections and communications provided by social media, users intend to participate in group activities and supporting others. These interactions promote member trust and satisfaction by providing information and emotional support. People use social media place a high value on satisfaction, as well as their relationships and benefits, which leads to their satisfaction (Liang et al., 2011)

3. Data Collection Methods

To increase the research's reliability and validity, all of the proposed model's constructs were adapted from existing research. The measurement of emotional support and informational support was adapted from (Liang et al. 2011). The measurement of need for relatedness was adapted from (Xi and Hamari 2019). Users satisfaction was adapted from (Krishen et al. 2016). The model was tested using a questionnaire with items measured on a Likert-scale. Using seven-point scale, with 1 indicating "strongly disagree" and 7 indicating "strongly agree".

The population of this study is Clubhouse users in Indonesia, in order to be applicable for the research. Clubhouse users who have been active in the last three months and have also served as a speaker or moderator while utilizing the Clubhouse chosen to be the study's sample. The survey was distributed online over a one-month period in October 2021. Clubhouse is an audio-based social media site with an invite-only user. Clubhouse allows users to listen in and engage in various conversations and topics. Many celebrities are participated in the conversation, like Barack Obama, Elon Musk, and Mark Zuckerberg. A combination of conference call, talkback radio, and audio podcast, Clubhouse is a new social media platform that attracted over 10 million active users in less then 8 months (Strielkowski, 2021). Users have described the Clubhouse experience as a combination of networking opportunities, panel discussions, and live podcasts (Santora, 2021). Meanwhile, The hypothesis testing procedure was used PLS-SEM to test the measurement model and the structural model. The measurement model is used to assess the instrument's validity and reliability, whereas the structural model is used to test hypotheses using predictive modelling (Ringle et al., 2012). In the social sciences, structural equation modelling (SEM) has become more popular because it provides researchers with a comprehensive tool for evaluating theoretical models (Bandalos, 2009). PLS-SEM is a causal modelling technique that aims to maximize the variance of dependent latent variables (Hair et al., 2011). Many experts considered PLS-SEM as a "magic solution" or "silver bullet" for addressing with empirical studies challenges such as limited sample sizes (Hair et al., 2011).

4. Results and Discussion

After eliminating participants from non-users and missing data from the entire data set (N=158), The total data set included 143 participants, with 84 male (58.7%) and 59 female participants (41.5%).

Table 1. Respondent Characteristics

Characteristics		Total	Percentage
Age	<20	11	21.7%
	20-25	75	52.4%
	26-30	31	21.7%
	31-35	18	12.6%
	>35	8	5.6%
Gender	Male	84	58.7%
	Female	59	41.3%
Education	Middle School	0	0%
	High School	28	19.6%
	Vocational	9	6.3%
	Undergraduate	86	60.1%
	Graduate	19	13.3%
	Post Graduate	1	0.7%
Occupation	Employee	53	37.1%
	Entrepreneur	25	17.5%
	Student	3	2.1%
	College Student	42	29.4%
	Unemployment	8	5.6%
	Others	12	8.3%
Marital Status	Never Married	122	85.3%
	Married	21	14.7%
One Time Usage	<1 Hour	25	17.5%
	1-3 Hours	72	50.3%
	4-6 Hours	33	23.1%
	>7 Hours	13	9.1%
Interested Topic	Masterclass	29	20.3%
	Motivational	35	24.5%
	Hobbies	34	23.8%
	Trending Topics	27	18.9%

	Love-related	42	29.4%
	Support-related	51	35.7%
	Random Topics	83	58%
	Others	12	8.4%

4.1 Reliability and Validity

Validity and reliability tests were examine on the main research data from all respondents. Cronbach's alpha was used to evaluate the scales. According to Hajli (2014), the minimum range of reliability are 0.70 to 0.80. Composite reliability scores is a tool for evaluating the research's reliability (Hajli, 2014). Meanwhile, construct validity refers to consistency among the variable that studied for discriminant and divergent validity, as indicated in Table 2 (Bandalos, 2009). By assessing the factor loadings of each indicator, the author investigated the model's convergent and discriminant validity. An indicator's factor loadings should be higher than the construct of the indicator of any other factor (Wasko and Faraj, 2005). The source for convergent validity was the average variance extracted (AVE) values, which should be at least 0.50 (Naylor et al., 2012). According to Table 2, all of the structures achieved this recommendation. Finally, discriminant validity was evaluated by correlating the squares of the latent variable correlations to the AVE.

Table 2. Reliability and Validity Test Result

Variable	Item	Factor Loading	AVE	Composite Reliability
Emotional Support	ES1	0.772	0.659	0.885
	ES2	0.853		
	ES3	0.813		
	ES4	0.807		
Informational Support	IS1	0.892	0.809	0.925
	IS2	0.894		
	IS3	0.905		
Need For Relatedness	NFR1	0.860	0.739	0.919
	NFR2	0.856		
	NFR3	0.849		
	NFR4	0.874		
User's Satisfaction	US1	0.867	0.710	0.880
	US2	0.862		
	US3	0.797		

According to Table 2, the factor loading value for all questionnaire items is higher than 0.50, indicating that all questionnaire items pass the validity test and the variables for AVE parameter are higher than 0.50. The composite reliability value for each variable is higher than 0.70. It ensures that all variables pass the reliability test. In Table 3 demonstrates that the correlation value for each AVE construct variable to itself is greater than the correlation value for the construct variable with others, indicating that all variables are reliable.

Table 3. Discriminant Validity Test Result

	Emotional Support	Informational Support	Need For Relatedness	User's Satisfaction
Emotional Support	**0.812**			
Informational Support	0.750	**0.897**		
Need For Relatedness	0.738	0.664	**0.860**	
User's Satisfaction	0.570	0.616	0.683	**0.843**

4.2 Structural Model

According to the results of path coefficients shown in Table 4, emotional support (0.547) and informational support (0.254) have significant effects on need for relatedness. Therefore, H1 and H2 are accepted. Emotional support have stronger effect on need for relatedness then informational support on need for relatedness. Need for relatedness also have a significant effect on user's satisfaction (0.684) and this variable is stronger than others. Therefore, H3 is accepted. Base on the result of T statistics shown in Table 4, emotional support have a positive effect and significant

to need for relatedness (6,350). Informational support have a positive effect and significant to need for relatedness (2,580). Need for relatedness have a positive effect and significant to user's satisfaction (12,441). This variable have the most significant relationship then other variable.

Table 4. Hypothesis Result

Hypothesis	Path	Path Coefficient	T Statistics	P Values	Conclusion
H1	ES -> NFR	0.547	6.350	0.000	Accepted
H2	IS -> NFR	0.254	2.580	0.010	Accepted
H3	NFR -> US	0.684	12.441	0.000	Accepted

According to Figure 2, all of the paths on the model are positively significant at 0.05. R2s indicates that emotional support and informational support contribute for 57% in the need for relatedness. Emotional support, informational support, and the need for relatedness contribute for 32% in user's satisfaction.
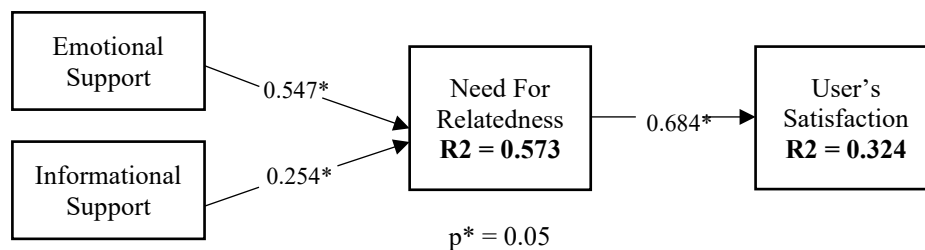

Figure 2. Hypothesis Test Result

In this study, the author investigated the effect of emotional support and informational support on the need for relatedness and user's satisfaction on Clubhouse. The model was empirically tested through a survey method. The hypothesis testing procedure was used PLS-SEM to test both the measurement model and the structural model at the same time. A summary of the hypothesis testing is provided in Figure 2. The study investigated the effect of emotional support on the need for relatedness. The result found that emotional support have a positive effect and significant to need for relatedness. These findings supported in Self-Determination Theory from Deci and Ryan (2014b), people believe that other social media users are allowed to give advice, and listen to their problem. Figure 2 also exposes the effect of informational support on need for relatedness. The result found that informational support have a positive effect and significant to need for relatedness. It confirms Hajli (2014), that Through the social support they provide on the internet, informational support influences the need for relatedness as part of a business creation process for users, and people use social media to share their expertise, information, and experiences with their friends and societies. Lastly, the study investigated the effect of need for relatedness to user's satisfaction. The result found that need for relatedness have a positive effect and significant to user's satisfaction. These findings verifies in Xi and Hamari (2019), that social networking with other users can satisfy the need for relatedness by providing the user in creating social interactions with others. When users place a higher level of relatedness needs, they often desire to interact more with other participants to get the most of their use of the platform. Through virtual citizenship, successful social media enables people to engage in social networking behaviors that meet some of their most basic psychological needs.

5. Conclusion

Being part of community and interacting socially with other individuals are basic human instincts. Social media have revolutionized the way people communicate. This study focused on Self Determination Theory (SDT) on the marketing track and social media perform web applications. The main purpose is to determine the social media benefits that provide for businesses and consumers. The suggested model focuses into the direct effects of emotional support on need for relatedness, informational support on need for relatedness, and need for relatedness on user's satisfaction.

The result suggested that emotional support has a big impact on a person's need for relatedness when using social media. When having difficulties some people expect other user's to support them and listened to them while they talk about their private feelings and people are concern about their well-being. Supportive relationship between social

media users make them feel connected to one another to sharing information and emotion, which is why emotional and informational support are crucial in social media. It creates a sense of satisfaction with social media by fulfilling the need for relatedness.

The findings of this study might have a valuable result for marketing implications. These will surely be more relevant in communities where social media is heavily used in this era of technology. This research objectives is to demonstrate the value of users social interaction on social media platforms. These social interactions generate distinct commercial values, which pushes businesses to use social media techniques, such as adjusting corporate plans to fit the current social context. It also emphasizes the importance of engaged consumers and how they may assist businesses in better understanding their customers' demands.

Despite the benefits of these findings, the study's limitations are visible. This study focused on social media Clubhouse. However, alternative audio-based social networking platforms are beginning to develop. Although, the empirical study used to evaluate the model occurred on an audio-based social media like Clubhouse, the results may not be directly relevant to other social media platforms like Facebook or Twitter. There are still many variables that can be explore from Self Determination Theory such as intrinsic and extrinsic motivation towards someone's well-being from social media context.

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Biographies

Ridani Faulika Santalia, S.E., M.M. is a Creative Marketing Student at Binus Business School Master Program, Bina Nusantara University, Jakarta, Indonesia. His research interests are in the area of business development and social media marketing.

Willy Gunadi, S.Kom., M.M., Ph.D. is an Assistant Professor at Business Management Program, Binus Business School, Bina Nusantara University, Jakarta, Indonesia. His research interests are in the area of digital marketing, consumer behavior, and online retail channel.

Ario Setra Setiadi, Ph.D., CPM, DipM. ACIM is an faculty member at Business Management Master Program, Bina Nusantara University, Jakarta, Indonesia. He has Certified Professional Marketer and Certified Human Resource Management with more 30 years experience as Senior Management and CEO position in several Multi National Companies. His expertise are in the areas of Sales and Marketing Management, Business Management Consultant and Public Trainer.