FBMS Journal of Family Business and Management Studies
Journal of Family Business and Management Studies
ISSN 2821-9643 (online) Volume 14 Number 2, July-December 2022

The Effects of Perception of Utilitarian, Hedonic and Social Values on User Engagement in Audio-Based Social Platforms

Received: 30.05.2022
Revised: 30.07. 2022
Accepted: 11.08. 2022

Apipol Penkitti[1] and Laddawan Lekmat[2]
[1,2]School of Business, University of the Thai Chamber of Commerce
126/1 Vibhavadi Rangsit Rd., Dindang, Bangkok 10400, Thailand
[1]apipol.pen@gmail.com, [2]laddawan_lek@utcc.ac.th

Abstract

Social distancing during the COVID-19 pandemic is an acknowledged and effective strategy to slow the infections rate. Audio-based social platforms (ABSPs; feeling like the audio chat social network), including Clubhouse; Twitter space; and Facebook live audio rooms, were introduced and caught the attention of app users around the world during the lockdown policies and social isolation practice of Public Health policies. A number of famous figures were so fascinated by these platforms that the platforms became well-known swiftly across the world.

This research aims to understand ABSPs user behavior in Thailand. Based on Uses and Gratifications Theory (UGT), and Social Influence Theory (SIT), this research intends to investigate the relationships between the perceived Utilitarian value (UV); the perceived Hedonic value (HV); the perceived Social value (SV), and user engagement (E). The questionnaire was employed to collect data from ABSPs users in Thailand, specifically the users with age of 25-to-34-years-old male, female, and LGBTQI+ were the sample frame of this research. The data then was analyzed using the structural equation modeling (SEM) to examine the influence of the three variables (i.e., UV, HV, SV) on ABSPs user engagement. The results revealed that all three perceived values, including Utilitarian, Hedonic, and Social values played an influential role in user engagement. This research provides insights into the understanding of ABSPs user behavior in Thailand and contributes the best practices to ABSPs users and marketers, as well as platform developers, in a way that they can enhance platforms and present interesting content that satisfy the users, leading to success eventually.

Keywords: audio-based social platforms, social media, perceived values, user engagement

Introduction

The outbreak of COVID-19 virus substantially impacted the world's economy (Al-Awadhi, Alsaifi, Al-Awadhi, & Alhammadi, 2020; Baker et al., 2020; Cheema, Faff, & Szulczyk, 2022), as well as causing mental problems in individuals, such as depression (Faisal, Jobe, Ahmed, & Sharker, 2021). Moreover, several nations were propelled to improve their economy, including digital communication (Ménard, 2021), and social distancing practices were introduced, resulting in the expansion of online community (Bern & Liljeström, 2021) for study, work, entertainment, and health care (Brynjolfsson et al., 2020; Chiauzzi, Clayton, & Huh-Yoo, 2020; Lustgarten, Garrison, Sinnard, & Flynn, 2020; Narcisi & Alspach, 2020; Simpson, Richardson, Pietrabissa, Castelnuovo, & Reid, 2021; Wang, Liu, Qian, & Parker, 2021; Wang & Roubidoux, 2020) due to the COVID-19 pandemic. Social media platforms, growing rapidly, are utilized in various ways; hence, consumer needs are a vital element for platform developers to consider for the success of a particular platform.

Social platforms have been unsuccessful and, for the minority, successful in the way that they are accessible to the users. The indication of a social platform's success comprises user satisfaction (Orji, Kusi-Sarpong, & Gupta, 2020); platform security (Mohammadian & Mohammadreza, 2012); users' emotions and feelings (Huy & Shipilov, 2012); and being accessible (Zeiller & Schauer, 2011), all of which influence user engagement leading to the success of a platform.

The communication on social media platforms may vary in how they are used, such as texting, picture sending, and audio chatting. however, their purpose appears mutual, that is, to facilitate the communication (Russo, Watkins, Kelly, & Chan, 2008). During the COVID-19 outbreak, a new social platform was introduced and gained in popularity rapidly, and that was the most well-known consumed more easily for the users whilst multitasking and production has greater accessibility (Nypadymka & Hudym, 2021). One of the most well-known innovative social platform is Clubhouse (Musdalifah, 2021); it rose in popularity so drastically that numerous marketers anticipated Clubhouse to be a promising marketing channel (Reynoso, 2021), owing to the fact that it was offered a large sum of money to be purchased by certain mega corporations (Roof, Wagner, & Deveau, 2021). Later, similar social platforms were developed and launched, such as Twitter space and Facebook live audio rooms. However, there are not sufficient research studies covering all dimensions of this type of social platforms because of its novelty.

The perception of users determines the success of a particular platform. This research aims to investigate the impacts of three perceived values, namely Utilitarian, Hedonic, and Social values on the audio-based social platforms users engagement, based on three theories: Uses and Gratification Theory (UGT); and Social Influence Theory (SIT). These three theories were integrated in many research studies to investigate factors that influence the participation of sellers and buyers on Facebook platform

(Wongkitrungrueng & Assarut, 2020); to study perceived values that influence the user intention to use WeChat application (Ashraf, Hou, & Ahmad, 2019); to examine social factors that influence user engagement (Chahal & Rani, 2017); and to inspect factors that influence user engagement with My Space and Facebook (Sledgianowski & Kulviwat, 2009).

This research therefore intends to study the perceived Utilitarian, Hedonic, and Social values as variables, as the interaction relationships with one another. Moreover, these three variables are fundamental factors in this study to influence user engagement in audio-based social platforms (ABSPs). The selected social platforms to be investigated in this research study are 1) Clubhouse, for it is the first of audio-based social platforms; 2) Facebook live audio rooms, for it is a feature on a social platform with the largest number of users in the world; and 3) Twitter space, for its executives negotiated to purchase Clubhouse in the launching phase and it is a feature on one of the most well-known platforms.

Research objective

This research seeks to provide knowledge and understanding of audio-based social platforms user behavior in Thailand, with three platform targets: Clubhouse; Twitter space; and Facebook live audio rooms. The study investigates the effects of Utilitarian value, Hedonic value, and Social value on user engagement.

Research question

This research proposes to answer the question of what factors influence audio-based social platforms user engagement in Thailand.

Literature review

Audio base social platform (ABSPs)

Social media is defined as the content shared on the internet (Terry, 2009), or internet applications that integrate technologies Web 2.0 and ideology (Hoyer, MacInnis, & Pieters, 2012; Kent, 2010), which facilitate two-way (Hoyer et al., 2012; Kent, 2010) online communication (Russo et al., 2008). Social media, in addition, are construed as Internet-based channels that encourage interaction and awareness of the value of created content in real-time (Carr & Hayes, 2015).

Audio is a form of communication having been used thus far. It gives pertinent understanding of the content being communicated (Zhou, Sisman, Zhang, & Li, 2020). This can be seen from the development of social media from texting to pictures with audio (Subrahmanyam & Greenfield, 2008) and finally to audio-only in 2000. Initially, it was one-on-one communication with audio files. Later on, it advanced to two-way communication with the mass of people in real-time. Audio-based social platforms were developed from Voice over Internet Protocol (VoIP) technology (Vakhnenko, 2021), which is fundamental in communication on phone and mobile phone (Booth, 2010) with the analog signal being changed to the digital

signal and sent through the internet network.

The first audio-based social platform, namely Clubhouse reached two million downloads per week, with approximately ten million users, soon after its launch (Balaji, 2021; Etherington, 2021; Perez, 2021). In addition, Twitter offered 4,000 million US dollars to purchase Clubhouse (Levy & Rodriguez, 2020). Social media mega corporations later introduced a new feature on their own platforms: Twitter space and Facebook live audio rooms, soon after the launch of Clubhouse.

Audio-based social platforms are used in variety purposes, for example, to express political views and sensitive matters, such as a protest in Hong Kong (Chan, 2021; Lu & Yang, 2021), including violation, such as racism, false information, and hate speeches (Culliford, 2021; Diorditsa, Katerynchuk, Telestakova, Kulak, & Nastiuk, 2021; Mansourifar et al., 2021). On the bright side, they are used in mental therapies, reducing loneliness (Mutschler, Junaid, & McShane, 2021); are used for a communication tool for the blind (Bern & Liljeström, 2021); and are used to inspire people from successful and famous individuals. Previous research aimed to discover the pros and cons of the use of this type of social platform, whereas the question of how the user behavior influences their engagement with the platforms has yet to be comprehensibly answered. This research study, therefore, seeks to investigate influential factors on user engagement with Clubhouse, Twitter space, and Facebook live audio rooms.

Hypothesis development

User engagement

Engagement is a determinant of the efficiency of online media (Malthouse, Calder, & Mersey, 2010) that leads to the success of a platform (Syrdal & Briggs, 2018; Tuten & Solomon, 2017). User engagement is basically assessing an individual's response to a digital platform offering. It refers to pertinent to users' feelings and emotions (Kahn, 1990), their metal states (Laurel, 2013; Syrdal & Briggs, 2018), which gives rise to distinctive forms of participations, i.e. time spent on the platforms (Kearsley & Shneiderman, 1998). User engagement is also related to user's understanding, emotions, and behavioral dimensions (Malthouse & Calder, 2011), including their intelligence, social behavior (Vivek, Beatty, & Morgan, 2012), and trust (Dessart, Veloutsou, & Morgan-Thomas, 2015). Previous research suggest that user engagement can be related with hedonic factors of the users (Kahn, 1990), understanding factors (Malthouse & Calder, 2011), and the society's intelligence and behavior (Vivek et al., 2012).

Uses and Gratifications Theory: Utilitarian and Hedonic values

This study utilizes "Uses and Gratifications Theory (UGT)" to understand the uses of online media such as social media in the consumer perspective. This theory can address how users influence media (Katz, 1959), since users play a crucial role in determining which media to use (Severin & Tankard,

1997), whereas media are required to be improved to meet the users' needs (Blumler & Katz, 1974; Katz, Blumler, & Gurevitch, 1973). UGT has been utilized in social media studies (Chen & Chan, 2017; Ku, Chen, & Zhang, 2013; Li, Guo, & Bai, 2017; Luo, Chea, & Chen, 2011). Accordingly, gratifications can arise from social interaction, information seeking, affection seeking and escape (Menon & Meghana, 2021). Based on UGT perspective, two main dimensions; including the perceived utilitarian value and perceived hedonic value, are employed in this study to assess how to improve user engagement.

The **"Utilitarian Value"** involves users are aware of the effective, functional, necessary, and practical of a platform (Hassanein & Head, 2004; Lu, Hsu, & Hsu, 2005; Vieira, Santini, & Araujo, 2018; Voss, Spangenberg, & Grohmann, 2003). The utilitarian value is found to affect user engagement (Mikalef, Giannakos, & Pateli, 2012; Wongkitrungrueng, Dehouche, & Assarut, 2020) since it is associated with understanding (Botti & McGill, 2011) that can satisfy consumers in the way that they can search for products or services to fulfill their needs (Babin, Darden, & Griffin, 1994). The utilitarian value can be perceived through awareness of the usefulness of online media (Hassanein & Head, 2004; Lu et al., 2005; Vieira, 2018), convenience (Bridges & Florsheim, 2008; Overby & Lee, 2006; Rintamäki, Kanto, Kuusela, & Spence, 2006), safety (Ahuja, Gupta, & Raman, 2003; Fang, Zhao, Wen, & Wang, 2017), and accessibility (Fang et al., 2017; Lee, Xiong, & Hu, 2012; Yahia, Al-Neama, & Kerbache, 2018). Therefore, the following hypothesis is postulated in this study:

H1: The utilitarian value of ABSPs has a positive relationship with user engagement.

The **"Hedonic Value"** relates to users get fun, exciting, enjoyment and emotional satisfaction (Babin et al., 1994; Creaner, 2015; Cunningham & Craig, 2017; Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Voss et al., 2003). The hedonic value is demonstrated that it can impact user engagement (Charfi, 2014; Cuny, Fornerino, & Helme-Guizon, 2015; Kim, Kim, & Wachter, 2013; Lee et al., 2012; Pang, 2021; Wang, Baker, Wagner, & Wakefield, 2007). It stems from responses to emotions (Babin et al., 1994; Holbrook & Hirschman, 1982; Voss et al., 2003), feelings (Verplanken & Herabadi, 2001), and entertainment (Neeley, Min, & Kennett-Hensel, 2010), resulting in user satisfaction (Batra & Ahtola, 1991; Eighmey, 1997; Pham, 1998). Therefore, the following hypothesis is postulated in this study:

H2: The hedonic value of ABSPs has a positive relationship with user engagement.

Social influence Theory: The social Value

Social influence based on "Social Influence Theory (SIT)" has become famous topic among scholars recently during the COVID-19 pandemic (Naeem & Ozuem, 2021). It refers to an individual's behavior, attitude and decision-making dependent on others and society, which are expressed in conformity with compliance, identification, or internalization (Kelman, 1958). This theory was utilized to study social factors with social media

(Dholakia, Bagozzi, & Pearo, 2004; Schaefers & Schamari, 2016; Snijders & Helms, 2014) in previous research. Research employing the social communication technologies concept indicates that an individual's intention to use social media is determined by a social relationship (Koo, Wati, & Jung, 2011). Based on SIT perspective, symbolic dimension can be used in consideration of social value.

The **"Social Value"** is defined as the awareness stemming from a particular object's relation to population, economy, cultures or social groups (Li & Li, 2014; Wang, Yu, & Wei, 2012). The social value or symbolic value also determines an individual's identity (Belk, 1988) and social behavior (Li & Li, 2014). Besides, the social value is relevant to materialism (Babin et al., 1994; Veblen & Mills, 2017) in the way that people conform with the society (Kang & Johnson, 2013) out of fears of missing out (Musdalifah, 2021) or to show off (DeLeire & Kalil, 2010). Also, maintaining a good relationship with society, family and friends (Mathwick, 2002) stimulates an individual's participation. Previous research studies have shown that consumers' self-satisfaction and relationship-building with others have a positive effect on an evaluation of the quality of shops, platforms and presentation channels; this positive effect contributes to the improvement of the customer engagement with the online platforms (Koo, Kim, & Lee, 2008; Massicotte, Michon, Chebat, Sirgy, & Borges, 2011). Therefore, the following hypothesis is postulated in this study:

H3: The social value of ABSPs has a positive relationship with user engagement.

Research methodology

This research study is applied research – descriptive and explain research – to predict phenomena of perception of audio-based social platforms users in Thailand, in which the quantitative research approach was applied with questionnaires as a tool to collect data from the samples. The research presentation was conducted through statistical procedures.

The questionnaires were sent in the electronic form, for it can reach and cover a large number of samples. The sampling group in this study contains 388 male, female, and LGBTQ+ individuals, 25-34 years old, in Thailand who have used at least Clubhouse, Twitter spaces, or/and Facebook live audio rooms, with the role of Speaker or/and Listener, with 95% confidence interval. The sampling group at the age of 25-34 is primarily targeted for marketing on social media (Kemp, 2021), therefore, they are potential to be studied.

Measurements

The questionnaire was originally developed in English and was then translated into Thai. The Thai version was reviewed by two native Thai speakers with more than 10 years' experience in professional translation in order to ensure the accuracy of the translation. Then the translated questionnaire was retranslated back into English in order to confirm that the translation process was correct. All items were measured on a five-point Likert scale. The items for each construct were adopted from previous research in the literature. The items for measuring Utilitarian value Hedonic value and

Social value were developed based on those from from Davis (1989); Fang et al. (2017); Wongkitrungrueng and Assarut (2020). The User engagement items were adapted from Wongkitrungrueng and Assarut (2020). The questionnaire comprises five sections: 1) two screening questions; 2) five ABSPs user behavioral questions; 3) seven perceived utilitarian value questions, five perceived hedonic value questions, six perceived social value questions; 4) five user engagement questions; and 6) four demographic questions.

The questions then were tested for index of item objective congruence (IOC) by five experts for their accuracy and validation. After that, the 40 questionnaires (Google form) were pretested with the sample. Later, the questionnaire was tested for its reliability via Cronbach's Alpha and Factor loading. Finally, the completed qualified questionnaire was sent to 388 samples for data collection dependent on the sample size estimation of Cochran (1977) because the sample was large and its exact number of population was unknown, with 95% confidence interval. The acquired empirical data then was statistically analyzed through statistics programs and through structural equation modeling (SEM) for the relationships between independent and dependent variables.

Results

According to respondent information, the findings showed that a total of 388 respondents consisted of females (42.8%); males (34.8%); and LGBTQI+ (22.4%). Regarding their occupations, there were private company employees (41.8%); freelancers (21.4%); university students (13.1%); government officials (10.8%); business owners (10.6%); unemployed (2.1%); and pharmacist (0.3%). The education was bachelor's degree (78.6%); master's degree (12.9%); doctor's degree (5.4%); and lower than bachelor's degree (3.15). The income was 20,000-30,000 baht (44.1%); 10,000-20,000 baht (36.9%); more than 30,000 baht (14.9%); and lower than 10,000 baht (4.1%). The respondents, as non-Speaker, were accounted for 80.7% and as Speaker for 19.3%. Most respondents used ABSPs on IOS (60.8%); Android (24.2%); and PC (14.9%). The frequency of using ABSPs was 6-10 times per month (53.6%); 1-5 times per month (25.0%); 11-15 times per month (19.1%); and more than 15 times per month (2.3%). The average online session on ABSPs was less than 1 hour (40.7%); 1-2 hours (36.6%); 3-4 hours (13.4%); and longer than 4 hours (9.3%). The respondents used Clubhouse (70.6%); Twitter spaces (58.8%); and Facebook live audio rooms (51.5%).

This study employed structural equation modeling to test the proposed theoretical model, with factor analysis and multiple regression combined into a single statistical procedure (Hair, Black, Babin, Anderson, & Tatham, 2006). According Hair et al. (2006), this is a two-step approach: first, a confirmatory factor analysis (CFA) assesses the reliability and validity of the measurement models, then a structural model is used to test the hypotheses. Prior to undertaking the statistical analysis confirmatory factor analysis (CFA), structural equation modeling (SEM), the preliminary assumption testing is performed to check that the data set is not violating any assumptions. Therefore, the obtained data went through a univariate test for the

skewness, kurtosis, normality, and Pearson correlation coefficient prior to structural equation modeling (SEM). Initially, the theories from the literature review were developed to be a theoretical model and presented through the structural equation modeling to show if the relationships between the variables were eligible for the analysis of SEM. After that, the covariates in the full model were tested; the model was adjusted until it was applicable.

The one-factor congeneric model of the perceived values estimated the utilitarian value, the hedonic value, and the social value. The value of the utilitarian value was disqualified (0.138); the qualified value should not exceed 0.10 (Diamantopoulos, Siguaw, & Siguaw, 2000). Hence, the covariances were connected from the adjustment of the model, producing Cronbach's alpha = 0.871, X^2 = 25.536 (10), p – value = 0.004, GFI = 0.982, CFI = 0.987, RMSEA = 0.063, and SRMR = 0.0279, all of which were qualified. All the values of the hedonic value were qualified with Cronbach's alpha = 0.836, X^2 = 15.281 (5), p – value = 0.009, GFI = 0984, CFI = 0.985, RMSEA = 0.073 and SRMR = 0.0272. All the values of the social value were also qualified with Cronbach's alpha = 0.844, X^2 = 34.536 (9), p – value = 0.000, GFI = 0.972, CFI = 0.972, RMSEA = 0.086, and SRMR = 0.0350. The values of the one-factor congeneric model of engagement were all qualified with Cronbach's alpha = 0.806, X^2 = 15.321 (5), p – value = 0.009, GFI = 0985, CFI = 0.983, RMSEA = 0.073 and SRMR = 0.0266, as shown in Table 1.

Table 1 shows the summary of the analysis of one-factor congeneric measurement models to validate the goodness-of-fit of the statistics and reliability of data.

	X^2	GFI	CFI	RMSEA	SRMR
Utilitarian value (Cronbach's α = 0.871)**					
Initial model (7 items)	117.179 (14), p = 0.000	0.919	0.915	**0.138**	0.0563
Final model (7 items) – modified	25.536 (10), p = 0.004	0.982	0.987	0.063	0.0279
Hedonic value* (Cronbach's α = 0.836)					
Final model (5 items)	15.281 (5), p = 0.009	0.984	0.985	0.073	0.0272
Social value* (Cronbach's α = 0.844)					
Final model (6 items)	34.536 (9), p = 0.000	0.972	0.972	0.086	0.0350
User engagement* (Cronbach's α = 0.806)					
Final model (5 items)	15.321 (5), p = 0.009	0.985	0.983	0.073	0.0266

*Note: * initial model was retained without modification, connecting covariances from Modification indices; α value was reported from the final model*

Next, the analysis of first-order measurement models was conducted to measure the utilitarian value (Cronbach's alpha = 0.871); the hedonic value (Cronbach's alpha = 0.836); and the social value (Cronbach's alpha = 0.844), according to the hypotheses of the perceived values. The analysis of the combined three perceived values produced X^2 = 704.381 (132), p – value = 0.000, GFI = 0.840, CFI = 0.842, RMSEA = 0.106, and SRMR = 0.0845. GFI, CFI, RMSEA, and SRMR were disqualified, therefore, the researcher modified the model connecting the covariances with the new outcome as X^2 = 298.083 (108), p – value = 0.000, GFI = 0.924, CFI = 0.947, RMSEA = 0.067, and SRMR = 0.0673, all of which were qualified as shown in Table 2.

Table 2 shows the summary of the analysis of first-order models.

	X^2	GFI	CFI	RMSEA	SRMR
Perceived value constructs: Utilitarian (α = 0.871), Hedonic (α = 0.836), Social (α = 0.844)					
Initial model	704.381 (132), p = 0.000	0.840	0.842	0.106	0.0845
Final model – modified	298.083 (108), p = 0.000	0.924	0.947	0.067	0.0673
Engagement Constructs (α = 0.806)					
Final model	15.321 (5), p = 0.009	0.985	0.983	0.073	0.0266

Modification of the structural model

The presented model possesses X^2 = 205.383, df = 133, p = 0.000, CMIN/DF = 1.544, SRMR = 0.0869, RMSEA = 0.038, GFI = 0.959, and CFI = 0.962. The p-value from the statistics program appeared lower than 0.05 because X^2 was highly sensitive to a large size of sampling and deviated from normality (Anderson & Gerbing, 1988; Hair et al., 2006). In this study, X^2 with p-value < 0.05 was used, which did not prove problematic.

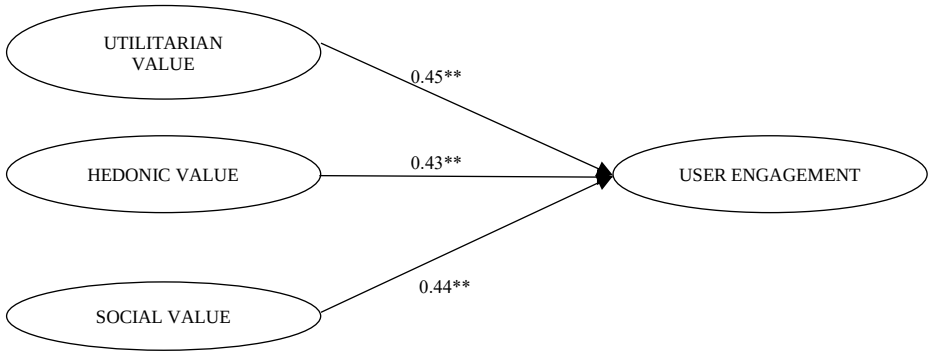

Figure 1 Results for final model of user engagement antecedents and effects
*Note: ** Significant at p < 0.01*

User engagement was statistically reportedly influenced by the three perceived values, indicated with 0.45 (*p* – value < 0.01) standardized coefficients that support H1 (The utilitarian value of ABSPs has a positive relationship with user engagement.); H2 (The hedonic value of ABSPs has a positive relationship with user engagement.) with 0.43 (*p* – value < 0.01) standardized coefficients; and H3 (The social value of ABSPs has a positive relationship with user engagement.) with 0.44 (*p* – value < 0.01) standardized coefficients, as shown in Table 3.

Table 3 Summary of Hypothesis Testing Using Total Population Data

Hypotheses	Model Hypotheses	Standardized Effect	Results
H1	The utilitarian value of ABSPs has a positive relationship with user engagement.	0.45**	**Support**
H2	The hedonic value of ABSPs has a positive relationship with user engagement.	0.43**	**Support**
H3	The social value of ABSPs has a positive relationship with user engagement.	0.44**	**Support**

*Note: ** p < 0.01*

Discussion

The result from this research found that the utilitarian value influenced user engagement of ABSPs in Thailand, which support previous research regarding the use and participation of users (Mikalef et al., 2012; Wongkitrungrueng & Assarut, 2020) stating that users were aware of usefulness from using a platform (Hassanein & Head, 2004; Lu et al., 2005; Vieira et al., 2018); convenience to use a platform (Parker & Wang, 2016); accessibility (Fang et al., 2017; Lee et al., 2012; Tarute, Nikou, & Gatautis, 2017; Yahia et al., 2018); multitasking quality (Nypadymka & Hudym, 2021); ability to listen to preferable content (Davis, 1989;

Hsieh, Rai, & Keil, 2008; Venkatesh & Davis, 2000); in real-time (Wongkitrungrueng & Assarut, 2020).

According to the effect of hedonic value on user engagement, The result found that the hedonic value influenced user engagement of ABSPs in Thailand. This finding supports, previous research regarding hedonic dimension affecting the use of a product or service (Akel & Armağan, 2021; Kritzinger & Petzer, 2020; Wongkitrungrueng & Assarut, 2020; Zheng, Men, Yang, & Gong, 2019) in the way that consumers felt excited (Hirschman & Holbrook, 1982), entertained, amused (Cuny et al., 2015; Kim et al., 2013; Lee et al., 2012; Pang, 2021; Wang et al., 2007), and good (Fang et al., 2017) when using a product or service (Hirschman & Holbrook, 1982), leading to participation in the use of such a product or service.

In addition to the influence of social value in ABSPs user engagement, this research found that the social value influenced ABSPs user engagement in Thailand. This finding is consistent with previous research regarding social dimension or symbolic dimension affecting user engagement (Busalim & Ghabban, 2021; Koo et al., 2008; Massicotte et al., 2011) in the way that users want to be part of the society due to fear of missing out (Musdalifah, 2021); involving in a communication, making new friends (Mathwick, 2002; Zhou, Jin, & Fang, 2014); exchanging ideas and opinions with strangers (Zhou et al., 2014); being invited to use a platform (Venkatesh & Davis, 2000); and expressing one's identity (Wongkitrungrueng & Assarut, 2020).

This research, therefore, confirms that the perceived utilitarian value, the hedonic value, and the social value are the major determinants of ABSPs user engagement in Thailand. The findings provide the evidence that research findings from previous studies in the developed and Western countries can be applied in the context of developing country, particularly Thailand.

Conclusion

Innovative audio-based social platforms (ABSPs) became popular in a short period of time among users and social media mega corporations like Facebook and Twitter. Marketers remark that these new social platforms play a significant role in business communication; therefore, the researcher decided to explore the factors leading to the success of these platforms.

The study found that the perceived utilitarian value, the hedonic value, and the social value are essential to increase user engagement on ABSPs in Thai context. Users, platform developers, or marketers, therefore, should learn about the factors that build a more effective user engagement strategy so as to strengthen their businesses in a competitive way.

Implications

According to contribution to theory, this study supports previous research literature, the first one of which is consumer perception affecting social media platform engagement. This study tests perceived values through Utilitarian value, Hedonic value, and Social value affecting ABSPs user engagement. Specifically, Uses and gratifications theory (UGT), and Social influence

Theory (SIT), which are relevant to perceived values and user engagement, were included in the same model. This study proves the correlations between these concepts.

This study also provide some implications for marketing practice. ABSPs are still in the development phase, so those tools and platforms can be developed further for more features in order to satisfy user satisfaction. Hence, the findings of this research regarding the perceived values influencing user engagement will be useful for marketers and platform developers in regards of interaction and share in the experiences between a user and a brand. For the platform developers, understanding perceived values and reliability of users that affect user engagement on a particular platform is beneficial to platform developers, for they can improve and create new features to satisfy users' needs. In addition, they can upgrade the existing platforms for bigger success, such as having easy to understand icons for features, enabling regular updates to catch up with the present situations, improving platforms in a simple way, and having a better security system. Moreover, this study serves a useful purpose for marketers in terms of planning marketing communication on ABSPs and other social medial platforms. They can select the most suitable speakers, content, and persuasive approaches to fulfill the social dimension, and they can choose a platform that fits their targets for maximum outcome of the communication.

Future research

Future research should employ other research designs such as qualitative research approach to grasp the in-depth insights into the relationship among variables. Besides, future research should investigate other social platforms to expand the extent of the research and to validate, theories, and construct reliability. This research was conducted with users in Thailand; therefore, users in other countries should be the subject of future research to evaluate the stability and consistent of the research outcomes to discover whether the environmental factor plays a part in the study.

Reference

Ahuja, M., Gupta, B., & Raman, P. 2003. An Empirical Investigation of Online Consumer Purchasing Behavior. *Commun. ACM, 46*: 145-151.

Akel, G., & Armağan, E. 2021. Hedonic and utilitarian benefits as determinants of the application continuance intention in location-based applications: The mediating role of satisfaction. *Multimedia Tools and Applications, 80(5)*: 7103-7124.

Al-Awadhi, A. M., Alsaifi, K., Al-Awadhi, A., & Alhammadi, S. 2020. Death and contagious infectious diseases: Impact of the COVID-19 virus on stock market returns. *Journal of behavioral and experimental finance, 27:* 100326.

Anderson, J. C., & Gerbing, D. W. 1988. Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin, 103(3):* 411.

Ashraf, R. U., Hou, F., & Ahmad, W. 2019. Understanding continuance intention to use social media in China: The roles of personality drivers, hedonic value, and utilitarian value. *International Journal of Human–Computer Interaction, 35(13):* 1216-1228.

Babin, B. J., Darden, W. R., & Griffin, M. 1994. Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of consumer research,20(4):* 644-656.

Baker, S. R., Bloom, N., Davis, S. J., Kost, K. J., Sammon, M. C., & Viratyosin, T. 2020. The unprecedented stock market impact of COVID-19: national Bureau of economic research.

Batra, R., & Ahtola, O. T. 1991. Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing letters, 2(2):* 159-170.

Belk, R. W. 1988. Possessions and the extended self. *Journal of consumer research, 15(2):* 139-168.

Bern, C., & Liljeström, L. 2021. "Request to speak, button": Accessibility for visually impaired VoiceOver users on social live audio chat platforms.

Blumler, J. G., & Katz, E. 1974. The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III.

Booth, C. 2010. IP phones, software VoIP, and integrated and mobile VoIP. *Library Technology Reports, 46(5):* 11-19.

Botti, S., & McGill, A. L. 2011. The Locus of Choice: Personal Causality and Satisfaction with Hedonic and Utilitarian Decisions. *Journal of Consumer Research, 37(6):* 1065-1078.

Bridges, E., & Florsheim, R. 2008. Hedonic and utilitarian shopping goals: The online experience. *Journal of Business research, 61(4):* 309-314.

Brynjolfsson, E., Horton, J. J., Ozimek, A., Rock, D., Sharma, G., & TuYe, H.-Y. 2020. COVID-19 and remote work: An early look at US data: National Bureau of Economic Research.

Busalim, A. H., & Ghabban, F. 2021. Customer engagement behaviour on social commerce platforms: An empirical study. *Technology in Society, 64:* 101437.

Carr, C. T., & Hayes, R. A. 2015. Social media: Defining, developing, and divining. *Atlantic journal of communication, 23(1):* 46-65.

Chahal, H., & Rani, A. 2017. How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*.

Chan, M. 2021. Chinese flock to freewheeling US chat app Clubhouse.

Charfi, A. A. 2014. Immersion and perceived value: The strategic variables for commercial Websites. *International Journal of Online Marketing (IJOM), 4(4):* 17-35.

Cheema, M. A., Faff, R. W., & Szulczyk, K. 2022. The 2008 global financial crisis and COVID-19 pandemic: How safe are the safe haven assets? *Available at SSRN* 3590015.

Chen, Z., & Chan, M. 2017. Motivations for social media use and impact on political participation in China: A cognitive and communication mediation approach. *Cyberpsychology, Behavior, and Social Networking, 20(2):* 83-90.

Chiauzzi, E., Clayton, A., & Huh-Yoo, J. 2020. Videoconferencing-based telemental health: important questions for the COVID-19 era from clinical and patient-centered perspectives. *JMIR Mental Health, 7(12):* e24021.

Cochran, W. G. 1977. *Sampling Techniques,* **3***rd Edition*: John Wiley.

Creaner, M. 2015. The role of social media in counselling and psychotherapy. *Handbook of Professional and Ethical Practice for Psychologists, Counsellors and Psychotherapists*: 158-169.

Culliford, E. 2021. From Clubhouse to Twitter Spaces, social media grapples with live audio moderation.

Cunningham, S., & Craig, D. 2017. Being 'really real'on YouTube: authenticity, community and brand culture in social media entertainment. *Media International Australia, 164(1):* 71-81.

Cuny, C., Fornerino, M., & Helme-Guizon, A. 2015. Can music improve e-behavioral intentions by enhancing consumers' immersion and experience? *Information & Management, 52(8):* 1025-1034.

Davis, F. D. 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*: 319-340.

DeLeire, T., & Kalil, A. 2010. Does consumption buy happiness? Evidence from the United States. *International Review of Economics, 57(2):* 163-176.

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. 2015. Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*.

Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. 2004. A social influence model of consumer participation in network-and small-group-based virtual communities. *International journal of research in marketing, 21(3):* 241-263.

Diamantopoulos, A., Siguaw, J. A., & Siguaw, J. A. 2000. *Introducing LISREL: A guide for the uninitiated*: Sage.

Diorditsa, I., Katerynchuk, K., Telestakova, A., Kulak, N., & Nastiuk, A. 2021. Cyberterrorism as a threat to the cyber security of Ukraine: A discussion of theoretical aspects. *Amazonia Investiga, 10(40):* 73-83.

Eighmey, J. 1997. Profiling user responses to commercial web sites. *Journal of advertising research, 37(3):* 59-67.

Faisal, R. A., Jobe, M. C., Ahmed, O., & Sharker, T. 2021. Mental health status, anxiety, and depression levels of Bangladeshi university students during the COVID-19 pandemic. *International journal of mental health and addiction*: 1-16.

Fang, J., Zhao, Z., Wen, C., & Wang, R. 2017. Design and performance attributes driving mobile travel application engagement. *International Journal of Information Management, 37(4):* 269-283.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. 2006. Multivariate data analysis 6th Edition. *Pearson Prentice Hall. New Jersey. humans: Critique and reformulation. Journal of Abnormal Psychology, 87:* 49-74.

Hassanein, K., & Head, M. 2004. Instilling social presence through the web interface. *SIGHCI 2004 Proceedings*: *9.*

Hirschman, E. C., & Holbrook, M. B. 1982. Hedonic consumption: emerging concepts, methods and propositions. *Journal of marketing, 46(3):* 92-101.

Holbrook, M. B., & Hirschman, E. C. 1982. The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research, 9(2):* 132-140.

Hoyer, W. D., MacInnis, D. J., & Pieters, R. 2012. *Consumer behavior*: Cengage Learning.

Hsieh, J. P.-A., Rai, A., & Keil, M. 2008. Understanding digital inequality: Comparing continued use behavioral models of the socio-economically advantaged and disadvantaged. *MIS quarterly*: 97-126.

Huy, Q., & Shipilov, A. 2012. The key to social media success within organizations. *MIT Sloan Management Review, 54(1):* 73.

Kahn, W. A. 1990. Psychological conditions of personal engagement and disengagement at work. *Academy of management journal, 33(4):* 692-724.

Kang, J.-Y. M., & Johnson, K. K. 2013. How does social commerce work for apparel shopping? Apparel social e-shopping with social network storefronts. *Journal of Customer Behaviour, 12(1):* 53-72.

Katz, E. 1959. Mass communications research and the study of popular culture: An editorial note on a possible future for this journal. *Departmental Papers (ASC)*: 165.

Katz, E., Blumler, J. G., & Gurevitch, M. 1973. Uses and gratifications research. *The public opinion quarterly, 37(4):* 509-523.

Kearsley, G., & Shneiderman, B. 1998. Engagement theory: A framework for technology-based teaching and learning. *Educational technology, 38(5):* 20-23.

Kelman, H. C. 1958. Compliance, identification, and internalization three processes of attitude change. *Journal of conflict resolution, 2(1):* 51-60.

Kemp, S. 2021. Digital 2021: Thailand.

Kent, M. L. 2010. Directions in social media for professionals and scholars. *Handbook of public relations, 2:* 643-656.

Kim, Y. H., Kim, D. J., & Wachter, K. 2013. A study of mobile user engagement (MoEN): Engagement motivations, perceived value, satisfaction, and continued engagement intention. *Decision support systems, 56:* 361-370.

Koo, C., Wati, Y., & Jung, J. J. 2011. Examination of how social aspects moderate the relationship between task characteristics and usage of social communication technologies (SCTs) in organizations. *International Journal of Information Management, 31(5):* 445-459.

Koo, D. M., Kim, J. J., & Lee, S. H. 2008. Personal values as underlying motives of shopping online. *Asia Pacific Journal of Marketing and Logistics*.

Kritzinger, R., & Petzer, D. J. 2020. Motivational factors, customer engagement and loyalty in the South African mobile instant messaging environment: moderating effect of application usage. *European Business Review*.

Ku, Y.-C., Chen, R., & Zhang, H. 2013. Why do users continue using social networking sites? An exploratory study of members in the United States and Taiwan. *Information & Management, 50(7):* 571-581.

Laurel, B. 2013. *Computers as theatre*: Addison-Wesley.

Lee, W., Xiong, L., & Hu, C. 2012. The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management, 31(3):* 819-827.

Li, Q., Guo, X., & Bai, X. 2017. Weekdays or weekends: Exploring the impacts of microblog posting patterns on gratification and addiction. *Information & Management, 54(5):* 613-624.

Li, Z., & Li, C. 2014. Twitter as a social actor: How consumers evaluate brands differently on Twitter based on relationship norms. *Computers in Human Behavior*, 187-196: 187-196.

Lu, H. P., Hsu, C. L., & Hsu, H. Y. 2005. An empirical study of the effect of perceived risk upon intention to use online applications. *Information management & computer security*.

Lu, S., & Yang, Z. 2021. Clubhouse is blowing up in China.

Luo, M. M., Chea, S., & Chen, J.-S. 2011. Web-based information service adoption: A comparison of the motivational model and the uses and gratifications theory. *Decision Support Systems, 51(1):* 21-30.

Lustgarten, S. D., Garrison, Y. L., Sinnard, M. T., & Flynn, A. W. 2020. Digital privacy in mental healthcare: current issues and recommendations for technology use. *Current opinion in psychology*, 36: 25-31.

Malthouse, E. C., & Calder, B. J. 2011. Comment: engagement and experiences: comment on Brodie, Hollenbeek, Juric, and Ilic (2011). *Journal of Service Research, 14(3):* 277-279.

Malthouse, E. C., Calder, B. J., & Mersey, R. D. 2010. Engagement with online media. *Journal of Media Business Studies, 7(2):* 39-56.

Mansourifar, H., Alsagheer, D., Fathi, R., Shi, W., Ni, L., & Huang, Y. 2021. Hate Speech Detection in Clubhouse. *arXiv preprint arXiv:*2106.13238.

Massicotte, M.-C., Michon, R., Chebat, J.-C., Sirgy, M. J., & Borges, A. 2011. Effects of mall atmosphere on mall evaluation: Teenage versus adult shoppers. *Journal of Retailing and Consumer Services, 18(1):* 74-80.

Mathwick, C. 2002. Understanding the online consumer: A typology of online relational norms and behavior. *Journal of interactive marketing, 16(1):* 40-55.

Ménard, C. 2021. Challenges and opportunities for parliamentary libraries during COVID-19: A case study of the National Assembly of Quebec Library. *IFLA Journal*: 03400352211023079.

Menon, D., & Meghana, H. 2021. Unpacking the uses and gratifications of facebook: A study among college teachers in India. *Computers in Human Behavior Reports, 3:* 100066.

Mikalef, P., Giannakos, M. N., & Pateli, A. G. 2012. *Exploring the Business Potential of Social Media: An Utilitarian and Hedonic Motivation Approach*. Paper presented at the Bled eConference.

Mohammadian, M., & Mohammadreza, M. 2012. Identify the success factors of social media (marketing perspective). *International Business and Management, 4(2):* 58-66.

Musdalifah, F. S. 2021. Consumerism on Clubhouse Exclusivity from Jean Baudrillard's Perspective. *Warta Ikatan Sarjana Komunikasi Indonesia, 4(1):* 81-88.

Mutschler, C., Junaid, S., & McShane, K. 2021. Clubhouses response to Covid-19: Member challenges and clubhouse adaptations. *Community Mental Health Journal, 57(3):* 424-437.

Naeem, M., & Ozuem, W. 2021. Customers' social interactions and panic buying behavior: Insights from social media practices. *Journal of Consumer Behaviour, 20(5):* 1191-1203.

Narcisi, G., & Alspach, K. 2020. Confronting Covid-19: How partners made zoom, Microsoft teams and cisco Webex essential viewing. CRN.

Neeley, C. R., Min, K. S., & Kennett-Hensel, P. A. 2010. Contingent consumer decision making in the wine industry: the role of hedonic orientation. *Journal of Consumer Marketing*.

Nypadymka, A., & Hudym, A. 2021. PODCASTING AS A NEW MEDIA FORMAT OF PUBLIC COMMUNICATION IN THE DIGITAL AGE. *Publishing House "Baltija Publishing"*.

Orji, I. J., Kusi-Sarpong, S., & Gupta, H. 2020. The critical success factors of using social media for supply chain social sustainability in the freight logistics industry. *International Journal of Production Research, 58(5):* 1522-1539.

Overby, J. W., & Lee, E.-J. 2006. The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business research, 59(10-11):* 1160-1166.

Pang, H. 2021. Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors. *Telematics and Informatics, 59:* 101561.

Parker, C. J., & Wang, H. 2016. Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement. *Journal of Fashion Marketing and Management: An International Journal*.

Pham, M. T. 1998. Representativeness, relevance, and the use of feelings in decision making. *Journal of consumer research, 25(2):* 144-159.

Reynoso, R. 2021. Marketing on Clubhouse: Can Clubhouse Become a Viable Marketing Channel?

Rintamäki, T., Kanto, A., Kuusela, H., & Spence, M. T. 2006. Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland. *International Journal of retail & distribution Management*.

Roof, K., Wagner, K., & Deveau, S. 2021. Twitter Held Discussions for $4 Billion Takeover of Clubhouse.

Russo, A., Watkins, J., Kelly, L., & Chan, S. 2008. Participatory communication with social media. *Curator: The Museum Journal, 51(1):* 21-31.

Schaefers, T., & Schamari, J. 2016. Service recovery via social media: The social influence effects of virtual presence. *Journal of Service Research, 19(2):* 192-208.

Severin, W. J., & Tankard, J. W. 1997. *Communication theories: Origins, methods, and uses in the mass media*: Longman New York.

Simpson, S., Richardson, L., Pietrabissa, G., Castelnuovo, G., & Reid, C. 2021. Videotherapy and therapeutic alliance in the age of COVID-19. *Clinical Psychology & Psychotherapy, 28(2):* 409-421.

Sledgianowski, D., & Kulviwat, S. 2009. Using social network sites: The effects of playfulness, critical mass and trust in a hedonic context. *Journal of computer information systems, 49(4):* 74-83.

Snijders, R., & Helms, R. 2014. *Analyzing social influence through social media: A structured literature review*. Paper presented at the Proceedings of the 7th Iadis International Conference on Information Systems 2014.

Subrahmanyam, K., & Greenfield, P. 2008. Online communication and adolescent relationships. *The future of children, 18(1):* 119-146.

Syrdal, H. A., & Briggs, E. 2018. Engagement with social media content: A qualitative exploration. *Journal of Marketing Theory and Practice, 26(1-2):* 4-22.

Tarute, A., Nikou, S., & Gatautis, R. 2017. Mobile application driven consumer engagement. *Telematics and Informatics, 34(4):* 145-156.

Terry, M. 2009. Twittering Healthcare: Social Media and Medicine. *Telemedicine and e-Health, 15(6):* 507-510.

Tuten, T. L., & Solomon, M. R. 2017. *Social media marketing*: Sage.

Vakhnenko, H. 2021. Voice Chat App Development Create Clubhouse or Discord-Like App.

Veblen, T., & Mills, C. W. 2017. *The theory of the leisure class*: Routledge.

Venkatesh, V., & Davis, F. D. 2000. A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science, 46(2):* 186-204.

Verplanken, B., & Herabadi, A. 2001. Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of personality, 15*(1_suppl): S71-S83.

Vieira, V. 2018. A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing, 35(4):* 426-437.

Vieira, V., Santini, F. O., & Araujo, C. F. 2018. A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. 2012. Customer engagement: Exploring customer relationships beyond purchase. *Journal of marketing theory and practice, 20(2):* 122-146.

Voss, K. E., Spangenberg, E. R., & Grohmann, B. 2003. Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of marketing research, 40(3):* 310-320.

Wang, B., Liu, Y., Qian, J., & Parker, S. K. 2021. Achieving effective remote working during the COVID-19 pandemic: A work design perspective. *Applied psychology, 70(1):* 16-59.

Wang, L. C., Baker, J., Wagner, J. A., & Wakefield, K. 2007. Can a retail web site be social? *Journal of marketing, 71(3):* 143-157.

Wang, S. S., & Roubidoux, M. A. 2020. Coronavirus disease 2019 (COVID-19), videoconferencing, and gender. *Journal of the American College of Radiology, 17(7):* 918-920.

Wang, X., Yu, C., & Wei, Y. 2012. Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of interactive marketing, 26(4):* 198-208.

Wongkitrungrueng, A., & Assarut, N. 2020. The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research, 117:* 543-556.

Wongkitrungrueng, A., Dehouche, N., & Assarut, N. 2020. Live streaming commerce from the sellers' perspective: implications for online relationship marketing. *Journal of Marketing Management, 36(5-6):* 488-518.

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.

Zeiller, M., & Schauer, B. 2011. *Adoption, motivation and success factors of social media for team collaboration in SMEs*. Paper presented at the Proceedings of the 11th international conference on Knowledge Management and Knowledge Technologies.

Zheng, X., Men, J., Yang, F., & Gong, X. 2019. Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management, 48:* 151-160.

Zhou, K., Sisman, B., Zhang, M., & Li, H. 2020. Converting anyone's emotion: Towards speaker-independent emotional voice conversion. *arXiv preprint arXiv:* 2005.07025.

Zhou, Z., Jin, X.-L., & Fang, Y. 2014. Moderating role of gender in the relationships between perceived benefits and satisfaction in social virtual world continuance. *Decision Support Systems, 65:* 69-79.