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Employing the Technology Acceptance Model to Explore the Trends of Social Media Adoption and its Effect on Perceived Usefulness and Perceived Ease of Use

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Abstract

The purpose of this research is to explore the social media trend in communication in Kuwait by utilizing the technology acceptance model. Social media has been gaining extraordinary adoption in aast yeass taat reiii res fttt eer ivvestigatinn itt o sser's atttt inn aabits, tee vaiisss ii sss ff sccial media, and its effect on their perceived usefulness and ease of use of social media. The study consists of a total of 250 participants that were asked to complete a questionnaire in a random sample. Important findings indicate that the highest number of participants uses Facebook, and the second highest number of participants use Twitter. In terms of usage habits, the highest number of participants uses social media for chatting and connecting with family and friends. The second highest number of participants uses social media for reading posts. In terms of perceived usefulness, the highest numbers of participants perceive sccial meii a as sssefll eess,, add the secddd ii geest mmeess ff aarticipatt s feel taat ssccial meii a is faster.. In terms ff eecceived ease ff sse the higeest numbers of participants feel that social media is an easy way to communicate, and the second highest numbers of participants feel that social media does not require a lot of effort. In terms of gender it has been evident that females feel higher perceived usefulness and perceived ease of use of social media than males. The study bears theoretical and practical implications that show TAM can be successfully applied to examine social media in the context of Kuwait population. Furthermore, results of this study can be further generalized to neighboring GCC countries as they share similar geographic, economic, cultural, and financial factors.

Keywords: Social media; Technology acceptance model (TAM); Perceived ease of use (PEOU); Perceived usefulness (PU); Experience; Intention to adopt.

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Introduction

Social media is a rapidly growing trend in Kuwait and across the Arab World. Recent statistics aaggggg rrmm yyy 6666 66 yyy 7777 7777aee tttt t ace’’’’’ ’ gggge aas eeaceed 44 percent, Twitter usage is 4.19 percent, YouTube usage is 0.93 percent, Pinterest usage is 0.43 percent, Instagram usage is 0.15 percent, and Tumblr usage is the lowest which is 0.09 percent (http://gs.statcounter.com/social-media-stats/all/kuwait). It is noted that social media has several benefits. First, social media is a means of connecting people together and shortening the distance between them regardless of location, free of cost. Second, social media is considered a huge platform to search and gain up to date information. Third, social media is a new learning platform where users are able to acquire new information and skills by reading information and posts made by others. Fourth, it is considered an entertainment ground where users spend time by watch T.V., movies and accessing videos. Fifth, it is a cheap form of communication where users are able to share pictures, videos, locations or just merely connect with family and friends through chat. Sixth, social media is gaining popularity as an important ground for searching for jobs and future opportunities. Previous research has focused on the benefits and uses of social media. However, few research has examined the barriers and disadvantages of social media usage to users (Arab social media report, 2015).

Social media compared to face-to-face informal communication is growing to a very high rate. It consists of huge base of users where communication is viable worldwide on a social or professional level. Users are accessing their mobile to socialize through several mobile applications for personal reasons with family and friends or professional reasons at work with colleagues. With the highly increasing success of rapid information transfer and degree of user acceptance of social media it also has been officially implemented as one of the communication mediums that workers can choose to communicate with during work hours. Social media has been recognized as one of the leading methods of communication among users on a worldwide scale. The high importance of social media coupled by the lag of research attention in this field in Gulf countries, specifically in Kuwait, has triggered interest to explore the social media platform in more detail. For that reason, the purpose of this research is to examine the social media phenomenon by utilizing the technology acceptance model.

Literature Review

Theoretical Review

This research employs the technology acceptance model (Davis, 1989) to examine the eesssssssss ff rrrr ’s eecœdddd ddeessss sdd eecœdddd ddrrrrrs eee n ggggg m-commerce to perceived usefulness (PU) and perceived ease of use (PEOU). The TAM is a prevalent model in the field of technology adoption that has recurrently been used to examine the adoption and use of several new and developing technologies. Perceived usefulness and perceived ease of use are

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Social Media

Most previous research is based on the social use of social media (Grinter & Eldridge, 2001; Grinter & Palen, 2002) however recently social media is also gaining popularity in organizational contexts (Whittaker, Frohlich & Daly-Jones, 1994). It has been evident that workplace social media conversations ranked highest for complex work discussions, and average for scheduling activities and coordination, and lowest for simple work interactions. Two main user groups were identified, heavy and light users. Heavy users used social media very frequently to work together in groups through discussing several topics through fast passed interactions; while light users used social media for infrequent slower paced interactions that involved routine multitasking activities (Isaacs, Walendowski, Whittaker, Schiano & Kamm, 2002).

Isaacs et al. (2002) highlighted three main dimensions that describe social media usage, which are the properties, functions, and patterns of using it. In relation to properties, first it has been evident that conversations on social media are brief and short focusing on rapid exchange of information, where discussions are a collection of brief questions and answers. The second property identified was that users usually switch to other media when the conversation gets too complex or long, such as a phone call to discuss more detail when required. The third property was that users can multitask while using social media, through frequently switching from one application to another when needed. Users can carry on a conversation while undergoing other activities such as browsing the email, or searching a photo or a file.

Second, in relation to social media functions Nardi, Whittaker and Bradner (2000) studied 20 users in their workplace to investigate how they used social media functions. Their study identified four key features frequently used by users. The first function is a *quick question and clarification*, it is the most commonly used and preferred method to communicate quickly and generate live responses on the spot from coworkers. The second function is *coordination and scheduling work tasks*, another favorite that is used frequently among teams to schedule work tasks and distribute work activities. The third, *coordination impromptu social meetings*, and the fourth is *keeping in touch with family and friends* both focus on social interactions between individuals and groups, sometimes regarded as social chatting and in some organizations, may be thought of as a waste of quality work time that lead to the loss of employee productivity.

Third, is the pattern of use in relation to how frequent and with which people use it. Previous

studies indicate on average users usually use social media through building a contact list and communication ranges from 7 to 30 people (Grinter & Palen, 2002; Mahowald & Levitt, 2000; Rhinelander, 2000). Another study tested the frequency of use that resulted in two kinds of users, daily users and weekly users, where daily users were reported to be more than 80 percent aaa aaaaii rr ,,,, ,,,,, , Wlll e arrrrrr rrrrr eeeedddooo yyees ff rrrr r,, eee rrrtt ss ttt eeee rrrr ,, they are users that are busy in sending many messages per day and the second is mainstream users, and they are users that send a few messages per day (Rhinelander, 2000).

Previous studies tested the frequency of using social media among 270 college students in India using the period of use, which ranged in months; the number of friends ranging from 1 to more than 100; and the time of use during the day. Findings ranked from highest to lowest where students were found to use social media the highest is international chatting, group chatting, voice chatting, sending images, sending videos, and the lowest is chatting (Maheswari, 2014).

Other studies tested the frequency of using social media among teenage students aged 19 and below in the United States and United King.... . iiii ggs iiii caee tttt ttt aager's eggagetttt tt social media ranged in three main categories, first, socializing with friends and colleagues in informal communication, second, event planning, such as studying together, watching movies, dinner, gathering, and coordinating activities etc.; and third, school work collaboration where they would discuss homework exam notes and share feedback, ask each other questions about school work. All students reported multitasking where they would frequently engage in more than one conversation at the same time (Grinter & Palen, 2002). A similar study was performed among 131 participants in Spain ranging from age 20-60 males and females to test the difference in using the traditional SMS with social media. Findings indicate the frequency of using social media was a lot higher than SMS and more crucial factors identified that drove usage was the cost factor. The second factor was the social factor of social media (Church & de Oliveira, 2013).

A very recent study in the same Gulf region as this study, specifically in Saudi Arabia examined the adoption of social media by teachers to communicate with students in educational setting. The study indicated that teachers using social media to communicate and transfer information to students felt more control and autonomy. The teachers felt empowered in a society where female actions are very hard and limited, teachers could transfer their skills, knowledge and overcome segregation issues with technology and social media use. WhatsApp was also used a form of motivation for the students, where teachers would communicate with parents when the students had outstanding performance (Alabbasi, 2016). The previous review of literature leads to the examination of the following research hypothesis:

A: Moderating factors are explored for gender, age, and education.

In relation to Gender:

H1: There is a significant difference between males and females in relation to the overall perceived usefulness of social media.

H2: There is a significant difference between males and females in relation to the overall perceived ease of use of social media.

H3: There is a significant difference between males and females in relation to the overall Technology acceptance model of social media.

In relation to Age:

H4: There is no significant difference in age in relation to the overall perceived usefulness of social media.

H5: There is no significant difference in age in relation to the overall perceived ease of use of social media.

H6: There is no significant difference in age in relation to the overall Technology acceptance model of social media.

In relation to Education:

H7: There is no significant difference in education in relation to the overall perceived usefulness, of social media.

H8: There is no significant difference in education in relation to the overall perceived ease of use of social media.

H9: There is no significant difference in education in relation to the overall Technology acceptance model of social media.

B: Experience is identified as the number of years of using social media.

H10: Experience is positively associated with the Overall Perceived usefulness of using social media. Where the higher the experience the greater the perceived usefulness of social media.

H11: Experience is positively associated with the Overall Perceived ease of use of using social media. Where the higher the experience the greater the ease of using social media.

H12: Experience is positively associated with Overall technology acceptance model of using social media. Where the higher the experience the greater the perceived usefulness of social media.

Materials and Methods

The main objective of the research was to explore the various kinds of social media users and their usage habits in Kuwait. A questionnaire was designed and circulated to participants who are studying in various public and private universities. The validity and reliability of the questionnaire was measured. To measure the validity of the questionnaire, it was circulated to 5 professors of The Kuwait University to get their feedback. Based on their suggestions and recommendations, the questionnaire was modified. The final questionnaire was circulated to about 370 participants studying in Kuwait University and in other private universities. However, the final research data sample consists of 350 participants, because some respondents left unanswered questions. Therefore, questionnaires with missing data were omitted from the

aalll e. Vasssss ss eeeeettt aaaaassss ss ee aaa eeeed gggggeee eeeeeeeel LIrrrr t Sca’’’’, eee ee 1 eerr eeesss nnnnnnyy ggggggge,, 2 eerr eeesss aaaaaaeee,, 3 eerr eeesss eeeeee’’’’’ 4 eerr eeesss aageee’ add 5 eerr eeesss nnnnnnyyageee.. Reiialll tty ff eee eee iii aaaa eeeaa s aaa eeeed yy ggggg Caaaaaa’’s aaaaa ff SPSS-20 software program. The Reliability of all the ten dependent variables were measured and it was 0.901, which shows a very strong reliability.

Findings and Discussion

The study comprised of 140 (40%) male participants and 210 (60%) female participants; 237 (67.7%) participants weee nneee age gppppppppppoo99 yea’’’, add 133 333333) aaaaaaaaaaaee ee nneee age gppppppp000 yeass add aeeee .. The level of education of 135 (38.6%) participants was ppp oo mmmmmmmadd 555 444444) ee ee aaaceerrr add aeeee .. In rrrss ff ggggge 999 442.6%) aaaaaaaaaaaaexeeeeeccce ff gggggccccllll aaaaa a aa s eeesss nnnnn yea’’’ eee eeas 111 444444) aaaaaaaaaaaaexeeeeeccce ff ggggggaaaaaaaaaa aaa s yy yeass aee eeee ee

Table 1 shows the kinds of social media adoption rates among users. It shows the results of the number of participants and the proportion which each application is used (in percentage) of using these applications in the descending order. Table 1 indicates that the highest number of participants is 336 (96.0%) have adopted Instagram. The second highest number of participants is 213 (60.9%) that have adopted YouTube. The third highest number of participants is 101 (28.9%) that have adopted Snapchat. The fourth number of participants is 64 (18.3%) and they have adopted Twitter. The fifth number of participants is 70 (20.0%) and they have adopted Facebook. The sixth number of participants is 44 (12.6%) and they have adopted LinkedIn. The seventh number of participants is 42 (12.0%) and they have adopted Pinterest. The eighth and lowest number of participants is 28 (8.0%) and they have adopted other social media applications.

Table 1. The kinds of Social Media Adoption

Variables	The number of participants and the percentage of social media adoption rates
Instagram	336 (96.0%)
YouTube	213 (60.9)
Snapchat	101 (28.9%)
Twitter	64 (18.3%)
Facebook	70 (20.0%)
LinkedIn	44 (12.6%)
Pinterest	42 (12.0%)
Other	28 (8.0%)

The Table is sorted in the Descending Order as per their use

Table 2 shows participants social media usage habits. It is a multiple question survey i.e. participants can choose more than one social media usage habit. Table 2 presents the results of the number of participants and their percentage showing their social media usage habits in the descending order. Table 2 indicates that the highest number of participants is 306 (87.4%) and their social media usage habits is Chatting and connecting with family and friends. The second highest number of participants is 247 (70.6%) and their social media usage habits are reading posts and blogs posted by others. The third highest number of participants is 232 (66.3%) and their social media usage habits is searching information. The fourth highest number of participants is 230 (65.7%) and their social media usage habits are watching videos. The fifth number of participants is 221 (63.1%) and their social media usage habits are posting and sharing pictures. The sixth number of participants is 215 (61.4%) and their social media usage habits are listening to music. The seventh number of participants is 190 (54.3%) and their social media usage habits are blogging. The eighth and lowest number of participants is 147 (42.0%) and their social media usage habits are other activities.

Table 2. Social Media Usage Habits

Variables	**The number of participants and the percentage showing their Social Media Usage Habits**
Chatting Connecting with Family and Friends	306 (87.4%)
Reading Posts	247 (70.6%)
Searching information	232 (66.3%)
Watching Videos	230 (65.7%)
Posting Pictures	221 (63.1%)
Listening to Music	215 (61.4%)
Blogging	190 (54.3%)
Other	147 (42.0%)

The Table is sorted in the Descending Order as per their use

Table sssss sss Paaaaaaaaaaaaeeiiggs atttt tt sssss sssees eeeeed hhhhhPeccedddddddeeeeeee ff Scclll aaaaa a. Table 3 presents the number of participants, their percentages along with their aaa n aa,,,,, , tttt tt aaaaaaaaaaaeeiiggs nnaasssss sssees eeeeed hhhhhPeccedddddddeeeeeee ff Social media, in various degrees (Strongly Disagree, Disagree, Undecided, Agree, and Strongly Agree), in descending order. Table 3 indicates that the highest numbers of participants have gnnnnnnnnnnnrr yyyyyyootts eeeeeeeeeeeeeeeee ee percent aaaaaaaaaaaa etteer aagee rr ggggggg agee' atttt ttt ffff ssssss ss cccclll aaaaa aaadd a aaa n aaeee ff 4.20. The second highest rrrrrr r ff aaaaaaaaaaaa eeel tttt tttt lll aaaaa ss aarrrr.. ttttt tttt percent participants either aagee rr ggggggg agee' atttt tt, add a aaa n aaeee ff .... iii dd gggeett rrrrrr r ff aaaaaaaaaaa eeel tttt tttttt t aaaaa ss iaaaaaa aa nnrrrrr rr lly iiee,, hhhhh aaa n aaeee ff 111. eee rrrr hhrrrrrr ff aaaaaaaaaaa eeel tttt tttt lll aaaaa ss ceeaeer,, hhhhh aaa n aaeee ff .....

eee fffhhrrrrrr ff aaaaaaaaaaaeeel tttt tttt lll aaaaa ss ceeee ’’’’’’ oo,,,, ,,,, , aaa n aaeee of .... xxxhhrrrrrr ff aaaaaaaaaaaeeel tttt tttt lll aaaaa aaees ii’’’ , hhhhh aaa n aaeee of 3.75. The lowest numbers of participants feel that social media increases their daily performance, with a mean value of 3.73.

Table 3. Participants’ feelings about various issues related with “Perceived Usefulness of Social Media”

Participants’ feelings about various issues related with “Perceived Usefulness of social media”	Strongly Disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)	Mean
Social Media is useful	6 1.7%	16 4.6%	20 5.7%	169 48.3%	139 39.7%	4.20
Social Media is faster	12 3.4%	16 4.6%	26 7.4%	132 37.7%	164 46.9%	4.20
Social Media is important in my daily life	9 2.6%	14 4.0%	48 13.7%	138 39.4%	141 40.3%	4.11
Social Media is cheaper	12 3.4%	27 7.7%	57 16.3%	149 42.6%	105 30.0%	3.88
Social media is convenient	11 3.1%	17 4.9%	68 19.4%	165 47.1%	89 25.4%	3.87
Social media saves time	29 8.3%	28 8.0%	39 11.1%	160 45.7%	94 26.9%	3.75
Social media increases my daily performance	19 5.4%	35 10.0%	70 20.0%	123 35.1%	103 29.4%	3.73

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Table 4 sssss sss Paaaaaaaaaaaeeeiiggs atttt tt sssss sssees eeeeeed hhhhhPeccddddddee ff eee ff Sccllll aaaaa a. Taeee 4 presents the number of participants, their percentages along with rrrrr rrr n aa,,,,, , tttt ttttt tt eiiggs nn aasssss sssees eeeeeed hhhhhPeccddddddee ff eee ff Social media, in various degrees (Strongly Disagree, Disagree, Undecided, Agree, and Strongly Agree), in descending order. Table 4 reveals that the highest numbers of participants feel that social media is an easy way to communicate, (Mean = 4.25). The second highest numbers of participants feel that social media does not require a lot of efforts, (Mean = 4.02). The third highest numbers of participants feel that social media is clear and understandable, (Mean = 3.89).

Table 4. Participants' feelings about various issues related with "Perceived Ease of Use of Social Media"

Participants' feelings about various issues related with "Perceived Ease of Use of Social media"	Strongly Disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)	Mean Values
Social media is an easy way to communicate	10 2.9%	12 3.4%	25 7.1%	137 39.1%	166 47.4%	4.25
Social media does not require a lot of effort	9 2.6%	12 3.4%	65 18.6%	141 40.3%	123 35.1%	4.02
Social media is clear and understandable	12 3.4%	31 8.8%	41 11.7%	165 47.1%	101 28.9%	3.89

The ooumn of 'ee an Vll uss' rr e shown in the dnnnnming ordrr

T-test with respect to gender on various variables:

T-test is applied with respect to gender on various newly created variables as shown in the following Table 5. The important results from Table 5 show that significant difference exists between male participants and female participants for all the three dependent variables at 95 percent confidence interval. Table 5 indicates that there is a statistical significant difference at (.05) with respect to "geeeer aaa ,,, eeeeee) nn 'Overall about Perceived Usefulness (PU) of Technology cc ceccccccc llllll))) ,, t .... = -2.13, p < .05, (p=0.034). The mean values wwwwwwwwwweeee aaaaaaaaaaa as an aeeaage eeel ggggccccclll y eeee atttt tOOeeaall Peccedddddddddeeeeeee)))) ff T''' eee an = ,,,,, , D =))))) nnnnnnnneeee aaaaaaaaaaa eeel about it (Mean = 3.85, SD= 0.88). Therefore, H1 is accepted as there is a significant difference between males and females in relation to the overall perceived usefulness of social media is proven positive.

Table 5 shows that there is a statistical significant difference at (.05) with respect to "geeeer aaa ,,, eeeeee) nn 'Overall about Perceived Ease of Use (PEOU) of Technology Acceptance llllll))) ,, t .... = - 2.12, p < .05, (p=0.035). The mean values show that female participants as an average feel ggggccccclll y eeee atttt tOOeeaall Peccedddddddee ff eee UUUUU ff T''' eee an = ,,,,, , D =))))) nnnnnnneeeee aaaaaaaaaaa eeel atttt tt eee an = ,,,,, , == 0.94). Therefore, H2 is accepted as there is a significant difference between males and females in relation to the overall perceived ease of use of social media is proven positive.

Table 5 indicates that there is a statistical significant difference at (.05) with respect to "geeeer aaa ,,, eeeeee) nn 'eee aall atttt t ecgggggggg cc ceccccccc llllll))) ,, t 2241.38) = -2.27, p < .05, (p=.024). The mean values show that female participants as an average feel ggggccccclll y eeee atttt tt eeaall atttt t ecgggggggg cc ceccccccc llllll))) ,, eee an = ,,,,, SD = 0.64) than the male participants feel about it (Mean = 3.88, SD= 0.85). Therefore, H3 is accepted as there is a significant difference between males and females in relation to the overall Technology acceptance model of social media is proven positive.

Table 5. T-Test with respect to "Gender" on Various Variables related with Technology Acceptance Model (TAM)

Variables	Gender	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Overall Perceived Usefulness (PU) of TAM	Male	140	3.85	0.88	-2.13	244.36	.034
	Female	210	4.04	0.67			
Overall Perceived Ease of Use (PEOU) of TAM	Male	140	3.93	0.94	-2.12	249.96	.035
	Female	210	4.13	0.74			
Overall about TAM	Male	140	3.88	0.85	-2.27	241.38	.024
	Female	210	4.07	0.64			

T-test with respect to age on various variables:

T-test is applied with respect to age on various newly created variables as shown in the following Table 6. Table 6 shows that significant difference does not exist with respect to age ((up to 29), (30 and more)), at 95 percent confidence interval, on any of three dependent variables. Therefore, H4, H5, and H6 are accepted as there is no significant difference between age and the overall perceived usefulness, overall perceived ease of use, and the overall Technology acceptance.

The mean values of all the three dependent variables with respect to age show that particiaasss ooo aee nneee gggeer age gppppppp000 add eeee ' aaee a eetter eeiigg eegaggggeee eee aall Peccddddddddeeeeeee)))) ff T''' , OQeeaall Peccddddddee ff eee UUUUUff T''' ' add OQeeaall atttt t ecgggggggg cc ceccccccc llllll ll))) '' nnnnnnnaaaaaaaaas who are in the eeee r age gppppppp'.. .. ....

Table 6. T-Test with respect to "Age" on Various Variables related with Technology Acceptance Model (TAM)

Variables	Age	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Overall Perceived Usefulness (PU) of TAM	UPTO 29	237	3.94	0.82	-0.67	272.23	0.50
	30 and More	113	4.00	0.65			
Overall Perceived Ease of Use (PEOU) of TAM	UPTO 29	237	4.05	0.90	-0.09	348.00	0.93
	30 and More	113	4.06	0.67			
Overall about TAM	UPTO 29	237	3.98	0.80	-0.54	293.18	0.59
	30 and More	113	4.02	0.58			

T-test with respect to education on various variables:

The T-test has also been applied with respect to education on various newly created variables as shown in the following Table 7. The results from Table 7 show that no significant difference exists between the participants with respect to their education ((up to diploma), (Bachelor and more)) in any of the three dependent variables. Therefore, H7, H8, and H9 are accepted as there is no significant difference in education in relation to the overall perceived usefulness, overall perceived ease of use, and the overall Technology acceptance model of social media is proven positive.

The mean values with respect to education for all the three dependent variables show that participants who aaee an eccc aiinn ppp oo mmmmmmmaee a eetter eeiigg eegaggggeee eee aall Pecœdddd dddeeeeœe)))) ff T’’’ , OOeaall Pecœdddd ddee ff eee UUUUU ff T’’’ add OOeaall atttt t ecgggggg cc ceccccc lllll ll))) ’ nnnn nnn aaaaaaaaaa ooo aaee gggeer educaiinn aaaceerrr rr eeee ..

Table 7. T-Test with respect to “Education” on Various Variables related with Technology Acceptance Model (TAM)

Variables	Education	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Overall Perceived Usefulness (PU) of TAM	Up to Diploma	135	4.03	0.63	1.37	336.80	.171
	Bachelor and more	215	3.92	0.84			
Overall Perceived Ease of Use (PEOU) of TAM	Up to Diploma	135	4.14	0.76	1.52	348.00	.130
	Bachelor and more	215	4.00	0.87			
Overall about TAM	Up to Diploma	135	4.06	0.62	1.54	333.05	.124
	Bachelor and more	215	3.94	0.80			

T-test with respect to ‘Years of Using of Social media’ on various variables:

T-test is applied with respect to YYeass ff ggggg Scclll aaaaa a on various newly created variables as shown in Table 8. The results from Table 8 indicates that significant difference exists between the participants with respect to their YYeass ff ggggg Scclll aaaaa a ((less than four years), (four years and more)) in all the three dependent variables.

Table 8 shows that there is a statistical significant difference at (.05) with respect to YYeass ff ggggg Scclll aaaaa a ((less than four years), (four years and more)) nn ‘Overall about Perceived eee eeeeeœe)))) ff Tecgggggg cc ceccccc lllll ll))) ,, t))))) = - 6.54, p < .05, (p=0.000). The aaa n aassss ssss ssss ss aaaaaaaaaa ooo aee gggggaaaaaa aaaaa rrr ffrrr yeass rr eeee ’ as an aeeaage eeel gggcccccclll y eeee atttt tOOeaall Pecœdddddddeeeeœe)))) ’ eee an = ,,,,, , D =))))) nnnnnnnaaaaaaaaaa ooo aee gggggaaaaa aaaaa rrr eeess nnnnrrrr yea’’’, eeel atttt tt,

(Mean = 3.67, SD= 0.76). Therefore, H10 is accepted as experience is positively associated with the Overall Perceived usefulness of using social media is proved positive; where the higher the experience the greater the perceived usefulness of social media.

Table 8 presents that there is a statistical significant difference at (.05) with respect to YYeass ff ggggg aaaaaa aaaaa a ((less than four years), (four years and more)) nn 'Overall about Perceived Ease of Use (PEOU) of Techngggggy cc ceccccccc llllll ll))) ,, t))))) = -3.93, p < ,,,, ,,,))))))) eee aaa n aassss ssss ssss ss aaaaaaaaaa ooo aee gggggaaaaaa aaaaa rrr ffrrr yeass rr eeee ' as an aeeaage eeel gggccccclll y eeee atttt tt eeaall Peccedddd ddee ff eee UUUUUeee an = ,,,,, ,SD =))))) nnnnnnnn aaaaaaaaaaa ooo aee gggggaaaaaa aaaaa rrr eeess nnnn nnnn yea''', eeel atttt tt, eee an = ,,,,, , ==)))))) Therefore, H11 is accepted as experience is positively associated with the Overall Perceived ease of use of using social media is proven positive; where the higher the experience the greater the ease of using social media.

Table 8 shows that there is a statistical significant difference at (.05) with respect to YYeass ff ggggg Sccllll aaaaa a ((less than four years), (four years and more)) nn 'Overall about Technology cc ceccccccc llllll ll))) ,, t))))) = -6.11, p < .05, (p=.000).The mean values show that aaaaaaaaaaa ooo aee gggggaaaaaa aaaaa rrr ffrrr yeass rr eeee ' as an aeeaage eeel gggccccclll y eeee atttt tt eeaall Tecgggggggg cc cepccccce llllll ll))) ' eee an = ,,,,, ,,, =))))) nnnnnnn participants ooo aee gggggaaaaaa aaaaa rrr eeess nnnnnnnnyea''', eeel atttt tt, eee an = ,,,,, SD= 0.71). Therefore, H12 is accepted as Experience is positively associated with Overall technology acceptance model of using social media is proven positive.

Table 8. T-Test with respect to 'Years of Using Social media' on Various Variables related with Technology Acceptance Model (TAM)

Variables	Experience of using of Social media	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)
Overall Perceived Usefulness (PU) of TAM	Less than four years	149	3.67	0.76	-6.54	348	.000
	Four years or more	201	4.18	0.70			
Overall Perceived Ease of Use (PEOU) of TAM	Less than four years	149	3.85	0.78	-3.93	348	.000
	Four years or more	201	4.20	0.84			
Overall about TAM	Less than four years	149	3.72	0.71	-6.11	348	.000
	Four years or more	201	4.19	0.69			

Conclusion

This research has generated interesting and important evidence about social media usage in Kuwait. By utilizing the technology acceptance model to explore the degree of adoption of social media in Kuwait this research has generated important findings in relation to users perceived

usefulness and ease of use of social media. The results show that the highest number of participants 336 (96.0%) use Instagram. The second highest number of participants 213 (60.9%) use YouTube. The third highest number of participants 101 (28.9%) use Snapchat. The lowest number of participants 28 (8.0%) use other forms of social media.

The results show that the highest number of participants 306 (87.4%) experience in using social media is in Chatting Connecting with family and friends. The second highest number of participants 247 (70.6%) experience in using social media is in reading posts and the third highest number of participants 232 (66.3%) experience in using social media is in searching information. The lowest number of participants 147 (42.0%) experience in using social media is in performing other tasks.

Findings indicate the highest numbers of participants give top priority to social media eeeeeeeeeeeeeeee eecddd gggeett rrrrrr r ff aaaaaaaaaaaa eeel tttt tttt lll aaaaa ss aarrrr.. eee iii dd gggeett rrrrrr r ff aaaaaaaaaaaa eeel tttt tttt lll aaaaa ss mmaaaaaaa nnrrrrr rr lly iiee'. The lowest numbers of participants feel that social media increase their daily performance. The results show that the highest numbers of participants feel that social media is an easy way to communicate. The second highest numbers of participants feel that social media does not require a lot of efforts. The third highest numbers of participants feel that social media is clear and understandable.

A significant difference, with respect to gender (male, female), exists for various dependent variables such as 'Overall about Perceived Usefulness (PU) of Technology Acceptance Model TT))) ,, 'eee aall atttt t eccddddddee ff eee))))) ff Tecgggggg cc ceccccc llllll ll))) ,, and 'eee aall atttt t ecgggggg cc ceccccc llllll ll))) .. A significant difference with respect oo YYass ff ggggg ff IAA' ((less than four years), (four years and more)) exists for various dependent variables such as 'Overall about Perceived Usefulness (PU) of Technology cc ceccccc llllll ll))) ,, 'Overall about Perceived Ease of Use (PEU) of Technology cc ceccccc ((((((( ))) ,, and 'eee aall atttt t ecgggggg cc ceccccc ((((((( ))) ..

Theoretical and Practical Implications

This study generated important theoretical and practical implications. First in terms of theoretical advancement the study explored the impacts of perceived usefulness and perceived ease of use in the context of social media among student users that has not been examined before in Kuwait especially in identifying the top kinds of social media adoption cites and the top habits or uses of social media among users. This study highlighted social media engagement habits and top user preferences.

In terms of practical implications, findings of this research can be generalized across the Gulf Cooperation Council (GCC) and is not limited to Kuwait as all GCC countries share similar economic, cultural and financial features. This research highlights opportunities to utilize social

media in everyday business that is especially important for start-ups and small businesses with limited financial resources. Utilizing social media in small businesses offers a competitive advantage for those start-up companies allowing them to compete in the market with the latest technology trends and the lowest costs. It opens the opportunity for businesses to realize the importance of social media in our countries and try to focus and integrate it in their marketing strategies. Social media is especially beneficial for small business where they can transfer their products and services to huge customer bases through the internet at very low costs. This research highlights important indicators for businesses about social media user trends and preferences in that benefit businesses by implementing it through their marketing strategies.

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