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## **SELECTED SOCIAL MEDIA ANTECEDENTS: ATTITUDES TOWARDS AND BEHAVIOURAL IMPACTS ON ITS USAGE AMONG CONSUMERS IN A DEVELOPING COUNTRY**

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**Abstract:** This study examined the relationship between selected antecedents, attitude and behavioural intentions towards social media usage in South Africa. A quantitative approach was adopted and questionnaires administered to 376 consumers. The reliability of the measuring instrument was tested through Cronbach's coefficient alpha. A four-factor structure was established using Principal Component Analysis with Varimax rotation. Non-parametric correlations and regression analysis were used to test for any predictive relationships among the variables in the proposed conceptual model. Perceived ease of use, perceived enjoyment and perceived critical mass were supported as the underlying antecedents of social media usage. Attitude was also found to influence consumers' intentions to adopt social media technologies. These findings imply that an understanding of the fundamental antecedents of social media acceptance could enable marketing organisations to satisfy the particular needs of desired markets, whose motivations vary by individual, setting and context.

**JEL Classification:** M220

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