



FACTORS INFLUENCING CONTINUANCE INTENTION TO USE INSTAGRAM AMONG WROCLAW UNIVERSITY STUDENTS

Abstract

In the digital era, social networking sites have redefined how people connect worldwide. These platforms enable unprecedented global connections among friends, family, and even strangers, fostering a shared sense of community. This study focuses on Instagram, a pivotal platform launched in 2010, that allows users to share photos and videos enhanced by filters and editing tools. Instagram offers features like Stories, IGTV and Reels, nurturing creativity, fostering connections, and deepening the cultural impact. The research aims to analyse factors influencing individuals' intentions to continue using Instagram. Employing the Expectation-Confirmation Model alongside variables such as sense of belonging, social interaction, passing time, information seeking, and self-expression, the study employed a survey method to figure out which variables determined the continued intention to use social networks among Wrocław University students. Data from 120 respondents were analysed, revealing support for nine out of ten hypotheses. Results revealed that a sense of belonging exerts the strongest influence on continued intent, followed by perceived usefulness, satisfaction, self-expression, information seeking, and social interaction. Notably, the passing time did not have a significant effect on continuance intention to use Instagram.

Keywords: Instagram, social networking sites (SNS), continuance intention, Expectation-Confirmation Model, information system

Abstrakt

W erze cyfrowej serwisy społecznościowe na nowo zdefiniowały sposób, w jaki ludzie łączą się na całym świecie. Platformy te umożliwiają niespotykane wcześniej globalne połączenie między znajomymi, rodziną, a nawet obcymi sobie ludźmi, tworząc wspólne poczucie społeczności. Niniejsze badanie skupia się na Instagramie, kluczowej platformie uruchomionej w 2010 roku, pozwalającej użytkownikom na udostępnianie zdjęć i filmów ulepszonych przez filtry i narzędzia do edycji. Instagram oferuje funkcje takie jak stories, IGTV i rolki, które wspierają kreatywność, rozwijają znajomości i pogłębiają wpływ kulturowy. Celem badania jest analiza czynników wpływających na intencje osób kontynuujących korzystanie z Instagrama. Wykorzystując model potwierdzania oczekiwań oraz zmienne takie jak poczucie przynależności, interakcje społeczne, upływ czasu, poszukiwanie informacji i wyrażanie siebie, w badaniu zastosowano metodę ankietową, aby ustalić, które zmienne determinują kontynuację intencji korzystania z mediów społecznościowych wśród studentów Uniwersytetu Wrocławskiego. Dane od 120 respondentów zostały

przeanalizowane i potwierdziły dziewięć z dziesięciu hipotez. Wyniki ujawniły, że poczucie przynależności wywiera największy wpływ na kontynuację tego zamiaru, następnie zaś postrzegana użyteczność, satysfakcja, wyrażanie siebie, poszukiwanie informacji i interakcja społeczna. Warto zauważyć, że wpływ czasu nie miał istotnego wpływu na intencję kontynuacji korzystania z Instagrama.

Słowa kluczowe: Instagram, portale społecznościowe, zamiar kontynuacji, model potwierdzenia oczekiwań, system informacyjny

Introduction

As social media has become an integral part of people's lives, it made a lasting impact on the way they communicate in the business and personal spheres. Individuals as well as companies use different social media platforms for different purposes (Putri & Education, 2022, pp. 1–10). There are many popular social media platforms, including Facebook, Instagram, TikTok, Pinterest, and Snapchat through which individuals share their thoughts, opinions, pictures, and videos about different aspects of their lives (Carpenter et al., 2020, pp. 103–149). Meanwhile, companies use SNSs to showcase their brands, products, or services. Instagram is one of the most popular platforms that allows users to share photos and videos with each other. The platform has been used for sharing photos and videos since its launch in 2010 (Jiang & Ngien, 2020, p. 2056305120912488).

Despite the widespread use and popularity of Instagram as an established social networking platform, little has been done about its application and use in academic contexts to explore the behaviour of college students towards this platform in the contemporary world. The aim of the present study is to analyse the impact of determining factors on the continuous use of Instagram. To reach this goal, the existing literature is reviewed and used in several ways throughout this study. To the best knowledge of the author, there has been no research on factors that may affect the use of Instagram in the long run. In order to address this research gap, a conceptual framework based on the Expectation-Confirmation Model (ECM) is used first to investigate intentions of Wrocław University students to keep using Instagram. This model focuses on person's psychological motivations after using information systems for the first time. User's intention to continuously use an information system relies on the key factors including perceived usefulness, level of satisfaction, and a degree of confirmation of expectations. Secondly, the ECM is extended in this study by examining the potential factors that may directly influence Instagram continuance usage, such as information seeking (Kim et al., 2011, pp. 365–372), social interaction (Lin & Lu, 2011, pp. 565–570), self-expression (Bumgarner, 2007), passing time (Li-Barber, 2012, pp. 624–630), and sense of belonging (Cheung et al., 2011, pp. 1337–1343).

1. Literature review

1.1. Expectation-Confirmation Model (ECM)

Oliver's expectation-confirmation theory was initially used to study consumer satisfaction. Consumers generally compare their expectations before they purchase something with the outcome of their purchasing experience, which is the process of determining whether

to repurchase or not (Oliver, 1980, pp. 460–469). This determines the level of their satisfaction. They have expectations about the products before buying them, but after using the products, they assess the product's performance based on their actual feelings. In Bhattacharjee's view, the decision-making process can be broken down into three stages: the initial decision, the initial user experience, and the post-purchase experience. Each of these can have a profound influence upon subsequent behaviour of a consumer. He suggested that based on the Expectation-Confirmation Model (ECM), satisfaction with an information system and perceived usefulness account for continued usage. Users' satisfaction was affected by the perceived usefulness and the confirmation of expectations from the previous usage (Bhattacharjee, 2001b, pp. 351–370).

1.1.1. Perceived usefulness

The definition of perceived usefulness is the "the degree to which a person believes that using a particular system would enhance his/her job performance" (Davis, 1989, pp. 319–340). The initial research by Davis was about adoption within organizational contexts. An investigation conducted by Hasanah among 402 students at UIN Syarif Hidayatullah Jakarta, found that perceived usefulness, along with satisfaction, habit, and enjoyment, influenced Instagram continuance use intention (Hasanah, 2020). Additionally, other research has shown that perceptions of usefulness, perceived risk, and perceived enjoyment were significant predictors of satisfaction. In turn, satisfaction was found to be a significant predictor of mobile social network continuation intentions. In this study, 262 students from Ghana Technology University College were surveyed (Ofori et al., 2015, pp. 105–124). Hence, the following hypothesis is proposed:

H1. Perceived usefulness will have a positive effect on the satisfaction of using Instagram.

H2. Perceived usefulness will have a positive effect on the continuance intention to use Instagram.

1.1.2. Confirmation

According to Bhattacharjee, confirmation is the realization of the expected benefits of IS use. A positive user experience resulting from using IS can be confirmed when the actual experience matches or exceeds the initial expectations (Bhattacharjee, 2001a, pp. 201–214). Accordingly, users are likely to be satisfied if the actual user experience corresponds to or exceeds their expectations (Oghuma et al., 2016, pp. 34–47) (Ouyang et al., 2017). This is because the expected benefits of IS use are realised. Mouakket, as presented in his article "Factors influencing continuance intention to use social network sites: The Facebook case," found that confirmation has a strong impact on both satisfaction and perceived usefulness. From an ECM perspective, this conclusion supports the idea that user confirmation of expectations significantly affects undergraduate university students' level of satisfaction and perceived usefulness (Mouakket, 2015, pp. 102–110). Hence, the following hypotheses are proposed:

H3. Confirmation will have a positive effect on the perceived usefulness of using Instagram.

H4. Confirmation will have a positive effect on the satisfaction from using Instagram.

1.1.3. Satisfaction

Satisfaction refers to "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1980, pp. 460–469). Doll et al. defined user satisfaction as

“the affective attitude towards a particular computer application by an end user” (Doll & Torkzadeh, 1988, pp. 259–274). Long-term consumers and continuance intention are both related to satisfaction, which is the result of previous experiences of using IS (Bhattacharjee, 2001b, pp. 351–370). According to the data collected from 729 students using Facebook, satisfaction has a positive effect on student’s intention to continue using Facebook (Chaouali, 2016, pp. 1022–1033). Additionally, another study conducted by Park revealed that satisfaction was the most influential factor in using social networking sites continuously. Data were collected from 325 students at two universities in the United States (J.-H. Park, 2008, pp. 205–226). Also, the research conducted among 378 college students from Taiwan, revealed that the continuance usage of social media apps is driven by users’ satisfaction (Hsiao et al., 2016, pp. 342–355). In addition, Lee found that satisfaction was the strongest predictor for continuing web-based learning programs among 363 students (Lee, 2010, pp. 506–516). According to Mouakket’s study, perceived usefulness as well as satisfaction motivated users to continue using Facebook. The results of the study indicate that satisfaction is associated with greater continuation intentions than perceived usefulness. In this study, 397 undergraduate students at a major university in the UAE with active Facebook accounts participated (Mouakket, 2015, pp. 102–110). Hence, the following hypothesis is proposed:

H5. Satisfaction will have a positive effect on the continued intention to use Instagram.

1.1.4. Continuance intention to use

Bhattacharjee defines continuance intention as “the users’ intention to continue using an IS after its initial acceptance” (Bhattacharjee, 2001b, pp. 351–370). Hwang and Cho examined the factors that contribute to Instagram usage and their impact on the continuance intention for this social networking site. According to this study, in which 371 college students from a Korean university participated in the survey, perceived ease of use, social interaction, and entertainment significantly influenced the intention to continue using Instagram (Hwang & Cho, 2018, pp. 1305–1315). Moreover, in the other study, the results indicate that users’ continued use of social apps is determined by their satisfaction, tight connection with others, and hedonic motivation for doing so. A paper-based survey of 378 college students from Taiwan was used to collect the empirical data for this study (Hsiao et al., 2016, pp. 342–355).

1.2. Key factors

The study found that key variable factors such as social interaction, information seeking, self-expression, pastime activities, and sense of belonging have a direct impact on continuance intention in case of Instagram, each of which is described briefly below.

1.2.1. Information-seeking

Wilson describes information seeking as the result of a desire to satisfy some needs (Wilson, 2000, p. 49). The term refers to “active efforts to obtain specific information outside of the normal patterns of exposure to mediated and interpersonal sources” (Niederdeppe et al., 2007). In every field, people need information (Tubachi, 2018). In the digital age, individuals visit social networking sites to find out what they are like. The results of a study conducted in Pakistan, which included 280 university students, showed that information seeking and social relationships had a positive influence on the continuous use of Facebook. Furthermore, the study determined that individuals are more motivated to use Facebook to build social networks, learn new ideas, and use information (Raza et al., 2020, p. 101331). Furthermore, one study found that between the four social networking sites – Facebook, Twitter, Instagram

and Snapchat – the students were more likely to seek information on Instagram than on the other three (Alhabash & Ma, 2017, p. 2056305117691544). Hence, the following hypothesis is proposed:

H6. Information seeking will have a positive effect on the continuance intention in case of Instagram.

1.2.2. Social interaction

The need to belong is essential to human existence. People who have social interactions have a variety of positive outcomes, both mental and physical. In recent years, the form of social interaction has changed. There are many social media platforms that allow people to connect with one another. The study by Raacke and Bonds-Raacke discovered that majority of students used SNS platforms for several purposes such as social interaction, building new relationships, maintaining old friendships and seeking information (Raacke & Bonds-Raacke, 2008, pp. 169–174). Also, in a survey of 371 Korean college students, social interaction was found to be an influential determinant of continuance intention in case of Instagram (Hwang & Cho, 2018, pp. 1305–1315). Furthermore, in a study conducted with 92 psychology students at a private university, Facebook was found to be most frequently used for social interaction, primarily with friends with whom the students already had an offline relationship (Pempek et al., 2009, pp. 227–238). According to the data collected from 446 students at the private universities in Al Ain, Abu Dhabi and Dubai in the United Arab Emirates, social interaction, alongside hedonic motives, and escapism have significant influence over the continuance intention in case of YouTube (Yassen et al., 2022, pp. 285–299). Hence, the following hypothesis is proposed:

H7. Social interaction will have a positive effect on the continued intention to use Instagram.

1.2.3. Self-expression

It is the way an individual uses spoken as well as written words to express their ideas, emotions, and personality. Those who love to express their personal identities are more likely than others to interact with other users on social media (De Vries et al., 2017, pp. 272–282) and seek to publish content to express their sense of identity (Park & Jiang, 2021, pp. 501–520). These users invite others to share their opinions and selfhood on the online platforms and this gives them a sense of satisfaction (Seyyedamiri & Tajrobehkar, 2021, pp. 75–91). Pempek et al. conducted a study in which most American college students reported that posting pictures on Facebook allowed them to express who they are to other Facebook users. Therefore, self-expression is one of the significant predictors for continued use of social networking sites (Pempek et al., 2009, pp. 227–238). For the current research, self-expression is defined as a way to express one’s feelings, ideas, personality, and opinions using spoken and unspoken words. Hence, the following hypothesis is proposed:

H8. Self-expression will have a positive effect on the continued intention to use Instagram.

1.2.4. Passing time

According to the Merriam-Webster Dictionary, pastime is “something that amuses and serves to make time pass agreeably” (Merriam-Webster, n.d.). Several studies have shown that passing time is closely linked to people spending their time on activities such as having fun, finding a way to escape daily pressure and responsibilities and a busy schedule, and also relaxing (Trammell et al., 2006, pp. 702–722). Quan-Haase and Young identified six factors regarding Facebook and instant messaging apps based on 77 surveys and 21 interviews.

Pastime was the most significant factor, as university students used Facebook to escape their responsibilities, pressures, and provide themselves with entertainment. Furthermore, university students primarily use Facebook to shift their attention from other tasks for two reasons: “To kill time” and “because it’s fun” (Quan-Haase & Young, 2010, pp. 350–361). Also, in the other study conducted among 396 college students using Facebook, Twitter, Instagram and Snapchat, pastime was cited as one of the most significant motivations alongside other factors, such as self-documentation, social interaction, entertainment, and convenience (Alhabash & Ma, 2017, p. 2056305117691544). In a study on 172 students at the Louisiana State University, the participating women were mostly interested in using social media for keeping in touch with friends and family and having fun while men preferred to meet new people online (Sheldon, 2008). Hence, the following hypothesis is proposed:

H9. Passing time will have a positive effect on the continued intention to use Instagram.

1.2.5. Sense of belonging

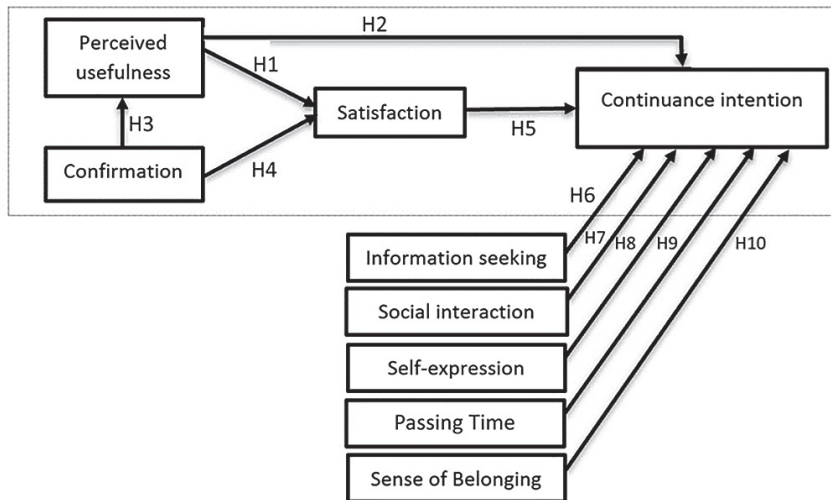
A sense of belonging refers to “the psychological state of being part of the community in an online social network” (Cheung et al., 2011, pp. 1337–1343; Liu & Guo, 2015, pp. 403–422). It is frequently defined as the individuals feeling they are an indispensable part of an organization and environment as a result of engagement with a particular group or community (Levy & Friedman, 2019, pp. 104–116). Lin et al. conducted a study among 742 participants, 77% of whom were in their junior and senior years of college, which revealed that user satisfaction and sense of belonging contributed together to the continuance intentions in case of Facebook (Lin et al., 2014, pp. 595–603). In another study, 353 randomly selected college students participated in an anonymous survey. A significant relationship has been discovered between social media use, a sense of belonging, and emotional well-being (Pavon, 2020). Hence, the following hypothesis is proposed:

H10. Sense of belonging will have a positive effect on the continued intention to use Instagram.

2. The proposed model

In the following research model, factors that affect the intention to use SNS platforms – especially Instagram – are demonstrated. According to the model, both perceived usefulness and confirmation contribute indirectly to satisfaction, which influences the intention to continue using SNS in the first place. Additionally, factors such as information seeking, social interaction, self-expression, pastime activities and sense of belonging have a direct impact on the continuance intention in case of Instagram.

Figure 1. The proposed model



Source: own study.

3. Methodology

A quantitative approach was used in this study to investigate the college students' intention of continuous use of Instagram (Sharabati et al., 2022, p. 125). Data was collected using a questionnaire in English which was distributed in person. Those who were not available face-to-face received the questionnaire online. Population of our study consisted of a total number of 120 students from University of Wrocław, Faculty of Letters, the Information Department. The study focused on the students from a particular university in Poland because there was no general study in Poland to address the issue of Instagram use in academic settings and the author believed that the study could contribute to developing knowledge in this field. There was a huge research gap on the national level regarding the use of this social networking application among the educated people, which encouraged the author to opt for conducting a research on their continuance intention in case of Instagram. Sampling was done using convenience sampling technique to select only those interested in using this application to whom the author had access in order to implement the questionnaire. In this study, demographics and continued intentions of using Instagram were examined with two questionnaires.

In the demographic section, respondents were asked about their age, gender, nationality, how much time they spend on Instagram each day, and when their Instagram accounts were created.

Table 1. Participants' demographic information

Measure	Item	Frequency	Percentage(%)
Gender	Female	84	70
	Male	36	30
Age	18-21	46	38,4
	22-25	57	47,5
	26-29	10	8,3
	above 30	7	5,8
Nationality	Polish	65	54
	International	55	46
Instagram use per day (Min)	<30 min	34	28,3
	30<= min <60	35	29,2
	60<= min <90	34	28,3
	90 min	17	14,2
when their Instagram accounts were created (Years)	<1 year	4	3,3
	1<= years <2	5	4,2
	2<= years <3	4	3,3
	3<= years <4	18	15
	>=4 years	89	74,2

Source: own study.

Five close-ended demographic questions were asked at the beginning of the survey. A Likert scale was used to evaluate 43 items, with 1 being "strongly disagree" and 5 being "strongly agree."

Variables selected for this study included a sense of belonging, social interaction, self-expression, information seeking and perceived usefulness, which were measured by five items; satisfaction was measured by three items, continued intention to use measured by six items, and confirmation measured by four items. Data collection span a period of 30 days from May 1st to 30th, 2023. In total, 133 questionnaires were completed, out of which 120 were eligible for further analysis. The proposed research model demonstrates factors that affect the intention to use SNS platforms, especially Instagram. It also shows that perceived usefulness and confirmation contribute indirectly to satisfaction, which influences the intention to continue using SNS.

4. Findings

To do the present analysis, the proposed model was divided into two sections. For the first section, hypotheses H1, H2, H3, H4, and H5 were investigated and the impact of each of them on the dependent variables was determined. In order to determine whether independent variables could effectively predict dependent variables, the t value with (p-value < 0.05)

was used. The regression coefficients of the independent variables were not equal to zero, indicating that they were significant predictors of the dependent variables.

4.1. Analysing H1, H2, H3, H4, and H5

Hypotheses 1 through 5 explored the relationships between perceived usefulness, confirmation, satisfaction, and continued intention to use Instagram. The results provide valuable insights into these relationships. Findings from Hypotheses 1 through 5 highlight the importance of perceived usefulness, confirmation, and satisfaction in influencing users' continued intention to use Instagram (Table 2).

Table 2. Univariate analysis of H1, H2, H3, H4, and H5

Hypotheses		Unstandardized Coefficients		Standardized Coefficients	t	P-value
		B	Std. Error	Beta		
H1	Perceived Usefulness -> Satisfaction	,152	,052	,260	2,929	,004
H2	Perceived Usefulness -> Continued intention to use	,532	,092	,469	5,773	<0.001
H3	Confirmation -> Perceived usefulness	,533	,124	,368	4,295	<0.001
H4	Confirmation -> Satisfaction	,485	,064	,575	7,627	<0.001
H5	Satisfaction -> Continued intention to use	,866	,160	,445	5,399	<0.001

Source: own study.

Hypothesis 1 posited that perceived usefulness positively influences satisfaction. The analysis revealed that perceived usefulness was positively correlated to satisfaction, with a t-value of 2.929 and a p-value less than 0.05. This suggests that as perceived usefulness increases, users' satisfaction with Instagram increases as well, implying that users find the platform valuable.

Hypothesis 2, which examined the link between perceived usefulness and continued intention to use Instagram, was confirmed with a substantial t-value of 5.773 and a p-value less than 0.001. This finding implies that users who perceive Instagram as useful are more likely to continue using the platform.

Hypothesis 3 investigated the effect of confirmation on the perceived usefulness and yielded a positive relationship with a t-value of 4.295 and a p-value less than 0.001. This suggests that when users receive confirmation through their interactions on Instagram, it enhances their perception of the platform's usefulness.

Hypothesis 4 explored the relationship between confirmation and satisfaction, and it was found that there is a significant positive connection with a high t-value of 7.627 and a p-value less than 0.001. This indicates that when users receive confirmation on the platform, it leads to the higher levels of satisfaction.

Hypothesis 5 examined the influence of satisfaction on continued intention to use Instagram and found a valid impact with a t-value of 5.399 and a p-value less than 0.001. This implies that users who are satisfied with their Instagram experience are more likely to continue using the platform.

4.2. Analysing H6, H7, H8, H9, and H10

Hypotheses 6 through 10 extended the analysis to explore the relationships between information seeking, social interaction, self-expression, passing time, sense of belonging, and continued intention to use Instagram.

Table 3. Univariate analysis of H6, H7, H8, H9, and H10

Hypotheses		Unstandardized Coefficients		Standardized Coefficients	t	P-value
		B	Std. Error	Beta		
H6	Information seeking -> Continued intention to use	,374	,091	,354	4,115	<0.001
H7	Social interaction -> Continued intention to use	,320	,090	,311	3,553	,001
H8	Self-expression -> Continued intention to use	,328	,069	,401	4,749	<0.001
H9	Passing time -> Continued intention to use	,148	,084	,159	1,752	,082
H10	Sense of belonging -> Continued intention to use	,433	,070	,494	6,175	<0.001

Source: own study.

Hypothesis 6 found a positive correlation between information seeking and continued intention to use Instagram, supported by a significant t-value of 4.115 and a p-value less than 0.001. This suggests that users who engage in information seeking activities on Instagram are more likely to continue using the platform.

Hypothesis 7 revealed a strong relationship between social interaction and continued intention to use Instagram, with a t-value of 3.553 and a p-value less than 0.05. This emphasizes the role of social interaction in retaining users on the platform.

Hypothesis 8 demonstrated that self-expression positively influences users' continued intention to use Instagram, with a significant t-value of 4.749 and a p-value less than 0.001.

Hypothesis 9, which investigated the impact of passing time on the continued intention to use Instagram, did not yield significant results with a p-value greater than 0.05, suggesting that passing time does not significantly affect users' intention to continue using the platform.

Hypothesis 10 found a positive influence of the sense of belonging on continued intention to use Instagram, supported by a high t-value of 6.175 and a p-value less than 0.001. This suggests that a sense of belonging is a strong driver of continued platform usage.

5. Discussion and conclusion

This study was a comprehensive analysis investigating the relationships between various independent variables and their impact on users' continuance intention of Instagram usage. The research explored the significance of perceived usefulness, confirmation, satisfaction, self-expression, information seeking, social interaction, and the sense of belonging

in shaping the user behaviour on this popular social media platform. Our findings revealed several key insights into the factors that influence user engagement with Instagram.

We observed that perceived usefulness plays a pivotal role in enhancing user satisfaction and continued intention to use social media. When users perceive Instagram as useful, they are not only more satisfied with their experience but also more likely to continue using the platform over time. Confirmation — another important factor — positively influenced perceived usefulness and satisfaction. Users who receive confirmation through their interactions on Instagram are more likely to find the platform useful and, in turn, experience higher levels of satisfaction. Satisfaction, in itself, emerged as a critical determinant of continued intention to use Instagram. Satisfied users demonstrated a stronger commitment to using the platform in the future, highlighting the importance of fostering positive user experiences.

Furthermore, our study revealed that self-expression, information seeking, and social interaction are integral to users' continuance intention of Instagram usage. These activities positively impacted users' intentions, emphasizing the diverse ways users engage with and derive value from Instagram. However, it is noteworthy that the effect of passing time on continued intention to use Instagram was not significant in our analysis, indicating that the platform may not primarily serve as a time-passing activity for its users. A particularly important finding was the significant influence of a sense of belonging on users' intentions to continue using Instagram. Users who felt a sense of belonging within the Instagram community were more likely to remain committed to the platform. This suggests that fostering a sense of community and belonging should be a key focus for the platform developers and marketing specialists seeking to retain users.

The study contributes to the understanding of user behaviour on Instagram and provides actionable insights for platform developers and marketing specialists. Recognizing the importance of perceived usefulness, confirmation, satisfaction, self-expression, information seeking, social interaction, and the sense of belonging can help in designing effective strategies to enhance user engagement and retention on Instagram.

6. Theoretical and managerial implications

Results of the present study can be used by educational centres and scholars to attain a better understanding of university students' motives for using SNS platforms in order to make stronger relations with them in terms of academic performance and educational purposes. They can foster the sense of students' belonging to their university through sharing academic news and promoting events as well as encouraging interaction, involving students in content creation, sharing user-generated content, offering exclusive events, and establishing loyalty programs. These efforts create a stronger sense of community and belonging among the university students.

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