

I search common information and interests through social media	0.059	0.554	0.124	-0.01	0.174	0.123
I like to use social media to interact with friends	0.157	0.484	0.057	0.235	0.158	-0.119
I am willing to adopt social media when quality is high	0.161	-0.229	0.693	-0.14	0.084	0.132
I am increasingly willing to adopt social media for its good service quality	-0.33	0.04	0.557	0.192	0.15	0.103
If the service quality is good, I recommend friends to adopt social media	0.271	0.007	0.482	-0.248	-0.007	-0.05
Higher quality of social media has increased my acceptance	-0.022	-0.195	0.452	0.164	0.087	-0.003
I use social media to share information with others	0.037	0.13	-0.17	0.829	-0.063	-0.035
Most people use social media because it will enable people to share different resources	0.221	0.073	0.04	0.711	0.098	0.08
I use social media to share information at anytime and anywhere	0.278	-0.087	-0.18	0.673	0.034	-0.036
I am satisfied with the sharing facility of social media	-0.086	-0.203	0.207	0.621	0.056	0.078
Social media makes it easy for me to connect to a wider range of information	0.157	0.337	0.089	-0.319	0.602	-0.215
We can find friends by the connectivity which is provided by social media	-0.158	0.051	0.029	-0.021	0.584	0.134
I can connect to more relevant information through social media	0.364	-0.022	-0.011	0.212	0.462	0.125
I use social media for its highly interactive	-0.025	0.035	-0.26	0.199	0.394	0.291