Online Social Media Usage Behavior, Attitude, Satisfaction, and Online Social Media Literacy of Generation X, Generation Y, and Generation Z*

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Abstract

This study has the objective to examine the online social media usage behavior, factors affecting online social media usage behavior, attitudes, satisfaction of online social media use, and online social media literacy of consumers from Generation X, Y, and Z. This is quantitative research utilizing a questionnaire as the data collection tool from Generation X, Y, and Z. Data were collected from 1,200 respondents. The research findings indicated that online social media usage behavior of Generation X, Y, and Z respondents were at a high level. For Generation X, it was found that the highest ranked was the online social media usage behavior for academic purposes and mass communications. For Generation Y, the highest ranked was communications. In the case of Generation Z, it was found that the highest ranked was the online social media usage behavior for academic purposes and mass communications. The factors that influenced Generation X online social media usage behavior were personal characteristics, motivation, and the ability of the individual to exchange knowledge, which could be used in terms of marketing. For Generation Y, it was found that the factor that influenced online social media usage was the benefit from use such as keeping in touch with friends and acquaintances as well as making new friends. For Generation Z the factors that influenced online social media usage behavior were personal characteristics, motivation, and the ability of the individual to exchange knowledge, which could be used in terms of marketing. In terms of attitudes and satisfaction to online social media usage of Generation X and Generation Z, the respondents found the happiness in sharing stories, images, and videos through online social media with their friends that was appreciated the most. For Generation Y knew best that online social media has both positive and negative aspects. The levels of online social media literacy of Generation X, Y, and Z were high. The highest ranked item was should there be any doubt, information would be sought from more than two sources for deciding to trust the information received.

Keywords: Behavior, Online Social Media Literacy, Generation X, Generation Y, Generation Z

Introduction

Background and Significance of the Research Problem

Technology today is continuously developing, thus there are always new innovations. Smartphones have been made to be more convenient. Mobile phones could be used in many

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ways. They enable communications through various applications. This has led to the rapid growth in the mobile phone market. Today when consumers have entered into the digital era, they have more choices and options in accessing information. Everything is at the touch of the fingertips on the mobile phone screen. Audiences no longer have to spend a long time waiting to watch the news or various programs on the television, nor must they read a newspaper every day as in the past. From the survey conducted by the Digital Government Development Agency (2016), it was found that the most frequent activity of internet users through the mobile phone or smartphones is conversation on online social media (86.8%). The reason online social media is widely used today is convenience, speed, reduction in communications costs, and having relationships and participation with other people in their network. Another reason is the expression or establishment of individuals' identity in the online world making them known in that online social media group (Digital Government Development Agency, 2016). The communication interactions could be categorized into three groups, which are reactive, proactive, and mutual. Each provide an opportunity for the users to interact and participate in different ways. Consequently, communications at a superficial level in online social media allow the user the opportunity to make a decision to accept the information based on their own interests. They might also choose to accept information that is not in their interest. For instance, on Facebook, users can choose to read information from their member of choice. They can choose to read or look at images or video clips that are uploaded from other members. In exchange communications users can choose to exchange information or thoughts in the form of conversation, text, images, and videos. As for communications at the engagement and decision-making level, users have the opportunity to change images and menus. Users can choose to decorate the dashboard. In addition, they have the role of being the sender through posting messages, writing comments, and uploading information in various forms. This includes the decision to accept friends or unfriend other members. All of these forms of communication depend on the satisfaction of each group of people (Chaikhunpol, 2017).

Twenge & Campbell (2008) reached conclusions that support and explain satisfaction among different groups. This has an impact on the satisfaction of the different communication levels. The concept of categorizing people into generations is usually associated with online social media. There are four groups identified, which are boomer/baby boomer, Generation X, Generation Y, and Generation Z. Each of the generations has different characteristics that could be explained. Boomers are people born during an era of prosperity or the period at the end of World War II. They were born before the development of computers. Generation X is the group born together with the development of the computer. It was a period when computers were not very effective. Generation Y has grown together with the development of computers and various technologies, which they use as part of their work. Generation Z grew up with all the tools of convenience surrounding them. They are tech savvy, and have been raised by a generation that uses technology. In addition, each of the generations has its own reasons and satisfaction in communicating in online social media differently. The boomers generation try to learn how to use various media. They would like to become members in the online social media world. Members of this group have reduced their role in their work. They spend their time in developing more relationships with their friends as well as their family, who are from Generations X and Y. Consequently, they use online social media to build relationships. Generation Z have the ability in using online social media well because they were born in the era of technological convenience. However, they should be careful and be monitored in using online social media. This is because the ability in using technology differs among the different groups. Most of the media use in communications is at a superficial level. Some of the interactions are at the level of exchanges. However, this depends on the needs of each group. Society today has exchanges that have changed over the eras depending on the political, social, and economic situation at that time. Studies reveal that Generation X is the group with the

tendency to be the most stressed in every aspect of their lives. This is due to the problems in their environment, particularly financially. They are familiar with media such as television and newspapers. As for Generation Y, they are highly individualistic. They don't like confrontational communication or choose to avoid it. They tend to communicate and express themselves on new media or online social media. They have the buying behavior that is idiosyncratic. This group has a plan because they are building their future with a need to establish security. They are the main target of the car and real estate market. This group is familiar with online social media since it is more responsive, fast, and instantaneous. As for Generation Z, they were born during the age of technological convenience. They are not weighed down by economic factors such as paying home loans, rental, or other infrastructure payments, which are paid for by their parents. This group learns to use online social media more effectively than other groups. Studies show that people spend more time in the social media world. They are more absorbed in the mobile phone, particularly the rapid development of online social media applications (Cheewarunotai, 2012). This is in line with the study conducted by Euajarusphan (2018), which studied the media usage behavior of Generation X and Generation Y. The research findings reveal that the gadgets used by Generation X and Generation Y to access information the most were mobile phones, computers, television, and print media respectively. Generation X like to use media such as television (96.50%), followed by newspapers (91.50%), websites (61.25%), and online social media (60.75%) respectively. As for Generation Y, the media they access the most is online social media (91.25%), followed by television (76%), and websites (73.15%). Damrongsat & Suworawattanakul (2019) studied Generation Z and found that they used smartphones to access the internet the most (96.8%). The objective is to access online social media such as Facebook, Instagram, and Twitter. This is in line with the study conducted by Sarawanawong et al (2017), which found that Generation Z mostly use the internet for online social media. The objective is to learn. Each of the generations explain their identity on online social media differently. For Generation X, their identity online is about happiness, confidence, standing out, showing their authority, mysterious personalities, loving their integrity, and they are open-minded. As for Generation Y, they bore easily and don't have much motivation. They have emotional stability, are open-minded, and have good personalities. Generation Z dare to reveal themselves and are highly confident. However, they are highly emotional. The findings indicate that the online social media usage of Generation X, Generation Y, and Generation Z show differences in identity based on age range, thoughts, and experiences. This research is useful in communicating through online social media networks (Tumnilkan, 2017). The study provides information regarding the online social media of Generation X, Generation Y, and Generation Z. It is found that online social media usage behavior of each generation depends on the needs, satisfaction, and lifestyle. This includes consumption patterns that differ markedly. Moreover, Generation Z use the internet as a part of their daily life. Generation Y prefer to use new media related to the internet or social networks. On the other hand, Generation X prefer to use online social media the least. It can be explained that Generation Z can use online social media better than Generation X and Generation Y. This is because they were born during the time of technological advances. They do not know a life without communication devices. They do not know a life without the internet. In terms of benefits, Generation X use television as the most trusted media. Generation Y and Generation Z use mobile phones or smartphones the most because they are convenient and fast. There are many reasons that impact the media usage among the different generations such as environment, personal preferences, and the trustworthiness of various information through online social media. From the aforementioned discussion, it could be concluded that the behavior of using online social media of each generation has different forms and serves different needs. This depends on various factors affecting each of the generations. In addition, there are differences in terms of attitudes and

satisfaction in using media among the various generations. Today Thailand has entered the digital era. There are also factors such as economic, political, social, and technological influences that are changing rapidly, as well as the occurrence of the Covid-19 pandemic. The researcher is interested to study the online social media usage behavior of Generation X, Generation Y, and Generation Z including the attitude, satisfaction, and factors impacting online social media and levels of media literacy. The researcher defined the sampling frame as those living in Thailand in order to conduct this study.

Research Objectives

1) To study the online social media usage behavior of Generation X, Generation Y, and Generation Z.

2) To study levels of the factors that influence the online social media usage behavior of Generation X, Generation Y, and Generation Z.

3) To study levels of attitudes and satisfaction of the online social media usage behavior of Generation X, Generation Y, and Generation Z.

4) To study the levels of the online social media literacy of consumers from Generation X, Generation Y, and Generation Z.

Literature Review

Online Social Media Usage Behavior in Thailand

Online social media has become a phenomenon that connects internet users. The continuous and rapid technological evolution has led to the development of numerous online social media types. The goal is usually to develop online communities that enable users to come together to exchange and share information that suits their interests or activities. It is a communication channel through new media that is highly popular. This has led to the culture in using the internet today (Thitimachima, 2010). Banthathong (2014) and Hemmin (2013) defined the behavior in using online social media as the experience in using and the characteristics in using the services of online social media. This includes channel of use, frequency of use, length of time of use, objective of use, most liked quality, and source of interest. This includes activities that have been carried out to serve their needs or interactions that could be observed in using online social media.

Attitude and Satisfaction

Attitude is the enduring belief that humans learn about a particular issue. It is the accumulation of all the beliefs that create an enduring system. Thus, it can be said that attitudes are formed from a group of beliefs that become enduring and systematic (Dechathorn-amorn, 2001). Schiffman & Kanuk (2004) explained that attitude is the learning that creates behavior biases. This includes feelings of liking or disliking certain things. It includes learning that creates the possibility of future behaviors. Another point is that attitudes are consistent, although on the other hand, they could change all the time. In addition to the situation, there are other factors that create changes in attitude. Also, it could be explained that the influence from media, including both traditional and new media, impact consumers' attitudes as well. Attitudes have three dimensions, which are cognitive, affective, and conative.

Satisfaction can be defined in terms of love, attraction, and liking of certain things. Satisfaction with online social media is different since it has both positive and negative aspects. This includes feelings of fun, enjoyment, and understanding of online social media, or good feelings of pride and happiness when people 'like' or 'share' their handiwork such as photographs, video clips, and their stories (Phantevee, 1999). They could also make contact about their work on online social media such as holding meetings, giving orders, and sending reports. In addition, they could find new friends, knowledge, and social circles by using online social media. These are important factors impacting satisfaction in online social media usage behavior. Thus, it could be concluded that attitude and satisfaction in online social media usage

behavior are factors that motivate people to use online social media. This is because using online social media has both positive and negative aspects. Thus, the use of online social media has to take into consideration attitude and satisfaction for effective use of media (Chaikhunpol, 2017).

Media Literacy

Today, online social media has an important role and influence on people. This includes behavior and the way of life of everyone including children and youth. In addition to being exposed to various media, individuals can create their own media. Thus, it is necessary to have multiple life skills to live in a suitable manner and not end up as an easy victim of the ruses that come with such media (Changkwanyuen, 2018). Online social media has to emphasize the development of thoughts or cognitive processes. This is the critical assessment, which helps the receiver to have the knowledge, understanding, and skill in selecting, analyzing, evaluating, differentiating, and negotiating. Consequently, this leads to the reasonable expression of thoughts as well as knowing the impact of media content on behavior. Thus, individuals can read content from media resulting in media literacy based on values and attitudes imbued in various media. More importantly, it is important to understand the intent of the content which includes benefits and power (Meksithongkam, 2011). As a result, online social media literacy is defined as participation, access to online social media, understanding, and awareness of the content disseminated in online social media. This is done in the context of the message, involves deciding whether the content is trustworthy or not, and encompasses the ability to share or express their opinions in a good way. Consideration needs to be made regarding the impact that might arise through effects upon oneself and others. In addition, it is necessary to have an understanding regarding the morals and laws regarding various content types.

Research Methodology

This study utilized a quantitative research methodology using the survey method and a questionnaire for data collection. Data were collected on an online database for 3 months. Face-to-face contact was not advised due to the Covid-19 pandemic. Questionnaires were created using Google Survey, an online survey tool, and transferred through electronic means including social networking sites, email, and Facebook messenger. Friends and relatives, coworkers, websites, and social networking sites were all given access to the online questionnaire.

Population and Sampling Frame

The population in this study comprised individual male and female users of social media networks from Generation X totaling 16,406,595; Generation Y totaling 12,163,864, and Generation Z totaling 6,871,902, who were living in Thailand (National Statistics Office report on registered citizens categorized by age, gender, and province, 2020). The researcher determined the sample size based on Yamane (1976) for a confidence level of 95%. This study accepts the error of 0.05% (Kamolsupachinda, 2014). The result is the sample size of 1,200 respondents. The sample could be split into three groups-Group 1 Generation X (aged 38-53 years) 400 respondents; Group 2 Generation Y (aged 25-37 years) 400 respondents, and Group 3 Generation Z (aged 18-24 years) 400 respondents.

Research Tool

The data collection tool was a self-administered questionnaire that was categorized into three parts as follows:

Part 1: Demographics

Part 2: Content Consumed from Media, Tools used in Media Consumption, Type of Media, and Trust in Each Type of Media

Part 3: Media Usage Behavior, which includes experience in using online social media, factors that impact online social media usage behavior, attitude and satisfaction, and level of online social media literacy

Research Instrument Validity and Reliability Tests
1) The research instrument was subjected to a validity test. The researcher tested the validity by having the questionnaire checked by knowledgeable experts. They examined the content validity, structure of the questionnaire, and suitability of the word use and content. There were three experts who evaluated the questionnaire for corroboration between the questions and objectives. The cut-off criteria was 0.5. There were 57 questions, which ranged between 0.67-1.00. The questionnaire that was modified based on the recommendations was then used to collect data.
2) The reliability of the questionnaire was pre-tested through a pilot study for modifications that had to be made prior to actual data collection. The questionnaire had a Cronbach's Alpha score of 0.88 (Table 1).

Table 1 Cronbach's Alpha measures

Domain	α-Coefficient
Online Social Media Usage Behavior	0.84
Experience in Using Online Social Media	0.94
Motivation of Social Media Usage	0.92
Factors that Impact Online Social Media Usage Behavior	0.87
Attitude and Satisfaction in Using Online Social Media	0.90
Level of Online Social Media Literacy	0.83
Total	**0.88**

Statistics Used for Data Analysis
1) For the demographics and general information about online media use, the statistics for analysis included frequency and percentage.
2) The variables were measured using the level of agreement to the statements including information regarding the use of online social media by Generation X, Generation Y, and Generation Z. This includes experience in using online social media, attitude and satisfaction, and level of online social media literacy. The measurement is an interval level that the researcher has determined. The analysis used included frequency, mean, and standard deviation.
The ethical clearance approval for conducting this research was first obtained from the
Human Research Ethics Committee of Thammasat University, Thammasat University, Bangkok, Thailand (Ethical Clearance number 017/2564).

Research Findings
The online social media usage behavior of Generation X, Generation Y, and Generation Z.
Most of the respondents from Generation X have the frequency of going online of about 2-3 times per day (28.5%). They spend about 1-2 hours online (46.0%). They usually go online between 20.01-00.00 hrs. (63.5%). The reasons they use online social media include searching for information/exchanging information (59.5%). Generation Y have the frequency of going online more than once a day (66.5%).
From Table 1 it was found that Generation X have experience in using online social media. They have a good knowledge and understanding of online social media ($\bar{x}$ = 4.0400). As for Generation Y, they have the ability in using every type of online social media such as Facebook, Line, Instagram, Twitter, YouTube, and others ($\bar{x}$ = 4.2650). Generation Z have experience in using various media from their friends, family, and their acquaintances in daily life ($\bar{x}$ = 4.0450).

Table 1 Experience in Using Online Social Media

Experience in Using Online Social Media	$\bar{x}$		
	Gen X	Gen Y	Gen Z
1) You have the ability in using all types of online social media such as Facebook, Line, Instagram, Twitter, and YouTube	3.7750	4.2650	3.8450
2) You have the experience to use online social media from friends, family, and acquaintances in living their daily lives.	3.9200	4.1550	4.0450
3) You have good knowledge and understanding of online social media.	4.0400	4.1400	3.9950
4) You have experience in using online social media for an extended period of time.	3.8050	4.0800	3.8350
5) You have the ability to use new media quickly.	3.8950	4.0750	3.8750
Total	**3.8870**	**4.1430**	**3.9190**

From Table 2 it was found that Generation X trust information from websites (22.7%). This is followed by information from online social media (21.9%) and television (17.6%). As for Generation Y, they trust information from online social media (23.7%), followed by television (23.2%), and websites (19.5%). Generation Z trust information from online social media (26.3%), followed by websites (23.7%), and television (15.1%) respectively.

Table 2 Trustworthiness of Information Source

Trustworthiness of Information Source	%		
	Gen X	Gen Y	Gen Z
1) Television	17.6%	23.2%	15.1%
2) Radio	15.1%	10.6%	14.9%
3) Online social Media	21.9%	23.7%	26.3%
4) Website	22.7%	19.5%	23.7%
5) Newspaper	14.1%	13.1%	14.1%
6) Magazine	8.1%	6.4%	5.2%
7) Others	0.4%	3.4%	0.6%
Total	**100%**	**100%**	**100%**

From Table 3 it was found that Generation X have general agreement at a high level with a mean of 3.86. When ranked it is found that the behavior dimension in using online social media for academic and mass media is 3.91. This is followed by the dimensions of communication (3.88) and entertainment (3.79) respectively. Generation Y have general agreement at a high level (4.10). When considering each of the dimensions it was found that the communication dimension waws ranked first (4.28). This was followed by the dimensions of academic and mass media (4.07), and entertainment (3.95) respectively. Generation Z have general agreement in a high level (3.88). When considering each of the online social media use dimensions it was found that the dimension of academic and mass media ranked highest (3.96). This was followed by the dimensions of communication (3.85) and entertainment (3.82) respectively.

Table 3 Online Social Media Usage Behavior

Online Social Media Usage Behavior	$\bar{x}$		
	Gen X	Gen Y	Gen Z
Communications Dimension			
1) Convenient and fast channel for communication with family, friends, and acquaintances.	3.7000	4.3900	3.8700
2) Fast channel for following news.	4.0450	4.5050	4.0550
3) To post their pictures or activities for others to see.	3.9650	4.1200	3.8150
4) To disseminate information in an effort to publicize news on online social media.	3.8250	4.1050	3.6750
Total	3.8838	4.2800	3.8537
Entertainment Dimension			
1) To be the channel for others to see and exchange their views about their handiwork on online social media.	3.6400	4.0000	3.6850
2) To follow the news and various situations of interest such as fashion, choice of clothing, music, and entertainment.	3.9000	4.2200	3.9800
3) To be the channel to present their handiwork such as articles, pictures, and videos on online social media.	3.9550	3.9850	3.8250
4) To play games such as online games.	3.6500	3.5950	3.7800
Total	3.7863	3.9500	3.8175
Academic and Mass Communication Dimension			
1) To create a place for attitude exchanges, to debate issues, or ask questions on various issues on online social media.	3.7650	4.0750	3.7900
2) To search for news and information through online social media.	4.0400	4.3450	4.1100
3) To express their opinions about their topic of interest through online social media.	4.0500	4.0300	4.0900
4) To follow celebrities, music, individual news, and well-known individuals.	3.7750	3.8450	3.8500
Total	3.9075	**4.0738**	**3.96**00
Total	**3.8592**	**4.1013**	**3.8771**

The factors that influence the online social media usage behavior of Generation X, Generation Y, and Generation Z.

From Table 4 it was found that the factors that impact the online social media usage behavior of Generation X were "personal characteristics, motivation, and the ability to exchange knowledge, which could be used in terms of marketing" ($\bar{x}$ = 3.9950). This was followed by "attitude about trust in the network security and privacy, which would result in the behavior of revealing information through online social media ($\bar{x}$ = 3.8950). The factors that impacted the online social media usage behavior of Generation Y the most were "receive the benefits from usage such as communication with friends, acquaintances, as well as new friends" ($\bar{x}$ = 4.0850). This was followed by "personal characteristics, motivation, and the ability to exchange knowledge, which could be used in terms of marketing" ($\bar{x}$ = 4.0600). For Generation Z the factor that impacted online social media usage behavior the most was "personal characteristics, motivation, and the ability to exchange knowledge, which could be used in terms of marketing" ($\bar{x}$ = 3.9650). This was followed by "receive the benefits from usage such as communication with friends, acquaintances, as well as new friends" ($\bar{x}$ = 3.9550).

Table 4 Factors that Impact Online Social Media Usage Behavior

Factors that Impact Online Social Media Usage Behavior	$\bar{x}$		
	Gen X	Gen Y	Gen Z
1) Online social characteristics and standard criteria of online social network users such as the creation of online social identities to create online social standards.	3.8050	3.9000	3.7100
2) Personal characteristics, motivation, and ability of individuals to exchange knowledge, which could be used in terms of marketing.	3.9950	4.0600	3.9650
3) Attitude about trust in the network security and privacy, which would result in the behavior of revealing information on online social media.	3.8950	3.9600	3.8150
4) Entertainment value such as feelings of relaxation and fun in using technology such as the exchange of information on online social media networks.	3.6500	4.0250	3.8150
5) Receive the benefits from usage such as communication with friends, acquaintances, as well as new friends.	3.8150	4.0850	3.9550
Total	**3.8320**	**4.0060**	**3.8520**

The attitude and satisfaction of online social media usage behavior of Generation X, Generation Y, and Generation Z.
From Table 5 it was found that attitude and satisfaction in using online social media of Generation X was strongest for happiness in sharing stories, images, and video on online social media to your friends ($\bar{x}$ = 3.9450). This was followed by knowing that online social media has both positive and negative aspects ($\bar{x}$ = 3.9400). For Generation Y, attitude and satisfaction in using online social media is knowing that online social media has both positive and negative aspects ($\bar{x}$ = 4.3450). This was followed by being entertained and enjoying using online social media ($\bar{x}$ = 4.1100). For Generation Z, attitude and satisfaction in using online social media came from happiness in sharing stories, images, and video through online social media to your friends ($\bar{x}$ = 4.0100). This was followed by feeling good, pride, and joy when people 'like' or 'share' your handiwork, video, or content ($\bar{x}$ = 3.9100).

Table 5 Attitude and Satisfaction in Using Online Social Media

Attitude and Satisfaction in Using Online Social Media	$\bar{x}$		
	Gen X	Gen Y	Gen Z
1) You feel entertained and enjoy using online social media.	3.8100	4.1100	3.8450
2) You feel good, pride, and joy when people 'like' or 'share' your handiwork, video, or content.	3.8900	3.9750	3.9100
3) You are happy to share stories, images, and video on online social media to your friends.	3.9450	4.0100	4.0100
4) You feel that online social media networks are a virtual world. You feel you are yourself when using online social media networks.	3.6600	3.5600	3.5350
5) You have varied knowledge and are happy to exchange your thoughts or make comments in the activity group or post in the online social media network with friends.	3.6400	3.8200	3.6700
6) You believe that online social media is a space with freedom for expression.	3.7250	3.9400	3.7650

7) You can find new friends, knowledge, and online social circles through the use of online social media networks.	3.8400	3.9100	3.7400
8) You think that online social media has both positive and negative sides.	3.9400	4.3450	3.8150
9) You usually make contact about your work on online social media networks such as holding meetings, making orders, and sending reports.	3.7000	3.9700	3.7700
Total	**3.7944**	**3.9600**	**3.7844**

The level of online social media literacy of consumers from Generation X, Generation Y, and Generation Z.

Table 6 revealed that for the level of online social media literacy of Generation X, the highest ranked item was "in case of any doubt, information would be searched from more than two sources for deciding whether to trust the information received" ($\bar{x} = 3.9650$). This was followed by "you are aware that news on online social media has been modified before it was shared" ($\bar{x} = 3.8950$). For Generation Y, the highest ranked is "in case of any doubt, information would be searched from more than two sources for deciding whether to trust the information received" ($\bar{x} = 4.1950$). This was followed by "you are aware that news on online social media has been modified before it was shared" ($\bar{x} = 4.1700$). For Generation Z, the highest ranked was "in case of any doubt, information would be searched from more than two sources for deciding whether to trust the information received" ($\bar{x} = 3.9950$). This was followed by "when you receive information you think carefully and reasonably before believing that information" ($\bar{x} = 3.9200$).

Table 6 Level of Online Social Media Literacy

Level of Online Social Media Literacy	$\bar{x}$		
	Gen X	Gen Y	Gen Z
1) When you receive information you share it with others right away.	3.5750	3.5800	3.6850
2) When you receive information you think carefully and reasonably before believing that information.	3.8700	4.1300	3.9200
3) In case of any doubt, information would be searched from more than two sources for deciding whether to trust the information received.	3.9650	4.1950	3.9950
4) You often worry when you receive information from online social media.	3.5350	3.5600	3.6750
5) When you see warnings on content on online social media you share it right away.	3.5700	3.5350	3.6100
6) You often do not believe information shared via online social media even in cases where it has been verified by experts or information sources.	3.6850	3.9750	3.8000
7) You do not share information from others on online social media because you think it is a violation of their rights.	3.7550	4.0150	3.8200
8) You are aware that news on online social media has been modified before it was shared.	3.8950	4.1700	3.8300
Total	**3.7313**	**3.8950**	**3.7919**

Discussion and Conclusion

The online social media usage behavior of Generation X, Generation Y, and Generation Z.

It was found that the different generations had the same behavior in some issues and differed on others. In terms of the frequency of using online social media, Generation X had the frequency of 2-3 times per day while Generation Y and Generation Z used online social media more than once a day. In terms of the duration spent for the three generations, the average was about 1-3 hours/day or more. The three generations spent time online from 20.01-00.00 hrs. the most. In terms of experience in using online social media among Generation X, it was found that they have good knowledge and understanding. As for Generation Y, they have the ability in using every type of online social media such as Facebook, Line, Instagram, Twitter, YouTube, and others. Generation Z have experience in using various media from their friends, family, and their acquaintances in daily life. In addition, it is found that Generation X use online social media to search for information/exchange information. Generation Y use online social media for entertainment and Generation Z use it to contact acquaintances. Shoaff (2013) explained the characteristics of people in different generations. For instance, Generation X are determined to succeed in their careers. They are ambitious, love freedom, and struggle for themselves. They have a fair level of technology skill and are ready for various changes. As a result, they mainly use online social media to find information/exchange information. Generation Y are the children of Generation X and baby boomers. They have a high level of self-confidence. They work hard with a desire to achieve results. Generation Y are very ambitious and crave success, especially financially. They like risks, challenges, and new innovations. Generation Y are often stressed from the world of reality and are addicted to entertainment from online social media. Meanwhile, Generation Z have a way of thinking, learning, and expectations in learning that are different from previous generations. They are surrounded by technology and modern innovations including online social media (Shatto & Erwin, 2016). They are used to utilizing online social media to communicate primarily with their friends.

Generation X trust information from websites, followed by online social media, and television respectively. Generation Y trust information from online social media followed by television and websites respectively, while Generation Z trust information from online social media followed by websites and television respectively. It was found that the three generations primarily trust online social media (online social media and website). This is different from the study titled, "Media Usage Behavior by Generation X and Generation Y" (Euajarusphan, 2018), which found that Generation X and Y trust old or traditional media such as television more. They would expose themselves to traditional media, which are television, print, and radio respectively. As for Generation Z, from the research of the Digital Electronics Transactions Development Agency (2018), it was stated that Generation Z were born in an environment filled with modern information technology. They live their life with it, and therefore it is not a stretch that they trust online social media more than other media.

In terms of behavior in using online social media, Generation X and Generation Y have the online social media usage behavior for academic purposes and mass communication. This is followed by communications and entertainment respectively, which is probably due to the fact that Generation X have online social media usage behavior for work and business. They need to access information through online social media, which is the space for exchanges of comments and various discussions about social issues. This group are afraid that they would miss out on the news and social trends. Thus, they access news through online social media, which is in line with the study conducted by UTCC (2018). The research examined the behavior in accessing news and the trust the public had in mass media. It was found that Generation X have the behavior in accessing media due to the Fear of Missing Out (FOMO). They are afraid

of missing the news, so they access information online through official news channels and close acquaintances. They follow news in the new media to keep up with the social trends. Generation Z also have the behavior in using online social media in the dimension of academic and mass communications to the greatest extent, just like Generation X. This is because today there are many social changes among the new generation, particularly Generation Z, who come together to create a space to communicate on various issues in society. They share in order to learn and drive social movements in developing and moving forward together. Generation Z give importance to social equality. They have comprehensive knowledge about different peoples. In addition, they are born in an era with all the digital conveniences. This is in line with the research findings from Hill Asia Co., Ltd. (2021), which examined the behaviors of Generation Z, finding that Generation Z give importance to the power to immensely drive the nation's social and economic conditions in the digital era. Therefore, they have been named the Synergizers.

Generation Y have the behavior in using online social media to communicate. This is followed by academic and mass communication as well as entertainment respectively. The reason Generation Y have the behavior in using online social media for communications the most might result from the fact that this group are close to technology. They have the ability to use technology for work and communication. Thus, they have the behavior to get news from online social media the most. They use online social media to communicate with their friends, acquaintances, and relatives the most. This is in line with Palfrey & Gasser (2010: 1-5), who wrote the book, "Digital Native", which explained that Generation Y consumers like to access new media such as digital media or online social media regularly. They grew up with the technology-driven lifestyle, which includes ownership of gadgets. This media is part of their daily communication.

The factors that influence online social media usage behavior of Generation X, Generation Y, and Generation Z.

The factors that influence online social media use among Generation X include personal characteristics, motivation, and the ability to exchange knowledge, which could be used in terms of marketing. This is because Generation X use online social media to facilitate their need to exchange and share information due to their accumulated life experiences they wish to share with others. In addition, this generation grew up together with the development of technology, thus they feel the need to keep up. Some of them use technology in their work. Also, they feel nostalgia, so they use interactions at the level of exchange in online social media to communicate with others. They are often wary and screen continuously because they have experience and have the ability to see the big picture as well as the overall impact (Chaikhunphol, 2017).

The factors that affect the online social media use behavior among Generation Y the most are the benefits such as keeping in touch with friends and acquaintances, as well as new friends. This might be due to the fact that Generation Y feel comfortable with technology the most. They have the ability to use technology to communicate both with people they know and those they don't quickly. In addition, they want to be accepted by society and like to exchange their experiences as well as their skills in working together. Generation Y give importance to online social media to communicate the most. This is in line with Sae-wong (2013), who found that Generation Y have grown up together with the development of technology. Members of this group dare to express themselves and prefer not to be limited in a frame. They use modern technology to communicate quickly, liking to exchange their comments and experiences, lifestyle, and work. As a result, Generation Y use online social media networks to communicate with others.

For Generation Z it was found that factors affecting online social media the most are personal characteristics, motivation, and ability to exchange knowledge, which could be used in terms

of marketing. This is because Generation Z were born at a time where technology had already advanced to where communications are borderless. Most of them are at the age when they are studying seeking for a new beginning. The new generation live their lives independently in this era where consumers have more choices and end up spending more. This is in line with Schroer (2014), who explained that Generation Z was born and grew up with technology to the point that it is part of the modern culture. Most of them communicate on the mobile phone screen or computer rather than speaking. This is because mobile phones are the main tool to connect to the online world, where they socialize, shop, watch TV, play games, listen to music, or share images, which includes the ability to access various information through technology. Thus, Generation Z dare to make decisions and have the intention to become entrepreneurs to create their own businesses (Henderson & Robertson, 2000; Turker & Selcuk, 2009).

The attitudes and satisfaction of online social media usage behavior of Generation X, Generation Y, and Generation Z.

From Table 5 it was found that attitude and satisfaction in using online social media of Generation X is mostly based on the happiness in "sharing stories, images, and video on online social media to your friends" ($\bar{x} = 3.9450$). This might be because Generation X use online social media to serve their needs to exchange and share information. They interact at the exchange level in the online social network to communicate with others. As a result, Generation X are happy to share stories, images, and video on online social media with their friends. This is in line with Senkaew (2017), who found that Generation X want to be admired (such as hitting 'like' in Facebook, YouTube, or Instagram) for their handiwork, video clips, or experiences uploaded to online social media networks. They want to exchange their opinions, and express their comments and feelings for others to know.

As for Generation Y, attitude and satisfaction in using online social media is knowing that online social media has both positive and negative aspects ($\bar{x} = 3.450$) the most. This is because Generation Y grew up with technology, owning IT gadgets and having internet access to get information easily and quickly. Having been born amidst technology, Generation Y have the ability to use technology for communications. They are adept with using online social media and know both the benefits and impact of online media well. As a result, Generation Y realize that online social media has both positive and negative aspects. This is in line with Sritad (2016) and the concept of media effect proposed by Potter (2014), who explained that Generation Y have an impact on the level of knowing the negative influences of digital media in every aspect such as physiological effects, emotional effects, cognitive effects, attitudinal effects, and behavioral effects.

For Generation Z, attitude and satisfaction in using online social media was mostly based on happiness in sharing stories, images, and video on online social media to your friends ($\bar{x} = 4.0100$). They have been surrounded by technology in their everyday life since their birth. This includes the development of the technology industry at a high level. The capability of devices and the internet network as well as the marketing context have facilitated greater convenience for users. This is particularly true for communications that enable the download and upload of large amounts of information rapidly. Therefore, people in this generation make quick decisions as well as making searches. They send and share information to others. Whenever they need to search or share information instantaneously, Generation Z are happy to share stories, images, and video via online social media with their friends. This is in line with Cheewarunotai (2012), who found that Generation Z were born with full-fledged technology, to the point that it is part of the culture of the new generation. Generation Z absorb the way of life quickly, which includes the functions of using technology. This includes online social media, which enables the sharing of images, video, and blog updates. They send messages that reflect the personality of teenagers, who need a space to express their opinions in an effort to

receive feedback from society. The more they express themselves and receive the feedback that they desire, the more they get to feel good.

The level of online social media literacy of consumers from Generation X, Generation Y, and Generation Z.

From Table 6 it was found that the levels of online social media literacy of those from Generation X, Generation Y, and Generation Z are high overall. It was found that the highest ranked item was "in case of any doubt, information would be searched from more than two sources for deciding whether to trust the information received" ($\bar{x} = 3.9650$). This was followed by "you are aware that news on online social media has been modified before it was shared" ($\bar{x} = 3.8950$, $\bar{x} = 4.1950$, $\bar{x} = 3.9950$). This might be due to the ability to easily access information whether it is in the form of the numerous websites or online social media. When in doubt they are capable of searching for information and accessing it all the time. As a result, the Generation X, Y, and Z respondents have a high level of media literacy. Whenever in doubt they are able to consult with various sources of information. This is in line with Potter (2005), who explained that media literacy is the perspective that individuals exposed to media can interpret the meaning of the message as intended. Also, they are aware of the impact of media and are mindful that media exposure might lead them to be manipulated by the power of the media. Tallim (2005) explained that media literacy is the ability to choose and analyze messages from various media. It is the ability to choose and analyze various media. This includes the ability to ask suitable questions to find out about the content and what has gone behind the production of media content. This type of action leads to the development of skills in the analysis of the content independently (Silverblatt & Eliceiri, 1997: 48).

Research Recommendations and Contribution

1) Generation X and Z have the behavior in using online social media in terms of academic purposes and mass communications the most. Generation Y use online social media to communicate the most. This is different from previous information, which states that they only use it for entertainment. The findings of this research show that there is still a gap and opportunity for online social media for academic and mass media purposes. This includes the ability to adapt the behavior appropriately for each generation. It is the combination of traditional media with the behavior in using online social media or lifestyles of consumers in each generation.

2) Mainstream media has the need to improve in terms of trust. This is because all three generations choose to trust online social media and websites more than traditional media such as television, radio, and print. Online social media must also maintain quality and develop quality to maintain their trust for the three generations in the future.

3) The audiences from the three generations do not use online social media as passive audiences but rather as active audiences. Therefore, media have to adapt to the format of presentation in online social media to be more varied to serve the usage needs of the three generations. This includes two-way communications between media and audiences, where there is a space for the for exchanges of thoughts or sharing of stories by audiences. It could also be a space for checking the accuracy and information from society.

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