

# Influence of Social and Emotional Factors on the Intention to Use Instagram Stories

SAGE Open  
July-September 2023: 1–12  
© The Author(s) 2023  
DOI: 10.1177/21582440231195523  
journals.sagepub.com/home/sgo  


Luis Cárdenas<sup>1</sup> , Cristóbal Fernández-Robin<sup>1</sup>, and Diego Yáñez<sup>1</sup> 

## Abstract

The objective of this study is to determine the social and emotional factors that influence the Intention to Use Instagram Stories. The proposed model takes as different studies on the acceptance of information technologies a reference to assess a survey applied to 369 people by structural equation modeling. The results of the analysis show that the Cognitive, Affective and Evaluative Social Identity variables did not have a significant relationship with Intention to Use. Conversely, Social Presence and Perceived Enjoyment exhibit significant relationships in the proposed model.

## Keywords

Instagram stories, technology acceptance model, social media, structural equations model, intention to use

## Introduction

Information technologies, particularly the Internet and everything that its use entails, have substantially changed the way people communicate and report events (Nedra et al., 2019), significantly widening its scope, as demonstrated by the estimated 3 billion active users online on the various available platforms (García, 1997). Social media has become an indispensable part of daily life, a means for creating assertive communication between brands and consumers and a growing component of advertising budgets. Companies, in all industries, are beginning to understand the possibilities offered by social media and have changed their focus to how brands engage with and reach out to their customers (Bainotti et al., 2021).

In this context, and given its relevance, a social network is defined as a digital platform capable of connecting people and organizations (Garton et al., 2006). LinkedIn, Instagram, Facebook, Twitter, and several types of blogs are examples of digital platforms that have different features to facilitate communication, not only through text, but also through multiple audiovisual features (Nedra et al., 2019). Currently, Facebook, YouTube and WhatsApp are the leading social networks and have the largest number of users, each one with over 1 billion users. Instagram is fourth with 800 million users, and has experienced the highest growth in recent years (Fernández et al., 2020).

Instagram, like the vast majority of social networks, is based on sharing life experiences with other users through text, images, emojis, and videos, which is done quickly and efficiently (Instagram, 2016). One of its features is ephemeral messaging through the popular function called Stories, which consists of posts that remain visible for a limited period of time and then disappear (Coa & Setiawan, 2017); this period is 24 hr in the case of Instagram (Belanche et al., 2019).

Like Instagram, the use of Stories is growing rapidly, with around 500 million accounts employing this feature daily. This has led several companies to focus their attention on Stories to generate advertising for products and services, as well as reaching their current and potential clients (Arya & Kerti, 2020). Therefore, 36% of businesses use Instagram stories to promote their products or services, with an average number of 2.3 Instagram Stories updates per week (Bainotti et al., 2021). Consequently, Instagram Stories can be considered a modality that merges brand-generated content and entertainment (Bainotti et al., 2021).

---

<sup>1</sup>Universidad Técnica Federico Santa María, Valparaíso, Chile

## Corresponding Author:

Luis Cárdenas, Departamento de Industrias, Universidad Técnica Federico Santa María, Av. España 1680, Valparaíso 2340000, Chile.  
Email: luis.cardenas.13@sansano.usm.cl



This study aims to analyze the factors influencing the Intention to Use Instagram Stories, as well as the theoretical and practical implications that can serve as a tool in decision-making. A first approach to the factors influencing the intention to use a technology is the TAM model (Davis, 1989), from which several in-depth studies have originated. Some external variables can be related to the TAM model. These variables have been assessed separately in different studies, but in this study, they are analyzed collectively.

Different variables, such as Perceived Ease of Use, Perceived Usefulness, Attitude toward Use, Perceived Enjoyment and Social Presence have been researched, as they are directly or indirectly related to the Intention to Use a social network (Coa & Setiawan, 2017). Additionally, Cognitive Social Identity, Emotional Social Identity, and Evaluative Social Identity have a close relationship with Intention to Use (Nedra et al., 2019).

Thus, based on an extensive research review of the factors that influence the Intention to Use social networks, we propose a model based on structural equations modeling (SEM) to assess the significance and strength of relationships, as well as the adjustment indicators, drawing conclusions from the results obtained.

## Theoretical Background

Currently, the business world increasingly uses Instagram as a tool for brand management, consumer services and social commerce (Jin & Ryu, 2020). Hence the relevance of constantly studying Internet user behavior and its evolution (Kihl et al., 2010).

The increase in the use of mobile technology, as well as the format and the growing culture of capturing every moment through the Stories tool, has sparked the interest of many researchers in studying the psychological dependence that this social network can generate, as well as how difficult it is to stop using it (Papacharissi & Mendelson, 2011).

Eight factors were found that motivate the use of the Instagram Stories platform, namely exploration, self-improvement, perceived functionality, entertainment, social exchange, relationship building, novelty and surveillance (Lu & Lin, 2022).

Exploration indicates that current trends, learning new things, following influential people, and receiving exclusive content in real time, among other reasons, motivate users to utilize Instagram Stories. Regarding self-improvement, users could obtain gratification related with popularity (Sheldon & Bryant, 2016), self-expression (E. Lee et al., 2015) and the need for recognition (S. Kim, 2016).

With respect to perceived functionality, it is related to the perception that the stories on Instagram are convenient, real, functional and casual (Lu & Lin, 2022). As for entertainment, people use Instagram Stories for fun, enjoyment and spending time. Experiences are expected to be more entertaining than the typical still pictures; the aim is to add dynamism to the use of the tool (Lorenz, 2019).

Social exchange, in turn, is reflected in the capacity of users to share interesting personal information, documenting their experiences on the platform. Additionally, Instagram has a wide range of interactive functions that allow users to build relationships through connections and conversations with other people. Novelty is another gratification present in Instagram Stories, new and private content that disappears in 24hr makes users especially interested in engaging with the platform. Finally, surveillance reveals that users tend to differentiate between social interactions with family and friends, and with other people when using Instagram Stories (Lu & Lin, 2022).

The gratifications described above are directly related with consumption, as these can define the participation of users in Instagram Stories. Gratifications related to entertainment, exploration and perceived functionality are related with a higher probability of consuming content from Instagram Stories. According to Shao's (2009) theory, entertainment is a key factor for the intention to consume the content offered by Instagram Stories. The mood of content consumers can be altered with the use of the platform, which also reduces loneliness levels (Bryant & Davies, 2006; Shao, 2009; Yang, 2016). It is likely that users consume content to observe how their social environment relates with the brand, preserve the knowledge and experience of others, obtain new ideas and receive information in real time (Muntinga et al., 2011).

Several theoretical models have been researched to determine the factors explaining the intention to use this type of platforms (Nedra et al., 2019). The Technology Acceptance Model (TAM) (Davis, 1989) has been employed in numerous studies to measure the acceptance of novel technologies in several fields, including the acceptance of mobile purchase apps (Yahia et al., 2018), e-mail use (Gefen & Straub, 1997), e-commerce (Pavlou, 2002), social network use (Rauniar et al., 2014) and e-purchases (Ha & Stoel, 2009; Natarajan et al., 2017).

From the TAM model perspective, behavioral intention is seen as a key mediator of the relationship between behavior and other factors such as attitude, subjective norms, and perceived behavior control (Ajzen, 1991; Ajzen & Fishbein, 1980; Bailey et al., 2018; Demoulin & Djelassi, 2016; Oni et al., 2017; Venkatesh & Bala, 2008). Many studies have concluded that behavior intentions

positively affect user behavior toward technology (Amin et al., 2007; Hung et al., 2010; Mwiya et al., 2017; Nysveen et al., 2005; Tung, 2004). This behavior is manifested through uploading content/images, exchanging information and interacting with people, among others (Bailey et al., 2018).

In the world of online shopping, the usefulness that users perceive when performing this action is directly related to the intention to make an online purchase, since users not only perceive the use of the Internet in a positive way, but also see it as an economic advantage and a form of business (Nedra et al., 2019). Users perceive an application, technology, or social network as useful, if they consider that it improves their performance at work (Tunc et al., 2015). The greater the Perceived Usefulness felt by an individual, the greater their intention to use a technology (Fernández et al., 2007). Based on the above, the following hypothesis is proposed:

***H1: Users with high Perceived Usefulness (PU) will present high Intention to Use (IU) Instagram Stories.***

Now, it is said that the attitude people exhibit when using a new technology is directly related to their degree of interest (Harryanto et al., 2018). Along the same lines, in collectivist cultures, a positive attitude towards the use of a social network contributes to the Intention to Use it, especially in the context of online shopping (Nedra et al., 2019). Attitude towards Use is defined as the degree to which an individual positively or negatively evaluates the use of a particular technology (Davis, 1989). Finally, Attitude Towards Use directly influences Intention to Use (Kanchanatane et al., 2014). Therefore, the following hypothesis is proposed:

***H2: Users with a favorable Attitude toward Use (AU) will present high Intention to Use (IU) Instagram Stories.***

When joining a social network, people believe that they can obtain an economic benefit when making an online purchase through the platform. Therefore, Perceived Usefulness can be linked to Attitude toward Use. Benefits when browsing a social network could have positive effects on user behavior (Nedra et al., 2019). The variables of Perceived Usefulness and Attitude toward Use are closely related in the context of online commerce, especially when users sell their products or services through mobile applications (Indarsin & Ali, 2017).

Regarding online classes, Perceived Usefulness is an important factor that affects student satisfaction with Google Classroom (Ansong-Gyimah, 2020).

Additionally, the attitude of a consumer positively impacts the love for a brand, which implies that attitude can influence behavior (Sreen et al., 2021). That said, the following hypothesis is postulated:

***H3: Users with high Perceived Usefulness (PU) will present a favorable Attitude toward the Use (AU) of Instagram Stories.***

The ease or difficulty associated with the use of a technology is another important aspect to consider. One of the obstacles in the adoption of a technology lies in its complexity or the discomfort that it can generate in the user (Nedra et al., 2019). There is a positive relationship between Perceived Ease of Use and Attitude toward Use. Furthermore, although this influence highly varies depending on the case study, for an e-commerce mobile application, the relationship is significant (Indarsin & Ali, 2017). Therefore, the acceptance of a technology will depend on its Ease of Use, since if there is any difficulty, the user could present an unfavorable attitude (Davis, 1989). In this context, the activities that individuals perform daily require some degree of effort, and use of a technology is not unaffected by this reality. Therefore, the definition of Perceived Ease of Use (PEOU) is related to the beliefs of users in that the system they are using is to some degree effortless (Radner & Rothschild, 1975). Thus, the following hypothesis is defined:

***H4: Users with high Perceived Ease of Use (PEoU) will present a favorable Attitude toward the Use (AU) of Instagram Stories.***

Both the Perceived Ease of Use and Perceived Usefulness in the use of social networks are key factors in the study of their Intention to Use (Elkaseh et al., 2016). In a work environment or one that requires a certain degree of activity, if individuals perceive the use of a technological tool as easy, then they will be able to dedicate more time to other activities that they carry out daily, increasing their productivity (Fernández et al., 2007).

As for the use of government mobile applications in China, the Ease of Use these applications will influence both the adoption and the usefulness perceived by users (Mensah, 2020). Based on the above, the following hypothesis is defined:

***H5: Users with high Perceived Ease of Use (PEoU) will present high Perceived Usefulness (PU) regarding the use of Instagram Stories.***

In the context of social networks, Social Presence has also been studied. This variable is defined as a

psychological effect produced by user-technology interaction that allows people to feel closer to the people on the other side of the screen, with human warmth as an important characteristic of this proximity (Coa & Setiawan, 2017). In this sense, all the characteristics of social networks help users feel human warmth, that is to say, emojis, text formats, videos and images promote social presence as they improve communication and socialization between users. Given the communicational richness of a social network and its diverse ways of sharing digital content, Social Presence is a fundamental variable when analyzing the acceptance of an information technology (Coa & Setiawan, 2017). In this line, Social Presence can be linked to Perceived Usefulness, since a social network has many benefits in the quality of communication, not only in an emotional domain, but also in a professional and provider-client relationships (Hassanein & Head, 2007). Social Presence is directly related to Perceived Usefulness in an online context (Hassanein & Head, 2005). Thus, the following hypothesis is defined:

***H6: Users who feel a high Social Presence (SP) will present high Perceived Usefulness (PU) from the use of Instagram Stories.***

Perceived Enjoyment is related to the degree of fun and entertainment that an experience can bring us; therefore, it has a psychological and subjective effect on users when they face a technology. Presenting high enjoyment does not necessarily imply high productivity but is a key factor in the adoption of a social network. Since social networks are systems oriented toward hedonism (pleasure), high enjoyment consequently plays an important role in its acceptance (Coa & Setiawan, 2017).

Currently, a social network should be considered from different perspectives, such as utility, hedonism, and ease of use, among others. Social networks are systems that can be used both inside and outside the professional environment, mainly in leisure activities, through which users can achieve high levels of fun. Consequently, Perceived Enjoyment is one of the most important factors in the analysis of the acceptance of a social network (B. Kim, 2011; Leng et al., 2011; Zhou et al., 2010).

The effect that Social Presence has on enjoyment is key. In fact, there is little research on this variable since it is taken for granted. In a study about entertainment based on virtual reality, users exhibited a higher level of fun the greater the Social Presence (Hassanein & Head, 2007). Furthermore, both telepresence and Social Presence significantly influence Perceived Enjoyment in media such as television, websites and mobile devices (H.

G. Lee et al., 2013). Based on the above, the following hypothesis is defined:

***H7: Users who feel a high Social Presence (SP) will present high Perceived Enjoyment (PE) through the use of Instagram Stories.***

It is universally recognized that social media provides people with a platform to have fun in several ways, for example, searching for other people who share the same hobby, keeping track of updates on interesting topics, communicating with friends offline, and updating personal profiles. People can creatively leverage applications and functional features for their many social demands (Wu, 2015). Compared to other constructions, in the classic Technology Acceptance Model, Perceived Enjoyment was crucial in the adoption of an information system in the context of social networks (Leng et al., 2011).

Facebook, a hedonic social network, is governed by Perceived Enjoyment, which strongly influences the attitude of users (Thomas & Praveena, 2014). Thus, Perceived Enjoyment is related to Intention to Use through Attitude toward Use (Coa & Setiawan, 2017). Based on the above, the following hypothesis is defined:

***H8: Users with high Perceived Enjoyment (PE) will present a favorable Attitude toward the Use (AU) of Instagram Stories.***

Subjective norms, group norms and social identity are related to the intention to use a technology. Precisely, Social Identity plays a relevant role in this aspect, as it defines how users identify themselves with a group of contacts, or belong to an online community, even to a brand-based community. Social Identity is studied through three components: Cognitive Social Identity, Affective Social Identity and Evaluative Social Identity, each of which is analyzed separately (Nedra et al., 2019).

Each of the three parts that compose Social Identity are directly related to Intention to Use. The concept of community derives from being able to interact with other users in a social network, which creates a sense of belonging to a community. Therefore, a high identification and sense of belonging in relation to the group is expected to result in a greater intention to use the social network (Cheung & Lee, 2010).

The first part of Social Identity is Cognitive Social Identity, which represents the alignment of the user's thoughts, values, and beliefs with those of the group or community to which they belong (Nedra et al., 2019). People see the groups or communities as prototypes. Therefore, they assess the similarity of the thoughts and values of each group as well as the differences among

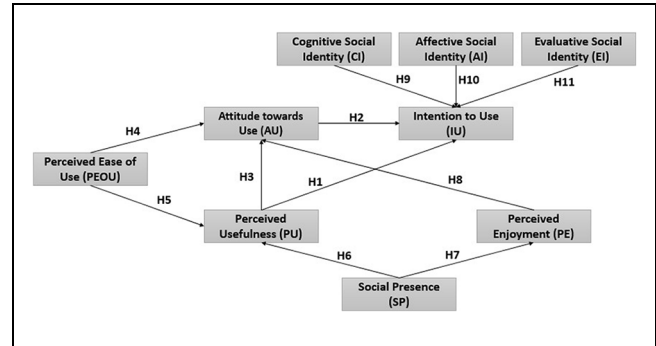
different groups to choose which community to belong to, which would be the one that best suits and presents more similarities with their personal cognition (Hogg Ma. McKeown et al., 2016). During the assessment of the cognitive characteristics of a group, if individuals see themselves reflected—that is, their own beliefs, thoughts and values—they are thinking prototypically and therefore that is the ideal group they want to belong to. As a consequence, they will adapt to the norms of such a group. Cognitive social identity is also defined from the perspective of emotional attachment, and also as the extent to which that individuals become emotionally involved with the community to which they belong (Hogg Ma. McKeown et al., 2016). Thus, the following hypothesis is defined:

**H9: Users with high Social Cognitive Identity (CI) will present high Intention to Use (IU) Instagram Stories.**

The second part of Social Identity is Affective Social Identity, which is related to the emotional participation, the sense of attachment, belonging and even the loyalty of users to a group or brand community. Some studies have determined the effects of Affective Social Identity on the use of social networks, mainly in relation to brands, with membership being a fundamental factor to analyze since it generates more loyalty and greater brand awareness. Consequently, Affective Social Identity will increase the loyalty of an individual to a brand in the context of social network use (Nedra et al., 2019). Affective Social Identity is defined, from the emotional attachment perspective, as a way of becoming emotionally involved with the community of belonging (Cheung & Lee, 2010). Based on the above, the following hypothesis is defined:

**H10: Users with a high Affective Social Identity (AI) will present high Intention to Use (IU) Instagram Stories.**

The third and final part of Social Identity is Evaluative Social Identity, which is dealt with from a self-esteem perspective, specifically regarding the value of the user to the group (Nedra et al., 2019). The Evaluative Social Identity is based on the importance that individuals have in their community, but from a personal point of view, that is, the same user is the one who evaluates its importance in the group, which is the reason for this variable to be considered a self-esteem factor (Cheung & Lee, 2010). Some studies mention that Evaluative Social Identity has a direct effect on the intention to use a technology, or to belong to a brand



**Figure 1.** Proposed model (Created by the authors).

community (Nedra et al., 2019). Based on the above, the following hypothesis is defined:

**H11: Users with high Evaluative Social Identity (EI) will present high Intention to Use (IU) Instagram Stories.**

These 11 study hypotheses represent the relationships of the nine latent variables of the proposed model, which were obtained through an extensive literature review.

## Methodology

The analysis conducted in this study comprises an exploratory phase and a conclusive phase. In the former, an extensive bibliographic review is conducted based on the information technology acceptance models that are currently known, applied to the use of social networks such as Facebook, Instagram, and Snapchat, in order to identify the factors that influence the Intention to Use of each one of them.

Based on the factors identified and the hypotheses derived from the Literature Review section, the model in Figure 1 is proposed, which contains the variables of the TAM Model, and Perceived Enjoyment (PE), Social Presence (SP) and Cognitive, Affective, and Evaluative Social Identity as external variables.

The proposed model considers nine latent variables, which are measured through a survey that consists of 23 observable variables, as shown in Table 1. Each observable variable is an assertion measured through a 5-point Likert scale, where (1) equals to “strongly disagree,” and (5) to “strongly agree.”

The survey was uploaded to SurveyMonkey and shared via social media, particularly via Instagram Stories. It was answered by 369 people, of which 55% were woman and 45% men. Regarding the predominant age ranges, 57.7% of those surveyed are in the [21–25] age range, followed by 20.6% in the [26–31] age range and 16.8% in the [18–20] range years. Furthermore,

**Table 1.** Survey Applied.

Construct	Observable Variable
PEOU (Coa & Setiawan, 2017)	1. It is easy for me to remember how to use the tools provided by Instagram Stories. 2. It is easy to do what I want in Instagram Stories (for example, there are no complicated steps in posting a picture or applying a filter).
PU (Coa & Setiawan, 2017)	3. The use of Instagram Stories allows me to send other people messages, photos and videos faster. 4. Instagram Stories keeps me up-to-date.
AU (Coa & Setiawan, 2017)	5. Using Instagram Stories, I can communicate with others more effectively. 6. The different options and tools of Instagram are useful for social life. 7. I like using Instagram Stories.
IU (Coa & Setiawan, 2017)	8. Using Instagram Stories is fun. 9. I have a positive opinion on the use of Instagram Stories.
PE (Coa & Setiawan, 2017)	10. I have the intention to increase my frequency of use of stories in the future. 11. I hope to use Instagram Stories in the future.
SP (Coa & Setiawan, 2017)	12. I enjoy using Instagram Stories for a long time. 13. Using Instagram Stories is a good way of spending my free time.
CI (Nedra et al., 2019)	14. Instagram Stories and its features give me enjoy. 15. I feel that Instagram Stories are interesting. 16. Instagram Stories make interaction between people possible.
AI (Nedra et al., 2019)	17. When I use Instagram Stories, I feel closer to other people. 18. My personal identity overlaps with my community/social group identity.
IE (Nedra et al., 2019)	19. My personal image overlaps with my community/social group image. 20. I feel a strong sense of attachment to the social community. 21. I feel a strong sense of property in the social community.
	22. I am a valued member of the social community. 23. I am an important member of the social community.

54.2% of participants were studying a university degree, while 24.9% had already completed this stage. In the same line, 96% were single, which may imply that the profile of the sample consists mostly of university students and recently graduated students, mainly from the fifth region and Metropolitan region of Chile (Santiago).

Finally, the data obtained when applying the survey were analyzed through Structural Equation Modeling (SEM) using the SPSS AMOS software.

## Results

### Construct Reliability

Cronbach's alpha was used to analyze the reliability of the constructs.

The limit value of this indicator is 0.6 (Loewenthal, 1996), because the constructs have less than 10 items. Additionally, all the constructs of the model have a Cronbach's alpha above .6, as shown in Table 2.

### Model Adjustment

First, the absolute adjustment of the model is conducted, for which four indicators are analyzed: Cmin/DF, Probability level Cmin, GFI and RMSEA.

**Table 2.** Cronbach's Alpha.

Construct	Items	Cronbach's alpha
Perceived ease of use	2	.705
Perceived usefulness	4	.712
Attitude toward use	3	.863
Intention to use	2	.716
Perceived enjoyment	4	.768
Social presence	2	.700
Cognitive social identity	2	.809
Affective social identity	2	.846
Evaluative social identity	2	.951

- Cmin/DF: The model adjustment is reasonable for values less than 4 (S. Talwar et al., 2020). The value obtained in this case is 3.691 and therefore the adjustment is good according to this criterion.
- Probability level Cmin: The  $p$ -value of Cmin(chi-square) should be lower than .05 in order to not reject a null hypothesis, that is, the model predicts the matrix of observed covariances. In this case, the value is 0.000 and consequently, the model meets the criterion.
- GFI: The adjustment is good for values close to 1 (Byrne, 2013), ideally greater than 0.9 (S. Talwar et al., 2020). In this model, the value is 0.830, and

**Table 3.** Model Adjustment.

Indicator	Value	Criterion
$C_{min}$	808.289	
$C_{min}/DF$	3.691	<4
Probability level $C_{min}$	0.000	<0.05
GFI	0.830	Close to 1 (>0.9)
NFI	0.801	Close to 1 (>0.9)
CFI	0.845	Close to 1 (>0.9)
RMSEA	0.086	<0.08
PNFI	0.693	>0.5

**Table 4.** Degrees of Freedom SEM Model.

Number of distinct sample moments	276
Number of distinct parameters to be estimated	57
Degrees of freedom	219

**Table 5.** Standardized Regression Estimators, and Significance of Each Relationship Between Latent Variables.

Relation	Standardized estimate	p-value	Result
IU←PU (H1)	0.205	.016	Accepted
IU←AU (H2)	0.522	***	Accepted
AU←PEoU (H4)	0.260	***	Accepted
PU←PEoU (H5)	0.264	***	Accepted
PU←SP (H6)	0.888	***	Accepted
PE←SP (H7)	0.741	***	Accepted
AU←PE (H8)	0.665	***	Accepted
AU←PU (H3)	0.149	.087	Rejected
IU←CI (H9)	0.078	.300	Rejected
IU←AI (H10)	-0.108	.125	Rejected
IU←EI (H11)	0.038	.374	Rejected

\*\*\* $p < .000$

so the adjustment is good according to this indicator.

- RMSEA: Recommended values for this index are less than 0.08 (S. Talwar et al., 2020). The value obtained for this model is 0.086, very close to the criterion.

After analyzing these four indicators, it may be concluded that the model proposed exhibits a good absolute fit, that is, it can accurately predict the variance and observed covariance matrix.

Subsequently, the incremental fit of the model is analyzed through the NFI and CFI indicators, which represent the ratio of model improvement proposed after comparing it to a null model (with no correlated variables). The values of these indexes close to one represent a good incremental fit. In the case of the model

proposed, the value of NFI is 0.801 and of CFI is 0.845; therefore, there is a good incremental fit (Byrne, 2013).

Finally, the parsimony fit of the model is analyzed through the PNFI index, which has the objective of establishing whether model fit has been achieved due to an over-adjustment of data when having too many coefficients. Parsimony is defined as the achievement of higher fit levels by degree of freedom used (a degree of freedom per estimated parameter), and therefore the highest parsimony possible is sought. According to recommendations, this index should be above 0.5 (Byrne, 2013). In the case of the model proposed, the PNFI value is 0.693; thus, there is a good parsimony fit. The above can be seen in Table 3.

### Validation of Hypothesis and Standardized Regression Coefficients

First, 219 degrees of freedom are obtained, which are shown in Table 4, indicating that the model is over estimated (above zero). Therefore, the model may be generalized.

Table 5 presents the standardized regression estimators and the significance of each relationship between latent variables.

When analyzing the  $p$ -value of each relationship, six relationships are significant, taking .05 as the limit value.

The relationship between the variables Social Presence with both Perceived Usefulness and Perceived Enjoyment is significant since its  $p$ -value is below .05, that is, H6 and H7 are accepted.

Regarding Perceived Enjoyment, this is significantly related to Attitude toward Use, as its  $p$ -value is below .05; therefore, H8 is also accepted.

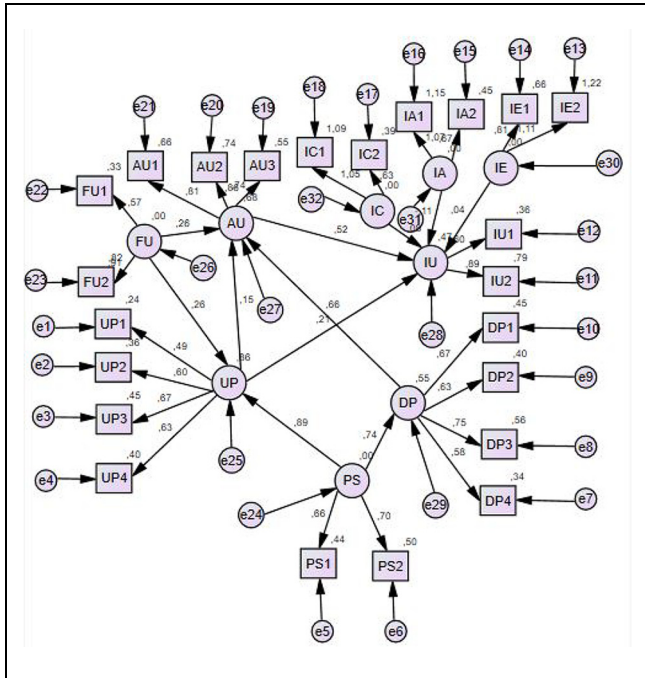
The variable Perceived Ease of Use has a significant relationship with Attitude toward Use and Perceived Usefulness, as its  $p$ -value is below .05, which means that H4 and H5 are accepted.

The relationship between Attitude toward Use and Intention to Use is significant, with a  $p$ -value lower than .05; consequently, H2 is accepted.

Regarding Perceived Usefulness, its relationship with Intention to use is significant, since the  $p$ -value is lower than .05, which means that H1 is accepted. Additionally, its relationship with Attitude toward Use is not significant, since it has a  $p$ -value of .087, which is above .05; therefore, H3 is rejected.

Finally, the variables of Social Identity resulted non-significant in their relationship with Intention to Use, as the  $p$ -values of Cognitive Social Identity, Affective Social Identity and Evaluative Social Identity are .300, .125, and .374, all above .05; therefore, H9, H10 and H11 are rejected. It can be shown in Figure 2.





**Figure 2.** Model in SPSS Amos (Created by authors).

Table 6 shows the  $R^2$  of the latent endogenous variables of the model.

The  $R^2$  of Intention to Use is 0.474, that is, the predictors (endogenous latent variables) are estimated to explain 47.4% of Intention to Use. In this case the predictive variables are Perceived Usefulness, and Attitude toward Use, which were non-significant.

As for the other endogenous latent variables in relation to Perceived Enjoyment and Perceived Usefulness, predictive variables explain 54.9% and 85.8% of their variance, respectively. Finally, regarding Attitude toward Use, the predictor variables explain 68.2% of their variance.

Finally, since the inter-construct correlations are less than 0.8, it follows that there is no multicollinearity (M. Talwar et al., 2020).

## Discussion and Conclusion

### Theoretical Contribution

- **Social Identity:** Social Identity does not influence the Intention to Use Instagram Stories for the sample analyzed. Three types of Social Identity, namely cognitive (H9), affective (H10) and evaluative (H11) were studied, but none of them have a significant influence on Intention to Use, that is, the identification of a user with a group or brand is not related to Intention to Use.

**Table 6.**  $R^2$  of Endogenous Latent Variables.

Variable	$R^2$
Perceived enjoyment (PE)	0.549
Perceived usefulness (PU)	0.858
Attitude toward use (AU)	0.682
Intention to use (IU)	0.474

From a cognitive point of view, sharing thoughts, opinions, feelings, clothing styles, etc., with a group or brand on Instagram does not affect Intention to Use. In terms of affective social identity, having a bond or adherence to a community, group, or brand in the context of Instagram or Instagram Stories does not affect Intention to Use either. Finally, regarding the evaluative dimension, feeling like an important member within a group, community or brand does not relate to the intention to use Instagram Stories.

- **Social Presence:** Social Presence is a highly influential variable in the model analyzed, as it is strongly related to both Perceived Enjoyment (H7) and Perceived Usefulness (H6).

Regarding its relationship with Perceived Enjoyment, it presents a standardized regression coefficient of 0.741, which indicates a strong relationship. Since most contacts of users on Instagram are family, friends and acquaintances, feeling these people closer through Instagram Stories results in increased enjoyment of this function, that is, users perceive more fun and entertainment when they are able to interact with people they know and know about their everyday life.

Additionally, Social Presence is the variable that influences Perceived Usefulness the most, with a standardized regression coefficient of 0.888. This is explained from the perspective of communication, that is, Instagram Stories provides us with an effective way of communicating with family and friends. In other words, the utility of Instagram Stories is perceived when users can communicate in a way different to the traditional means with people who are physically far from them.

- **Perceived Enjoyment:** Perceived Enjoyment is the variable that influences Attitude toward Use (H8) the most, with a standardized regression coefficient of 0.665. This entails that having fun, enjoying the environment and versatility of Instagram Stories creates positive feelings for the application in the user.



- Perceived Ease of Use: Perceived Ease of Use is an exogenous latent variable that influences Perceived Usefulness (H5) and Attitude toward Use (H4), in both cases slightly.

As for the influence of Perceived Ease of Use on Perceived Usefulness, this is low, with a standardized regression coefficient of 0.264. This implies that if an application is easy to use, the user would not waste time learning how to use it, and instead could spend it on other tasks such as work. Consequently, the ease of use of the application makes users perceive it as useful.

Additionally, the influence of Perceived Ease of Use on Attitude toward Use is also low, with a standardized regression coefficient of 0.260. This means that if the application is easy to use, a positive feeling arises that gives users more comfort when using it.

- Perceived Usefulness: Perceived Usefulness works as an endogenous latent variable that within the model is explained by Ease of Use (H5) and Social Presence (H6), with the latter being clearly more influential. Additionally, Perceived Usefulness is a variable that explains Intention to Use (H1) and Attitude toward Use (H3), although the relationship with the latter is not significant. However, the relationship with Intention to Use is significant, with a standardized regression coefficient of 0.205, implying that the intention to use Instagram Stories increases when users perceive an improvement in their performance at work, since it creates a distraction that has no harmful consequences to professional performance.
- Attitude toward Use: In the model proposed, Attitude toward Use is explained by Ease of Use (H4), Perceived Usefulness (H3) and Perceived Enjoyment (H8), with the last variable being the most influential. Additionally, Attitude toward Use is a variable that explains Intention to Use (H2), with a standardized regression coefficient of 0.522. This means that if Instagram Stories makes positive feelings arise in users, their Intention to Use will be higher.

In fact, the variables that explain Intention to Use in the model are Perceived Usefulness and Attitude toward Use, but the latter has a strong relationship, as its standardized regression coefficient is higher, as shown in Table 5.

Finally, this model leads to Intention to Use through two paths, considering the resulting significant relationships. The first path has Ease of Use and Social Presence as variables that explain Perceived Usefulness, and this, in turn, explains Intention to Use. In the second path,

Social Presence explains Perceived Enjoyment, which together with Ease of Use explain Attitude toward Use, which in turn explains Intention to Use.

### *Practical Implications*

Instagram is a powerful app in terms of communication, particularly through Instagram Stories. Therefore, brands must recognize the factors that affect the intention to use this social network as well as its characteristics, so that the advertising through this channel can be better focused, thus allowing for the planning and allocation of resources efficiently in this department. In practice, Instagram stories shows advertising while users scroll through their contact stories. Brands must identify the factors that influence the intention to continue using Stories, in order to guide their advertising to these factors so users do not skip the brand's story. Hence the significance of carefully addressing the dimensions of Perceived Ease of Use (H4 and H5), Perceived Usefulness (H1 and H3), Social Presence (H6 and H7) and Perceived Enjoyment (H8) when launching a Stories post.

In the same line, Stories offers users the option to click on an add and be redirected to the product catalog to make the purchase directly. Therefore, another implication appears here, the Intention to use (H1, H2, H9, H10, and H11) the products that are offered in the story, considering the factors that can make a difference between skipping the story or clicking the link to make a purchase. In this sense, the dimensions mentioned above are of vital importance for brand penetration in the Instagram environment.

In turn, an innovative way that brands advertise products is through the so-called Influencers, people who have many followers on the social network and who can influence the opinion or behavior of their followers. Therefore, choosing the right influencer is essential. Furthermore, this study suggests that this person should be close to the public (H6 and H7) and that they can connect with users, as well as being able to generate a degree of enjoyment and entertainment (H8). Influencers do not need to be part of a group with which the user identifies with, nor does the user need to have a sentimental connection with the influencer's stereotyped group, which is why the dimensions of social identity are left in the background (H9, H10, and H11).

Furthermore, this study allows us to understand the success of Instagram Stories through the factors that play a role in its success. This can also have an impact on the decisions of people developing new social networks and mobile applications. Specifically, the design, construction and improvement of these platforms must be focused on a communicative environment where Social Presence is a key factor (H6 and H7), that is, focusing on the search for greater closeness between those who

communicate. Along the same lines, developers of social networks should focus on the degree of entertainment or enjoyment (H8) that the use of the tool can generate, since, as shown in this study, this is significantly related to the attitude toward its use. Therefore, the scope of the platform needs to be considered, identifying the target group, since the motivations and characteristics of consumers are different.

### Limitations and Future Work

This study focuses mainly on Instagram users between 18 and 40 years old, concentrated in two regions of Chile (the two most populated ones). Therefore, it would be interesting to analyze another age bracket in future works, for example, people under 18 years of age, as well as expanding the scope of research to other Latin-American countries. Concretely, we propose studying different samples in order to obtain more general conclusions.

In turn, in this analysis of Instagram Stories, the Social Identity variable turned out to be non-significant in its relationship with the Intention to Use, contrary to what was found in the study by Nedra et.al, which was a study applied to Instagram in general. Therefore, a future line of research lies in applying the model in a comparative study of Instagram versus Stories, as well as extending it to other social networks that have Stories, such as Facebook and WhatsApp.

Finally, in connection with the above, there is currently a social network that has quite successfully penetrated youth, Tik Tok, which is also worth studying, using the model proposed in this study. In fact, Instagram, in order to compete with Tik Tok, launched a new functionality called Reels, another possible new line of research for the application of the model in this study.



### Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

### Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

### ORCID iDs

Luis Cárdenas  <https://orcid.org/0000-0002-9292-8361>  
Diego Yáñez  <https://orcid.org/0000-0001-5688-5272>

### References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice Hall Inc.
- Amin, H., Baba, R., & Muhammad, M. Z. (2007). An analysis of mobile banking acceptance by Malaysian customers. *Sunway Academic Journal*, 4, 1–12.
- Ansong-Gyimah, K. (2020). Student's perceptions and continuous intention to use E-learning systems: The case of Google classroom. *International Journal of Emerging Technologies in Learning (iJET)*, 15(11), 236–244.
- Arya, M. P., & Kerti, Y. N. N. (2020). Advertising value of Instagram stories and the effect on millennial's attitude. *Russian Journal of Agricultural and Socio-Economic Sciences*, 99(3), 29–39.
- Bailey, A. A., Bonifield, C. M., & Arias, A. (2018). Social media use by young Latin American consumers: An exploration. *Journal of Retailing and Consumer Services*, 43, 10–19.
- Bainotti, L., Caliandro, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: Studying Instagram stories with digital methods. *New Media & Society*, 23(12), 3656–3676.
- Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2019). Instagram stories versus Facebook Wall: An advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69–94. 5.
- Bryant, J., & Davies, J. (2006). Selective exposure processes. In J. Bryant & P. Vorderer (Eds.), *Psychology of entertainment* (pp. 19–33). Lawrence Erlbaum Associates.
- Byrne, B. M. (2013). *Structural equation modeling with AMOS: Basic concepts, applications, and programming* (2nd ed.). Routledge.
- Cheung, C. M. K., & Lee, M. K. O. (2010). A theoretical model of intentional social action in online social networks. *Decision Support Systems*, 49(1), 24–30. 4.
- Coa, V. V., & Setiawan, J. (2017). Analyzing factors influencing behavior intention to use Snapchat and Instagram stories. *The International Journal of New Media Technology and the Arts*, 4(2), 75–81.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–339.
- Demoulin, N. T. M., & Djelassi, S. (2016). An integrated model of self-service technology (SST) usage in a retail context. *International Journal of Retail & Distribution Management*, 44(5), 540–559.
- Elkaseh, A. M., Wong, K. W., & Fung, C. C. (2016). Perceived ease of use and perceived usefulness of social media for e-learning in Libyan higher education: A structural equation modeling analysis. *International Journal of Information and Education Technology*, 6, 192–199.
- Fernández, C., McCoy, S., & Yáñez, D. (2007). *University student's intention to use technologies: keeping an eye on intensity of use*.
- Fernández-Robin, C., McCoy, S., Yáñez, D., & Cardenas, L. (2020). Instagram stories. In G. Meiselwitz (Ed.), *Social*

- computing and social media. *Participation, User Experience, Consumer Experience, and Applications of Social Computing: 12th International Conference, SCSM 2020, Held as Part of the 22nd HCI International Conference, HCII 2020, Copenhagen, Denmark, July 19–24, 2020, Proceedings, Part II* 22 (pp. 501–510). Springer International Publishing.
- García, L. A. M. (1997). Estudio comparativo de los contenidos audiovisuales de entretenimiento dentro de las redes sociales y su incidencia en los estudiantes de la carrera de Comunicación Social del periodo septiembre 2019- febrero 2020.
- Garton, L., Haythornthwaite, C., & Wellman, B. (2006). Studying online social networks. *Journal of Computer-Mediated Communication*, 3, 0–0.
- Gefen, D., & Straub, D. W. (1997). Gender differences in the perception and use of e-mail: An extension to the technology acceptance model. *MIS Quarterly*, 21, 389–400.
- Harryanto, , Muchran, M., & Ahmar, A.S. (2018). Application of TAM model to the use of information technology. *International Journal of Engineering & Technology*, 7(2.9), 37–40.
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research - Turk*, 62(5), 565–571.
- Hassanein, K., & Head, M. (2005). The impact of infusing social presence in the web interface: An investigation across product types. *International Journal of Electronic Commerce*, 10, 31–55.
- Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies*, 65(8), 689–708.
- Hogg Ma. McKeown, S., Haji, R., & Ferguson, N. (Eds.). (2016). *Social identity theory some historical context*. Springer.
- Hung, S. Y., Hung, W. H., Tsai, C. A., & Jiang, S. C. (2010). Critical factors of hospital adoption on CRM system: Organizational and information system perspectives. *Decision Support Systems*, 48(4), 592–603.
- Indarsin, T., & Ali, H. (2017). Attitude toward using m-commerce: The analysis of perceived usefulness perceived ease of use, and perceived trust: Case study in Ikens Wholesale Trade, Jakarta–Indonesia. *Saudi Journal of Business and Management Studies*, 2(11), 995–1007.
- Instagram. (2016). *Introducing Instagram stories*. Instagram Info Center.
- Jin, S. V., & Ryu, E. (2020). I'll buy what she's wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 102121.
- Kanchanatanee, K., Suwanno, N., & Jarern-Vongrayab, A. (2014). Effects of attitude toward using, perceived usefulness, perceived ease of use and perceived compatibility on intention to use E-marketing. *Journal of Management Research*, 6, 1.
- Kihl, L. A., Leberman, S., & Schull, V. (2010). Stakeholder constructions of leadership in intercollegiate athletics. *European Sport Management Quarterly*, 10(2), 241–275.
- Kim, B. (2011). Understanding antecedents of continuance intention in social-networking services. *Cyberpsychology, Behavior, and Social Networking*, 14, 199–205.
- Kim, S. (2016). *Individual, technological, socio-cultural factors affecting Facebook and Instagram use* [Unpublished master's thesis, University of Alabama].
- Lee, E., Lee, J. A., Moon, J. H., & Sung, Y. (2015). Pictures speak louder than words: Motivations for using Instagram. *Cyberpsychology, Behavior, and Social Networking*, 18(9), 552–556.
- Lee, H. G., Chung, S., & Lee, W. H. (2013). Presence in virtual golf simulators: The effects of presence on perceived enjoyment, perceived value, and behavioral intention. *New Media & Society*, 15(6), 930–946.
- Leng, G. S., Lada, S., Muhammad, M. Z., Ibrahim, A. A. H. A., & Amboala, T. (2011). An exploration of social networking sites (SNS) adoption in Malaysia using technology acceptance model (TAM), theory of planned behavior (TPB) and intrinsic motivation. *Journal of Internet Banking and Commerce*, 16(2), 1.
- Loewenthal, K. M. (1996). *The unconscious at work: Individual and organizational stress in the human services*.
- Lorenz, T. (2019). The Instagram aesthetic is over: The look made famous by the platform just doesn't resonate anymore. *The Atlantic*. <https://www.theatlantic.com/>
- Lu, J. D., & Lin, J. S. (2022). Exploring uses and gratifications and psychological outcomes of engagement with Instagram Stories. *Computers in Human Behavior Reports*, 6, 100198.
- Mensah, I. K. (2020). Perceived usefulness and ease of use of mobile government services. *International Journal of Technology Diffusion*, 11(1), 1–16.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46.
- Mwiya, B., Chikumbi, F., Shikaputo, C., Kabala, E., Kaulung'ombe, B., & Siachinji, B. (2017). *Examining Factors influencing e-banking adoption: evidence from bank customers in Zambia*. <http://doi.org.usm.idm.oclc.org/10.2139/ssrn.2987982>
- Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017). Understanding the intention to use mobile shopping applications and its influence on price sensitivity. *Journal of Retailing and Consumer Services*, 37, 8–22.
- Nedra, B. A., Hadhri, W., & Mezrani, M. (2019). Determinants of customer's intentions to use hedonic networks: The case of Instagram. *Journal of Retailing and Consumer Services*, 46, 21–32.
- Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Explaining intention to use mobile chat services: Moderating effects of gender. *Journal of Consumer Marketing*, 22(5), 247–256.
- Oni, O., Haruna, Z., & Amugo, J. (2017). Information communication technology as pedagogy for teaching in some selected secondary schools in Edo State, Nigeria. *Asian Journal of Applied Science and Technology*, 1(8), 85–99.
- Papacharissi, Z., & Mendelson, A. (2011). Toward a new (er) sociability: Uses, gratifications, and social capital on Facebook. In *Media perspectives for the 21st century* (pp. 225–243). Routledge.

- Pavlou, P. A. (2002). Institution-based trust in interorganizational exchange relationships: The role of online B2B marketplaces on trust formation. *The Journal of Strategic Information Systems, 11*(3-4), 215–243.
- Radner, R., & Rothschild, M. (1975). On the allocation of effort. *Journal of Economic Theory, 10*, 358–376.
- Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: An empirical study on Facebook. *Journal of Enterprise Information Management, 27*, 6–30.
- Shao, G. (2009). Understanding the appeal of user-generated media: A uses and gratification perspective. *Internet Research, 19*(1), 7–25.
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior, 58*, 89–97.
- Sreen, N., Dhir, A., Talwar, S., Tan, T. M., & Alharbi, F. (2021). Behavioral reasoning perspectives to brand love toward natural products: Moderating role of environmental concern and household size. *Journal of Retailing and Consumer Services, 61*, 102549.
- Talwar, M., Talwar, S., Kaur, P., Tripathy, N., & Dhir, A. (2020). Has financial attitude impacted the trading activity of retail investors during the COVID-19 pandemic? *Journal of Retailing and Consumer Services, 58*, 102341.
- Talwar, S., Dhir, A., Singh, D., Virk, G. S., & Salo, J. (2020). Sharing of fake news on social media: Application of the honeycomb framework and the third-person effect hypothesis. *Journal of Retailing and Consumer Services, 57*, 102197.
- Thomas, S., & Praveena, K. (2014). Continuance intention to use Facebook: A study of perceived enjoyment and TAM. *Bonfring International Journal of Industrial Engineering and Management Science, 4*(1), 24–29.
- Tunc, A. O., Zehir, C., Turan, A., & Tunç, A. Ö. (2015). A theoretical model proposal: Personal innovativeness and user involvement as antecedents of unified theory of acceptance and use of technology. *Procedia - Social and Behavioral Sciences, 210*, 43–51.
- Tung, L. (2004). Service quality and perceived value's impact on satisfaction, intention and usage of short message service (SMS). *Information Systems Frontiers, 6*(4), 353–368.
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences, 39*(2), 273–315.
- Wu, J. A. (2015). *Three research essays on human behaviors in social media* [Doctoral dissertation]. The University of Wisconsin-Milwaukee.
- Yahia, I. B., Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services, 41*, 11–19.
- Yang, C. C. (2016). Instagram use, loneliness, and social comparison orientation: Interact and browse on social media, but don't compare. *Cyberpsychology, Behavior, and Social Networking, 19*(12), 703–708.
- Zhou, T., Li, H., & Liu, Y. (2010). The effect of flow experience on mobile SNS users' loyalty. *Industrial Management & Data Systems, 110*(6), 930–946.