# The Effects of Cultural Restraint on Social Media Motivation, Relationship Benefits, and Relationship Commitment among Young Adults in Jordan: A Conceptual Study

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**Aim:** This paper studies the effects of cultural restraint on social media motivation, relationship commitment, and relationship benefits among young adults in Jordan. **Material and methods:** This paper is based on a review of the literature and takes a conceptual approach. It suggests the framework for examining social media motivation, relationship benefits and trust among young Jordanian adults, while focusing on the moderating effects of cultural restraint on online relationship commitment. **Findings:** It was expected that the findings would build on the significance of integrating social media motivation, relationship benefits, cultural restraint, and online relationship commitment among young adults in Jordan, as social media appears to be the main element of dedication to online relationships. **Implications:** Due to Jordan's social media engagement radically improving in recent years, it is urged that the impact of its motivation on relationship commitment is conducted, to prevent adverse effects. Young adults are the most important segment of society. Therefore, understanding the benefits and harms of their online relationship commitment to social media motivation is essential. **Novelty:** To date, no studies examine the effects of cultural restraint on social media motivation, relationship benefits, and relationship commitment among young adults in Jordan. Furthermore, this study will help university students understand their online relationship commitment, as to the benefits or harms of social media motivation.

## Introduction

With world digitisation and the global prevalence of the internet and mobile devices, social media has become essential in everyday, human interactions. Social media offers a collection of techniques and apps which serve as methods of communication, data exchange, and digital artefact (such as videos and pictures) between people, usually within organisations, communities, and networks. These consist of blogs, microblogs, wikis, virtual worlds, private social media, and internet community platforms and experts (Kaplan & Haenlein, 2010; Asamoah, 2019). Furthermore, the social media system can be independent, or integrated into a bigger and multi-purpose platform. Also, it can fully function within a single organisation, or support interactions and share them using the traditional organisation framework. Moreover, social media users are able to convey thoughts, create and exchange content, communicate beliefs, share videos or pictures, establish relationships, and develop virtual communications which focus on shared interests (Shen et al., 2016). Past research (e.g. Huang et al., 2014; Dolan et al., 2016; Scott, 2017; Gonzalez et al., 2019) proves that there are various online relationship commitment impacts, from social media platforms.

Social media interaction can generate either beneficial or negative relationships. The aforementioned blended findings indicate that a better comprehension of usage, usage motivation, and the impacts of social media platforms on relationships is essential. This is due to the distinct relationship benefits which can stem from social media use, its associated impacts, and enhanced engagement among platform users. Besides being directly influenced by relationship benefits such as psychological and social benefits (Sweeney & Webb, 2007), relationship engagement can be indirectly and negatively influenced by other factors, such as functional and communicative advantages (Balaji et al., 2016; Weinstein & Przybylski, 2019). However, a weak connectivity between relationship benefits and relationship engagement is present. It can also be implied that relationships which require further investigation, such as interactions in social media, are influenced by certain variables (Ma & Chan, 2014). In addition, cultural dimensions can also affect the advantages of social media platforms (Leary & Baumeister, 2017). Overall, these relations resonate with the statement by Hofstede (2001) as to connections between the relationship benefits of social media platform, motivation, and relationship engagement; they are influenced by individuals who develop emotions, behaviour, and characters, through social environment and cultural indulgence. Even though social media has become part of a digital user's engagement, it is important to investigate the motivation for using social media which can lead to online relationship commitment. Therefore, the aim of this conceptual study is to examine the

effects of cultural restraint on social media motivation, relationship commitment, and relationship benefits among young adults in Jordan.

## Theoretical Foundation

### *Uses and Gratifications Theory*

Theories illustrate interesting conduct or a phenomenon required by a scientific method (Bhattarcherjee, 2012). This study employed Use and Gratification Theory (UGT) to better understand social media motivation. Formulated by Katz, Blumler and Gurevitch (1973), this concept evolved according to the need to explain individuals understanding, and how people actively seek out specific media to satisfy specific needs. UGT is a method of understanding the "whys" and "hows" of people's efficient methods of searching for specific media to solve problems. Furthermore, it is an open and centred way of managing mass communication knowledge (Okon & Ezike, 2017). Also, it focuses on the issue of "what do individuals do with the media?", which makes it different from other media theories that focus more on the impacts of issues regarding "what do the media do with individuals?" Essentially, the media is perceived as a product of high availability, and spectators are known as the consumers of the same product. In addition, internet availability and the capacity to record programs on interpersonal organisations, are to be taken into account. These facilities help users to produce their own advantages from the picked introduction of the material, enabling them to submerge themselves in their preferred expressions, create social avoidance, and gather data which will be valuable for their daily work and social collaboration (Chen & Leung, 2016). Besides, with the accessibility of numerous media stages, individuals may depend more on their introduction to their media preferences. This implies that they will be situated to the media and oriented in their social condition, while the other individuals who do not represent them are dismissed.

According to Baym (2015), the growth and widespread use of the internet contributes to fresh changes in media users' employment, and individual and social propensities. This expansion of media use indicates the advancement of UGT. Similarly, Stafford et al. (as cited in Anaeto et al., 2008) strengthened this theory by relating it to the existence of new media and computer-mediated advances, and the description of a new wave of young adults as the primary consumers of social media. Despite linkage of the perspective of television and electronic news regarding UGT (Dolan et al., 2016), the fast development of internet stages and informal communities can be made. For this reason, UGT required an increased amount of intelligence with respect to users' social media needs (Ifinedo, 2016). Furthermore, the consolidated theoretical perspective of UGT provides important data about this new medium. Given speculation regarding UGT, that users effectively take part in utilising the media, the theory turns out to be progressively important as it focused on media channels which permit

the decision and cooperation of customers (Kimotho, 2019; Ruggiero, 2000). Similarly, in social networking, the goal of branding is to draw in a group of individuals by offering a form of incentive or satisfaction through its branding (Malthouse et al., 2013). Specifically, a brand is intended to create an incentive for an individual to construct a more grounded level of assets, and to encourage esteem (Malthouse et al., 2013). This results in dependence on the theoretical basis of the UGT, such as the requirement for social communication and stimulation, data scanning, and the need for sharing and compensation in social media. These are the examples of the theoretical basis investigated in ongoing literature, which focuses on the alternatives to online shoppers and informal organisations.

Based on the above explanation, UGT is ideal for identifying and analysing the reasons for social media use among individuals (Whiting & Williams, 2013). Furthermore, the use of UGT in web-based life is highly significant, considering the certain difference of these new types of media from the old media. In contrast from traditional media which offers restricted choices to users, new media proposes new alternatives and helps clarify the social media requirements of users and their rewards obtained (Sundar & Limperos, 2013). Notably, due to limited numbers of studies invalidating UGT in social media network relationships, this conceptual study aims to apply this theory to elaborate the use of social media among adults, and the rewards they obtain.

### Literature Review

In recent years, there has been a notable increase in the use of social media among young adults. Social media has previously been found to be used to engage and retain relationships. Adults in relationships used social media to connect with their peers in positively, increasing satisfaction in their relationships (Papp et al., 2012; Perrin, 2015). To reinforce this point, young adults who shared the status of their relationship were more likely to express satisfaction with their relationship. As several other studies (e.g. Asamoah, 2019; Leary & Baumeister, 2017) found that more time was spent on social media by young adults, there were also inconsistent outcomes regarding the impacts of social media use on relationships. Specifically, there were positive effects of young adults being connected to their peers and others. Yet drawbacks were also present; Weinstein and Przybylski (2019) stated that even the sole presence of social media could interfere with human interactions. Likewise, Fox and Moreland (2015) found that young adults felt pressured to use social media such as Facebook and Twitter in maintaining relationships. A study conducted by McDaniel and Coyne (2016) found that interruption during social media interaction brought negative effects to personal well-being, and conflicts. Simultaneously, social media use was found to be more distracting compared with face-to-face interactions, which in turn would reduce the feelings of closeness between individuals.

On the other hand, the financial benefits of social media were discovered in academic works. These include a higher quality of service delivery, operating efficiency, reduced transaction costs, higher competitive positions, and continuous social media use in organisations (Sweeney & Webb, 2007). However, this study focuses on a personal perspective regarding the relationship benefits proposed by Granovetter (1992, as quoted in Sweeney & Webb, 2007). Granovetter stated that financial objectives go hand-in-hand with non-economic objectives such as status andsociability, along with psychological and functional objectives. To emphasise this point, it can be said that social media offer a range of advantages for young adults, and multitudinous possibilities for empowerment (Allan, 2017). Therefore, young adults are able to keep social links and support networks which would not otherwise be feasible, and to access more data than ever before. The combination of young adult groups formed through the internet, and social interactions, can result in invaluable support for the development of self-trust and social abilities (Baldassar et al., 2016). In addition, the use of social media and networking services such as Facebook, Twitter, Instagram, and Snapchat are essential in the daily lives of young adults (Oberst et al., 2017). Although social media had been associated with declined social interaction and communication ability, Bannon et al. (2015) discovered that social networking services, crucially, deliver instructional results, facilitate supportive interactions, build identity, and foster a feeling of belonging and self-esteem.

There are several cultures in a complex society which evolve within a scheme of dominant value. Rather than homogeneous, this scheme involves continuous changes and adjustments conducted on dominant concepts and values (Valsiner, 2000). Nevertheless, the introduction of social media to young adults poses both positive and negative impacts on culture, through the comfort and increased interaction that social media provides (Kelder et al., 2015). Furthermore, social media challenges the ideological significance and control of young adults. Turiel (2002) claims that social media is the most distinctive idea in the field of social science ideology, and questions the originality of the most significant concepts. The virtual ideology and realisation of collective values build and control the lifestyles of individuals within the community where technologies change individuals' perceptions of their identities (Hine, 2000). As a result of the effect of new media and social networking, a significant cultural transformation among young adults is present. However, there is no historical presence for social media, and young adults would not use social media to build ideologies (Castells, 2015). Moreover, Baldassar et al. (2016) also adds that young adults are never concerned with individual identities, and they refer to comparable identities in the same demographic. Nevertheless, the exaggeration among adults has never been more pronounced in the midst of social media loudness which seems to be influenced mainly by young individuals, who share everything on social media including likes and dislikes. While young adults are culture-centric, Harding (2019) stated that they are heavily influenced by social

media and may also be referred to as an evolution of social media culture, as their development is influenced by culture.

Given the findings elaborated above, social media motivation is among the factors expected to be taken into account, to investigate the pattern and dimension of online relationship commitment. Current research is investigating the use of social media among young adults. However, few researches have examined social media motivation among adults towards online relationship commitment, the relationship benefits of psychology on the one hand and social and functional benefits on the other, and the influencing factors of cultural restraint. Therefore, comprehensive research is required, to investigate the outcomes of online relationship commitment among young adults.

### Proposed Research Framework

This conceptual study is based on the research objectives, and the theoretical foundations presented by previous studies on online relationship commitment. It proposes five primary backgrounds created to relate social media motivation, cultural restraint, relationship benefits, and trust in online relationship commitment.

### Social Media Motivation and Online Relationship Commitment

Online social media networks have become increasingly common in recent years. Simultaneously, the rapid increase in social media network use for data sharing has gained scholarly interest (Osatuyi, 2013). This is due to not only a significant, large user base, but social media networks promote frequent user interactions through "like" exchanges, posts, pictures, tags, surveys, activities, inboxes, and online chats. As a result, several questions arise, such as "what motivates young adults to share data and communicate with other consumers in social media?" Several previous empirical studies examined social media in terms of participation and interaction (Kapur & Kinzer, 2007, Mazzolini & Maddison, 2007). As a result, knowledge exchange was found to be complicated and could not be accomplished through social networks (Ghadirian et al., 2011; Ma & Yuen, 2014; Wang & Noe, 2010). Furthermore, Ma and Yuen (2011) described online relationship involvement as the degree to which an individual thinks one can improve one's social interaction and connection with others on the online platform. In particular, young adults make up a large proportion of social media users. Sadowski et al. (2017) found that 72 per cent of all young university students have a social media profile, and 45 per cent of young adults use social media networking sites at least once a day. Besides, social media networks are used by many young adults to interact with family, friends, and even strangers (Yang & Lin, 2019). However, social media networking sites have developed new and non-personal methods for a person to communicate with others. This technological trend has been exploited by young

adults. That said, Dholakia et al. (2004) categorised six benefits of participation in online communities; namely obtaining information, providing information, creating a reputation, developing relationships, recreation, and self-discovery. In addition, based on a review of other frameworks and scales, there is a common theme of the benefits of participation in online communities namely the search for information, personal status, social interaction, relaxation, fashion, and entertainment (Whiting & Williams, 2013).

Several researchers have emphasised the concept of online relationship commitment (Malinen, 2015). Extensive studies have also been conducted on the positive engagement of online relationships, due to its crucial role in the involvement of social media networks (Nadeem et al., 2015). To illustrate this point, the commitment of young adults to an online relationship may influence their process of information exchange. However, online experience and knowledge sharing are essential for young adults gaining experience in relational commitment and its benefit. Specifically, their relationship holds more significance, compared to the decisions made by sharing in the information process (Brabazon, 2016). Similarly, Masika & Jones (2016) mentioned the importance of young adults' experience in online relationships, and argued that information exchange profoundly impacts young adults' experience in social media networks. Furthermore, Castells (2015) discovered that the beneficial involvement of internet interactions among young adults evolves their phase-in, social media experience. In this sense, the function of the beneficial involvement of young adults in online relationship through social media is crucial, yet the number of studies related to it is lacking. Therefore, it was suggested in this research that the immediate connection between social media motivation and online relationship commitment be investigated. The aforementioned motivation consisted of information seeking and giving, self-status, social interaction, relaxation, fashion, and entertainment. Subsequently, based on the above discussion of previous literature, the following relationship was hypothesised as follows:

**H₁:** A positive relationship is present between information seeking and online relationship commitment.

**H₂:** A positive relationship is present between giving information and online relationship commitment.

**H₃:** A positive relationship is present between self-status and online relationship commitment.

**H₄:** A positive relationship is present between social interaction seeking and online relationship commitment.

**H₅:** A positive relationship is present between relaxing and online relationship commitment.

**H₆:** A positive relationship is present between being fashionable and online relationship commitment.

**H7:** A positive relationship is present between entertainment and online relationship commitment.

### Social Media Motivation and Relationship Benefits

The access, comfort, functionality, and flexibility of increasingly omnipresent social systems are the determining variables of social media adoption which are to be considered (Schroeder et al., 2010; Throuvala et al., 2019). These variables facilitate the implementation of social media networks in an efficient and user-friendly manner. Furthermore, they improve daily life, by providing distinct ways of generating and sharing data. Internet-based social media systems are often free or require marginal investment, eliminating a potential barrier to their adoption (Apuke, 2016). This statement is reinforced by Lai and Hong (2015) who highlighted the superior presence of social media networks among young adults. As evidence, over 90% of young adults in universities use social media networks for approximately thirty minutes during the day as part of their regular activities (Ellison et al., 2007). This finding, along with other, related studies, demonstrate the psychological, social, and functional advantages of online relationships among young adults. In a research conducted by Abu-Shanab and Frehat (2015), the impacts of social media networks on social reform were investigated. A conceptual model used five predictive variables; satisfaction, isolation, trust, social participation, and the advantages of social media networking. This study involved 302 responses from young adults in Jordan. As a result, a significant prediction of social involvement and the relationship advantages was suggested. It was predicted that relationships' advantages and engagement would improve throughout their duration, yet it was perceived that the efficacy of relationship advantages in engagement growth varied according to their terms (Williamson et al., 2018). Therefore, it was suggested that the psychological and social benefits of social media networks would be minor during the first era of partnership, but it was also proposed that these two advantages had a more critical role during the earlier phases of enhanced engagement compared to later phases.

The repetitive exchanges of social media networks are essential in an embedded online relationship involving social interactions. This leads to the growth of norms and values facilitating financial exchanges (Schoenherr et al., 2015). On the other hand, Ravlin and Flynn (2017) argued that young adults with long-lasting friendships in social media networks do not require high amount of resources to retain their relationships' fulfilment. Essentially, time encourages continuity. Therefore, involvement in relationships is created, and it is less dependent on the relationship of psychological and social benefits. Similarly, Finkel et al. (2017) highlighted that the psychological and social elements of relationships, such as happiness, trust, and social ties, are powerful during the earlier phases of a relationship. However, they become dormant in subsequent phases, as functional benefits are the main factors that begin a relationship (Lambert, 2016). It is also anticipated in this study that in the

course of the actual intervention, there would not be any increase or decrease in the financial advantages of the engagement. Although relationship advantages are the outcomes of a relationship, the advantages are followed by dedication, due to its relation to a behavioural intent to preserve the relationship (e.g. Alcover et al., 2017). These sequences are supported by prior studies investigating the effects on the engagement of social media and relationship benefits (e.g., Hennig-Thurau et al., 2002). Despite recognising the partnership between young adults and the social media network, there is a limited number of researches which focus on the advantages of this relationship such as its psychological, social, and functional effects on the young adults involved. The immediate connection between social media and partnership consists of information seeking, information giving, self-status, social interaction, relaxation, fashion, and entertainment. It was recommended that this connection be investigated, for the benefit of the relationship between the highlighted variables. Accordingly, the following hypotheses were formulated:

**H8:** A positive relationship is present between information seeking and relationship benefits.
**H9:** A positive relationship is present between information giving and relationship benefits.
**H10:** A positive relationship is present between self-status and relationship benefits.
**H11:** A positive relationship is present between social interaction and relationship benefits.
**H12:** A positive relationship is present between relaxation and relationship benefits.
**H13:** A positive relationship is present between fashion and relationship benefits.
**H14:** A positive relationship is present between entertainment and relationship benefits.

### *Relationship Benefits, Cultural Restraint, and Online Relationship Commitment*

Social media uses and gratifications are diverse among individuals, societies, and communities. This indicates that culture is a dimension which may connect the advantages of social media platform use and relationship engagement (Al Omoush et al., 2012; Noguti et al., 2019). In relation to this, indulgence against restraint is one of Hofstede's (2010) cultural notions. He believes that an indulgent society enables a comparatively free gratification of the natural and fundamental human impulses associated with the pleasure of life. Conversely, a society which shows restraint requires relationship fulfilment, which is then managed through strict social standards (Hofstede, 2011). Furthermore, in a typical Arab-Islamic community where internet and social media networks are used increasingly (e.g. Jordan), cultural features may affect users' realisation of social media advantages (Ammar & Xu, 2016). Referring back to the typology by Hofstede (1980), the Arab countries where Jordan belongs display high-power distance (80), high uncertainty avoidance (68), a collectivist culture (91 on individualism), and a male culture (53). However, only five dimensions of culture in Hofstede's scales are currently evaluated. For this reason, there is no study which emphasises cultural restraint in Jordan. A prior research was carried out in Arab countries. Due to no emphasis being placed on cultural restraint in Jordan, research results were not

scientifically valid when generalised into Jordanian culture. To fill this research gap, the present research intends to acquire information from young adults studying at various universities in Jordan, regarding cultural restraint. It also aims to assess whether cultural restraint moderates the connection between the advantages of relationships (e.g. psychological, social, and functional advantages) and social media use towards online relationship commitment. The following connection was created based on the following hypotheses:

**H₁₅:** Cultural restraint moderates the relationship between information seeking and online relationship commitment.

**H₁₆:** Cultural restraint moderates the relationship between information giving and online relationship commitment.

**H₁₇:** Cultural restraint moderates the relationship between self-status and online relationship commitment.

**H₁₈:** Cultural restraint moderates the relationship between social interaction and online relationship commitment.

**H₁₉:** Cultural restraint moderates the relationship between relaxation and online relationship commitment.

**H₂₀:** Cultural restraint moderates the relationship between fashion and online relationship commitment.

**H₂₁:** Cultural restraint moderates the relationship between entertainment and online relationship commitment.

**H₂₂:** Cultural restraint moderates the relationship between information seeking and relationship benefits.

**H₂₃:** Cultural restraint moderates the relationship between information giving and relationship benefits.

**H₂₄:** Cultural restraint moderates the relationship between self-status and relationship benefits.

**H₂₅:** Cultural restraint moderates the relationship between social interaction and relationship benefits.

**H₂₆:** Culture restraint moderates the relationship between relaxation and relationship benefits.

**H₂₇:** Cultural restraint moderates the relationship between fashion and relationship benefits.

**H₂₈:** Cultural restraint moderates the relationship between entertainment and relationship benefits.

### *Relationship Benefits and Online Relationship Commitment*

The relation between the openness of online relationships and relationship benefits has yet to be investigated, particularly in the context of relationships (e.g. psychological advantages,

social benefits, and functional advantages). The same is true for investigating the motivation of young adults to share information regarding their online relationships (Ngai et al., 2015). As for young adults, past research showed that they often expressed themselves in a truthful or self-enhancing way (e.g., Walther, 2007). True self-portraits can also be regarded theoretically as a relationship advantage. Such advantage has been connected to enhanced positive and subjective well-being on social networking sites (Reinecke & Trepte, 2014). Meanwhile, Kim and Lee (2011) showed that perceived social support mediates the connection between self-presentation of young adults and online relationship commitment. These results have proven that online friends may profit socially from young adults who reveal their true identities on social media. This may contribute to improved interaction quality which benefits the general subjective relationship benefits among users (Kim & Lee, 2011). Further research is needed, on relationship advantages such as psychological, social, and functional advantages, compared to online relationship involvement. This is due to the support provided by restricted studies, regarding the assertion that relationship advantages significantly affect online relationship commitment. Therefore, it was suggested by this study that the relation between psychological, social, and functional relationship advantage, and online relationship commitment, be explored especially in the context of social media motivation of young adults. The following hypothesis was formulated:

**H$_{29}$:** A positive relationship is present between relationship benefits and online relationship commitment.

### Trust and Online Relationship Commitment

Trust issue in social media is associated with confidentiality and the protection of user's private information due to the fear of privacy loss, unlawful access, and loss of data control (Lankton et al., 2015). It was stated by Tan et al. (2012) that although these trust issues do not directly affect user adoption, they mediate users' perceptions of usefulness and ease of use, which overall influences users' behavioural intent. Essentially, private information such as profile data, present location information, and user-related social graphics are stored in social media, which may trigger user's trust and privacy issues (Iqbal et al., 2019). Furthermore, the disclosure and misuse of personal data without notice or consent may also become another concern among users. These incidents may be seen as the main problems in social media, comparable to the issues highlighted in previous research on location-based services which affected trust and perceived risk (Lu et al., 2016). Not only were consumers unwilling to disclose private data when carrying out social media activities on Facebook for example, they also disabled their accounts in protest against the manner in which the social media platform handled their private data.

In spite of the trust issue in social media, young adults have borne distinct perceptions and trust in social media. Specifically, most young adults on social media platforms shared their true names, the latest photos of themselves, education levels, workplaces, and relationship status (Gefen et al., 2003). Furthermore, young adults felt more comfortable and had trust in holding a personal social media discussion (Hsu et al., 2007). It was discovered in other previous research (e.g. Pelling & White, 2009; Florenthal, 2015) that social media were perceived among young people as lacking security. Therefore, besides being unsure about sharing their data with the public, they also had serious privacy issues, perceived danger, and declining trust in the social media platform. Given all these arguments, trust plays a crucial role in social media among young adults. Several Gulf studies examined the significance of trust (e.g. Fadol & Sandhu, 2013; Kassim & Kader 2006). However, most related to service industries instead of young adults or education institutions. Therefore, this research suggested an investigation of the immediate connection between trust and online relationship commitment. Accordingly, the following hypothesis was developed:

**H30:** A positive relationship is present between trust and online relationship commitment.

***Proposed Conceptual Framework***

Figure 1 presents a conceptual model for this research, based on UGT's postulations and previous discussions regarding online relationship commitment. This research also attempts to investigate motivation, in regard to social media use, relationship advantages, cultural restraint, and online relationship among young adults in Jordan.

**Figure 1.** Conceptual Framework
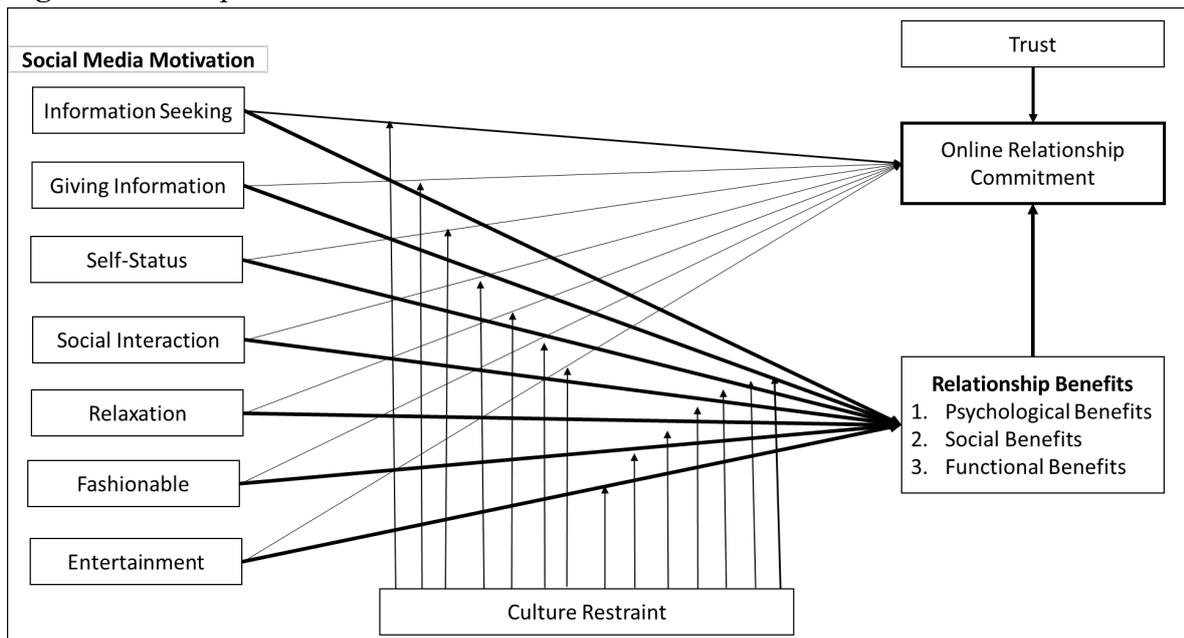
As highlighted previously, social media appears to be the main element, in dedication to online relationships. However, not only have most researchers faced issues in defining cultural restraint and relationship advantages, they have also determined to understand the techniques of cultural restraint growth and relationship advantages. Therefore, this conceptual research builds on the significance of integrating social media motivation, relationship benefits, cultural restraint, and online relationship commitment among young adults in Jordan.

*Materials and Methods*

Based on its goals, this study comprised a survey, to collect categorical data that can be used for the statistical testing of the formulated hypotheses. This method is advantageous, as it can collect data from a large geographical area with reduced costs (Sekaran & Bougie, 2016). This study included three public university students in Jordan who adhered to the university definition specified by the Jordanian government as the study population. Kumar (2019) depicts the expression "selection of respondents" as the list of the population components from which the example will be drawn. Subjects in the present study are composed of 80,649 students from three sampling universities in Jordan. Based on Krejcie and Morgan's Sample Size (1970), a sample size of 384 is recommended, given a population of 80,649. A pre-test selected 15 students randomly from various educational institutions within the educational sector. A pilot study selected 30 students randomly from the three sampled universities, and was carried out before the primary data collection.

The questionnaire had five sections: Section A measures the seven independent variables: search for information, information, search for personal status, social interaction, rest, entertainment and fashion. Section B measures the commitment of the online relationship; Section C measures the benefits of the relationship (i.e., psychological benefits, social benefits and functional benefits); Section D measures cultural indulgence / restriction; and Section E measures the respondent's profile. A five-point Likert scale anchored by "strongly disagree" to "strongly agree" for all the items was used and to ensure content validity, questions from previous studies were adapted into the questionnaire. This was followed with the employment of SmartPLS Structural Equation Modelling, to test hypothetical relationships between variables.

**Conclusion**

This research was conducted to gain knowledge of the relationship between social media motivation, relationship benefits, cultural restraint, and online relationship commitment among young adults in Jordan. On a theoretical level, this study proposed a model of the Use and Gratification Theory (UGT), to validate interactions in social media networks.

Furthermore, explained social media use among adults and the benefits they may receive. This study is significant due to the notable theoretical contributions it provided, in relating social media motivation, relationship benefits, cultural restraint, and online relationship commitment among young adults in Jordan. Moreover, due to the radical improvement made to Jordan's internet social media engagement in recent years, research is urged into the impact of social media motivation on relationship commitment, to prevent adverse effects. Overall, young adults are the most important segment of society. Therefore, understanding their online relationship commitment to the beneficial or harmful side of social media motivation is essential.

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