

ผลหลักของเพศและอายุของผู้ใช้เฟซบุ๊กที่มีต่อความเข้มของการใช้เฟซบุ๊กในหลายด้าน

THE MAIN EFFECTS OF GENDER AND AGE OF FACEBOOK USERS ON MULTIPLE FACETS OF FACEBOOK INTENSITY

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บทคัดย่อ

งานวิจัยนี้ศึกษาว่า ผู้ใช้เฟซบุ๊กในกลุ่มเพศ และกลุ่มอายุที่ต่างกันในกรณีการรวมกันเชิงเส้นของความเข้มของการใช้เฟซบุ๊กในหลายด้าน ซึ่งได้แก่ การใช้เป็นเวลานานติดต่อกัน ความเบื่อหน่าย การใช้เฟซบุ๊กมากเกินไป การนำเสนอตัวตนบนเฟซบุ๊ก กลุ่มตัวอย่างประกอบด้วย ผู้ใช้เฟซบุ๊ก 400 คน ประกอบด้วยชาย และหญิง อายุ 13 ปีขึ้นไป จากทั่วประเทศ ผู้ตอบกรอกแบบสำรวจที่เป็นสเกลประเมินค่าทางออนไลน์ ผู้วิจัยใช้เทคนิคการวิเคราะห์ความแปรปรวนแบบพหุตัวแปรในการประเมินนัยสำคัญทางสถิติ ผลการวิจัยพบว่า เพศและอายุต่างก็มีผลหลักต่อความเข้มของการใช้เฟซบุ๊กในหลายด้านอย่างมีนัยสำคัญ ผู้วิจัยให้ข้อเสนอแนะทางปฏิบัติแก่นักการตลาดและเสนอแนะให้ใช้ตัวแปรตัวอื่นสำหรับงานวิจัยในอนาคต

คำสำคัญ: ความเข้มของการใช้เฟซบุ๊ก การใช้เป็นเวลานานติดต่อกัน ความเบื่อหน่าย การใช้เฟซบุ๊กมากเกินไป การนำเสนอตัวตนบนเฟซบุ๊ก

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Abstract

This research aims to investigate if there were differences between Facebook users in different gender and age groups on a linear combination of the multiple facets of Facebook intensity which include persistence to use, boredom, overuse and self-expression. A sample of 400 Facebook users was drawn by a multistage sampling method; respondents are made up of men and women, aged 13 years or older, and lived in Thailand. The respondents were asked to fill up an online rating scale survey. A multivariate analysis of variance was conducted to assess statistical significance. Differences were found in all four multiple facets of Facebook intensity among Facebook users of different gender and age groups. Practical implications for marketing professionals were suggested. Future researchers might examine different variables.

Keywords: Facebook Intensity, Persistence to Use, Boredom, Facebook Overuse, Self-Expression

Introduction

Today the number of Facebook users has been surprisingly on the rise. Globally, there were approximately 1,191 million users whereas the number of Facebook users in Thailand was approximately 26 millions which ranked third in ASEAN countries after the Philippines (Zocial Rank, 2014). Among all Facebook users in Thailand, 85.63% was active users, in which the active users were constituted for approximately 36 % of total population in Thailand. The recent growth of Facebook users became phenomenal which reflected not only the growing businesses on social-commerce, but also growing personal and social interaction on social media channel.

As a result, social media marketing became an inevitable marketing tool to reach the target market. Most brands went beyond corporate website and extend their marketing territories to Facebook fan page. Certainly, the brands were striving for increasing their fan base and creating engagement through posting, commenting, reviewing, and buying Facebook ads as well as interesting Facebook marketing activities, all of which led to purchase conviction and positive word of mouth. However, the characteristics of Facebook marketing were total distinctive from traditional marketing, because tradition marketing was one way communication from the brand owners, whereas Facebook is the owned-media of Facebook users in which the marketers must avoid being too intrusive to their fan base, as they may disconnect themselves from certain Facebook fan page at their own decision.

To be successful in Facebook marketing, it is strictly required to be very knowledgeable about the fan base's motivation to use Facebook, their interaction pattern with others, and their behaviors. Hoy and Miline (2010) revealed the facts about Facebook users; for example, there were more female users than male users. Facebook users were more active in

the early afternoon. Their most favorite actions on Facebook were like, share and comment. However, an exploration of in-depth information about Facebook usage and attitude, especially on emotional sides was considered useful (Hum et al., 2011). As it is believed that cultural differences determined different consumption pattern and behavior of consumers in each cultural setting, this research investigates individual differences in Facebook use, particularly those specific to Thai consumers by exploring the Facebook intensity among Thai users among different genders and age groups.

Literature Review

Some studies explore gender differences in Facebook users, the results were varied. For example, Hum et al. (2011), found no significant gender differences in the volume of profile pictures, the participation degree of activity in the photos, the appropriateness of the photos or the number of subjects in them. Theoretically, there are some reasons to assume that women may post something differently than men, emphasizing different features (Vigil, 2009), but there is no apparent reason to hypothesize that there would be differences in the frequency of posting.

Jackson, Ervin, Gardner, and Schmitt (2001) found that men and women have differences in general Internet use since the inception of the Web. Their study of college-age men and women found that both genders tended to spend the same amount of time online, but women tended to email and men tended to surf. Carstensen (2009) found that the significance of gender has changed in the era of Web 2.0, but there were still clear differences. Hargittai (2010) came to a similar conclusion that men had more access to Internet use through their jobs. Rideout, Foehr, and Roberts (2010) found that this is the case even among children and adolescents. Generally, men started spending more time online in their teen years. However, the researchers also found that generally teenage women spent more time on SMS than teenage men, despite the fact that both visited web sites regularly.

Other studies advocated that women spent more time on Facebook than men (Hoy & Milne, 2010; McAndrew & Jeong, 2012). There were also several studies that showed other differences in usage. Hoy and Milne (2010) found that women disclosed more personal information in the “about me” section of Facebook and were a bit more concerned than men about privacy on the site. McAndrew and Jeong (2012) found that women were “more likely to use profile pictures for impression management” and “engaged in more online family activity”. Rose et al. (2012) found that men and women approached Facebook profile pictures very differently. They found that men tended to show active, dominant, independent, and sentimental styles in their photos while women tended to show more attractive and dependent styles.

Today majority of the social network users are young individuals under 35-year olds. The relationship between youth and their involvement in social network sites, especially Facebook, has attracted much research that focused on young people's online activities (Mazman & Usluel, 2011). Besides the analysis which has been carried out for each of the social networking sites and comparison between them, it is also useful to provide appropriate investigation of the usage patterns of various categories of social networks users. Thus, the need arises to assess user experience, acceptance reasons for use and transitions from one network they currently use to other networks, or to a completely new kind of networks. The aforementioned reasons, and the perceived promising importance of one of the most popular social media, Facebook, motivated the researcher to explore and better understand, if there are any gender and age differences among Facebook users.

According to Eurostat (2014), 78% households in Europe have Internet access, which means having access to the virtual world is no longer a luxury. This omnipresence of the Internet puts many users in danger of becoming addicted to it. According to some statistics, there may be between 6% and 13% of addicts among Internet users (Morahan-Martin, 2005). In addition, some researchers outline different subtypes of Internet addiction, such as Facebook addiction (Andreassen, Torsheim, Brunborg, & Pallesen, 2012), online gaming addiction (Kuss, Louws, & Wiers, 2012), or Internet sex addiction (Young, 2008). As social networking sites enjoy an increasing popularity, people more and more often experience problems that stem from using them in maladaptive ways. The terms functioning in the literature --- "Facebook addiction or Facebook overuse" (Andreassen et al., 2012) or "Facebook intrusion" (Elphinston & Noller, 2011) - are defined as excessive involvement in Facebook that disrupts everyday activities, leads to compulsive use of the site, and manifests itself in neglecting social life. Considering the increasingly strong influence of the Internet on human life, it seems of paramount importance to determine the factors that may contribute to dysfunctional Internet use.

Time Perspective may be defined as an individual's concentration on particular dimensions of time. It determined persistence to use Facebook. Zimbardo, Keough and Boyd (1997) distinguish five of them; namely, Past Positive, Past Negative, Present Hedonistic, Present Fatalistic, and Future. We tend to divide and classify life events according to these dimensions. Time Perspective is a sociocognitive variable that comprises ideas about oneself, about the world, and about others, as well as a person's goals, expectations, and memories. It is possible to identify certain characteristics associated with different types of time perspective. Those who are future-oriented set their goals more accurately; they are able to restrain themselves from succumbing to current temptations and more easily delay gratification (Zimbardo & Boyd, 2008). At the same time, however, they tend not to concentrate sufficiently on present enjoyment and may neglect private aspects of their life. Those who are more past-oriented live by their memories; they cultivate traditions, and their mind often drifts back to the times that have gone by. Those who are present-oriented tend to be able to derive

pleasure from current events and enjoy their life more fully. At the same time, they may have difficulties in setting goals for the future and be more willing to take risks.

The concept of time perspective has been assessed in associated with many aspects of human activity and applied to a wide range of issues - for instance, to academic achievement (e.g., de Volder & Lens, 1982), delayed gratification (e.g., Wu & He, 2012), career decision-making (e.g., Walker & Tracey, 2012). There is a vast body of research that investigated the role of time perspective in several types of addiction. Future orientation was negatively related to substance use, and the pattern was the opposite in the case of present orientations (Wills, Sandy, & Yaeger, 2001). Tests revealed that coping and negative affectivity were mediators in the relationship between time perspective and substance use. Present orientation correlated with negative self-esteem, lack of control, maladaptive coping, and negative affectivity, whereas Future orientation correlated negatively with anger coping and positively with perceived control, behavioral coping, self-esteem, and positive affectivity (Wills et al., 2001). Then the one of the focus of this research was to determine gender and age differences on persistence to use Facebook. Thus, the hypotheses were proposed as follows:

H₁: There is a statistically significant main effect of gender differences on persistence to use facet of Facebook intensity.

H₂: There is a statistically significant main effect of age differences on persistence to use facet of Facebook intensity.

It was observed that the growth of digital technologies as communication platform makes human beings feel apart of each other than ever before. Social media can be broadly defined as the websites and applications that enable users to create and share content with networks (i.e., friends, followers, etc.) they construct for themselves. These forms of media have revolutionized how people interact with each other, and young adults are the most avid users. In a recent study, the Pew Research Center found that “fully 91% of smartphone owners aged 18-29 used social networking on their phone at least once over the course of the study period, compared with 55% of those 50 and older” (Smith, 2015). Indeed, age is a strong determinant of the frequency and quality of an individual's social media usage, and it is unsurprising that younger people are more comfortable with online communication than adults (Thayer & Ray, 2006). In terms of platform popularity among young adults (18-29-year olds) with Internet access, 87% use Facebook, 53% use Instagram, and 37% use Twitter (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015).

Apparently, the increasing interpersonal connectivity afforded by social media should be connected with an overall increase in psychological well-being, yet the problem of loneliness or boredom persists in the same societies where social media usage is likely at its highest. According to a nation-wide survey, commissioned by the Mental Health Foundation, 48% of British adults believe that people in the UK are getting lonelier as time progresses, 45% report feeling lonely at least some of the time, and 42% report having felt depressed

due to being alone (Griffin, 2010). Importantly, nearly all indicators of loneliness reported in the survey showed highest frequency of occurrence among young adults aged 18-34 (as opposed to older adults).

Loneliness is often defined in terms of one's connectedness to others, or more specifically as "the unpleasant experience that occurs when a person's network of social relations is deficient in some important way" (Perlman & Peplau, 1981). Scholars have yet to determine whether our digital connectivity is of a kind that can stave off loneliness, and empirical research has produced mixed findings regarding the link between loneliness and social media. Relatedly, maintaining social relationships has the potential to "subtly embrace us in the warmth of self-affirmation, the whispers of encouragement, and the meaningfulness of belonging" (Hughes, Waite, Hawkey, & Cacioppo, 2004). That is, rather than merely preventing or attenuating negative psychological consequences (e.g., loneliness), an individual's social relationships may provide positive consequences. However, the capacity of social media to exercise this benefit remains uncertain at best (Allen, Ryan, Gray, McInerney, & Waters, 2014).

With advances in technology and bandwidth, the additional communicative abilities of cell phones have gone from short message service (SMS) texting to sending pictures and audio files to the recording and live transmission of high definition video. On the surface, it seems that the increased realism and definition of communication media should make people feel more connected with others, but the rate at which new social media platforms are released, initially adopted, popularized, and makes it difficult to study how any specific platform affects loneliness. By focusing on the primary modality of each platform — text or image/video — we might begin to understand how they each mitigate loneliness. Therefore, it is important from both a theoretical and practical perspective to understand how individuals today utilize their social relationships (e.g., via social media) in a way that makes them feel sufficiently connected and therefore less lonely. Such an understanding may shed light on when and why many people are likely to feel particularly lonely in spite of the popularity of social media. Thus, the hypotheses were proposed as follows:

H₃: There is a statistically significant main effect of gender differences on boredom facet of Facebook intensity.

H₄: There is a statistically significant main effect of age differences on boredom facet of Facebook intensity.

Culture is a factor attributing to Facebook addiction or overuse. Asian consumers love their technology gadgets, as it is used to show their self-identity and pride (Schmitt, 2014). In addition, Asian consumers valued collectivism. Then Facebook was used to maintain good relationship with friends. Young (1999) proposed that the main purposes and motivations for using SMS including Facebook are to maintain online and offline relationship, the addiction to SMS can be called as Internet relationship addiction. Other research regarded this kind of social network addiction as Internet spectrum addiction disorders (Karaiskos, Tzavellas, Balta,

& Paparrigopoulos, 2010), listing them alongside other addictive Internet uses such as game addiction, Internet sex addiction (Griffiths, 2012, Kuss & Griffiths, 2011; Kuss & Griffiths, 2012).

People with social network addiction seems to express such symptoms as mood-repair experiences (e.g., devoting effort to SMS resulting in beneficial changes in emotional states), salience (e.g., full attention to the usage of SMS in behavior, cognition, and emotion), concealment of addictive behavior (e.g., concealing the amount of time spent on SMS from friends and family), tolerance (e.g., increasing the usage of SMS to an excessive amount), withdrawal (e.g., experiencing displeasing physical and emotional symptoms when one's usage of SMS is restricted or blocked), conflicts (e.g., interpersonal and psychological problems due to the usage of SMS), and relapse (quickly returning to the overuse of SMS after a period of abstinence) (Griffiths, 2005). Similarly, Kardefelt-Winther (2014) proposed that people go online to escape real life problems which could lead to negative outcomes.

Constant increment of popularity of Facebook increases the number of people with symptoms of Facebook addiction. Previous research explored the relationship between personal psychological traits and Facebook addiction; it is possible to understand the correlation between personal psychological traits and Internet addiction. Research has found that psychological traits such as low self-esteem, shyness (Griffiths & Dancaister, 1995), introversion (Cao & Su, 2006), sadness, anxiety (Huang et al., 2010), neuroticism (Cao & Su, 2006), a high sense of loneliness and sadness (Lavin, Yuen, Weinman, & Kozak, 2004), social retreat (Griffiths & Dancaister, 1995), attack, poor self-control and neuroticism (Kim et al., 2008) all show a significant correlation with Internet addiction. Thus, it is known that personal psychological dysfunction generally has significant correlations to Internet addiction. Further, this study opened up a new research perspective by investigating sex differences and age differences being affected in Facebook overuse. Thus, the hypotheses were proposed as follows:

H₅: There is a statistically significant main effect of gender differences on overuse facet of Facebook intensity.

H₆: There is a statistically significant main effect of age differences on overuse facet of Facebook intensity.

People employ different self-expression techniques both during face-to-face interactions and online (Schlenker & Pontari, 2000). Utilizing online tools to form and maintain relationships is beneficial in bringing those relationships to the "real" world (McKenna, Green, & Gleason, 2002). The need for self-expression on Facebook has been found to be related to personality traits such as neuroticism, narcissism, shyness, self-esteem, and self-worth (Marshall et al., 2015). Neuroticism was found to be related to ideal and false self-expression (Michikyan, Subrahmanyam, & Dennis, 2014). Spending time on social network site profiles causes young people to endorse positive self-views, sometimes narcissistic ones (Gentile, Twenge, Freeman, & Campbell, 2012).

Previous research on self-expression in face-to-face environments has demonstrated that people are more likely to employ self-enhancing presentations in an attempt to make

the best possible impression (Schlenker & Leary, 1982). In addition, people attempt to compensate for negative information that is publicly known about them by boosting their self-descriptions on dimensions that are irrelevant to the damaging data (Baumeister, 1982; Baumeister & Jones, 1978). The anticipation to enhance the positivity and diminish the negativity of self-views is highlighted by self-enhancement theorists (Leary, 2007). According to this view, people attempt to maintain positive impressions on others (Paulhus et al., 2003; Sedikides, 1993). Online is not an exception. However, different view was found in self-verification theory (e.g., Swann, 1983) assuming that people have a powerful desire to confirm and stabilize their firmly held self-views. People with negative self-views will seek negative feedback from others with whom they are willing to share negative information about themselves, an action called “self-derogation” (Kaplan, 1975). However, since most people hold positive self-views (Diener & Diener, 1995), even self-verification theorists expect most people to describe themselves in a positive manner while engaging in self-expression acts (Kwang & Swann, 2010). Online is not an exception. Self-expression or self-expression on Facebook can be done by writing profile, posting, commenting and the like. Certainly, it was believed that there would be differences between gender and age groups in presenting themselves to the public on Facebook channel. Thus, the hypotheses were proposed as follows:

H₇: There is a statistically significant main effect of gender differences on self-expression on Facebook facet of Facebook intensity.

H₈: There is a statistically significant main effect of age differences on self-expression on Facebook facet of Facebook intensity.

In order to measure the differential effects of gender and age of Facebook users on multiple facets of Facebook intensity, the research framework was in figure 1.

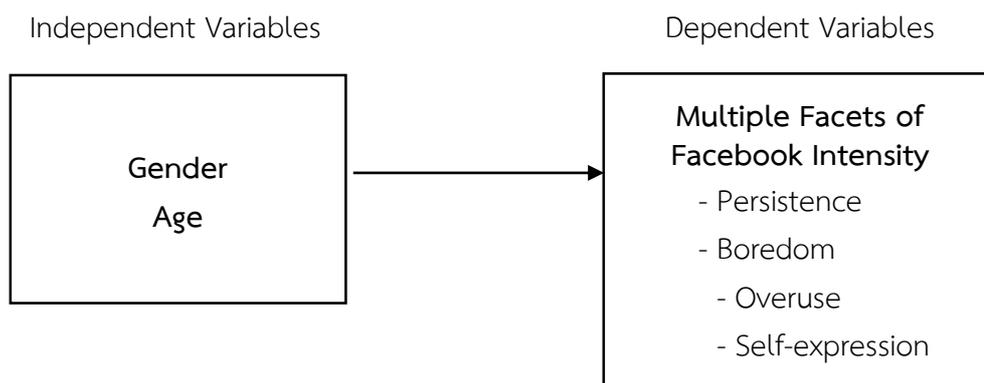


Figure 1 Research framework

Methods

This research targeted Facebook users. The sample was made up of 400 male and female. Their ages ranged between 13 and 60 years ($M = 32.2$, $SD = 14.03$), coming from all over Thailand. All of the participants voluntarily joined the program, and were told that they could withdraw themselves from the testing condition whenever they wished, and that their responses would be kept confidential. An online survey was used and a respondent was filtered on the basis of the order he or she completed and submitted a questionnaire. Through multistage sampling, Facebook usage, gender and age were used to filter qualified respondents. All respondents must own at least one account for at least six months of subscription period. In terms of gender, male and female were proportionately selected. In terms of age, they were split into four groups in equal number; namely, 13-22-year olds, 23-35-year olds, 36-55-year olds and over-55-year olds.

The scales were adapted from Orosz, Toth-Kiraly & Bothe (2015) and used to measure respondents' four facets of Facebook intensity. It consists of items that assess an individual's intensity of Facebook use. Items are rated on a Likert scale and summed, with higher scores indicating higher intensity. It was proved to possess adequate internal consistency (Cronbach $\alpha = .69$) and translation validity. The four variables measured were as follows:

Persistence to use. The scale was made up of four items to measure persistence facet of Facebook intensity. These included "I could visit only one site on the Internet, it would be Facebook," "I feel bad if I don't check my Facebook daily," "I often search for Internet connection in order to visit Facebook," and "Before going to sleep, I check Facebook once more." The response was on a 5-point scale ranging from 1 (= strongly disagree) to 5 (= strongly agree).

Boredom. The scale was made up of three items to measure boredom facet of Facebook intensity. These included "Watching Facebook posts is good for overcoming boredom," "When I'm bored, I often go to Facebook," and "If I'm bored, I open Facebook." The response was on a 5-point scale ranging from 1 (= strongly disagree) to 5 (= strongly agree).

Facebook overuse. The scale was made up of three items to measure overuse facet of Facebook intensity. These included "I spent time on Facebook at the expense of my obligations," "I spent more time on Facebook than I would like to," "It happens that I use Facebook instead of sleeping." The response was on a 5-point scale ranging from 1 (= strongly disagree) to 5 (= strongly agree).

Self-expression on Facebook. The scale was made up of three items to measure self-expression facet of Facebook intensity. These included "My Facebook profile is rather detailed," "I like refining my Facebook profile," and "It is important for me to update my Facebook profile regularly." The response was on a 5-point scale ranging from 1 (= strongly disagree) to 5 (= strongly agree).

Results

A multivariate analysis of variance was conducted to assess if there were differences between different gender and age groups of Facebook users separately on a linear combination of the multiple facets of Facebook intensity as persistence, boredom, overuse and self-expression. The independent variables are gender and age groups of Facebook users. Gender had two groups --- males and females; age had four groups --- 13-22-year olds, 23-35-year olds, 36-55-year olds, and over-55-year olds. Table 1 shows the means and standard deviations of the four dependent variables for those groups.

Table 1 Means and Standard Deviations for Five Measures as a Function of Group Types

Group	Persistence		Boredom		Overuse		Self-expression	
	M	SD	M	SD	M	SD	M	SD
Male	3.03	0.99	3.42	0.78	2.71	0.83	2.67	0.91
Female	3.30	0.88	3.69	0.87	2.82	0.86	2.82	0.91
13-22	2.90	0.93	3.38	0.87	2.74	0.88	2.92	0.90
23-35	3.13	0.88	3.79	0.82	2.98	0.86	2.61	0.91
36-55	3.29	0.89	3.51	0.73	2.70	0.82	2.63	0.87
Over 55	3.34	1.03	3.54	0.89	2.65	0.79	2.82	0.95

A statistically significant difference was found between gender groups of Facebook users on all four multiple facets of Facebook intensity as persistence, boredom, overuse, and self-expression, $F(4,395) = 2.961, p < .05$, Wilk's $\Lambda = 0.971$, partial $\eta^2 = .029$. In addition, for age group, it was found that there was a statistically significant difference between age groups of Facebook users on all four multiple facets of Facebook intensity, $F(12,1040) = 7.283, p < .000$, Wilk's $\Lambda = 0.808$, partial $\eta^2 = .069$.

Table 2 showed that gender of Facebook users had a statistically significant effect on persistence, $F(1,398) = 8.141, p < .005$, partial $\eta^2 = .020$, and on boredom, $F(1,398) = 11.002, p < .005$, partial $\eta^2 = .027$. The Levene's test was used to assess the homogeneity of variance for each dependent variable. Most facets were found to be nonsignificant such as boredom ($p = .310$), overuse ($p = .552$), and self-expression ($p = .254$). The female Facebook user group had a higher persistence score, $M = 3.30, SD = 0.84, 95\% CI[3.169, 3.431]$ than the male group, $M = 3.031, SD = 0.88, 95\% CI[2.900, 3.162]$. On the other hand, the former group had a higher boredom facet score, $M = 3.69, SD = 0.87, 95\% CI[3.582, 3.814]$ than male group

of Facebook users, $M = 3.42$, $SD = 0.78$, 95% CI[3.306, 3.538]. In addition, age of Facebook users had a significant effect on persistence, $F(3,396) = 8.141$, $p < .005$, partial $\eta^2 = .020$, boredom, $F(3,396) = 4.198$, $p < .005$, partial $\eta^2 = .031$, overuse, $F(3,396) = 3.009$, $p < .005$, partial $\eta^2 = .022$, and self-expression, $F(3,396) = 2.71$, $p < .005$, partial $\eta^2 = .020$.

Table 2 *Univariate Effects of Gender and Age Groups on Multiple Facets of Facebook Intensity*

Source	Persistence			Boredom			Overuse			Self-expression		
	<i>F</i>	<i>p</i>	η^2	<i>F</i>	<i>p</i>	η^2	<i>F</i>	<i>p</i>	η^2	<i>F</i>	<i>p</i>	η^2
Gender	8.141	.005	.020	11.00 2	.001	.027	1.672	.197	.004	2.805	.095	.007
Age	4.492	.004	.033	4.198	.006	.031	3.009	.030	.022	2.710	.045	.020

Note. Univariate $df = 1, 398$ for gender group. Univariate $df = 3,396$ for age group.

The Levene's test was used to assess the homogeneity of variance for each dependent variable. All were found to be significant. Bonferroni was used as a follow-up test to evaluate the four pairwise differences among the means for age groups. The mean scores for persistence facet of Facebook intensity were statistically significantly different between 13-22-year olds and more than 55-year olds ($p < .05$), and between 13-22-year olds and 36-55-year olds ($p < .05$), but not between 13-22-year olds and 23-35-year olds. The mean scores for boredom facet of Facebook intensity were statistically significant different between 13-22-year olds and 23-35-year olds ($p < .05$), but not between 13-22-year olds and 36-55-year olds and more than 55-year olds. The mean scores for overuse were statistically significant different between 23-35-year olds and more than 55-year olds ($p < .05$), but not between 13-22-year olds and 36-55-year olds and more than 55-year olds. Lastly, the mean scores for self-expression facet of Facebook intensity were not statistically significant different between groups.

Discussion

The findings of this study are consistent with the hypotheses suggesting that age and gender separately have a main effect on facets of Facebook intensity. As for the persistence facet of Facebook intensity, the female Facebook user group had a higher degree of persistence than male Facebook users. As for age, the over-55-year olds had a higher degree of persistence than the 13-22-year olds. However, there was no difference between the 13-22-year olds and the 23-35-year olds. From the boredom facet of Facebook intensity, female Facebook users had a higher degree of boredom than than the male Facebook user group. In

addition, the 23-35-year olds had a higher degree of boredom than the 13-22-year olds. However, there was no difference between the 13-22-year olds, the 36-55-year olds and the over-55-year olds. As for the overuse facet, males and females had no significant difference. There was no difference between the 13-22-year olds, the 36-55-year olds and the over-55-year olds. However, the 23-35-year olds had a higher degree of Facebook overuse than the over-55-year olds. As for the self-expression facet, there was no significant difference in gender and age groups.

To be specific, female Facebook users were likely to visit Facebook quite often or whenever they log on to the Internet and would check Facebook updates on a regular basis. Also, female Facebook users were likely to spend their free time on Facebook. This was consistent with Hoy & Milne (2010) and McAndrew & Jeong (2012) that noted women spent more time on Facebook than men. In addition, it was observed that the 23-35-year olds was likely to spend time on Facebook, or even addicted to it as they spend more time than it was supposed to with the Facebook. Interestingly, the over-55-year olds had used Facebook with persistence.

The findings gave us an insight into specific target customers that marketers need different social media approach for different target customers with different profile. As an illustration, women could be characterized as hyperactive and seem to have pleasure in not only participating in brand activities on the Facebook but also in following 'call-to-action' that can easily lead to sales. Also the 23-35-year olds were likely to be heavy users of Facebook and shared the same pattern of behavior as the women group.

In this context, the present research strongly suggests that further investigation into other relevant variables such as occupation, education, and attitude toward life, is warranted. Also, inclusion of those variables in an organization's marketing strategy will be useful to secure marketability of certain brands through Facebook.

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