



Factors influencing Facebook Reel Usage behaviour

Submitted by

Tasnia Sunehara Chowdhury

ID: 211-35-3154

Batch: 34th

Supervised by

Dr. Imran Mahmud

Associate Professor and Head

Department of Software Engineering

Daffodil International University

DAFFODIL INTERNATIONAL UNIVERSITY

APPROVAL

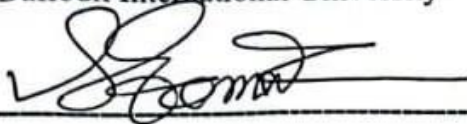
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Faculty of Science and Information Technology
Daffodil International University



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(Student's Signature)

211-35-3154

Student ID
Date: 09.01.25

Imran Mahmud

(Supervisor's Signature)

Dr. Imran Mahmud

Name of Supervisor
Date: 09.01.25



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I hereby declare that I have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of the degree of Bachelor of Science.

A handwritten signature in black ink, appearing to be "Imran Mahmud", written in a cursive style.

(Supervisor's Signature)

Full Name : Dr. Imran Mahmud

Position : Associate Professor and Head

Date : 09 January 2025



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Tasnia Sunehara Chowdhury

(Student's Signature)

Full Name : Tasnia Sunehara Chowdhury

ID Number : 211-35-3154

Date : 09 January 2025

Factors influencing Facebook Reel Usage behaviour

Tasnia Sunehara Chowdhury

Thesis submitted in fulfillment of the requirements
for the award of the degree of
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DEDICATION

I dedicate this thesis to my family, for their constant support, pushing me forward, and loving me through all the hardships I endured while writing this thesis.

To my mentors and advisors, for their invaluable guidance and for believing that I could learn to inspire me to aspire to excellence. And for everyone who strives to strike the balance between technology and flourishing, I hope this work helps be a small contribution towards crafting a healthier, more purposeful digital experience for the upcoming generations.

ABSTRACT

With the rise of short-form video platforms such as Facebook, the Social Media Usage paradigm has shifted to maximize engagement through short-form, algorithmically driven content. This study explores the motivation for continued use as twofold flow experience and cognitive lock-in—and analyzes them in the context of Facebook short video features. Based on flow theory and status quo bias theory, the study illuminates that by the characteristics of recommended content (self-referencing and serendipity), the flow experience included and that cognitive lock-in growth by network externalities, sunk costs, habitual usage, respectively.

Based on 85 analyses, there will be some main structural findings: Flow experience, cognitive lock-in has a positive impact on continued intention. Cognitive biases specifically stemming from the impact of Facebook's network size, its complementary functions, and entrenched habits replicate usage via self-reference and serendipity. This dual-factor model offers valuable insights into how Facebook can enhance user engagement and improve the short video experience, finding a balance between entertainment and responsible usage.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
PLS-SEM	Partial least squares structural equation modeling

Chapter 1

Introduction

1.1 Background

Digital technologies like Artificial Intelligence, 5G, and algorithm-led content aggregation, are growing exponentially, influencing our media consumption behavior. Short video applications have become a leading means of entertainment and information dissemination due to their short length, portability of content, and personalized recommendation (Yang et al., 2023). High up on the list is Facebook's video short app, which has emerged as a new functionality embedded within the larger landscape of Facebook's social media. By harnessing Facebook's robust user data and algorithms, this app allows users to curate and interact with a world of short videos. Definitely, despite the booming popularity of short video apps, concerns about possible overuse and negative impacts on mental and physical health have been increasing. However, research shows that too much use can come with problems like distraction, poorer quality sleep, and privacy issues (Tian et al., 2016; Garrett et al., 2018). Yet, it is undeniable that the advantages, such as entertainment, community connectivity and knowledge gaining are endless (Al-Debei et al., 2013). Exploring how and why users remain on these platforms is vital to solving these issues and encouraging healthy use of these platforms.

1.2 Problem Statement Around the World

In a global context, the emergence of vertical video apps marked the new way for people to consume micro-content and had since then found its way into being part of Facebook Reels features. In 2023, short video applications accounted for 70% of global mobile Internet traffic, owing to the short duration and algorithm-based filtering of content (Statista, 2023) Facebook Reels benefited from Facebook access to so much information about users and was thus able to provide short form content

targeted to certain demographic groups (Yang et al., 2023). It is part of a global trend in media consumption around short-form, engaging and easily digestible video.

As short video apps continue to be extremely successful, however, problems that stem from excessive use of those apps have begun to emerge. Overuse of was associated with mental health issues and privacy concerns, as well as compulsive behaviors (Garett et al., 2018). Internationally, constant accessibility to algorithmically suggested content has resulted in users documenting weakened quality of sleep and efficiency (Tian et al., 2016). Nevertheless, the advantages cannot be ignored; enhancing entertainment, underpinning community growth and increasing knowledge accessibility (Al-Debei et al., 2013). One just cannot think broadly about these issues without understanding global usage patterns, the psychological, social and cultural implications of a digital world.

We will look at the drivers of Facebook Reels Consumption worldwide, covering aspects like user motivation, behavior, and concerns in this research. By investigating its critical drivers and barriers, this study can contribute to the establishment of a sustainable user-oriented policies for short video platforms.

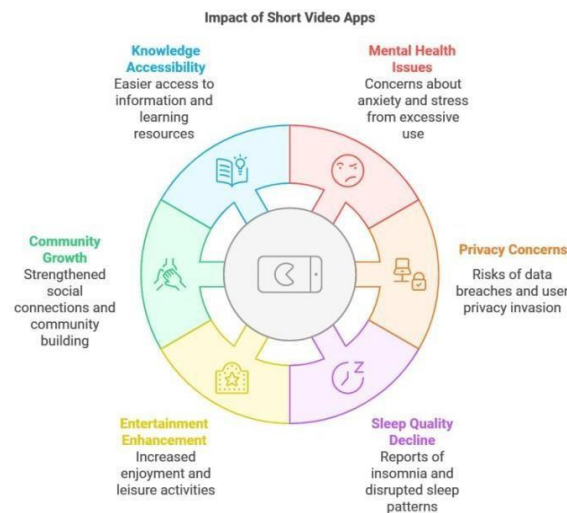


Figure 1.1 :Global Comparison of Factors influencing Facebook Reels Usage

Figure 1.1 shows,Facebook Reels contributing factors globally – based on region Over all globally, entertainment value is the highest consideration, in the Asia Pacific (90%). Knowledge sharing and community building have also been high on the agenda, particularly in Asia-Pacific and Europe. In Africa, privacy concerns are greater (60%) than anywhere else in the world. This diversity mirrors the various incentives and obstacles that users experience around the world.

1.3 Problem Statement in Bangladesh

However, the evolution of digital platforms in the media has experienced accelerated growth in Bangladesh over the last few decades but this genre holds the first position of the media consumption in the country (Bangladesh Telecommunication Regulatory Commission [BTRC], 2023). The increase of Reels use is driven by affordable internet, high penetrability of Smartphones with a lot of reputed social networking of Facebook (Ahmed & Mahmood, 2021). As of today, Facebook seems to be the most used social media site in the country and also serves as a suitable environment for making short video (Statista, 2023).

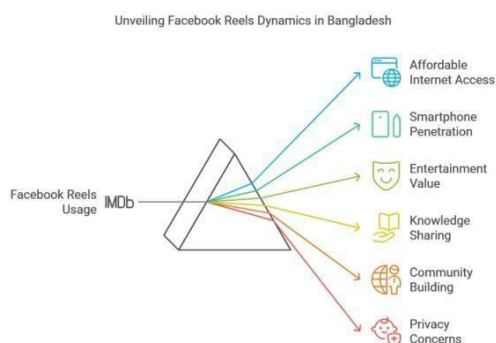


Figure 1.2 :Factors influencing Facebook Reels Usage in Bangladesh

This chart shows all the vital factors that motivate Bangladeshi users to use Facebook Reels. Affordable internet access (85%) and smartphone penetration (80%) are the biggest drivers, and indicate how the digital tools are accessible. Users are driven to use the platform because of its entertainment value (70%), ability to share knowledge (65%), and its community building aspect (60%). On the other hand, privacy concerns (50%) and content quality (45%) show possible challenges users have towards Facebook Reels. This mix of drivers and barriers highlights the multifaceted nature of users' behavior on the platform.

But the reasons for using Facebook Reels are all over the place. Another key influence of the use of this feature is the socioeconomic diversity, cultural norms, and level of digital literacy of the users (Hossain & Rahman, 2022). Apart from the visible features of social there are deep-rooted concerns for overuse of say social media, privacy and content quality (Akter & Sultana, 2020) Furthermore, personalization of machine generated content brings very serious concerns for which user preferences and behaviors it will shape or instantiate.

Thus, Bangladeshi previous needs have to be identified, in order to solve the problems and show the importance of the new Facebook Reels to them. The paper is made to discover the basic enablers & enforceable of the Reels usage to shape a path of growth in Bangladesh digital ecosystem.

1.4 Research Objective

Therefore, the main purpose of this research is to determine the factors that will affect and motivate users' continuance intention to use the short video platforms like Facebook Reels. The research draws on several well-established elements like flow experience and cognitive lock-in, aiming to validate the relevance of these aspects on prolonged usage of such platforms. Also, the research wants to study the influence of algorithm-based personalization and other contextual factors, as well as thoughts to co-design sustainable and user-centric regulation of short-form video platforms.

1.5 Research Questions

This study responds to two main research questions: What are the factors that influence or motivate users' continuance intention toward the short video platform? Second, between these factors, which one can have the greatest effect on users' continuance intention? These questions seek to illustrate the behavior & psychology of user interactions in those short video applications, such as Facebook Reels.

1.6 Research Scope

It focuses on comprehending consumer retention in Facebook reels and other short video applications & investigates two important elements as the main causes of prolonged use: flow experience and cognitive lock-in. That excludes elements extraneous to flow experience and cognitive lock-in, as well as other social media networks also verifies the algorithm's accuracy in forecasting user retention behavior by utilizing measures associated with flow and cognitive lock-in.

1.7 Research Gaps

This study contributes to the understanding of the continuing use of short video apps. Moreover, relevant literature focusing on sparse while there is plenty of studies on social media continuance. Most of the existing literature focuses separately on flow experience and cognitive lock-in and does not integrate them to elucidate user behavior. Moreover, the impact of psychological mechanisms on recommendation information characteristics including self-referencing and serendipity had not been well understood. Additionally, previous studies ignore the role of sunk costs, habits and network externalities resulting in cognitive lock-in and continuance intention. It reflects the fact that there must a comprehensive structure of issues which are lying easily on emotional as well as cognitive side to retain the user to keep using short video platform.

1.8 Summary

The rapid development of digital technologies has considerably affected media consumption patterns, and short video applications (e.g., Facebook Reels) have gained widespread popularity owing to their compact and personalized recommendations. While social media can be beneficial (it can be entertaining, bring people together and can serve as a conduit for information), overuse has become a concern and it has been correlated with mental health issues, privacy dangers and less quality sleep. Asia Pacific Dominance: The world's fastest-growing region for short video apps is the Asia Pacific, and from the report, we can see that the main reason for using short video apps is directed to entertainment, whereas for Africa, good reason should be given regarding users' privacy. In Bangladesh, Facebook Reels sees utilization driven by cheap internet, rising smartphone penetration, as well as Facebook's market-leading position in social networking, and it faces issues such as privacy and content quality. In relation to this, the study attempts to identify and analyze the influences for the user retention on short video platform, taking flow experience and cognitive lock-in as key drivers of application retention behavior. The focus is only on Facebook Reels among the several social media platforms as a part of offering a sustainable and user-centered approach to engage in the digital space.

Chapter 2

Literature Review

2.1 Introduction

An important part of this study literature review. It explores pre existing literature, critical paradigms, and recent progress on the issue, as well as offers references to the impact of social media channels on user involvement with briefer image usages,including Facebook. This review details developments in short-form video content and their subsequent impact on behavior and their increasing ramifications towards digital expression and marketing. This novel topic of research highlights the subsections of existing bodies of work in order to address gaps, inconsistencies and further future research that will situate this investigating already-fleshed out scholarly discourse.

2.2 Literature Review

This literature review emphasises on how the various factors influence user retention and continuance intention on short video platforms with a special emphasis on Facebook Reels.

Table 2.1 :Literature Review

Authors	Title	Year	Country	Dependent Variable	Independent Variable	Analysis
Ruangkanj anases et al., 2020	Role of social identity and confirmation in continuance intention in social media	2020	Not specified	Continuance Intention	Social identity	Perceived usefulness, confirmation
Zhou et al., 2019	Role of peer influence and self-image on continuance intention	2019	China	Continuance Intention	Peer influence, self-image	Sense of belonging, satisfaction
Ashraf et al., 2019	Role of personality traits and value perceptions in influencing continuance intention	2019	pakistan	Continuance Intention	Face consciousness, innovativeness, ambiguity intolerance, need for uniqueness	Utilitarian value, hedonic value
Idemudia et al., 2018	TAM and diffusion of innovation for continuance usage	2018	Nigeria	Continuance Usage	Ease of use, compatibility, relative advantage, information ,quality , risk, satisfaction	Usefulness of social media

Authors	Title	Year	Country	Dependent Variable	Independent Variable	Analysis
Guo et al., 2016	Uses and gratification theory integrated with SOR framework	2016	Not Specified	Continuance intention	Social activity, information seeking, network externality, collective intelligence, content consumption	Sense of belonging, flow experience
Zhang et al., 2017	Role of network externalities and perceived value in driving continuance intention	2017	China	Continuance intention	Social interaction ties, direct and indirect network externalities	Social value, emotional value, hedonic value, information value

Authors	Title	Year	Country	Dependent Variable	Independent Variable	Analysis
Chaouali, 2016	Dual role of satisfaction and emotional exhaustion in continuance intention	2016	Tunisia	Continuance intention	Exhibitionism, escapism, voluntarism, voyeurism, information and social overload	Satisfaction, emotional exhaustion
Mouakket et al., 2015	Expectation confirmation model applied to continuance intention	2015	UAE	Continuance Intention	Confirmation, perceived usefulness, satisfaction, habit, subjective norms, enjoyment	Satisfaction
Basak and Calisir, 2015	Role of entertainment, status seeking, and self-expression on continuance intention	2015	Turkey	Continuance Intention to Use	Entertainment, status seeking, information seeking, self-expression	Attitude, satisfaction
Chiu and Huang, 2015	Role of dependency relations and gratification in continuance intention	2015	Taiwan	Continuance Intention	Understanding, play dependency relations, orientation	Para-social interaction, gratification, habit

Authors	Title	Year	Country	Dependent Variable	Independent Variable	Analysis
Al-Debei et al., 2013	Extending theory of planned behavior for continuance participation	2013	Jordan	Continuance Participation Behavior	Attitude, subjective norm, perceived value, perceived behavior control	Continuance participation intention
Lin et al., 2011	Network externalities and motivation theory for continued intention	2011	China	Continued Intention to User	Network externalities	Perceived enjoyment, perceived usefulness

Chapter 3

METHODOLOGY

3.1 Introduction

Research methodology involves the systematic plan and procedures that a researcher adopts when carrying out research. The methods and techniques pertaining to data collection, analysis, and interpretation to answer a particular research question or test a hypothesis form part of the methodology. It contains decisions concerning the design of the research, sampling, tools, and data analysis techniques, ensuring that such research is valid, reliable, and objective. It is a broad framework through which all activities related to research are completed, the guidelines leading to meaningful and accurate results.

3.2 Questionnaire design and item selection

The scale entries from previous studies were used to create the question items for all possible variables in this paper, with the necessary modifications and taking into account the context of short video applications (Zhang et al., 2018; Lu and Cheng, 2020; Zhao and Wagner, 2022; Cheng, 2021; Polites and Karahanna, 2012; Wang et al., 2021; Shi et al., 2018; Gong et al., 2018). The participants' degree of agreement with various items in each construct was measured using a seven-point Likert scale, which ranged from 1 to 7. Self-referencing, vividness, serendipity, network externalities, sunk costs, habits, flow experience, cognitive lock-in, and continuance intention are among the nine latent variables that make up the study model. Additionally, this study adjusted for factors like age, gender education, and frequency to eliminate the possibility that outcomes could be influenced by demographic characteristics.

Table 3.1: Questionnaire

Construct	Item 1	Item 2	Item 3	Item 4	Item 5	Source
Self-referencing	I found that the recommendation information on this short video app (Facebook Reels) matched my preferences very well	I perceived that the recommendation information on this short video app (Facebook Reels) reflected my needs	I perceived the recommendation information on this short video app (Facebook Reels) fit my tastes very well	I perceived that this short video app (Facebook Reels) offered a list of friends with similar tastes with me		Zhang et al., 2018
Vividness	The demonstration of recommendation information on this short video app (Facebook Reels) was very lively	I could get the recommendation information on this short video app (Facebook Reels) from different sensory channels	The recommendations on this short video app (Facebook Reels) were exciting to me			Jiang and Benbasat, 2007; Zhang et al., 2018

Construct	Item 1	Item 2	Item 3	Item 4	Item 5	Source
Serendipity	I can often see unexpected content on this short video app (Facebook Reels) that I am interested in or are helpful to me, and I have a feeling of surprise	I am often surprised by the recommendation information on this short video app (Facebook Reels) that I never found, and they are very interesting and helpful to me	I often find interesting and surprising content on this short video app (Facebook Reels)	There is a lot of valuable content on this short video app (Facebook Reels), more than what I want to know when I use it		Lu and Cheng, 2020; Zhao and Wagner, 2022

Construct	Item 1	Item 2	Item 3	Item 4	Item 5	Source
Perceived network size	I found a good number of people use the short video app (Facebook Reels)	I think most people are using this short video app (Facebook Reels)	I think that there will be many people using this short video app (Facebook Reels)	In my opinion, the number of users of this short video app (Facebook Reels) is large		Zhou and Lu, 2011; Cheng, 2021
Perceived complementarity	The short video app (Facebook Reels) provides a wide range of complementary applications	The short video app (Facebook Reels) provides a wide range of complementary services	The short video app (Facebook Reels) provides a wide range of supplementary knowledge	The short video app (Facebook Reels) provides a wide range of support tools		Lin and Lu, 2011; Cheng, 2021

Construct	Item 1	Item 2	Item 3	Item 4	Item 5	Source
Sunk costs	I have spent a lot of time and effort on this short video app (Facebook Reels)	Overall, I have invested a lot into using this short video app (Facebook Reels)	A lot of energy, time, and effort have gone into using this short video app (Facebook Reels)			Polites and Karahanna, 2012; Wang et al., 2021
Habits	Using this short video app (Facebook Reels) has become automatic to me	Using this short video app (Facebook Reels) is natural to me	Using this short video app (Facebook Reels) has become a routine for me			Limayem et al., 2007; Wang et al., 2021
Flow experience	I often lose track of time when I use this app (Facebook Reels) to browse and watch short videos	I often concentrate and ignore other things when I use this app (Facebook Reels) to browse and watch short videos	I am very dedicated and often have a distorted sense of time when I browse and watch short videos using this app (Facebook Reels)	I am often fascinated when I use this app (Facebook Reels) to browse and watch short videos		Lu and Cheng, 2020; Zhao and Wagner, 2022

Construct	Item 1	Item 2	Item 3	Item 4	Item 5	Source
Cognitive lock-in	I appreciate this short video app (Facebook Reels) as it brings me comfort and ease	I enjoy using this short video app (Facebook Reels) because it brings me a fascinating experience	I think this short video app (Facebook Reels) provides superior technological benefits that I can hardly find from other apps	Switching to another short video app wastes my time and effort on this app (Facebook Reels)	Switching to another short video app wastes my knowledge and skills gained while using this app (Facebook Reels)	Shih, 2012; Shi et al., 2018
Continuance intention	If I could, I will continue using this short video app (Facebook Reels)	I plan to keep using this short video app (Facebook Reels)	I intend to continue using this short video app (Facebook Reels)	I expect to continue using this short video app (Facebook Reels)		Zhang et al., 2017; Gong et al., 2018

3.3 Data collection and subject selection

This study used data collection by paying attention to the most popular short video app Facebook Reels. Our survey data were collected in December 2024 by using an online survey tool quite familiar named Google Forms (<https://forms.gle/Ru4DeoiPBsi37HYF6>). Participants were recruited randomly

via Facebook. Participants were given informed consent as approved by the appropriate institutional review board for this online study. To participate, click here. This was also emphasized in the added section of the questionnaire in which respondents were told they were anonymous; that their participation was completely voluntary and that any data collected would be stored for research purposes only. A reward was given at the end of the survey as a token of thanks for each participant.

It filtered respondents with the statement, "Do you have experience on Facebook Reels and do you use it now?" So seeking answers available for active and veteran users only. Any "no" rebuttal immediately disqualified the respondent, and the responses were nullified.

In approximately 2 weeks the questionnaires were collected, which were 100 the total of those approved for analysis. We screened responses for quality, flagging people with fast response times, those who failed validation questions, and/or whose responses were otherwise clearly homogenous. Based on this, a valid 84 questionnaires were accepted for analysis also for the evaluation of the model.

The demographic information of the individuals who participated.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19–2	61	72.6	72.6	72.6
	26–3	18	21.4	21.4	94.0
	36–4	4	4.8	4.8	98.8
	Others	1	1.2	1.2	100.0
Total		84	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	48	57.1	57.1	57.1
	Male	36	42.9	42.9	100.0
	Total	84	100.0	100.0	

Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	84	100.0	100.0	100.0

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freelance	3	3.6	3.6	3.6
	Full-time	10	11.9	11.9	15.5
	Part-time	8	9.5	9.5	25.0
	Student	63	75.0	75.0	100.0
	Total	84	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Master's degree	11	13.1	13.1	13.1
	Others	8	9.5	9.5	22.6
	PhD	2	2.4	2.4	25.0
	Undergraduate degree	63	75.0	75.0	100.0
	Total	84	100.0	100.0	

Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.5 h or below	22	26.2	26.2	26.2
	0.5-1.0 h	16	19.0	19.0	45.2
	1.0-2.0 h	23	27.4	27.4	72.6
	2.0-3.0 h	14	16.7	16.7	89.3
	3.0 h or above	9	10.7	10.7	100.0
	Total	84	100.0	100.0	

Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0.5 years or below	19	22.6	22.6	22.6
	0.5-1.0 years	21	25.0	25.0	47.6
	1.0-2.0 years	24	28.6	28.6	76.2
	2.0-3.0 years	8	9.5	9.5	85.7
	3.0 years or above	12	14.3	14.3	100.0
	Total	84	100.0	100.0	

Table 3.2

Demographics	Category	Frequency	Percentage %
Age	19–25	61	72.6
	26–35	18	21.4
	36–49	04	4.8
	Others	01	1.2
Gender	Female	48	57.1
	Male	36	42.9
Employment	Full Time	03	11.9
	Part Time	10	9.5
	Freelance	08	3.6
	Student	63	75.0
Education level	Phd	2	2.4
	Masters	11	13.1
	Undergraduate	63	75.0
	Others	08	9.5
Frequency of use (hours/day)	0.5 h or below	22	26.2
	0.5 h-1.0 h	16	19.0
	1.0 h-2.0 h	23	27.4
	2.0 h-3.0 h	14	16.7
	3.0 h- or above	09	10.7
Usage experience (years)	0.5 years or below	19	22.6
	0.5–1.0 years	21	25.0
	1.0–2.0 years	24	28.6
	2.0–3.0 years	08	9.5
	3.0 years or above	12	14.3

Among the 84 participants, most of them were students (75.0%) and part-time workers (11.9%). 57.1% of the sample was female users while 42.9% were male users. The majority age group was 19–35 years (94.0% of the population). In terms of education, 75.0% were undergraduates whereas 13.1% were master's level. Regarding social media use experience, the majority of users (52.4%) had experience using social media 1–2 years or more. Another 27.4% used social media during 1–2 hours per day, while 26.2% used it during 0.5 hours or less. (These demographics also suggest that this sample is representative of its demographic, and similar trends were observed in broader studies).

Chapter 4

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter, we share the findings of our study, informed by the data we collected from active users of the short video application Facebook. The findings are structured based on the study's aims and questions in relation to who engages in flow experience, the influence of cognitive lock-in, and the continuity of engagement.

4.2 Data Analysis Strategy

The use of PLS-SEM and SPSS analysis tools also features in this study. In this case, PLS-SEM is used for testing constructed models such as structural relationships and hypothesis testing. This study employs SPSS for describing statistics, screening data, and performing inferential tests such as correlation and regression analysis. The application of these tools complements each other and guarantees an evaluation that is holistic and meets the research aims fully.

4.3 Measurement Model

The measurement models are found to be highly reliable and valid across all constructs. Both composite reliability (ρ_a and ρ_c) values are well above the threshold of 0.7, which indicates internal consistency. Continuance Intention (CI) is the construct with the most composite reliability: $\rho_a = 0.873$, $\rho_c = 0.908$ while Habituated (Ha) has the least because $\rho_a = 0.744$, $\rho_c = 0.887$, although acceptable.

Convergent validity is established since Average Variance Extracted (AVE) is over 0.5 for most constructs. Habit (Ha) has a maximum AVE of 0.796, revealing around 80% variance explained by this construct in its indicators. Cognitive Lock-in (CL) presents an AVE of 0.546, which is the lowest for AVE but still acceptable in minimum. Such

results would indicate that constructs could satisfactorily explain their respective indicators.

Discriminant validity, within the Fornell-Larcker criterion, appears. For a construct, its square root of AVE is more than its inter correlations with other constructs. Hence, it signifies that each construct is different from each other. So, it can be asserted that the latent variables measure unique aspects of the theoretical model.

The R-square reports the variances explained on dependent variables. Cognitive Lock-in (CL) achieves the highest value of explained variance by 0.594, followed by Flow Experience (FE) with 0.470, and then Continual Intention (CI), at 0.413. This indicates that the model sufficiently accounts for the variance of the dependent variables.

Evidence-based examinations have demonstrated that constructs-serendipity, habit, flow experience, continuance intention, cognitive lock-in, vividness, network externalities, sunk cost, and self-referencing-are indeed quite reliable for measuring specific phenomena, convergent-valid, and discriminant-valid in what they purport to do. All these constructs captured in this model appear consistent with the data as they enjoy extensive statistical support for their relationships with one another.

Average extracted variance and composite reliability

According to the AVE results for each construct, all AVE values were higher than the recommended 0.50 (Fornell and Larcker,1981), and the CR must be higher than 0.7. For our variable, both requirements are met.

	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CI	0.873	0.908	0.712
CL	0.794	0.857	0.546
FE	0.819	0.869	0.625
Ha	0.744	0.887	0.796
NE	0.782	0.868	0.687

	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CI	0.873	0.908	0.712
SC	0.817	0.878	0.706
Se	0.816	0.868	0.688
Sr	0.807	0.872	0.634
Vi	0.797	0.877	0.704

Table 4.1 AVE and Composite Reliability

Discriminant Validity:Table 4.1 shows that the square root of the AVE of each diagonal value is higher than the correlation between the off diagonal values. Therefore, discriminant validity is established in our model.The Diagonal represents the square root of average variance extracted (AVE), while the other entries represent squared correlations

Using Fornell and Larcker criteria

	CI	CL	FE	Ha	NE	SC	Se	Sr	Vi
CI	0.844								
CL	0.642	0.739							
FE	0.457	0.674	0.791						
Ha	0.584	0.669	0.733	0.892					
NE	0.492	0.617	0.576	0.613	0.829				
SC	0.363	0.677	0.705	0.649	0.586	0.84			
Se	0.375	0.553	0.628	0.543	0.504	0.548	0.83		
Sr	0.521	0.445	0.493	0.554	0.475	0.276	0.498	0.796	
Vi	0.541	0.564	0.591	0.612	0.489	0.385	0.627	0.608	0.839

Table 4.2 : Discriminant Validity

Coefficient of determination(R²)

	R-square
CI	0.413
CL	0.594
FE	0.47

Table 4.3 : Coefficient of determination

41.3% of the variance in Continuance Intention (CI): The Model explains, which shows that flow experience and cognitive lock-in significantly, but moderately predict users' intention to use Facebook's short video application continuously.

Cognitive Lock-In (CL): 59.4% of the variance explained, indicating that sunk costs, habits, and network externalities significantly impact users' reluctance to switch platforms.

Flow Experience (FE): The model accounts for 47% of the variance, indicating a moderate effect of the recommendation characteristics (self-reference, serendipity, and vividness) on users immersive engagement.

These findings provide evidence for the dual-path model and shed light on the relationship among flow experience, cognitive lock-in, and consistent engagement.

4.4 Structural Model

Assembled with the assistance of SmartPLS, this model attempts to explore the relationships between the variables of serendipity, habit, flow experience, continuity intention, cognitive lock-in, vividness, network externalities, sunk cost, and self-referencing. Each of these interrelations in the user's cognitive understanding for that matter, particularly with regards to the level of participation and retention in the digital platform.

It is such that serendipity is captured as one of the determinants of the Flow Experience, which makes it clear why such unanticipated discoveries would be required for interesting and immersive interactions to take place. It does improve user engagement more or less, with a route coefficient of 0.138, but only modestly. In a similar fashion, i.e., a compositional metric devised to reveal cognitive differentials in the brain, Habit indicates regular actions which significantly contribute to Cognitive Lock-in (path coefficient = 0.215). This does infer that mechanical use leads to psychological dependency on the platform and therefore fosters users' bonding.

With Flow Experience, a state of immersion and a perfectly seamless engagement, it has a direct relationship but with a lower degree on Continuance Intention, where the path of 0.044 explains it. Such a result implies that flow affects only in part the user's choice to continue use, as other factors seem to mediate this effect. Continuance Intention as the major output variable is mainly influenced by Cognitive Lock-in, a construct that fetches a high rate of 0.612 in the path coefficient. This basically underlines that ease of attachment is a major factor for the consumers to be engaged/active on the platform.

Cognitive Lock-in is a product of such variables as Vividness, Sunk Cost, and Self-Referencing. Vividness shows us how rich and appealing the platform is in sensation terms, thereby, it significantly heightens the satisfaction and indirectly the intention and

the retention of customers. The idea of Sunk Cost, which demonstrates the users' time and effort spent, gives a direct effect of Cognitive Lock-in through a strong coefficient of 0.270; therefore, users concerned with the investment of time and effort are more likely to remain loyal. So is Self-Referencing, where users are more likely to share content similar to that from their personal experiences, thus fostering their attachment and engagement to the platform.

Furthermore, Network Externalities which presents the propers that are derived on the basis of the size and activity of the user base, to a limited extent, are the basic indicators of the subjective appreciation with the flow, with a coefficient of 0.209. This element accentuates the importance of making the community bigger and more lively for the people involved, as these are the factors that biggest the user satisfaction and engagement. As a result, the model probes the interaction between these, thus, they serve as predictors of both user retention and platform loyalty. This method has certain advantages in working within SmartPLS, something that allows for a comprehensive understanding of the relationship intensity of users in a varies long-term.

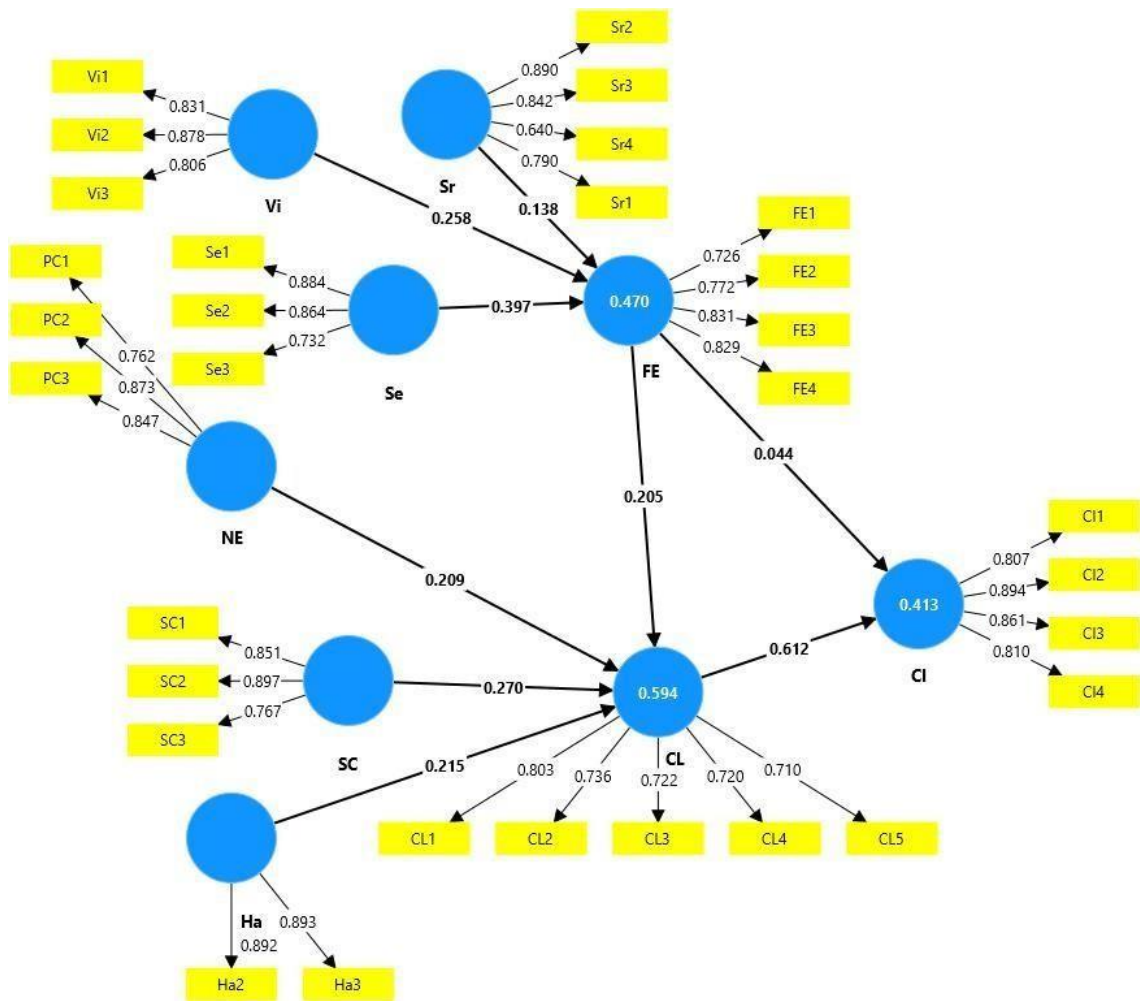


Figure 4.1 :Structural model testing

4.5 Mediating effects

Mediation analysis is a statistical method that, through its mechanism, helps analyze how an independent variable (IV) influences a dependent variable (DV) through a mediator variable. It acts to explain the how or why for the effect by looking into the indirect pathway. In most cases, the analysis tests whether the relation between an IV and a DV is partially or completely mediated based on the mediator. The basic step includes looking into both the significance of the direct effect and that of the indirect effect. If the indirect effect is significant, mediation is said to exist.

Hypothesis Testing

Table 4.5 : Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
CL -> CI	0.612	0.627	0.11	5.55	0	Supported
FE -> CI	0.044	0.031	0.13	0.34	0.734	Not Supported
FE -> CL	0.205	0.218	0.155	1.324	0.186	Not Supported
Ha -> CL	0.215	0.209	0.139	1.541	0.123	Not Supported
NE -> CL	0.209	0.216	0.109	1.927	0.054	Not Supported
SC ->	0.27	0.263	0.123	2.201	0.028	Supported

CL						
Se -> FE	0.397	0.407	0.108	3.682	0	Supported
Sr -> FE	0.138	0.148	0.13	1.065	0.287	Not Supported
Vi -> FE	0.258	0.243	0.147	1.752	0.08	Not Supported

Note : p <0.05 significant at the 0.05 level

Table 8 shows, The direct effect from Cognitive Lock-in CL ->CI was significant (T = 5.55, p = 0.000), as was the direct effect of Sunk Cost SC->CL (T = 2.201, p = 0.028). The path was also significantly supported from Serendipity Se-> FE (T = 3.682, p = 0.000).

List of hypotheses:

H1: Self- referencing has positive impact on continuance intention

H2: Vividness has positive impact on continuance intention

H3: Serendipity has positive impact on continuance intention

H4: Flow has positive impact on continuance intention

H5: Network Externalities has positive impact on continuance intention

H6: Sunk Cost has positive impact on continuance intention

H7: Habit has positive impact on continuance intention

H8: Cognitive Lock-in has positive impact on continuance intention

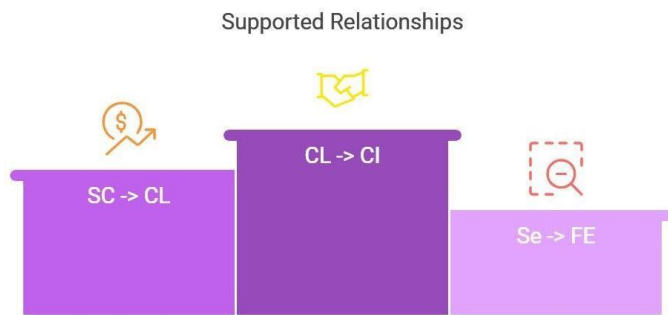


Figure 4.2: Impact of Constructs on Continuance Intention

While Cognitive Lock-in and Sunk Cost have meaningful effects on Continuance Intention, Serendipity does on Flow Experience, according to the analysis. The three constructs, Vividness, Self-referencing, and Network Externalities, have weak or insignificant effects.

Discussion:

The structural and measurement models are reliable and valid as all but two constructs have met the stringent standards for composite reliability, convergent validity, and discriminant validity.

Intention to Stick with Cognitive Lock-in:

It was found that Cognitive Lock-in (CL) was the most important predictor for the model of the Continuance Intention (CI) with a relatively high path coefficient ($\beta = 0.612$, $p < 0.05$). This means that although flow helps keep users engaged, it is not a direct motivator of users' intention to repeat use of the platform. FE was significantly impacted by Serendipity (Se) ($\beta = 0.397$, $p < 0.001$), reinforcing the need for unanticipated and engaging discovery as a means to drive immersive experiences.

Other Factors:

This indicates that usage behavior is driven to some extent by habitual use of a platform, which is consistent with the idea of cognitive lock-in, but that this habits has an insignificant effect on CL, and thus does not drive cognitive lock-in in this case. Network Externalities (NE) had a positive but weak impact on CL, stating that larger and active user base facilitates moderate user retention. The vividness (Vi) of platform content, which refers to how rich and appealing platform content is, was not found to be significant in enhancing flow, but it does contributes indirectly to satisfaction.

Model Insights:

The R² shows the moderate explanatory power of the model over variance in key constructs (CI: 41.3%, CL: 59.4%, FE: 47%). Such analysis emphasizes role of flow experience and cognitive lock-in in usage engagement and retention respectively. Of note, the mediation analysis unveiled significant indirect effects, most notably the mediation role of cognitive lock-in between sunk cost and continuance intention, along with serendipity's effect on flow. The overwhelming power of Cognitive Lock-in stands as the leading reason users stay, followed closely by the impact of sunk costs and serendipity, making them less likely to leave. In short, even though flow experience adds value to user immersion, it does not play a crucial role in continuance intention. These results could help inform the development of interventions to support user retention, while minimizing overuse and dependency.

Chapter 5

CONCLUSION

This paper concludes with a valuable role that flow experience and cognitive lock-in seem to play in forming user behavior on Facebook Reels. Although flow experience has a positive effect on the degree of immersive engagement, it is the cognitive lock-in, triggered by sunk cost, habit and network externalities, that has the significant effect on the users intention towards continued use of the platform, the research finds. So what these findings point towards is the dual-path model which engages a user via emotional and psychological mechanisms which coalesce to deliver a lush experience roundup.

Such examples can help inform platform developers and policymakers about how to design for balanced user experiences balancing the need for things to be addictive and the need for actors not to abuse the platform too much. “For example, Facebook Reels will be able to use these insights to build their features in a way that promotes healthy user engagement, steering away from creating an unhealthy need for the platform. For instance, a form of serendipity can be implemented to generate serendipitous however, relevant content and sunk costs avoided by ensuring users are not too invested.

However, this study is not without limitations. But it is important to note that this was a study on a small population of users, and (short period of time) of users .Succeeding research can also find other factors such as privacy concerns and cultural difference to study on that can also affect these behaviors since the current studies are mainly focused on flow experience and cognitive lock-in.

In order to address these limitations, future research needs to use more broadly, more heterogeneous and representative samples, longitudinal methodologies that capture long-term use, and look more deeply at other variables affecting user action. Other studies could also more specifically analyze the ethics of cognitive lock-in and the balance of good practices by platform and user retention.

On the implementation level, platform developers need to be encouraged to build responsible usage features (e.g., features that give users control over their use of time, transparency related to recommendation algorithms, and privacy - e.g., related to advertisements, storage of data and tracking). Policymakers could either incentivize this change or require it, and ensure that platforms are designed and run in consideration of user health and wellbeing as well as more engagement-led metrics. These are only a handful of the ways to enable your users to have healthier experiences, and it is a collective duty of all digital platform providers to contribute to building a better digital ecosystem.

With empirical data gathered from video consumption of participants, such unique study offers insights into psychological mechanism of stimulation as justifiable process that could be replicated on the design of digital platform. It is not an end point, but a beginning to encourage further research on the intersection of technological innovation with the precepts of user-centered design and ethical design.

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