

# A SYSTEMATIC LITERATURE REVIEW: EXPLORING VARIABLES AND CONTEXTUAL APPLICATIONS OF THE USES & GRATIFICATIONS THEORY FRAMEWORK IN DIGITAL MEDIA PLATFORMS

Adi Haryadi<sup>1</sup>, Listyorini<sup>2</sup>, Jennifer<sup>3</sup>, Celina<sup>4</sup>, Elsadi<sup>5</sup>, Defriansyah<sup>6</sup>

<sup>1</sup>Universitas Brawijaya, Malang, Indonesia

<sup>2</sup>Universitas Gadjah Mada, Yogyakarta, Indonesia

<sup>3,4,5</sup>Universitas Katolik Atma Jaya, Jakarta, Indonesia

<sup>6</sup>Universitas Mercu Buana, Jakarta, Indonesia

Email: [adi.haryadi@student.ub.ac.id](mailto:adi.haryadi@student.ub.ac.id)

## Abstract

This study aims to conduct a comprehensive Systematic Literature Review (SLR) to explore the development and application of the Uses and Gratifications Theory (UGT) in the context of digital media. The review systematically examines literature published in English and indexed in the Scopus database between 2019 and 2024. Following the PRISMA framework, an initial pool of 1,899 articles was screened and refined to 48 empirical studies that met the inclusion criteria: empirical research focused on digital media and UGT, English-language publications, and genuine data aggregation using quantitative or qualitative methods. The synthesis reveals that the most dominant independent variables include media type, platform affordances, and user motivation, while the main dependent variables are engagement, satisfaction, and continued media use. The most recurrent uses and gratifications dimensions identified across studies are information seeking, entertainment, social interaction, personal identity, and escapism. These findings confirm that UGT continues to provide a robust theoretical framework for understanding user behavior in the digital era, especially concerning social media, online video platforms, and mobile applications. Through a syllogistic reasoning approach, the study concludes that digital media users actively construct their own media experiences based on personalized gratifications. However, research gaps remain in areas such as algorithmic influence on user motivation, cross-platform behavioral comparison, and the integration of emotional gratifications in AI-driven media environments. Overall, this review highlights the enduring relevance of UGT and its strategic implications for digital content design, user engagement, and media innovation.

**Keywords:** *Uses and Gratifications Theory, Digital Media, Systematic Literature Review, User Motivation, Social Media Engagement*

## A. INTRODUCTION

In today's digital era, human interaction with the media has undergone a significant transformation. Social media, video-based platforms, and digital applications have become an essential part of everyday life, and they have consequences for the way individuals access information, socialize, and express themselves. In this context, the theory of Uses and Gratifications (UGT) is an important conceptual framework for understanding the motivations and behaviors of users in choosing and using media. This theory was developed by Katz, Blumler, and Gurevitch in 1973 in response to a communication approach that positions the audience passively (Katz et al., 1973). UGT assumes that individuals are actively seeking media that can meet cognitive, effective, social, and personal needs (Pillai et al., 2025; Thongmak, 2021).

This study examined 48 selected journals from the Scopus database in the period 2014 to 2025 using the Systematic Literature Review (SLR) approach. The selection process is carried out using the PRISMA method, and only English-language journals and open access are included. This study aims to map the variables that are often used in UGT studies and evaluate the relevance and dynamics of their application in the context of modern digital media. The uses & gratifications were created & developed as follows:

**Table 1. The Development of Uses & Gratification Theory**

Year	Researcher	Contribution to UGT	Journal Title (out of 48 Journals)
1940s	Lazarsfeld & Stanton	Examine how individuals use media for psychological needs.	Lazarsfeld, P. F., & Stanton, F. N. (1944). <i>Radio research, 1942–1943</i> . New York: Duell, Sloan & Pearce.
1950s	Elihu Katz	Formulate the notion that the audience actively selects media based on their requirements.	Main references: Katz, E. (1959). <i>Mass Communication Research and the Study of Popular Culture</i> .
1970s	Blumler & Katz	Formalizing UGT as a theory with various categories of user needs.	Main references: Katz, Blumler, & Gurevitch (Katz et al., 1973). <i>Uses and Gratifications Research</i> . <i>Public Opinion Quarterly</i> .
1990s	McQuail	Adapting UGT theory in the context of growing mass media.	Not found explicitly in 48 journals; called conceptually.
2000s	Ruggiero	Adapting UGT to the digital era, including the internet and social media.	Examples are mentioned in: Thongmak (Thongmak, 2021); Naqvi et al. (2020); Pillai et al. (Pillai et al., 2025)

The meaning of Uses is the conscious and active process of individuals in choosing and using media according to functional, social, and emotional needs. While the Gratifications meant by a form of satisfaction or benefits that individuals feel from the results of using these media, whether in the form of information, entertainment, self-identity, or social interaction.

**Tabel 2. Definition of Uses from UGT's Journals**

Concept	Definition Of Uses from UGT's Journals	Journal Citations
Uses	Conscious and active activity of the audience in choosing media based on specific needs.	Thongmak (Thongmak, 2021); Krishna & Kim (2015); Hostench et al. (2019)
Uses	The behavior of selectively choosing and using media for certain purposes such as information or entertainment.	Naqvi et al. (Abbas Naqvi et al., 2020); Luiz et al. (2022); Abbas et al. (Abbas Naqvi et al., 2020)
Uses	The way audiences use media to complete cognitive or social tasks.	Miranda et al. (2023); Bakır et al. (2022)

**Tabel 3. Definition of Gratifications from UGT's Journals**

<b>Concept</b>	<b>Definition of Uses from UGT's Journals</b>	<b>Journal Citations</b>
Gratuities	The psychological benefits or satisfaction obtained from the use of media.	Thongmak (Thongmak, 2021); Pillai et al. (Pillai et al., 2025); Moon & An (2022b)
Gratuities	Strengthening of personal values, entertainment, or social connectedness that users feel.	Naqvi et al. (Abbas Naqvi et al., 2020); Hostench et al. (Pujadas-Hostench et al., 2019)
Gratuities	Fulfillment of emotional, cognitive, and social needs through interaction with the media.	Abbas et al. (Abbas Naqvi et al., 2020); Luiz et al. (Padmanabhan et al., 2022); Krishna & Kim (Krishna & Kim, 2015)

The research examines the Uses and Gratifications theoretical framework for the utilization of Social Media Platforms as documented in the SCOPUS database. The subsequent part addresses the U & G model and the literature review. The results are encapsulated on the research characteristics that constituted the systematic review. Subsequently, findings relevant to the study concerns are provided. Ultimately, descriptive analysis, results, discussion, and prospective directions are scrutinized.

This study aims to conduct a comprehensive review of the application of the Uses and Gratifications Theory (UGT) in the context of social media platform utilization. Specifically, it seeks to explore how UGT has evolved over time and how it has been applied in alternative contexts of social media use. To address these research inquiries, the study focuses on three main objectives: first, to identify the most dominant independent and dependent variables, as well as the key findings, uses, and gratifications investigated in prior UGT studies; second, to synthesize the latest scientific literature into a coherent and integrative framework that reflects current developments in media research; and third, to formulate logical conclusions based on syllogistic reasoning while uncovering existing research gaps that warrant further exploration. Through this systematic approach, the study aims to enhance theoretical understanding and provide a comprehensive overview of how UGT continues to explain user motivations and behaviors in the dynamic landscape of social media.

## **B. LITERATURE REVIEW**

The theory of Uses and Gratifications (UGT) is an approach in the study of communication that emphasizes the active role of individuals in choosing and using media to meet specific needs. In the digital age, UGT has become relevant to understanding how and why individuals use various digital platforms to meet their needs. UGT was first introduced in 1974 by Elihu Katz, Jay G. Blumler, and Michael Gurevitch. They argue that audiences actively choose media to meet their social and psychological needs. This approach differs from previous theories that saw the audience as passive recipients of information (Dolan et al., 2016).

The importance of This Theory in the Systematic Literature Review (SLR) is that examining UGT in SLR is important because, as follows:

1. **In-Depth Understanding:** Provides insight into the motivation and behavior of the audience in using the media (Miranda et al., 2023; Pillai et al., 2025; Thongmak, 2021)
2. **Evolution of Media:** Understanding how media usage changes with technological developments (Hue et al., 2022; Moon & An, 2022b; Thongmak, 2021).
3. **Practical Application:** Provides guidance for media practitioners in designing content that suits the needs of the audience (Eger & Ganggur, 2024; Kulikovskaja et al., 2023; Mahmut et al., 2022).

### C. METHOD

This study uses the Systematic Literature Review (SLR) method with the main source from the Scopus database. A total of 48 journals were reviewed and classified based on the variables studied, the type of gratuity, and the context of social media. The data are organized into dominant tables of variables to be analyzed descriptively and thematically.

The method used is Systematic Literature Review (SLR), with a qualitative synthesis approach based on 48 selected journals analyzed using a table template containing independent, dependent, category uses and gratifications, as well as main findings and research gaps. The main source comes from Scopus, with a focus on the 2015–2025 journal that is empirically and theoretically relevant to UGT and digital media

This study uses the Systematic Literature Review (SLR) approach with the guidance of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) model to filter literature in a transparent and structured manner. This approach refers to the methodology from Jyotsna Rai (Rai et al., 2021), which demonstrated the effectiveness of the PRISMA method in the field of social media and marketing communication.

The Literature Search Strategy was developed as follows:

#### 1. The initial search

The search was conducted through the Scopus portal with a publication period between 2014 and 2025. The keywords used were:

- a. Uses AND Gratifications AND Theory
- b. U&G AND Theory.

Results found 1,881 documents. Then it was focused on the journal category: “Business, Management & Accounting” with the result of 521 documents. After filtering only for the type of scientific journal document: 426 journals. By adding the criteria:

- a. English only → 425 journals
- b. Open Access only → 131 journals.

The open access category is divided into: Gold (58), Green (55), Hybrid Gold (25), and Bronze (15). Screening by publication year 2014–2025 yielded 126 journals.

Finally, a journal was selected that contained the keywords:

- a. Uses and Gratifications Theory (24)- Uses and Gratification Theory (13)
- b. Uses and Gratifications (11).

So, that the total number of journals examined in this study is 48 journals.

#### 2. Inclusion and Exclusion Criteria

Inclusion criteria:

- a. Full text available
- b. English
- c. Document type: journal article
- d. Open access
- e. Focus on UGT theory in a digital or social media context

Exclusion criteria:

- a. Non-journal (proceedings, books)
- b. Qualitative studies that are not relevant to the UGT framework
- c. Do not explicitly mention UGT theory.

#### 3. Screening and Selection Process

The selection stages follow the PRISMA diagram:

- a. Initial identification: 1,881 articles
- b. Field of study selection: 521 articles
- c. Scientific journal selection: 426 articles
- d. Language and open access: 131 articles

- e. Final selection based on keyword and topic relevance: 48 journals
4. Synthesis Data

All journals (48) were analyzed using manual coding methods to identify variables, categories of “uses” and “gratifications”, methodological approaches, and applicable context of UGT. The data is categorized and visualized by year, theoretical approach, and most frequently occurring variables.

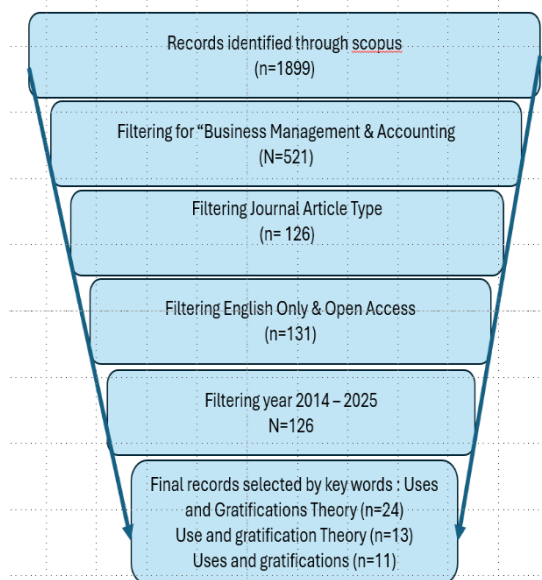


Figure 1. Data Collection Process

#### D. RESULTS AND DISCUSSION

The final records selected by the mentioned keywords as the result & findings of empirical research on the frequently used variables of U & G theory resulted 48 records. In the purpose of analysis, the 48 journals were breakdown into area of Journal Title, Author & Year, Independent & Dependent Variables, Variables that are classified as "Uses" "Gratifications", Main Finding, and Research Gap. Please see table 4. below:

Table 4. Journal Variables

No	Author & Year	Independent Variables	Dependent Variable	Variables that are classified as "Uses"	Variables classified as "Gratifications"	Main Finding	Research Gap
1	Hajar Abdul Rahim, Kee S. Ng and Vimala Balakhrisan 2021	Fear of Missing Out (FoMO), entertainment, availability/effort, altruism, ignorance, and leisure	Sharing of fake news	Time spent, effort and availability, and FOMO (fear of missing out)	Altruism, Entertainment, Ignorance	Fake news spreading behavior is significantly predicted by altruism ( $\beta = 0$ ).	There aren't enough empirical research on Malaysians' propensity to spread false information.
2	Margarida Duarte, Sandra Miranda, Inês Trigo, and Ricardo Rodrigues (2023)	Escapism, Social Interaction	Addiction to Social Networking Sites (SNS)	Social interaction and escape	Flow and a feeling of inclusion	- SNS addiction was positively impacted by escapism ( $\beta = 0$ ).	- There have been few research that investigate the mechanism of SNS addiction creation via a sense of belonging.
3	Graeme McLean, Brigid Appiah Otoo, Nazrul Islam, and Kofi Osei-	Perceived Homophily, Perceived Critical Mass, Self-Status Seeking	Brand Engagement on Social-Media (SMBE)	Perceived critical mass and perceived homophily	Self-Status Monitoring	-SMBE was significantly impacted by perceived homophily ( $\beta = 0$ ).	There is a dearth of studies examining the interaction of consumer values, social media brand

## ARTIKEL

	Frimpong (2022)						involvement, and sociopsychological traits.
4	Rajasshrie Pillai, Brijesh Sivathanu, Nripendra P. Rana (2025)	Information-seeking, escapism, social interaction, perceived enjoyment, immersion, personalization, Perceived Risk	Intention to Shop in the Metaverse	Information Seeking, Escapism, Social Interaction	Perceived Pleasure, Immersion, and Customization	pism ( $\beta = 0$ .	- Insufficient research exists regarding the shopping behavior of Generation Z within the context of Metaverse e-commerce.
5	Epie Bawack, Emilie Bonhoure, Jean-Robert Kala Kamdjoug, Mihalis Giannakis (2023)	Perceived Value, Social Identification, Media Attributes	Purchase Intention in Social-Media Live Streaming (SMLS)	Perceived Value, Social Identification	Media Characteristics (such Interaction Control, Invasiveness, and Human-Message Interaction)	Social identification ( $\beta = 0$ .	- Lack of studies explaining how social factors and media attributes together affect Purchase Intention in SMLS.
6	Arunima Krishna, Soojin Kim (Krishna & Kim, 2015)	Expressions of Anger and Frustration, Petitions for Change	Employees' Negative Communication Behaviors on Social-Media	Information Seeking, Social Support	Emotional Release, Escapism, Gratification from Social Validation	- Employees use anonymous "confessions" pages on Facebook to express anger and frustration with their organization.	- There are still few studies that examine employees' negative communication behavior on social media in an anonymous context.
7	Jing (Daisy) Lyu, Ioannis Krasonikola kis, Cheng-Hao (Steve) Chen (2023)	Smartphone Dependency, Utilitarian Gratifications, Hedonic Gratifications, Social Gratifications	Consumer Shopping Anxiety, Purchase Intention	Utilitarian Smartphone Uses (Information Seeking, Mobile Payments, Second Opinions), Hedonic Uses (Entertainment, Passing Time), Social Uses (Online Brand Community Engagement, Social Networking)	Utilitarian Gratifications (Efficiency, Functional Support), Hedonic Gratifications (Enjoyment, Relaxation), Social Gratifications (Connectedness, Engagement)	- Smartphone dependency in omnichannel shopping reduces shopping anxiety, particularly through utilitarian and hedonic gratification, but not significantly through social gratification.	- There is still little research exploring the relationship between smartphone dependency, shopping anxiety, and purchase intention in an omnichannel retail environment.
8	Jan H. Betzing, Michael Kurtz, Jörg Becker (2020)	Purposive Value, Self-Discovery, Maintaining Interpersonal Interconnectivity, Social Enhancement, Entertainment Value	Participation in Virtual Community, Visit Intention to Local High Street	Purposive Value (Information Seeking, Decision Support), Self-Discovery, Maintaining Interpersonal Interconnectivity	Entertainment, Social Enhancement	- Purposive Value ( $\beta = 0$ .	- Lack of research on how virtual communities can encourage visits to physical stores on the high street.
9	Manuel J. Sánchez-Franco, Francisco J. Arenas-Márquez, Manuel	Hedonic Benefits, Utilitarian Benefits, Social Influence, Facilitating Conditions	Users' Sentiment towards Intelligent Personal Assistants (IPA)	Utilitarian Uses (Perceived Usefulness, Ease of Use), Hedonic Uses (Entertainment)	Utilitarian Gratifications (Efficiency, Functional Support), Hedonic Gratifications	- Hedonic and utilitarian gratifications directly influence user sentiment	- There is still a lack of research on how users form habits in using IPA at home.

## ARTIKEL

	Alonso-Dos-Santos (2021)			t, Novelty), Social Uses (Companionship, Social Presence)	(Enjoyment, Relaxation), Social Gratifications (Connectedness, Engagement)	regarding IPA.	
10	Viktorija Kulikovskaja, Marco Hubert, Klaus G. Grunert, Hong Zhao (2023)	Infotainment Content, Remunerative Content, Relational Content	Customer Engagement (CE), Word-of-Mouth (WOM), Customer Loyalty	Infotainment Content (Information Seeking, Entertainment), Remunerative Content (Incentives, Discounts), Relational Content (Social Interaction)	Emotional Gratifications (Enjoyment, Entertainment), Social Gratifications (Connectedness, Social Enhancement)	- Relational content has the greatest impact on Customer Engagement ( $\beta = 0$ ).	- The role of remunerative content in enhancing customer engagement remains uncertain.
11	Daphne Hagen, Bas Spierings, Jesse Weltevreden, Anne Risselada, Oedzge Atzema (2024)	Convenience-Seeking, Entertainment-Seeking, Reward-Seeking, Ethical Shopping-Seeking, Place Attachment-Seeking	Attitude toward browsing LORPs, Offline Visit Intention, Online Purchase Intention	Convenience-Seeking, Entertainment-Seeking, Reward-Seeking	Hedonic Gratifications (Entertainment), Utilitarian Gratifications (Convenience, Efficiency)	- Convenience-Seeking ( $\beta = 0$ ).	- There is still a lack of exploration of how location-specific factors affect shopping behavior in LORPs.
12	Stephan Zielke, Marcin Komor (2025)	Convenience-Seeking, Entertainment-Seeking, Reward-Seeking, Ethical Shopping-Seeking, Place Attachment-Seeking	Channel Choice (Online vs Offline)	Convenience-Seeking, Entertainment-Seeking, Reward-Seeking	Hedonic Gratifications (Entertainment), Utilitarian Gratifications (Efficiency, Functional Support)	- 23 main motives were found in the selection of shopping channels.	- Insufficient research exists regarding the influence of economic factors and retail structures on shopping channel preferences across various countries.
13	Ludvík Eger, Mikuláš Gangur (2024)	Informational Content, Entertaining Content, Remunerative Content, Relational Content	Engagement Rate (Likes, Comments, Shares)	Informational Uses (Knowledge Sharing), Social Uses (Interactivity)	Hedonic Gratifications (Entertainment), Social Gratifications (Connectedness)	- Universities use more informational content than entertainment or remunerative content.	- Lack of research on the effectiveness of various categories of social media content in increasing university engagement.
14	Mathupayas Thongmak (2021)	Pass Time, Information Seeking, Entertainment, Anti-Traditional Media Sentiment, Internet Ambiance	Online Search Intention, Online Search Behavior, Online Search Performance	Information Seeking, Pass Time, Internet Ambiance	Entertainment, Anti-Traditional Media Sentiment	- The information the user searches for significantly affects online search intent ( $\beta = 0$ ).	- Lack of research exploring U&G factors in online search performance.
15	Padmanabhan N. S., Minu Mary Francis, Shirley Rita Luiz (2022)	Enjoyment, Efficiency, Recommendations of Others, Perceived Control, Fandom	Binge-Watching Behavior	Entertainment, Information Seeking, Social Interaction	Hedonic Gratifications (Enjoyment, Fandom), Utilitarian Gratifications (Efficiency, Perceived Control)	- Enjoyment ( $\beta = 0$ ).	- Lack of research on the long-term effects of binge-watching on psychological well-being.
16	Oussama Saoula,	Website Design,	E-Trust, E-Retention	Utilitarian Uses (Ease of	Utilitarian Gratifications	- Reliability is the most	- There are still few studies that

## ARTIKEL

	Amjad Shamim, Norazah Mohd Suki, Munawar Javed Ahmad, Muhammad Farrukh Abid, Ataul Karim Patwary, Amir Zaib Abbasi (2023)	Reliability, Perceived Ease of Use		Use, Efficiency), Social Uses (Trust, Reliability)	(Functionality, Usability), Social Gratifications (Trust, Security)	significant factor in building e-trust in online shopping.	integrate the theory of Uses and Gratifications with e-trust and e-retention in online shopping.
17	Messerla, Starzec, Disberger, & Johannes (2023)	Use of virtual communication before and after the COVID-19 pandemic (Zoom, Microsoft Teams, texting, Skype, Slack)	Changes in the intensity and effectiveness of virtual communication in the KSRE work environment	Use of virtual communication for work tasks: getting information, scheduling meetings, sharing work progress	Fulfillment of social needs through virtual communication: connection with colleagues, development of working relationships, more effective communication	1) The use of Zoom and Microsoft Teams increased dramatically after the pandemic compared to before.	1) Lack of long-term research to see if the increasing trend in the use of virtual communication will continue after the pandemic.
18	Ali, Lindsey, Harder, Lundy, & Roberts (2020)	Use of various communication channels by County Extension Directors (CEDs) after Hurricane Irma (phone, email, social media, face-to-face)	Effectiveness of communication in disseminating information and coordinating with clients, staff, and state partners	Use of communications to disseminate disaster information to clients and coordinate relief efforts with state staff and partners	Meeting the social and professional needs of CEDs: obtaining accurate information, sharing data with partners, and ensuring the well-being of staff and clients	1) CEDs use a variety of communication channels depending on accessibility, reliability, and usage habits.	1) Lack of research on the long-term effectiveness of post-disaster communication changes.
19	Sudarsan Jayasingh (2019)	Consumer engagement within a brand's page on Facebook (interactions, comments, shares, likes)	Brand loyalty on social media	Consumers use brand pages to search for information, interact with communities and access economic promotions	Satisfaction in the form of social benefits (connections with other users), economic benefits (discounts, rewards), and entertainment (engaging content)	1) The information sought by users is the main factor that drives engagement within a brand's page.	1) There is still little research on the long-term effects of consumer engagement in social media on brand loyalty.
20	Wan Nurhayati Abdul Rahman, Dilip S. Mutum, Ezlika M. Ghazali (2022)	Social media content features (videos, images with people, images without people), influencers, frequency of posts	Consumer engagement rate (number of likes, comments, hashtags, and flagged posts)	Use of Instagram to find information, follow trends, and access brand promotions	Satisfaction in the form of social interaction, entertainment, and economic benefits (discounts, gifts)	1) Videos generate the highest engagement rate compared to images.	1) Further research is needed on the long-term influence of social media engagement on brand loyalty.
21	Qingfeng Song & Amare Wondirad (2023)	Use of social media by tourists (seeking information, entertainment, self-presentation, socialization)	Overtourism in Hangzhou (tourist density, congestion, price increase, pollution)	Travelers use social media to search for information about destinations, follow travel trends, and read reviews from other travelers	The satisfaction that tourists get includes social interaction, social recognition, and entertainment satisfaction from sharing travel experiences	1) The use of social media contributes to overtourism through the concentration of tourist flows, although the influence is weak.	1) This study does not consider cultural factors that can affect tourists' perception of overtourism.
22	Evi Susanti, Layla Hana Marisa,	- Perceived Effectiveness of E-Commerce	Sustainable Consumption : Consumers' decision to	- Consumers use e-commerce to avoid the risk	- The security of online transactions increases	1) Pandemic fear acts as a moderator in the	1) The research was only conducted in Jakarta, so it

## ARTIKEL

	Endri Endri (2022)	Platform (PEEP): Consumer perception of the security and effectiveness of e-commerce during the COVID-19 pandemic.	continue using e-commerce as the main method of shopping during the COVID-19 pandemic.	of COVID-19 transmission.	consumer confidence in using e-commerce.	relationship between PEEP, interactivity, and economic benefits to sustainable consumption.	needs to be expanded to other areas with different economic and social conditions.
23	Rebecca Dolana, Jodie Conduita, John Fahyb and Steve Goodmana (2016)	Informational Content, Entertaining Content, Remunerative Content, Relational Content	Social Media Engagement Behaviour: Ideal Forum for Product and Brand-Related Advocacy Customer-led content generation Customer-created product innovations Customers comment, review and share [...]	- Social Media Engagement Behaviour (SMEB), consisting of: • Co-creation • Positive Contribution • Consumption • Dormancy • Detachment • Negative Contribution • Co-destruction	- Need for information - Need for entertainment - Need for reward/remuneration - Need for social interaction	- Increased knowledge - Entertainment - Economic benefits (rewards, rewards) - Social engagement and recognition	- Social media content affects user engagement levels (SMEB) in various forms, both positive and negative.
24	Handy Kasim, Edi Abdurachman, Asnan Furinto and Wibowo Kosasih (2020)	- Gender - Education level - Country of origin (Indonesia, Malaysia, Singapore, Philippines) - Age of digital media users	Gratifications obtained from consuming digital media	- Obtained Gratification (OG), which includes: • Self-expression • Learning needs • Leisure & entertainment • Escape from real life • Killing time	- Need for self-expression - Need for learning - Need for entertainment and recreation - Need to escape from real life - Need to fill free time	- Fulfillment of self-expression needs - Entertainment and recreation - Satisfaction in learning - Ability to fill time with digital activities	- There is no significant difference between genders in obtaining gratuities from digital media.
25	Heather Kennedy and Daniel C. Funk (2023)	Social media usage habits, User engagement rate, Social media usage motivation, Type of content consumed (sport vs. non-sport)	Social Media Usage in Sports Context: passive, habitual, and unconscious behavior.	- Social media consumption patterns in the context of sports - Active vs. passive engagement rates - Types of user interaction on social media	- The need for social interaction - The need for sports information - The need for entertainment - The need for recognition from the sports community	- Passive content consumption (scrolling and lurking) - Habitual content consumption without active awareness - Convenience in using certain platforms	- Most users consume social media passively and habitually, without active engagement such as commenting or creating content.
26	Graeme McLean, Khalid Al-Nabhani, Hannah Marriott (2022)	- Utilitarian Gratifications (Compatibility) - Hedonic Gratifications (Enjoyment, Escapism)	- Intention to reuse the app - Brand Loyalty - Brand Reputation	- Intention to reuse the app - Brand loyalty - Brand reputation	- The need for compatibility in everyday life - The need for entertainment through shopping apps	- Satisfaction in shopping through the app - Convenience in using the app - Emotional engagement with the app	- Escapism in shopping apps often leads to negative effects such as "regrettable escapism" (regret for spending too much time on the app).
27	Shefali Jaiswal, Anurag Singh (2022)	Cognitive factors, Affective factors, Social factors, Personal	- OTT services - Screen viewing time - Type of device used	- Intention to continue subscribing to OTT services	- Need for comfort - Need for entertainment - Need for easy access to information -	- Satisfaction in content search - Serendipity experience (finding	- The content search experience has a significant impact on users' intent to

## ARTIKEL

		integrative factors, Tension release factors			Need for financial benefits	accidental but interesting content) - Convenience of using OTT services	continue subscribing to OTT services.
28	Elodie Attié, Lars Meyer-Waarden (2022)	Perceived Usefulness (PU) Perceived Ease of Use (PEU) Intention to Use (IU) Perceived Social Image (PSI) Perceived Well-being (WB) Privacy Concerns Innovativeness	Real Use (actual usage)	Perceived Usefulness (PU), Perceived Ease of Use (PEU), Intention to Use (IU)	Perceived Well-being (WB), Perceived Social Image (PSI)	Actual usage of smart self-checkout (SCO) systems is influenced by intention to use, which in turn is affected by perceived usefulness, perceived ease of use, well-being, and perceived social image.	Lack of research on actual usage of smart technologies (SCOs), and insufficient integration of affective and social variables such as well-being and social image into extended TAM-based models.
29	Megan Underwood, Katherine J. Starzec, Nellie Hill-Sullins, R. L. Weaver, (2024)	Uses and Gratifications Theory (UGT), Self-Image Congruity (SIC), Theory of Planned Behavior (TPB), Attitude towards SNS, Perceived Behavioral Control (PBC), Subjective Norm (SN)	- Magazine format (print vs digital) - Communication preferences - Type of information sought by breeders	- Rate of use of cattle association magazines - Preference for communication formats	- The need for information in the cattle industry - The need for information accessibility - The need for convenience in reading - The need for information relevance	- Satisfaction in obtaining information related to livestock quality improvement strategies - Satisfaction in obtaining news about associations - Satisfaction in obtaining the latest technological [...]	- Most respondents (95%) prefer magazines in print over digital.
30	Jordi Pujadas Hostench, Ramon Palau Saumell, Santiago Forgas-Coll, Jorge Matute (2019)	Uses and Gratifications Theory (UGT), Self-Image Congruity (SIC), Theory of Planned Behavior (TPB), Attitude towards SNS, Perceived Behavioral Control (PBC), Subjective Norm (SN)	Purchase Intension in SNS: - Uses and Gratification Theory (UGT) - Theory of Planned Behavior (TPB) - Self-Image Congruity (SIC) -Attitudes toward SNS -Intentions to use SNS	- Purchase Intention via SNS - Intention to Use SNS - SNS Usage Behavior	- The need to get information about fashion products - The need for entertainment while using SNS - The need for social interaction within the brand community on SNS	- Satisfaction in getting the latest fashion information - Convenience in using the SNS platform for shopping - Sense of connection with the SNS user community	- Intention to Use SNS has a significant influence on purchase intention through SNS.
31	Sergio Martínez Puertas, María Dolores Illescas Manzano, Cristina Segovia López, Paulo Ribeiro Cardoso (2024)	- Information - Entertainment - Media Appeal - Social Presence - Risk for Privacy	- Purchase Intention - Customer Experience	- Customer Experience - Purchase Intention	- Need for product information - Need for entertainment in interactions - Need for clear and efficient communication experience - Need for social interaction with brands - Concerns about data privacy	- Satisfaction in getting quality information from chatbots - Satisfaction in a more enjoyable shopping experience - Convenience in using a visually appealing and easy-to-use	- Customer Experience has a significant positive impact on Purchase Intention.

## ARTIKEL

						chatbot - A sense of [...]	
32	Ignacio Redondo & Gloria Aznar (2021)	<ul style="list-style-type: none"> <li>- Attitudes towards online advertising</li> <li>- Adblock usage experience</li> <li>- Extent of users' online activity</li> <li>- Concerns about online privacy</li> </ul>	<ul style="list-style-type: none"> <li>-Disable the Ad-blocker feature</li> <li>- Leaving the site</li> <li>- Bypassing anti-Ad-block filter</li> </ul>	<ul style="list-style-type: none"> <li>- Response to anti-adblock filters (disabling adblockers, trying to bypass filters, leaving site)</li> </ul>	<ul style="list-style-type: none"> <li>- The need to control the online experience</li> <li>- The need for access to content without the distraction of advertising</li> <li>- The need for privacy in online activity</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in accessing content with or without ads</li> <li>- Convenience in avoiding intrusive ads</li> <li>- Security in maintaining the privacy of online data</li> </ul>	<ul style="list-style-type: none"> <li>- Attitudes towards online ads are the most influential factor in user responses to anti-adblock filters.</li> </ul>
33	Jang-Won Moon, Yuting An (2022a)	<ul style="list-style-type: none"> <li>- Information: tourists use mobile phones to get information</li> <li>- Convenience: using smartphones for easy change of tourist destinations</li> <li>- Social interaction: sharing experiences</li> <li>- Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>- Motivation for smartphone use by tourists: 1) Social Interaction 2) Information 3) Entertainment 4) Convenience</li> </ul>	<ul style="list-style-type: none"> <li>- E-tourist satisfaction</li> <li>- Smartphone usage behavior in travel</li> </ul>	<ul style="list-style-type: none"> <li>- Need for social interaction during travel</li> <li>- Need for tourist information</li> <li>- Need for entertainment while traveling</li> <li>- Need for comfort in accessing tourist services</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in sharing travel experiences</li> <li>- Satisfaction in getting fast and accurate information</li> <li>- Convenience in using mobile technology to support travel</li> <li>- Entertainment gained through digital [...]</li> </ul>	<ul style="list-style-type: none"> <li>- This study developed a validation scale of Uses and Gratifications (U&amp;G) in the context of tourism using a multilevel approach.</li> </ul>
34	Valdimar Sigurdsson, R. G. Vishnu Menon, Atli Geir Hallgrímsson, Nils Magne Larsen, Asle Fagerström (2018)	<ul style="list-style-type: none"> <li>- Perceived entertainment</li> <li>- Perceived informativeness</li> <li>- Perceived credibility</li> <li>- Perceived irritation</li> <li>- Perceived personalization</li> </ul>	<ul style="list-style-type: none"> <li>-Behavioral intentions towards In-App mobile Advertisement</li> </ul>	<ul style="list-style-type: none"> <li>- Attitude toward in-app advertising</li> <li>- Behavioral intention (click, read, pay attention to ads)</li> </ul>	<ul style="list-style-type: none"> <li>- The need for entertainment in media consumption</li> <li>- The need for useful information</li> <li>- The need for a distraction-free experience</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in obtaining entertaining advertisements</li> <li>- Satisfaction in obtaining relevant information</li> <li>- Trust in advertisements based on the credibility of the source</li> </ul>	<ul style="list-style-type: none"> <li>- Entertainment is the most significant factor influencing attitudes towards in-app advertising, especially for users in India.</li> </ul>
35	Kerry Daigle & Sarah Noel Heiss (2021)	<ul style="list-style-type: none"> <li>-Social media as a marketing tool</li> <li>-Social media as a source of agricultural information</li> <li>-Involvement in agricultural social networks</li> </ul>	<ul style="list-style-type: none"> <li>- Purpose of use of social media (marketing, information, social interaction)</li> <li>- Type of social media platform used (Facebook, Instagram)</li> <li>- Level of engagement with online communities</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in using social media for agricultural businesses</li> <li>- The impact of social media on the sustainability of women's agricultural businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Need to reach out to customers</li> <li>- Need to seek out farm information</li> <li>- Need to build social community and emotional support</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in using social media for the marketing of agricultural products</li> <li>- Comfort in sharing information and experiences with other farmers</li> <li>- Emotional connection with the community of women [...]</li> </ul>	<ul style="list-style-type: none"> <li>- Social media is widely used by women farmers to reach customers and market their products.</li> </ul>
36	Ludie A. Bond, Lisa K. Lundy, Hope M. Miller, Chelsey A. Crandall, John M.	<ul style="list-style-type: none"> <li>- Type of social media platform (Facebook, X)</li> <li>- Sources of information (government, media, law enforcement)</li> </ul>	<ul style="list-style-type: none"> <li>- Public perception of controlled burning</li> </ul>	<ul style="list-style-type: none"> <li>- Public perception of controlled burning</li> <li>- Participation in online discussions</li> <li>- Levels of</li> </ul>	<ul style="list-style-type: none"> <li>- The need to obtain information on controlled burning</li> <li>- The need for transparency in fire</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfaction in getting real-time information from social media</li> <li>- Satisfaction in getting</li> </ul>	<ul style="list-style-type: none"> <li>- Facebook is the main platform that people use to interact about controlled fires, compared to X.</li> </ul>

## ARTIKEL

	Diaz, Raelene M. Crandall (2024)	agencies) - Public sentiment towards controlled burning -The existence of a group of people [...]		engagement with controlled fire content	communication - The need for social interaction related to environmental policy	clarity regarding controlled burning policies - Sense of connection with the community in discussing [...]	
37	Casey R. Stannard & Eulanda A. Sanders (2015)	- Cognitive factors (information seeking) - Affective factors (emotions and personal satisfaction) - Social factors (interaction with community) - Personal integrative factors (identity formation) - [...]	-Motivation for participation in knitting among young women	- Participation in knitting activities - Perceived benefits of knitting	- The need for creative expression - The need for relaxation - The need for social interaction through the knitting community	- Satisfaction in expressing creativity through knitting - Comfort in using knitting as a means of meditation and stress relief - Sense of connection to the knitting community both offline and online	- Knitting is becoming an increasingly popular activity among young women and is no longer considered an activity only for older generations.
38	Muhammad Hasnain Abbas Naqvi, Yushi Jiang, Miao Miao, Mishal Hasnain Naqvi (2020)	- Social Influence (Internalization, Identification, Compliance) - Trust - Entertainment Value	Intentions to use SNS	- Sustainable Intention to Use SNS - Pervasive Adoption of SNS	- The need to build social connections - The need for entertainment in the use of social media - The need to find an online community that aligns with personal values and interests	- Satisfaction in interacting with others online - Satisfaction in getting entertainment and information from social media - Trust in social media platforms in safeguarding personal data	- Internalization and Identification have a significant impact on the continued intention to use SNS, while Compliance has no significant effect.
39	Muhammad Ishaq Shamad, Harmita Sari, Marsus Suti, Junaidi Junaidi, Nurjannah Nurjannah (2023)	Cognitive-Based Trust, Affective-Based Trust	Learning performance	- Knowledge Sharing Behavior - Learning Performance	- The need to be informed and knowledge sharing - The need for social involvement in the academic community - The need for trust in information sources in online learning	- Satisfaction in gaining knowledge from fellow students - Satisfaction in sharing information on online platforms - Comfort in building trust through academic discussions	- Cognitive-based trust has a positive effect on affective-based trust, which in turn increases knowledge sharing behavior on social media (Facebook).
40	Jang-Won Moon & Yuting An (2022b)	- Social Interaction - Entertainment - Information - Convenience	Travel experience, e-tourist satisfaction	- Attitude toward smartphone use - e-Tourist Satisfaction (hedonic, utilitarian, overall)	- The need for social interaction during travel - The need for in-way entertainment - The need for accurate tourist information - The need for easy accessibility through technology	- Satisfaction in sharing travel experiences online - Convenience in getting information through smartphones - Sense of connection with the	- Motivation Uses and Gratifications (U&G) have a significant influence on tourists' attitudes towards smartphone use, which in turn has an impact on e-tourist satisfaction.

ARTIKEL

						traveler community - Flexibility in travel planning using [...]	
41	Mark Anthony Camilleri & Loredana Falzon (2021)	- Perceived Usefulness - Perceived Ease of Use - Ritualized Use - Instrumental Use	Intentions to use online streaming technologies	- Intention to Use Online Streaming Services	- The need for entertainment - The need for flexibility in accessing content - The need for information through streaming services	- Satisfaction in obtaining a more comfortable and flexible viewing experience - Convenience in accessing information and entertainment according to personal preferences - Ease in using streaming [...]	- Perceived Usefulness and Perceived Ease of Use are the main factors that affect the intention of users to use streaming services.
42	Bakir Mahmut, Korkmaz Huseyin, Sak Fatma Selin, Atalik Ozlem (2022)	Trust Entertainment Informativeness personalization .	Consumer attitude toward social media advertising	Variables related to how consumers use social media, including entertainment and information-seeking	Variables associated with the satisfaction consumers gain from using social media, such as trust and personalization.	The study found that trust, entertainment, informativeness, and personalization significantly influence consumer attitudes toward social media advertising in the Turkish airline industry.	The study identifies a lack of prior research specifically analyzing the factors affecting consumer attitudes toward social media advertising in the airline industry, particularly in Turkey.
43	Shofwah Syafira & Basu Swastha Dharmmesta (2024)	- Affective Gratification - Tension Release - Companionship - Cognitive Gratification - Perceived Risk - Viewing Addiction - Novelty-seeking	Subscription behavior	- Subscription Behavior - Customer Engagement	- Need for entertainment and emotional gratification - Need for release of tension and escapism - Need for social interaction or mentoring through media - Need for information and intellectual [...]	- Satisfaction in enjoying entertaining content - Satisfaction in getting comfort and freedom in choosing content - Satisfaction in using services that are flexible and in accordance with personal [...]	- Affective gratification and tension release have a significant influence on subscription behavior, suggesting that users are more interested in the emotional benefits and entertainment than any [...]
44	Kirsty J. Anderson (2024)	- Age of news users (younger generation vs. older generation) - News sources (traditional vs. digital media) - News credibility - News consumption mode (social vs. individual)	News consumption pattern	- News consumption patterns - Perception of news credibility - News type preferences	- The need for quick and easy information - The need for socially and personally relevant news - The need for news as a tool for social interaction	- Satisfaction in accessing trustworthy news - Satisfaction in obtaining news in real-time - Satisfaction in sharing news with social communities	- Younger generations are more likely to consume news from social media and non-traditional sources, while older generations rely more on traditional news media.

## ARTIKEL

45	Ran An, Chayanan Kerdipitak (2023)	Extrinsic Motivation (Time Saving, Monetary Saving, Convenience) Intrinsic Motivation (Consumer Innovativeness, Pleasure)	Behavioral Intention (Viewing, Purchase, Sharing)	Extrinsic Motivation, Intrinsic Motivation	Gratification (Perceived Enjoyment, Relative Advantage, Social Presence)	Both extrinsic and intrinsic motivations significantly influence gratification and behavioral intentions.	Limited research on how different types of motivation (intrinsic and extrinsic) and gratification interact to influence behavioral intention in live e-commerce platforms like TikTok.
46	Gamage et al., (2022)	Social, Process, Content Gratification	Hotel Choice Decision via WeChat	Information Seeking, Convenience, Peer Advice	Trust, Ease, Social Influence	The use of WeChat is influenced by social gratification, process, and content	Lack of research on gratuities earned, not just what is sought, in the context of travel
47	Nguyen et al., (Hue et al., 2022)	Information, Convenience, Entertainment, Self-expression, Social Interaction	Satisfaction with Facebook Pages; Intention of Future Visit	Information, Convenience	Self-expression, Social Interaction, Entertainment	Satisfaction with a Facebook page is influenced by five variables, which then impact visitor intent	Lack of studies focused on motivation users to access hotel Facebook pages
48	Dessart & Veloutsou (2021)	Information Value, Human Value (Social & Emotional)	Brand Community Identification ; Brand Loyalty	Information Seeking, Learning	Social Connection, Emotional Value	Passive community members can still show brand loyalty if they get informational and social value	Lack of research on passive members in online brand communities

Table 4. presents a collection of empirical research examining the utilization of U & G variables within the framework of social media platform usage. These studies analyze several businesses and nations, elucidating the determinants that affect consumers' choices to transition from one product or service to another. Let us examine the principal findings and trends identified in these investigations.

### **Systematic Presentation of Variables and Findings on Uses of Gratification Theory Used in 48 Journal**

In the systematic review of 48 studies related to the application of Uses and Gratifications Theory (UGT) those were analysed & identified the variables, findings as well as the research gaps.

The variables are dependent and independent variables as well as uses and gratifications were identified -categorized:

- a. Independent Variables: Factors such as Escapism, Social Interaction, Altruism, Self-Image Congruity, Trust, Perceived Usefulness, Perceived Ease of Use, among others were frequently cited.
- b. Dependent Variables: Predominantly focused on behavioral outcomes, such as Social Media Addiction, Switching Intentions, Consumer Engagement, and Satisfaction.
- c. Uses: Categories such as Information Seeking, Entertainment, Social Interaction, Escapism, and Convenience were regularly identified as user needs satisfied by the platforms.
- d. Gratifications: These were identified as the satisfaction users derive from fulfilling their needs, including Hedonic Gratifications (Enjoyment, Relaxation), Utilitarian

Gratifications (Efficiency, Functional Support), and Social Gratifications (Connectedness, Engagement).

**Table 5. Variables in Uses & Gratification Theory**

Category	Variable	Frequency in Journals	Total Studies
Independent Variables	Escapism	15	48
Independent Variables	Social Interaction	18	48
Independent Variables	Altruism	7	48
Independent Variables	Self-Image Congruity	10	48
Independent Variables	Trust	12	48
Independent Variables	Perceived Usefulness	20	48
Independent Variables	Perceived Ease of Use	17	48
Dependent Variables	Social Media Addiction	13	48
Dependent Variables	Switching Intentions	12	48
Dependent Variables	Consumer Engagement	16	48
Dependent Variables	Satisfaction	19	48
Uses Variables	Information Seeking	22	48
Uses Variables	Entertainment	21	48
Uses Variables	Convenience	16	48
Gratifications Variables	Connectedness	14	48
Gratifications Variables	Engagement	18	48

**Table 6. Variables of Dependent-Independent and Uses & Gratification**

Category	Variable	Frequency in Journals	Total Studies	Proportion (%)
Dependent Variables	Satisfaction	19	48	39.58
Dependent Variables	Consumer Engagement	16	48	33.33
Dependent Variables	Social Media Addiction	13	48	27.08
Dependent Variables	Switching Intentions	12	48	25.0
Gratifications Variables	Engagement	18	48	37.5
Gratifications Variables	Connectedness	14	48	29.17
Independent Variables	Perceived Usefulness	20	48	41.67
Independent Variables	Social Interaction	18	48	37.5
Independent Variables	Perceived Ease of Use	17	48	35.42
Independent Variables	Escapism	15	48	31.25
Independent Variables	Trust	12	48	25.0
Independent Variables	Self-Image Congruity	10	48	20.83
Independent Variables	Altruism	7	48	14.58
Uses Variables	Information Seeking	22	48	45.83
Uses Variables	Entertainment	21	48	43.75
Uses Variables	Convenience	16	48	33.33

Based on the 48 journals review & shown on table 4, t & 6, we found as follows:

1. Independent Variables

Perceived Usefulness (41.67%) was the most dominant independent variable, indicating that perception of the practical benefits of digital media remains a key consideration in media usage decisions. Social Interaction (37.5%) and Perceived Ease of Use (35.42%) are also widely used, emphasizing the importance of social aspects and convenience in the user experience. Escapism (31.25%) shows that many users use digital media as a way to "escape" from reality or stress. Variables such as Trust, Self-

Image Congruity, and Altruism are starting to get attention, but they are still relatively low (25% and below), indicating opportunities for further exploration.

## 2. Dependent Variables

Satisfaction (39.58%) was the most common outcome measured, reflecting the importance of assessing the success of digital media from user satisfaction levels. Consumer Engagement (33.33%) and Social Media Addiction (27.08%) show two sides of use: positive engagement and negative dependence. Switching Intentions (25%) signal an increasing interest in learning user loyalty or the tendency to switch platforms.

## 3. Uses Variables

Information Seeking (45.83%) and Entertainment (43.75%) are the main motives of users to use digital media, strengthening the two main functions of media: informative and entertainment Convenience (33.33%) is also important, showing that efficiency and accessibility are part of the appeal of digital media. Although 'Uses' variables such as Information Seeking, Entertainment, and Escapism are highly frequent in UGT studies, many of them are conceptually framed as motivational constructs rather than formal independent variables. In UGT, 'Uses' often represent pre-behavioral reasons that lead users to engage with media platforms, rather than direct causal predictors in statistical models. (Zielke & Komor, 2025). This confirms that in UGT literature, 'Uses' are primarily conceptualized as motivations, deeply rooted in the original theory of Katz et al. (1973), and are often operationalized through thematic, exploratory, or qualitative methods rather than structural equation modelling or regression.

## 4. Gratifications Variables

Engagement (37.5%) and Connectedness (29.17%) were the top rewards, reinforcing the assumption that social media offers a satisfying experience of engagement and social connection. In accordance with the above mentioned, UGT remains robust for understanding digital media usage, integrating cognitive, affective, and social factors. The line between motivations and predictors must be made clearer for theoretical rigor. Duality in digital behavior—gratifying yet potentially addictive—requires nuanced future work.

### Research Objectives and Research Questions

This study aims to conduct a systematic review of the application of the Uses and Gratifications Theory (UGT) framework on various social media platforms, focusing on the following:

- a. Identify the most dominant independent, dependent, key findings, types of use, and forms of gratuity in UGT studies.
- b. The dominant variables found include *Perceived Usefulness*, *Perceived Ease of Use*, *Escapism*, and *Entertainment* as the main factors that influence user behavior on various platforms.
- c. Provide a synthesis of the latest scientific literature in one comprehensive document to describe the theoretical and empirical developments of UGT in a digital context.
- d. This document synthesizes the results of empirical studies and literature reviews that review how UGT is applied in various digital platforms and diverse contexts of use.
- e. Formulate conclusions through a silogistic approach and identify research *gaps* that can be used as a direction for further studies

Moreover, this research gives us the information as follows:

- a. Users' needs for social media have evolved along with technological advances and content changes, which have an impact on user satisfaction and engagement levels.

- b. Cultural factors and local contexts significantly affect the fulfillment of gratuity needs in various regions. Gratification preferences are contextual and not uniform globally.
- c. Inertia of behavior and *habitual use* contributes to the sustainability of the use of the platform, even when the satisfaction of gratuities is not fully met.
- d. The implementation of UGT shows significant variation between regions due to cultural and social influences. For example, in some areas, *escapism* and entertainment are the dominant motives, while in others, information search is prioritized.
- e. In various contexts—such as digital payment systems and OTT platforms—the type of gratuity sought (utilitarian vs. hedonic) varies depending on the service attributes and user preferences.

## E. CONCLUSION

The systematic review highlights that UGT remains a versatile and powerful framework for understanding user engagement with social media platforms. However, the application of UGT varies significantly across contexts and cultures. Factors like habitual use, cultural differences, and technological advancements shape the gratifications users seek and the decisions they make about switching platforms. This research examines the applicability of Uses and Gratifications theory in digital media. The present research has attempted to integrate the material pertaining to the Use of U & G. The author does not claim to have encompassed all existing literature. A number of papers lacking the specified search terms for the review may have been disregarded.

Future studies are encouraged to explore the evolving role of social norms and switching barriers, particularly as potential mediators of user engagement and loyalty. Incorporating longitudinal research designs will be essential to capture how user gratifications change over time, especially in response to platform feature updates or technological innovations. Additionally, comparative cross-cultural studies are strongly recommended to enrich the contextual application of UGT, recognizing that media usage motivations and gratifications can differ significantly across cultural environments. Further, analyzing group-level influences such as family, peer, or community dynamics can deepen our understanding of how social media behaviors are shaped within relational contexts.

To advance the theoretical development and empirical applicability of UGT, future research should:

1. Operationalize "Uses" as formal predictors in causal models (e.g., SEM) to examine their statistical influence on behavioral outcomes.
2. Investigate dual outcomes—both positive gratifications and negative consequences such as addiction or media fatigue.
3. Expand research across diverse cultures, media platforms, and demographic segments to enhance generalizability and contextual insight.
4. Integrate UGT with complementary frameworks such as the Technology Acceptance Model (TAM), Expectation Confirmation Theory (ECT), or the Theory of Planned Behavior (TPB) for a multidimensional understanding of user behavior.

## REFERENCES

- Abbas Naqvi, M. H., Jiang, Y., Miao, M., & Naqvi, M. H. (2020). The effect of social influence, trust, and entertainment value on social media use: Evidence from Pakistan. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1723825>
- Ali, A. D., Lindsey, A. B., Harder, A. M., Lundy, L. K., & Roberts, G. (2020). Communication Behaviors of County Extension Directors Post-Hurricane. *Journal of Applied*

- Communications*, 104(2). <https://doi.org/10.4148/1051-0834.2319>
- An, R., & Kerdpitak, C. (2023). A Uses and Gratification Theory Based Study on the Influence of Extrinsic Motivation, Intrinsic Motivation and Gratification on Consumers' Behavioral Intention in Webcasting. *Journal of Logistics, Informatics and Service Science*, 10(4), 219–233. <https://doi.org/10.33168/JLISS.2023.0415>
- Anderson, K. J. (2024). What is news? Exploring differences in how younger and older cohorts use news in today's media environment. *Communication Research and Practice*, 00(00), 1–21. <https://doi.org/10.1080/22041451.2024.2344997>
- Attíe, E., & Meyer-Waarden, L. (2022). The acceptance and usage of smart connected objects according to adoption stages: an enhanced technology acceptance model integrating the diffusion of innovation, uses and gratification and privacy calculus theories. *Technological Forecasting and Social Change*, 176(0), 0–45. <https://doi.org/10.1016/j.techfore.2022.121485>
- Balakrishnan, V., Ng, K. S., & Rahim, H. A. (2021). To share or not to share – The underlying motives of sharing fake news amidst the COVID-19 pandemic in Malaysia. *Technology in Society*, 66(February), 101676. <https://doi.org/10.1016/j.techsoc.2021.101676>
- Bawack, R. E., Bonhoure, E., Kamdjoug, J. R. K., & Giannakis, M. (2023). How social media live streams affect online buyers: A uses and gratifications perspective. *International Journal of Information Management*, 70(June 2022), 102621. <https://doi.org/10.1016/j.ijinfomgt.2023.102621>
- Betzing, J. H., Kurtz, M., & Becker, J. (2020). Customer Participation in Virtual Communities for Local High Streets. *Journal of Retailing and Consumer Services*, 54(August 2019). <https://doi.org/10.1016/j.jretconser.2019.102025>
- Bond, L. A., Lundy, L. K., Miller, H. M., Crandall, C. A., Diaz, J. M., & Crandall, R. M. (2024). Social Media Use Reveals Public Perceptions of Prescribed Burning. *Journal of Applied Communications*, 108(3). <https://doi.org/10.4148/1051-0834.2531>
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing - ESIC*, 25(2), 217–238. <https://doi.org/10.1108/SJME-04-2020-0074>
- Daigle, K., & Heiss, S. N. (2021). Perceptions of Social Media Use Among U.S. Women Farmers. *Journal of Applied Communications*, 105(1). <https://doi.org/10.4148/1051-0834.2346>
- Dessart, L., & Veloutsou, C. (2021). Augmenting brand community identification for inactive users: a uses and gratification perspective. *Journal of Research in Interactive Marketing*, 15(3), 361–385. <https://doi.org/10.1108/JRIM-11-2019-0191>
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>
- Eger, L., & Ganggur, M. (2024). *Communicate With The Public Via Social Media*. 156–173. <https://doi.org/10.34135/communicationtoday.2024.Vol.15.No.1.10>
- Gamage, T. C., Tajeddini, K., & Tajeddini, O. (2022). Why Chinese travelers use WeChat to make hotel choice decisions: A uses and gratifications theory perspective. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 32(2), 285–312. <https://doi.org/10.1080/21639159.2021.1961599>
- Hagen, D., Spierings, B., Weltevreden, J., Risselada, A., & Atzema, O. (2024). What drives consumers to use local online retail platforms? The influence of non-place-specific and place-specific motives. *Journal of Retailing and Consumer Services*, 77(September 2023), 103649. <https://doi.org/10.1016/j.jretconser.2023.103649>

- Hue, N. T. K., Loc, N. T., & Hong, N. T. (2022). Applying Social Media in the Hotel Sector: Satisfaction With the Facebook Pages of Hotels and Intention of Future Visit. *Intellectual Economics*, 16(1), 166–188. <https://doi.org/10.13165/IE-22-16-1-10>
- Jaiswal, S., & Singh, A. (2022). OTT Services and Intention to Continuous Subscription: A Moderated-Moderated Mediation Analysis. *Purushartha*, 15(2), 104–125. <https://doi.org/10.21844/16202115206>
- Jayasingh, S. (2019). Consumer brand engagement in social networking sites and its effect on brand loyalty. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1698793>
- Kasim, H., Abdurachman, E., Furinto, A., & Kosasih, W. (2020). Gratifications of digital media: A demographic view from four countries in southeast Asia. *Management Science Letters*, 10(3), 593–598. <https://doi.org/10.5267/j.msl.2019.9.021>
- Katz, E. (1959). Mass communications research and the study of popular culture. *Studies in Public Communication*, 2, 1–6. [http://repository.upenn.edu/asc\\_papers/165/](http://repository.upenn.edu/asc_papers/165/)
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Reception Studies or Audience Studies: Uses and Gratifications Research. *The Public Opinion Quarterly*, 509–523. <http://poq.oxfordjournals.org/>
- Kennedy, H., & Funk, D. C. (2023). Habitually Scrolling: An Examination Into How Sport Consumers Use Social Media. *International Journal of Sport Communication*, 16(2), 187–201. <https://doi.org/10.1123/ijsc.2023-0001>
- Krishna, A., & Kim, S. (2015). Confessions of an angry employee: The dark side of de-identified “confessions” on Facebook. *Public Relations Review*, 41(3), 404–410. <https://doi.org/10.1016/j.pubrev.2015.03.001>
- Kulikovskaja, V., Hubert, M., Grunert, K. G., & Zhao, H. (2023). Driving marketing outcomes through social media-based customer engagement. *Journal of Retailing and Consumer Services*, 74(February), 103445. <https://doi.org/10.1016/j.jretconser.2023.103445>
- Lyu, J. (Daisy), Krasnikolakis, I., & Chen, C. H. (Steve). (2023). Unlocking the shopping myth: Can smartphone dependency relieve shopping anxiety? – A mixed-methods approach in UK Omnichannel retail. *Information and Management*, 60(5), 103818. <https://doi.org/10.1016/j.im.2023.103818>
- Mahmut, B., Huseyin, K., Selin, S. F., & Ozlem, A. (2022). Determinants of Consumer Attitudes Towards Social Media Advertising: Evidence from the Turkish Airline Industry. *Studies in Business and Economics*, 17(1), 5–23. <https://doi.org/10.2478/sbe-2022-0001>
- Martínez Puertas, S., Illescas Manzano, M. D., Segovia López, C., & Ribeiro Cardoso, P. (2024). Purchase intentions in a chatbot environment: An examination of the effects of customer experience. In *Oeconomia Copernicana* (Vol. 15, Issue 1). <https://doi.org/10.24136/oc.2914>
- McLean, G., Al-Nabhani, K., & Marriott, H. (2022). ‘Regrettable-escapism’ the negative effects of mobile app use: A retail perspective. *Psychology and Marketing*, 39(1), 150–167. <https://doi.org/10.1002/mar.21584>
- Messerla, K. E., Starzec, K. J., & Disberger, B. (2023). Changes in the information uses and gratifications of virtual communications for Kansas State Research and Extension agents during the COVID-19 pandemic. *Journal of Applied Communications*, 107(4). <https://doi.org/10.4148/1051-0834.2511>
- Miranda, S., Trigo, I., Rodrigues, R., & Duarte, M. (2023). Addiction to social networking sites: Motivations, flow, and sense of belonging at the root of addiction. *Technological Forecasting and Social Change*, 188(June 2022). <https://doi.org/10.1016/j.techfore.2022.122280>

- Moon, J. W., & An, Y. (2022a). Scale Construction and Validation of Uses and Gratifications Motivations for Smartphone Use by Tourists: A Multilevel Approach. *Tourism and Hospitality*, 3(1), 100–113. <https://doi.org/10.3390/tourhosp3010007>
- Moon, J. W., & An, Y. (2022b). Uses and Gratifications Motivations and Their Effects on Attitude and e-Tourist Satisfaction: A Multilevel Approach. *Tourism and Hospitality*, 3(1), 116–136. <https://doi.org/10.3390/tourhosp3010009>
- Osei-Frimpong, K., McLean, G., Islam, N., & Appiah Otoo, B. (2022). What drives me there? The interplay of socio-psychological gratification and consumer values in social media brand engagement. *Journal of Business Research*, 146(March), 288–307. <https://doi.org/10.1016/j.jbusres.2022.03.057>
- Padmanabhan, N. S., Francis, M. M., & Luiz, S. R. (2022). Binge-Watching During the Pandemic: an Empirical Study in India. *Market-Trziste*, 34(2), 161–174. <https://doi.org/10.22598/mt/2022.34.2.161>
- Pillai, R., Sivathanu, B., & Rana, N. P. (2025). Unveiling virtual interactive marketplaces: Shopping motivations in the Metaverse through the lens of uses and gratifications theory. *Journal of Business Research*, 190(February), 115219. <https://doi.org/10.1016/j.jbusres.2025.115219>
- Pujadas-Hostench, J., Palau-Saumell, R., Forgas-Coll, S., & Matute, J. (2019). Integrating theories to predict clothing purchase on SNS. *Industrial Management and Data Systems*, 119(5), 1015–1030. <https://doi.org/10.1108/IMDS-10-2018-0430>
- Rahman, W. N. A., Mutum, D. S., & Ghazali, E. M. (2022). Consumer Engagement With Visual Content on Instagram: Impact of Different Features of Posts by Prominent Brands. *International Journal of E-Services and Mobile Applications*, 14(1), 1–21. <https://doi.org/10.4018/IJESMA.295960>
- Rai, J., Prakash Yadav, G., Kumar Yadav Professor, R., Prakash Yadav Assistant Professor, G., & Rajarshri, U. (2021). Special Issue Applying Bibliometric and PRISMA approaches for understanding the advertising effectiveness of social networking sites (SNS). *International Journal of Mechanical Engineering*, 6, 974–5823.
- Redondo, I., & Aznar, G. (2021). Responses to anti-adblock filters: Theoretical foundations, influential factors, and managerial implications. *Journal of Business Economics and Management*, 22(1), 42–60. <https://doi.org/10.3846/jbem.2020.13698>
- Sánchez-Franco, M. J., Arenas-Márquez, F. J., & Alonso-Dos-Santos, M. (2021). Using structural topic modelling to predict users' sentiment towards intelligent personal agents. An application for Amazon's echo and Google Home. *Journal of Retailing and Consumer Services*, 63(March). <https://doi.org/10.1016/j.jretconser.2021.102658>
- Saoula, O., Shamim, A., Mohd Suki, N., Ahmad, M. J., Abid, M. F., Patwary, A. K., & Abbasi, A. Z. (2023). Building e-trust and e-retention in online shopping: the role of website design, reliability and perceived ease of use. *Spanish Journal of Marketing - ESIC*, 27(2), 178–201. <https://doi.org/10.1108/SJME-07-2022-0159>
- Shamad, M. I., Sari, H., Suti, M., Junaidi, J., & Nurjannah, N. (2023). The effects of cognitive- and affective-based trust on students' knowledge sharing and learning performance during the Covid-19 pandemic. *Knowledge Management and E-Learning*, 15(2), 303–321. <https://doi.org/10.34105/j.kmel.2023.15.017>
- Sigurdsson, V., Menon, R. G. V., Hallgrímsson, A. G., Larsen, N. M., & Fagerstrøm, A. (2018). Factors Affecting Attitudes and Behavioral Intentions Toward In-app Mobile Advertisements. *Journal of Promotion Management*, 24(5), 694–714. <https://doi.org/10.1080/10496491.2018.1405523>
- Song, Q., & Wondirad, A. (2023). Demystifying the nexus between social media usage and overtourism: evidence from Hangzhou, China. *Asia Pacific Journal of Tourism*

- 
- Research*, 28(4), 364–385. <https://doi.org/10.1080/10941665.2023.2230313>
- Stannard, C. R., & Sanders, E. A. (2015). Motivations for Participation in Knitting Among Young Women. *Clothing and Textiles Research Journal*, 33(2), 99–114. <https://doi.org/10.1177/0887302X14564619>
- Susanti, E., Marisa, L. H., & Endri, E. (2022). Determinants of sustainable consumption: Moderating role of pandemic fear. *Innovative Marketing*, 18(4), 123–132. [https://doi.org/10.21511/im.18\(4\).2022.11](https://doi.org/10.21511/im.18(4).2022.11)
- Syafira, S., & Dharmmesta, B. S. (2024). Video-on-Demand Streaming Services Subscription Antecedents and Consequences: the Uses and Gratifications Theory Approach. *Journal of Indonesian Economy and Business*, 39(3), 256–281. <https://doi.org/10.22146/jieb.v39i3.8176>
- Thongmak, M. (2021). Predictors of online search performance : A uses and gratification perspective Recommended citation : Thongmak , M . ( 2021 ). Predictors of online search performance : A uses and gratification perspective . *Knowledge Management & E-Learning* , Predictors. *Knowledge Management & E-Learning*, 13(3), 367–389. <https://doi.org/https://doi.org/10.34105/j.kmel.2021.13.019>
- Underwood, M., Starzec, K. J., Hill-Sullins, N., & Weaber, R. L. (2024). Print Grades Prime: A quantitative analysis of producer communication preferences of U.S. beef breed association magazines through the lenses of uses, gratifications, and gatekeeping. *Journal of Applied Communications*, 108(1). <https://doi.org/10.4148/1051-0834.2501>
- Zielke, S., & Komor, M. (2025). Why do customers choose online or offline channels? A framework of motives and its application in an international context. *Journal of Retailing and Consumer Services*, 82(September 2024), 104054. <https://doi.org/10.1016/j.jretconser.2024.104054>