

# Factors Influencing IGTV Usage & Adoption among Generation Z: A Case Study from the Instagram Perspective

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## ABSTRACT

**Aim of the Study:** Despite social networking sites have gained much popularity during the past few years, these platforms are still evolving. New features are added every day and services are improved for the users. Researchers also examined the factors that influence IGTV usage as an important characteristic of Instagram by using the Structural Equal Modeling approach.

**Methodology:** Researcher executed a cross-sectional study design and gathered the required data by using close-ended, self-administered survey-based questionnaires. Data was gathered from (n= 300) individuals and carefully analyzed the responses.

**Findings:** Findings indicated that social influence and expectations confirmation for idea sharing and building trust are the dynamic factors behind IGTV adoption and usage by the Pakistan students. As a result, Generation Z shares their idea and builds their trust through IGTV usage. However, here the role of behavioral intention is of greater significance as it bridges the gap between idea sharing, building trust, and IGTV usage.

**Conclusion:** The study concluded that the characteristics and services offered by social networking affect one's behavior to continue this usage. When information sharing and receiving is possible on finger-tips an individual automatically starts preferring the technology. Furthermore, study discussed and contribution and limitations accordingly.

**Keywords:** Instagram; IGTV; Social Media; Pakistan; Generation Z; Knowledge Sharing; Building Trust.

## Introduction

The presence of digital technology can be seen in various means of communication and information. For instance, conventional television, radio, newspapers, and other media platforms have transitioned or improved their services by incorporating the internet into their systems. Now a prominent number of resources and efforts are invested in communication and information transmission through the internet (Murinska Gaile, 2013). The growing number of internet-based digital platforms or in other words, social networking sites are not interested in an ordinary sense anymore, instead, it is now viewed as the

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transformation of conventional means of communication. However, it is also notable, that the briskly increasing platforms of new media are not a new phenomenon, rather they are seen as an extension of existing communication resources (Alhumaid et al., 2021). This argument validates McLuhan's, where he described the medium itself as a message and the rise of, for example, new media technology, as the extension of existing mass media (McCluhan, 1964). As noted by Murinska Gaile, (2013), social media is an advancement of conventional media, that bridges a relationship between like-minded people. Individuals prefer using Worldwide Web, social networking, user-generated content, and other relevant terms to highlight their active participation in online media. All these terms are today even more prevalent due to increased technology usage, dependency, and psychosocial gratifications. According to Jansson et al., (2013), today our lives are heavily digitalized, indicating how the internet has incorporated into our everyday life activities. As the theory of "Mediatization" seeks to highlight a similar phenomenon as Andreas Hepp argued that, digital media is Mediatization and fabrication of everyday life and thus, have become a substantial component of human life and culture. The social networking sites like Facebook, Twitter, Instagram, YouTube, and other blogging and micro-blogging platforms. Facebook and Instagram as two of the most preferred platforms re now disclosed as the mechanism behind new friends, increased social relations, and an increased social yet virtual exposure (Joo & Teng, 2017; Youssef, 2020).

In a similar context, video sharing platforms such as YouTube, DailyMotion, Vimeo, and others also are widely preferred for both educational and informational purposes. User-generated video not only indicates ease of access to the video-sharing platforms also, has the potential to enhance the self-expression capabilities (Rajesh, Sreeja; Michael, 2015). However, during the past few years, extensive incorporation of conventional media in digital media technology has introduced a strong and even more developed technological transformation. More specifically, in terms of conventional media and social media incorporation, the new term "IGTV" or Instagram Television is comparatively new, unique, and having a rapid adoption by the users (Datubara & Irwansyah, 2019). As a result, users particularly the young generation are attaining several benefits regarding their Instagram usage, dependency, and exposure to user-generated content (Tampubolon et al., 2020). For example, Habes et al., (2021) anticipated this incorporation of television with Instagram as a motivating factor ensuring better academic outcomes among Jordanian students. However, for the other video-sharing platforms, IGTV is a major threat concerning young users' switching to IGTV for information, entertainment, communication, and educational purposes (Ali, 2018; Prabowo & Arofah, 2017). The rise and incorporation of IGTV are determined by the fact that earlier Instagram was working only as a video and photo-sharing platform. The video-sharing was limited to 15-30 seconds, with users' sharing preferences. Most users preferred to keep their accounts private, which further added a limit to Instagram capabilities. However today, several other features are added, marketers started preferring Instagram to promote their products, and the users found Instagram as a more attractive platform. Consequently, the consistent improvements and modifications led to the rise of IGTV, its adoption, and users' acceptance of IGTV as a great video-sharing platform (Kuzucanli, 2020).

Therefore, the above discussion not only highlights the incorporation of television into Instagram also, provides a pathway to examine the factors influencing IGTV adoption among Generation Z. Although, but many studies are also conducted regarding IGTV and its importance, examining the factors influencing IGTV usage among the Generation Z indicate a major research gap in social media research. This article aims to fill this gap by proposing a hybrid model that is analyzed by using Structural Equation Modelling to provide strong support to the proposed research propositions. In this regard, the **first** section of current research involves an extensive discussion on social media usage in our daily life, the importance of video-sharing platforms, and the convergence of existing Social Networking Sites, particularly Instagram into video-sharing platforms. The **second** section involves a literature review that further helps to develop the study model. In the **third** section, we discussed the methods preferred for data gathering purposes. The **fourth** section involves data analysis and results, and finally, the fifth

section comprises a discussion on results, conclusions, and recommendations for future studies are made accordingly.

## **Hypotheses Development and Literature Review**

### ***Trust Building and Idea Sharing through SNS and Social Influence***

Social media platforms have had a transformative and prevalent impact on the democratization of technological innovations since the early stages of internet development. Users constantly resort to social networking sites such as Instagram, Twitter, Facebook, and others indicating an increased user engagement (Bharati et al., 2021). Almost all age groups use social media, yet the young generation seems more active users of different social networking sites. Despite socialization is one of the prominent reason of adopting certain social networking platforms, media sharing sites such as Instagram is considered as a trustworthy platform to share personal photos and videos (Kyung-Sun Kim & Sei-Ching Joanna Sin<sup>2</sup>, 2015). As noted by Gołuchowski et al., (2017), without trust, users do not find an online platform as a safe place for sharing their personal information or even their opinion. For example, educational institutions found special networking sites as effective, useful, having reliable knowledge to improve their educational experience. As a result, Information Communication Technology is integrated into education and institutions also motivate their students to consider different social networking platforms to attain additional study material (Holmberg et al., 2019). Furthermore, knowledge sharing is another basic component of social media activities. Users not only receive content, but also rely on self-generated content, sharing, and then receiving the same from others. Knowledge is an intellectual capital that is one of the most important capitals that a person owns. When digital platforms provide an opportunity to communicate with a wider audience, knowledge sharing becomes comparatively efficient and convenient (Zaffar & Ghazawneh, 2012). As noted by Villi, (2017), online environments. Especially, content production and distribution is more provide a continuous and consistent flow of communication feasibility to their users. As the growing body of research literature also witnessed that sharing user-generated content is a central activity regarding social media usage. Here the word “sharing” means participatory factors that encourage the individuals to actively share and receive knowledge which is one of the fundamental characteristics of social networking sites today. In terms of idea sharing through the internet, social influence plays a key role as a basic determinant of technology adoption. For example, people who use different social networking platforms have a positive opinion about it. They influence others through recommendations. This social influence process is well described by Kelman, (1974) through categorizing the social influence process into three categories such as internalization, compliance, and identification. These three factors are the most influential when describing social media adoption for the required purposes Abbas Naqvi et al., (2020). For Usman & Okafor, (2019) online behavioral tailoring is an important part of influencing one’s attitude towards social media adoption and usage. Users, marketers, and all the other individuals using social media platforms to share and receive knowledge and information for different purposes.

**H1a:** Social Influence has a positive impact on Idea Sharing

**H1b:** Social Influence has a positive impact on Building Trust

### ***Expectation Confirmation, Idea Sharing, and Building Trust***

According to Gołuchowski et al., (2017), and increased use of the internet and social networking platforms have provided novel means of communication and information gathering process. Users prefer online platforms such as Facebook, Instagram, Twitter, Blogs, and other sites to gather their required information in a better possible manner. This increased usage and dependency on social networking platforms indicate an explicit trust of users regarding usage and its perceived useful outcomes (Sarkar & Khare, 2019). Existing research on mobile technology and communications provide an in-depth overview of trust and knowledge sharing as expected mechanisms behind social media usage. For example, online marketers use social media to advertise their products and attract as many customers as to reach their

sales goals. This usage and expectations from the online platform show their trust in social networking as having the potential to meet their needs and goals (Ruangkanjanases et al., 2020).

Ruangkanjanases et al., (2020) further examined the role of expectation confirmation in adapting social media usage for the knowledge sharing process. The researchers used the case study method and examined the study problem under the expectance confirmation model. Results indicated two factors motivating the social networking adaption and usage among the users. (i), social influence or mainly recommendations from the others users witnessing social media as a strong knowledge-sharing platform. (ii) An increased trust of social networking sites to serve the users' purposes and the perceived outcomes. On the contrary, if these expectations are a violation, as an example cited by Wang, (2016), the users will face uncertainty about the usage and its outcomes. As noted that, expectance6t confirmation is one of the primary determinants of social media technology adoption. Although many studies also consider negative expectations as a part of social media avoidance, a majority of studies still stand for positive expectations attributed to social media technology usage and adoption. In this regard, Hasan, (2019) examined the effects of unexpected satisfactory outcomes on technology usage among the students. The researchers used a cross-sectional approach and gathered data from  $n= 128$  medical bloggers. Results indicated that, the respondents an extreme satisfaction due to accessibility towards a wider audience. Consequently, their blogs share more information about medicine and diseases control concerns, and readers from all over the world trust and follow the guidelines to adopt a healthy lifestyle.

**H2a:** Expectation Confirmation has a positive impact on Idea Sharing

**H2b:** Expectation Confirmation has a positive impact on Building Trust

### ***Idea Sharing and Trust Building***

Trust is considered the main determinant of shaping one's behavior. If an expectation is satisfied, the person will more likely to increase their trust level and thus adopt the relevant behavior. On the contrary, expectation disconfirmation will bring the opposite results such as uncertainty and distrust. For example, behavioral scientists propose that every individual expects something before making a relevant decision. Here satisfaction is determined by expectation confirmation which is the result of the trust-building between the person and the service (Wang, 2016). According to Lee, (2018), sharing an idea is one of the first steps in building trust. If the idea is relevant, favorable, and based on practical consideration, trust will be simultaneously built. Idea sharing has multifaceted benefits regarding the trust-building process. Moreover, idea sharing is also positively associated with increased feedback from the media audiences and customers, when the case is about the business organizations. In this regard, Håkansson & Witmer, (2015) cited an example of politicians that use social media for political communication purposes and share different ideas with their supporters to keep them updated. As a result, the public remains aware of the political activities and trusts their stance.

As noted by Oncioiu et al., (2021), social media provides the best place to increase public relations that further enhance the opportunities to share different ideas. For example, using Instagram for product promotion is much common today. People like to see their favorite celebrities in different videos and photos, which also encourages them to adopt similar behavior. Thus, digital media is a strong, sustainable place driven mainly by user-generated content. As the free flow of different ideas is possible through social networking platforms, building audience trust is an attainable phenomenon (UNESCO, 2019).

**H3:** Idea Sharing has a positive impact on Building Trust

### ***Behavioral Intention Regarding Idea Sharing through SNS***

Due to the rise of internet usage, online users and even business organizations are actively creating virtual communities to gather like-minded people. These communities remain stable regardless of several geographical, cultural, and other barriers. These computer-mediated environments have led people to modify their communication patterns and social life systems (Lin, 2006). On the other hand, Theocharidis

et al., (2020) stated that creating and sustaining a virtual community not only provides opportunities for the idea-sharing process, also has strong positive impacts on online communication and information gathering behavior.

From the digital media usage perspective, all the social networking platforms have gained much popularity during the past few years. This popularity is mainly accompanied by what Habes et al., (2020) named “perceived ease of use” and “perceived usefulness”. Due to the nature of communication and availability of information even though the user-generated content, users willingly report to different social networking platforms. According to Akar & Mardikyan, (2014), when the relevant factors affect one’s perceptions about the usability of social networking platforms, they adopt a positive behavior about it. Despite this behavior is extensively highly in many behavioral theories, behavioral intention is a result of persuasion that is both and indirect depending on the source and quality of the services. As noted by Lu & Yang, (2014), understanding behavioral intentions and their impacts are important to determine the behavioral aspects of social networking adoption and usage. As the users, a behavioral intention to use the technology is not only concerned only with the technical characteristics but also with the services offered by these technological platforms. These digital platforms help individuals to share their voices all over the world and fulfill their psychological and social needs. Thus, we conclude that technology adaption is greatly influenced by Behavioral Intention as a core reason behind internet technology usage for the idea sharing process.

**H4a:** Behavioral Intention has positive indirect effects on the Idea Sharing and IGTV Usage

**H4b:** Behavioral Intention has positive indirect effects on the Building and IGTV Usage

### ***Idea Sharing through Instagram***

Instagram is one of those social networking sites that are widely preferred due to the nature of content such as photos and videos. First introduced in the year 2010, Instagram is considered as one of the most preferred social networking platforms with a total of 1 billion monthly users that comprise 29.3% of the total world's population. These users are growing day by day like today, Instagram is the sixth-largest social networking platform. The popularity of Instagram can be determined by the fact that is the most preferred site in India (180 million users), 170 million users in the United States of America, and 110 million users in Brazil (Lu & Yang, 2014). For instance, in terms of idea sharing regarding tourism, Instagram is of greater significance. Besides upload photos and recorded videos, Instagram live and IGTV are two prominent services that help people to not only help to enjoy the videos concerning tourism experiences also, motivates them to actively visit similar places for tourism purposes. As a result, not only tourism industry is briskly enhancing in different parts of the world, users especially the young generation are also gathering extensive knowledge about different geographical areas and their cultures (Ihsanuddin & Anuar, 2016).

A study conducted by (Wielki, 2020) further validated the role and importance of idea-sharing through Instagram video particularly IGTV and live video streaming services. The researcher adopted a case study approach and gathered data from  $n= 612$  graduate and undergraduate students from Polish universities. Results indicated that Instagram influencers greatly affect the users' decisions through different perspectives. Instagram posts especially videos help the young generation to gather information about different phenomena, research on the relevant and further make the decision that also improves their critical learning and evaluation capabilities. Thus, the digital yet narratives structures of Instagram help the users to gather maximum information that not only helps them to generate new ideas but also helps them about the decision-making process in general (Amâncio, 2017).

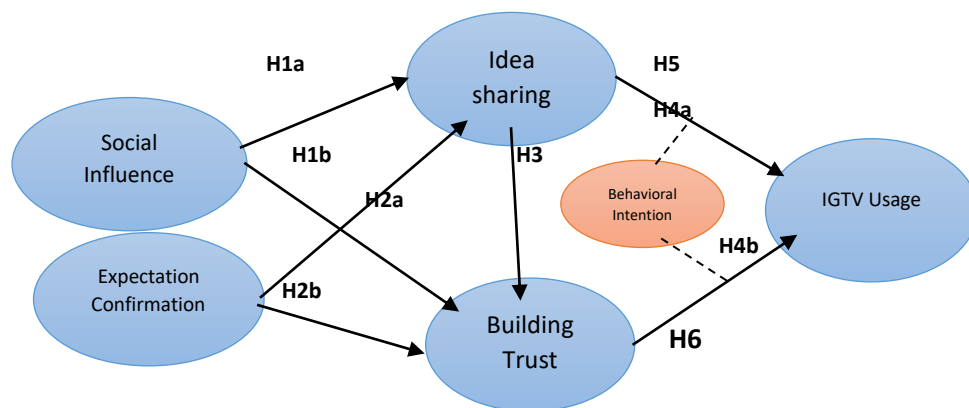
**H5:** Idea Sharing has a positive impact on IGTV Usage

## Building Trust through Instagram

Trust-building is a core objective of social media today. However, this term is specifically used by markets and business organizations to appeal the customers. On the contrary, building trust is one of the basic tactics used by social networking celebrities (micro-celebrities) that appeal to the audiences to stay connected and attain every notification about the individuals they like and support on social media (Kowalczyk & Pounders, 2016). As noted by (Alnaser, Habes, et al., 2020), the communication between social media celebrities is strongly instantaneous and is direct. A direct link between celebrities and audiences also indicates a strong transformation of conventional communication patterns that were mainly possible through the magazine, radio, and television. But today social media profiles allow the users to sustain direct contact with celebrities and communicate with them effectively.

A study conducted by (Micik, 2020) further examined the extent to which social networking sites work to build trust and how users trust them. The researchers gathered data by using a close-ended survey for data gathering purposes. Results revealed that social networking sites are a greater platform to facilitate both the users and celebrities to access each other. However, as compared to the others, Generation Z is quadragenarians as they not efficiently adopt the technology/idea but also exhibit a quick agreement to practice the relevant idea. Therefore, increase interest in social media usage also shows an increased interest in interacting directly with the audiences and sharing their trust. Whether it is an idea, product, or just a following request, the audience watches and trusts their favorite celebrities through a direct digital connection with them (Wielki, 2020).

**H6:** Building Trust has a positive impact on IGTV Usage



**Figure 1:** Conceptual Framework for Current Research

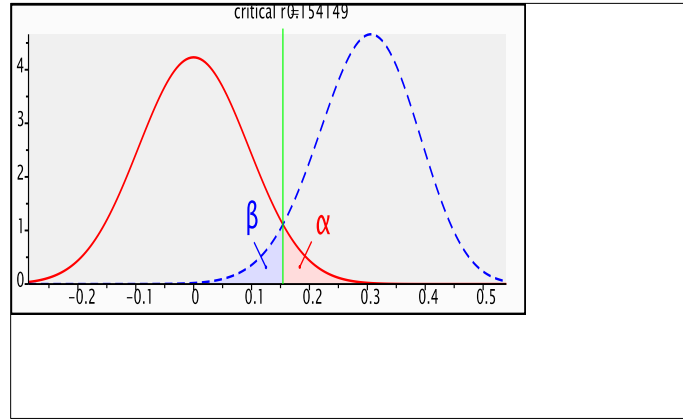
## Research Methods

Researcher executed a cross-sectional study design and gathered the required data by using close-ended, self-administered survey-based questionnaires. According to (Navarro-Rivera & Kosmin, 2013), surveys are comparatively more reliable than other data gathering approaches, as they are reliable, efficient, and provide the researchers with the facility to access the respondents the way they want. Further, informed consent was also the part of data gathering process as a core liability of research proceedings. Later researcher coded the gathered data and carefully entered it into Statistical Package for the Social Sciences (SPSS) and Microsoft excel for the Structural Equation Modelling. To affirm the data authentication **Table 1** below summarizes the sources of result scales (variables), and the status (reliability and validity) of the research model was checked accordingly.

**Table 1: Sources of Research Variables (Scales)**

S/R.	Variables	Sources
1.	Idea sharing	(Carpenter et al., 2020)
2.	Building Trust	(Carpenter et al., 2020)
3.	Instagram Usage for Education	(Erarslan, 2019)
4.	Expectation Confirmation	(Alhumaid et al., 2021)
5.	Behavioral Intention	(Salloum et al., 2018)

### Study Population and Sampling Method

**Figure 2: Results of G\* Power Regarding Sample Size Selection**

The study population involves graduate and undergraduate university-level students from Pakistan. However, as per the research requirements and limitations, we selected a sample of  $n= 300$  students from  $n= 3$  public sector universities in Islamabad. It is notable that, we determined the required sample size by using the G\* Power method that revealed a sample size of  $n= 74$  as suitable for the current research (See **Figure 2**), but the selected sample size was ideal according to G\* and Structural Equation Modelling (SEM). Further, we used a simple random sampling method to selected the study respondents as it is one of the most distinguished and preferred sampling methods that does not contain any personal bias from the researchers (Taherdoost, 2018). After the gathering process, we carefully analyzed and shortlisted  $n= 287$  questionnaires as the  $n= 3$  were incomplete or wrongly filled. Thus, the overall response rate remained 95.6%.

### Reliability and Validity of Research Model

Researcher conducted a convergent validity analysis of our research model by using the relevant techniques suggested by (Golfashni, 2011; Salloum, Al-Emran, et al., 2019). First, we examined the Cronbach Alpha and Composite Reliability values. It is observable in **Table 2** below, the Cronbach Alpha values are ranging from 0.731 to 0.899, and Composite Relativity values are ranging from 0.733 to 0.811, indicating that all the values are higher than the threshold value of 0.70. Moreover, all the Factors Loading values are ranging from 0.711 to 0.867, and Average Variance Extracted values are ranging from 0.781 to 0.902, which are also higher than the threshold value of 0.5. Thus, we conclude that the convergent validity is successfully established.

**Table 2: Convergent Validity Analysis of Research Model**

Variables	Items	FL	AVE	CA	CR
<b>IGTV</b>	ITV1	0.802	0.781	0.899	.803
	ITV2	0.774			
	ITV3	0.720			
<b>Idea sharing</b>	ISG1	0.785	0.814	0.719	.795
	ISG2	0.761			
	ISG3	0.732			
<b>Building Trust</b>	BTT1	0.722	0.902	0.772	.733
	BTT2	0.769			
	BTT3	0.864			
<b>Social Influence</b>	SIE1	0.718	0.838	0.767	.791
	SIE2	0.821			
	SIE3	0.725			
<b>Expectation Confirmation</b>	ECN1	0.690	0.841	0.826	0.811
	ECN2	0.711			
	ECN3	0.832			
<b>Behavioral Intention</b>	BHN1	0.859	0.795	0.731	0.793
	BHN2	0.712			
	BHN3	0.881			
<b>IGTV for Education</b>	IUE1	0.867	0.811	0.801	0.755
	IUE2	0.844			
	IUE3	0.751			

***Discriminant Validity***

Researcher also examined the discriminant validity of our research model as an important aspect to conduct the Structural Equation Modelling (SEM) (ZAITİ & BERTEA, 2011). **Table 3a** and **3b** summarize the findings of discriminant validity. First observing the Fornell Larker- Criterion below shows that, all the squared Average Variance Extracted Values are greater than the correlation values calculated by bivariate correlation analysis. Second, calculating the Heterotrait-Monotrait Ratio values further dug the HTMT value of 0.770, which is smaller than the designated value suggested by (Rönkkö & Cho, 2020). Thus, we found that the discriminant validity of our research model is also established.

**Table 3a: Fornell-Larker Criterion**

	<b>ITV</b>	<b>ISG</b>	<b>BTT</b>	<b>SIE</b>	<b>ECN</b>	<b>BHN</b>	<b>IDS</b>
<b>ITV</b>	<b>.609</b>						
<b>ISG</b>	.536	<b>.662</b>					
<b>BTT</b>	.542	.652	<b>.813</b>				
<b>SIE</b>	.605	.619	.688	<b>.702</b>			
<b>ECN</b>	.606	.644	.637	.583	<b>.707</b>		
<b>BHN</b>	.600	.571	.549	.612	.528	<b>.632</b>	
<b>IDS</b>	.579	.526	.577	.531	.619	.675	<b>.657</b>



**Table 3b: Heterotrait-Monotrait Ratio Scale**

	ITV	ISG	BTT	SIE	ECN	BHN	IDS
ITV							
ISG	.077						
BTT	.395	.400					
SIE	.393	.498	.686				
ECN	.476	.481	.569	.667			
BHN	.562	.566	.555	.453	.537		
IDS	.357	.361	.650	.548	.432	.519	

## Study Results

### Coefficient of Determination $R^2$

To examine the predictive power of our research model, we calculate the Coefficients of Determination  $R^2$  values as suggested by (Dufour, 2011) and (Al-Skaf et al., 2021). In **Table 4**, we can observe all the  $R^2$  values are ranging from 0.751 to 0.834, indicating a strong predictive power of the research model.

**Table 4: Coefficients of Determination  $R^2$** 

S/R	Variables	$R^2$	Strength
1.	Idea Sharing	.826	Strong
2.	Building Trust	.834	Strong
3.	Social Influence	.751	Strong
4.	Expectation Confirmation	.789	Strong
5.	Behavioral Intention	.799	Strong
6.	IGTV for Education	.801	Strong

### Hypotheses Testing and Path Analysis

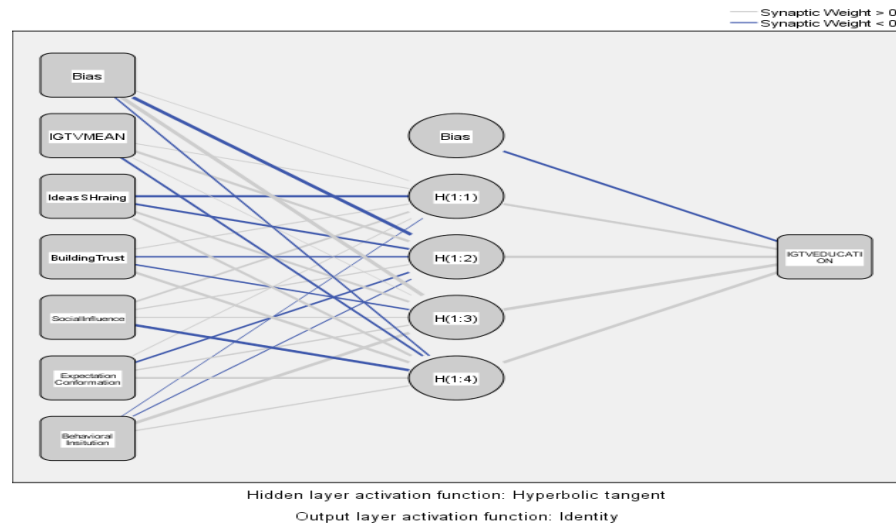
Finally, to examine the status of our research hypotheses, we conducted path analysis that also involved Regression Analysis (See **Table 5**). According to (Stage et al., 2004), research conduct several regression analyses along with path analysis to identify the impact of the independent variable(s) on the dependent variable(s). Thus, in the current research we found strong significant relationships between Social Influence, Idea Sharing ( $t= 9.099$ ,  $p> 0.000$ ) and Building Trust ( $t= 133.17$ ,  $p> 0.000$ ). The relationships between Expectation Confirmation, Idea Sharing ( $t= 11.095$ ,  $p> 0.000$ ) and Building Trust ( $t= 99.039$ ,  $p> 0.000$ ), are also found strongly significant. Furthermore, the relationships between IGTV for Educational Usage, Idea Sharing ( $t= 9.596$ ,  $p> 0.0310$ ), and Building Trust are also validated with the  $t$ -value at 10.305 and  $P$ -value at 0.0100.

**Table 5: Hypotheses Testing & Path Analysis**

Hypotheses	Path	$t$ -value	$P$ -Value	Decision
SIE>IDS	.740	9.099	0.000***	Validated
SIE>BTT	.644	133.17	0.000***	Validated
ECN>IDS	.915	11.095	0.000***	Validated
ECN>BTT	1.82	9.039	0.000***	Validated
IDS>IEU	.794	9.596	0.0310*	Validated
DS>BTT	.441	11.267	0.010**	Validated
BTT>IEU	.499	10.305	0.0100 **	Validated
Hypotheses	Path	Indirect	$P$ -value	Decision
IDS>BHN>IEU	3.111	8.471	0.000***	Validated
BTT>BHN>IEU	2.161	4.296	0.000**	Validated

Similarly, we analyzed the mediating effect of Behavioral Intention on the relationships between Idea Sharing, Building interest, and IGTV usage for education as suggested by (Wood et al., 2008). With the Confidence Interval at 95.0%, we found that Behavioral Intention is significantly mediating the relationship between Idea Sharing and IGTV Usage for Educational Purposes with the Indirect effects at 8.471 and the significance value at  $P > 0.000$ . Moreover, the relationship between Behavioral Intention and IGTV Usage for Educational Purposes is also mediated by the Behavioral Intention with the Indirect Effects value at 4.296 and significance value at  $P > 0.000$ . Thus, we found that all the study hypotheses are validated, indicating that the research model is favorably affirmed.

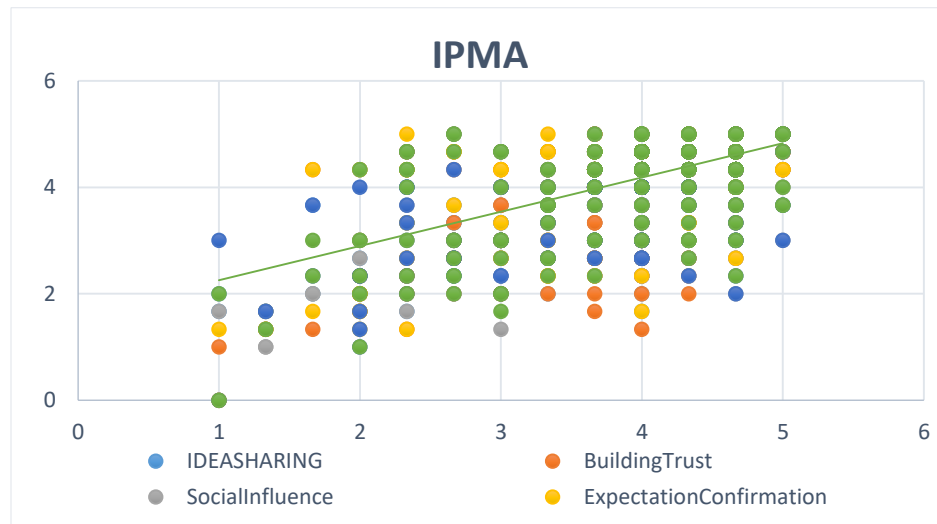
### ***Artificial Neural Network Analysis (ANN)***



**Figure 3: Artificial Neural Network Analysis**

Artificial Neural Network is an important analysis based on Machine Learning techniques the way technology users' brains tend to function (Aryadoust & Baghaei, 2016). As noted by Tayarani et al., (2013), ANN models are generally regarded as computational models due to having some distinct characteristics such as organizing, identifying the ability to learn, and for data generalization purposes. Thus in the current research, we select SIE, ECN, ECN, BTT, BHN, IGTV, and IEU to perform the Artificial Neural Network analysis. Figure 3 graphically illustrates the findings of ANN analysis as found that, with the value Training value of 68.6% and Testing value at 31.4%, sum of square value at 38.557, we found an Average Error value of 39.3% (Training) and 33.4% (Testing). Thus, overall, we found 60.7% accuracy (Training) and 66.6% (Testing). Hence, we found that our research model has a potential strong efficiency

### Importance Performance Map Analysis



**Figure 3: Importance Performance Map Analysis (IPMA)**

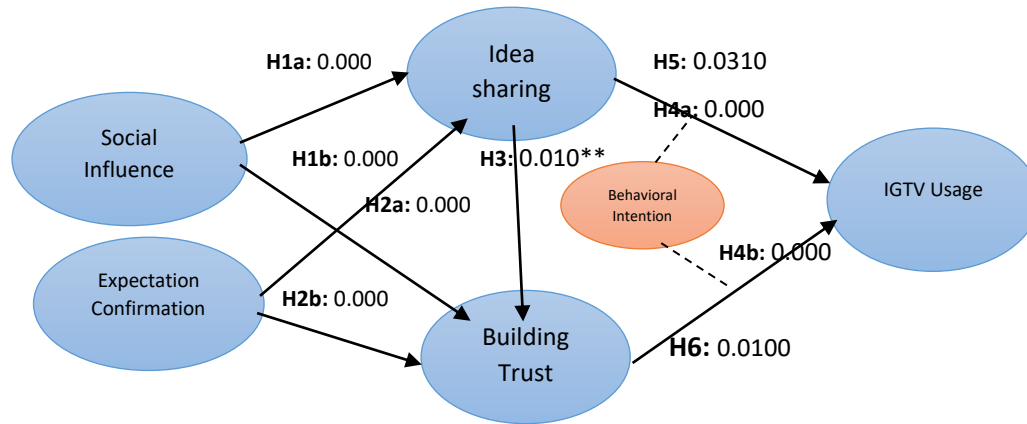
Researcher also conducted Informant Performance Map Analysis to gain more insights into the results provided by Structural Equation modeling (Ringle & Sarstedt, 2016). Here we evaluated the strength of relationships of study variables with the main variable. Thus, we designated the target variable as "IGTV Usage for Education" and found that Idea Sharing is the strongest linked variable (46.3%). Social Influence remained the second strongest variable associated with the IGTV Usage for Education (13.0%), and Expectation Confirmation was found as the third strongest variable in the relevant context (10.2 %).

### Discussion on Results

After five years of videos on Instagram, Instagram finally launched IGTV to bring the users closer to their favorite celebrities and virtual environment. As compared to the conventional features of Instagram like photo sharing and short videos sharing, IGTV re-envisioned the mobile-based videos that can be longer, easy to watch on mobile devices, and easily discoverable through the relevant channel, in the palm of users hands. For Generation Z, The Preview Team, (2018) cited an example of IGTV as a Television show, continuous, having long duration, entertaining, and sometimes having advertisements as well. It also offers video making, adding effects, trimming them, and posting them right away without any external or internal barrier. As a result, it is observable that, Generation-Z are more interested in using new features introduced by every social networking platform especially Instagram. The young generation uses Instagram for both social and economic purposes as developing economies and urbanization have also resulted in growing access to technology usage, socialization, and attaining more economic opportunities is just a click away (Prakash Yadav & Rai, 2017).

Similarly, the current research also aimed to examine the factors that influence IGTV among Generation Z. Apart from the studies formally covering technology acceptance with the existing models, we gathered the variables, brainstorm the proposition, and created the suggested conceptual model. However, it is also notable that, variables such as Idea sharing, building trust, social influence, expectations, and behavioral intentional, all are strong predictors of adoption particularly, technology adoption process as also validated by the existing literature (See Al-Shibly et al., 2019; Ali et al., 2021; Alnaser, Al-Shibly, et al., 2020; Habes, Ali, et al., 2021; Salloum, Al-Emra, et al., 2019).

**Figure 3** provides a graphical illustration of Importance Performance Map Analysis (IPMA).



Regarding the participants' responses, we found a majority of individuals use IGTV as an important source of idea sharing and receiving information. However, in sharing the idea and building the users' trust, respondents also revealed social influence as the basic determinant of switching to IGTV. These results are consistent with the study conducted by Abbas Naqvi et al., (2020) as they also found peer pressure and impact as one of the leading determining of social media adoption in a general context.

According to Ruangkanjanases et al., (2020), knowledge, sharing, leisure, and education are the prominent reasons that influence one's behavior for social media adoption and usage. These virtual communities not only serve as the information providing platforms, but also they help provide people a recognition through communication and interaction feasibility. Consequently, when an individual joins a digital platform, communicates with others, they found themselves as known by many that further work as the fulfillment of their expectation regarding recognition, entertainment, and enhancing their social life experiences. In this regard, the participants in the current study also expressed that they expect IGTV to provide them a platform to share their idea, and building trust among their followers. As a result, they consider IGTV as an appropriate source of sharing and receiving ideas and connecting with others. As discussed earlier, social networking sites provide a pathway to build trust and share new ideas, Code, (2015) considers Instagram as not only a way to communicate and entertain but also, bridging the trust-based relationship between the users. As noted that, Instagram is not only about "What is happening", it also tells why and how something i.e., an event is occurring, who is watching, and what will be the outcomes. As a result, observability works as the mediator between IGTV adoption, building trust, and the idea-sharing process. However, respondents also considered behavioral intention as the factor that inspire their IGTV adoption and usage for idea sharing and trust-building purposes. As noted by (Theocharidis et al., 2020), the characteristics and services offered by social networking affect one's behavior to continue this usage. When information sharing and receiving is possible on finger-tips an individual automatically starts preferring the technology (Habes, Ali, et al., 2021).

## Conclusion

The current study examined the factors that affect or accelerate IGTV adoption among the Generation Z of Pakistan. According to the current statistics, there is a total of 6,678, 000 users in Pakistan which comprise 3.1% of the total population (Napoleon.Cat, 2021). Out of these 6,678, 000, 34.2% are female users and 65.8% are male users. However, the usage statistics according to the age group reveals that 3,090,000 people from 18 to years are the largest age group that uses Instagram in Pakistan, indicating the extent to which Instagram and IGTV as its one of the prominent features are popular among the Pakistani young generation (Abbas Naqvi et al., 2020). However, it is also notable that

using IGTV for positive purposes is important such as education, entertainment, constructive information, and education. In this regard, guiding Generation Z about safe IGTV usage brings even more strongly positive outcomes.

### ***Limitations & Study Contributions***

Despite this study is extensive in nature, it also has some basic limitations, **and first** the sample data is gathered only from the public sector educational institutions in Islamabad, which questions the generalizability of results in other geographical boundaries. **Second**, the existing literature was mainly about Instagram usage, and IGTV was found as a very limited topic of discussion in the cited studies. However, despite the discussed limitations, this study is adding a distinction in the research field especially regarding Instagram and IGTV usage. The self-proposed model is strongly validated by the results, which also opens ways for future researchers to investigate this topic more extensively.

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