Determinants of Social Media Addiction of Employees in Services Sector in Sri Lanka

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Abstract: **Since the introduction of social media into the labour market, the economic ideology on the clear division of time utilities between labour and leisure as explained in the neo classical labour leisure model has been challenged. By today, Services Sector is highly sensitive to the dynamics of social media usage of the country. The main objective of the study is to explore the determinants of Social media addiction of employees in the Services Sector in Sri Lanka since there is a lack of researches done using the considered variables in this research locally and internationally.**

Using structured questionnaires from 241 employees who work in the organizations of Services Sector in the Colombo District were selected for the sample in three stages of Stratified sampling technique. The Probit estimation model was adopted to fulfill the main objective. It revealed that Age, Total working hours per week, Being WhatsApp users, Being Instagram users, Being You Tube users, Using social media during 8.00 a.m.-12.00 noon, Using Social media during 12.00 noon- 4.00 p.m., Social media usage for Professional purposes and social media usage for entertainment purposes are the key determinants of social media addiction of employees.

The researcher has presented some recommendations to control the Social media Addiction of Employees in the Services Sector during working hours in Sri Lanka.

Keywords: **Social media, Social media Addiction, Services Sector**

I. INTRODUCTION

In current society, social media plays a vital role and it has made communication a lot easier than ever with more people being able to communicate with anybody wherever on the planet. At that point, social media is any website that permits social cooperation among many age gatherings. Facebook, Viber, WhatsApp, Instagram, and Twitter are the most mainstream destinations which are utilized to associate with cohorts, relatives and outsiders. Since most recent couple of years, social media has grown enormously at an increasing rate and has acquired a large number of clients around the globe. According to Kapoor et al. (2017) and Oestreicher-Singer & Zalmanson (2013), social media is a collection of information technologies which supports associations and networking.

The Economic and Social statistics of Sri Lanka (2019) has explained that according to the Telecommunications Regulatory Commission of Sri Lanka and the Central Bank of Sri Lanka, 150 cellular phones are owned per 100 individuals in Sri Lanka and telephone penetration per 100 persons is 11.5 toward the end of 2018.As indicated by Internet utilization

statistics in Sri Lanka (2018), Internet usage has developed at a substantial rate of 20% to 25% every year during the previous five to six years in Sri Lanka (Sorav Jain, 2018). Further, 63% of all Sri Lankan internet visits are made through a mobile device. From mid-2016, the amount of Facebook users in Sri Lanka increased from four million to five million and by the way more women between the ages of 18-24 were on Facebook than men (Sorav Jain, 2018).

By today, people highly use social media for personal as well as for professional purposes. Therefore, the concept of "Social media Addiction "is prominent in the current society. As indicated by Kuss and Griffiths (2011), a kind of web dependence can be considered as Social media Addiction. An individual who spends too much time on social media wants to be informed of anything promptly, which can cause virtual resilience, virtual communication and virtual issues. According to Walker (2011), Social media Addiction refers to a circumstance where a client spends too much time on social media platforms such as Facebook, Twitter, and Instagram to such an extent that it adversely influences different parts of her or his everyday life, like school, work or association with others.

Due to the higher competition in the market, social media usage at work is becoming progressively popular at an increasing rate and companies are allowing social media usage for employees inside and remotely (Munene and Nyaribo, 2013). As indicated by the Team Lease world of work survey (2014- 2016), across different businesses and market sectors, employees are now spending 32 percent of their total time for social media usage at work for their personal needs as well. Therefore, in this study, the researchers have attempted to identify the determinants of social media addiction of employees in the Services sector in Sri Lanka.

Problem statement:

The communication technology has changed the leisure phenomenon of employees in both direct and indirect ways (Gershuney, 2002). According to Akintunde (2001), Leisure is the time period after or before essential activities such as Employment, Doing business (market work), Household work, eating, sleeping and Education (Non-market works) etc. Murphy (1981) has defined that Leisure is not only an activity but also a condition of mind gained through external feelings. Further, Leisure provides opportunities to fulfill life values,

wants and needs (Brajsa-zganec, Merkas and Sverko, 2011). Leisure activities are the activities which people select to conduct during their spare time (Omoruan, 1996; Torkildsen, 2005).

Several researchers have found that digital technologies change personal lives (Lally, 2002), improve leisure opportunities (Gershuny, 2003) and the way leisure is utilized (López Sintas, Rajas de Francisco & Garcia Alvarez, 2015).For instance, both the support used to read the news and the manner news is read have changed (Boczkowski, 2010). Traditionally, people read news on paper at home in the morning and in the evening or at weekends when people are free. However, by today people can read news on social media sites throughout the day at their workplaces rather than intensively at home during leisure.

Digital media technologies with internet connected devices assist people to engage in digital leisure activities. Then, people can select which technologies they can utilize, which leisure activity they can engage in and select the person with whom they can share their activity (Abbott-Chapman & Robertson, 2001; Anderson et al., 2002, Carr, Schott, Burn & Buckinghm, 2004; Kraut et al., 2002). Likewise, they can personally gain various leisure experiences, various cultural experiences even though family members are in the same house throughout these digital media technology activities. For instance, family members can personally watch a film in the same house with a higher privacy by using their laptops, smartphones and headphones.

As the initial one among the technology advances, the Internet has affected the leisure activities directly and indirectly (Zhang et al., 2015).Further, Ardahan & Lapa, 2011; Asan, 2013; Zach & Lisstsa, 2016) have pointed out that Internet is quiet significant in leisure activities. The internet and Internet based media assist individuals to interact with others since social leisure with digital technologies allows people to connect, to keep in touch with friends and relatives, to meet new people (López Sintas, Rajas de Francisco & Garcia Alvarez, 2016). Today, people highly use smartphones for messaging, emailing and social networking. Therefore, people can share experiences, organize their lives, communicate, manage leisure time and interact socially (Allen, 2010; Anderson et al., 2002; Jupp& Bentley, 2001; Kennedy & Wellman, 2007; Lally, 2002; Turkle, 2011). According to Venkatraman (2012) who has done a study on the use of digital technologies by the wives of soldiers far away from their families and homes, the Internet allows people to stay connected without physical distance. According to English-Lueck (1998), Silicon Valley families in California (USA) utilize digital technologies to stay in touch with family members without daily absence.

According to the above facts, by today people are moving from physical leisure (e.g: Gardening, Playing, Dancing, Singing and Exercising etc.) to Digital leisure (e.g: Gaming, Video Chatting, E-mailing and online Shopping etc.) due to some kind of important issues such as their being busy, easy to access and attractiveness of digital technological programmes etc. Previously, leisure activities required money and physical movements. However, by today they involve leisure activities at home temporarily, regularly and virtually with persons who are not physically present at the home. Hence, the following research problem arose;

- *What are the factors which direct individuals to engage in digital leisure activities rather than physical leisure activities by today?*

Based on this problem, this study attempts to identify the determinants of social media addiction of employees of the Services sector in Sri Lanka.

II. LITERATURE REVIEW

Social Media and Social media Addiction:

Ray, Kim & Moris (2014) have defined social media as an electronic platform for the formation and distribution of texts, videos, pictures and other messages. Huang & Benyoucef (2013) have referred social media as the internet – based applications created on Web 2.0 (Web 2.0 can be defined as a concept and a platform for connecting collective intelligence.). Cox, Burgess, Sellitto & Buultjens (2009) have defined social media as a place where people communicate, using online platforms which are associated with the Internet. Further, he has described that with the emergence of social networking, it has become one of the most significant business developments in the 21st century because it facilitates the way for people to communicate with everyone around the world. Steenkamp & Hyde-Clarke (2014) have defined social media as a platform which allows individuals to exchange and share information.

When it comes to Social media Addiction, Sally (2006) has defined Social media Addiction as the uncontrollable and damaging usage of the internet. Kandell (1998) has described Social media Addiction as a psychological dependency on the internet. Griffiths (1998) and Chou & Hsiao (2000) have stated that internet addiction is a kind of technological addiction such as computer addiction and it is a subset of behavioral addiction. Further, Rice (2005) and Douglas et al. (2008) have explained that compulsive usage of internet exhibits internet addiction among addicts which influences their personal lives.

Determinants of Social media Addiction:

The choice of social media addiction is varied according to various factors which can be identified throughout the previous literature.

Accordingly, Leung (2014) has found that there is a positive relationship between age and internet addiction. Rathnathilaka et al. (2016) have identified that there is an impact of age on having or not having a registered social network site account. Further, Andreassen, Torshelm and Pallesen (2014) have found that there is negative relationship among age, attitudes

towards personal uses of social network sites at work and Personal use of social network sites at work. On the other hand, Wu et al. (2013) have found that there is no significant impact of age on addiction to social networking sites. A higher proportion of individuals within 21- 35 years have mostly used various social media platforms for various personal and professional purposes (Kandiero et al.,2014; Senanyake & Senanayake, 2016; Moqbel,2012; Morah& Omojola,2018; Lumumba,2017; Eliringia,2017).

According to Rathnayake & Rathnayake (2017), males are lightly or seriously addicted to Facebook than females. This conclusion is also confirmed by Zafar et al. (2017), Morah & Omojola (2018), Eliringia (2017) and Rabgay (2016). On the other hand, Mwituria (2015), Weru (2015), Lumumba (2017) and Shava & Chinyamurindi (2018) have explained that a higher proportion of females have used and are addicted to social media usage than males. Further, Leung (2014) has found that there is a negative relationship between gender and internet addiction. However, Wu et al. (2013) have identified that there is no significant impact of gender on addiction to social networking sites.

When considering the education of individuals, Leung (2014) has identified that there is a positive relationship between education and internet addiction. However, Rathnayake & Rathnayake (2017) have revealed that the level of education has no significant impact on Facebook addiction. Considering economically affected factors on Social media Addiction, Rathnayake (2017) has examined whether there is an impact of income on Facebook addiction. He has identified that there is an impact of income on Facebook addiction. However, Rathnathilaka et al. (2016) have also identified that there is no impact of monthly salary on having or not having a registered social network site account.

Many of researchers have identified that Facebook is the most popular social media platform among employee (Ferreira & du Plessis, 2009; Moqbel, 2012; Munene et al., 2012). Eliringia (2017) has identified that both WhatsApp and Facebook are the most popular social media platforms among employees. WhatsApp is the most popular social media platform among employees (Morah & Omojola, 2018). Weru (2015) has identified that LinkedIn as the most popular social media platform. On the other hand, scholars have identified some social media platforms which are not the most popular social media platforms among employees such as Google+, Twitter, MySpace and Quora (Moqbel, 2012;Weru, 2015).

Mwituria (2015) has stated that employees highly use social media during two hours per day and a lesser number use them during less than an hour per day. However, Lumumba (2017) has stated that employees highly use social media during less than one hour per day, but they do not frequently use social media during four or six hours per day. Adzovie et al. (2017) has stated that employees have higher access to social media for one or three times per day and less access to them seven or

nine times per day. Weru (2015) has found that for employees use social media for various purposes four times per day.

Considering the purpose of social media usage, Rathnathilaka et al. (2016) have identified that the highest proportion of employees use social media to view friends updates and communicate with them online and the lowest proportion of employees use social media to play online games and to build business contacts and to communicate with business associates.

III. METHODOLOGY

As the main objective, this study attempted to identify the determinants of Social media Addiction of employees of the Services sector in Sri Lanka by employing a Quantitative Approach.

Based on the Three stages of Stratified sampling technique, the sample population of the study is employees who work in the Services Sector in Sri Lanka (The reason to consider the Services sector in this study is according to the Economic and Social statistics in Sri Lanka (2019), the highest GDP percentage by economic activities (57.7%) is represented by the Services sector in Sri Lanka) and employees who work in organizations under the Services Sector in Colombo district is the sample frame of this study. The reasons for selecting Colombo District as the Sample frame is that when considering the Labor Force Participation by province in Sri Lanka, the Western province represents the highest Labor Force Participation. In the Western province, Colombo district shows the highest Labor Force Participation rate (51.8%) in 2018. When considering Computer literacy rate by district (2018- during first six months), Colombo district represents the highest rate of computer literacy (42.6%) among other districts (Department of Census and Statistics, Annual report, 2018).Although the sample size is 246 employees (Uses Krejcie & Morgan Table), the researcher was able to collect data from 241 employees who work at 13 Services Sector organizations in Colombo District as 97.97 percent of overall response rate. Adopting a Simple random Sampling technique, the researcher has selected Service employees in different fields for the sample from the lists provided by the related organizations. And, Demographic profile, Employment Profile and Social media Usage profile are included in the structured questionnaires to achieve the above mentioned objective.

According to previous studies, many of the researchers have adopted descriptive Statistics, One way and two way ANOVA, T-test, Correlation, Multiple regression analysis (Weru, 2015; Mwituria, 2015; Rathnayake & Rathnayake, 2017; Andreassen et al, 2017), Binary Logit Regression and Fisher's Exact Test (Rathnathilak et al,2019) to identify the determinants of social media addiction of individuals. Generally, Social media Addiction is dealt with individual's utility. Since Mac Fadden has already explained utility function using probit estimates and only few researches have applied Probit Regression to identify the determinants of

social media addiction of individuals, the Probit Estimation model was also adopted in this study to fulfill the main objective.

Here, the employees who are greater than the upper confidence level of Average total hours spent on Social media has been considered as the social media addicted employees of the Services sector in Sri Lanka.

IV. RESULTS AND DISCUSSION

Out of 241 employees, there are 84 social media addicted employees and 157 non-social media addicted employees in the Services sector in Sri Lanka. In other words, there are 34.85 percent and 65.15 percent of social media addicts and Non- social media addicts respectively.

Figure 01: Social media Addiction of employees in Services sector in Sri Lanka
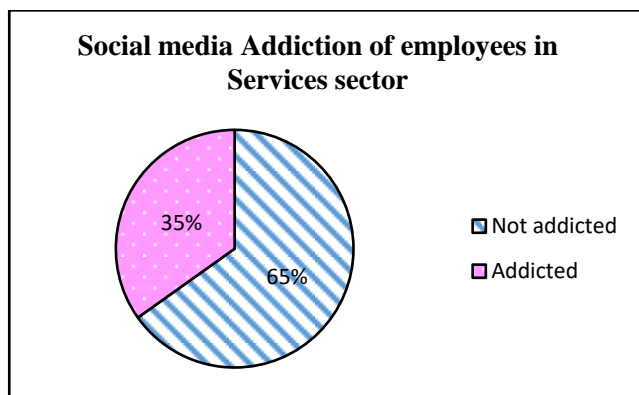
Source: Researcher's findings using primary data, 2019

The highest percentage of social media addicts is represented by the age group of 20-24 which is 62.22 percent while the rest of the 37.78 percent of employees in these age categories are not addicted to social media. The lowest proportion of social media addicts can be seen among the age group of 40+ which is 7.50 percent while the rest of the 92.50 percent are not addicted to social media. While 34.56 percent of male employees are social media addicts the rest of the 65.44 percent consists of non-social media addicts. When considering female employees, only 35.24 percent are social media addicts and the rest of the 64.76 percent consists of non-social media addicts.

While 42.11 percent of employees with pre–secondary education are social media addicts, 36.43 percent and 30.49 percent of employees with tertiary education and post–secondary education are social media addicts respectively.

The highest percentage of Social media Addiction is represented by the salary group of LKRs 15,000-45,000 while the lowest percentage of Social media Addiction is represented by the salary group of LKRs 75,000+, based on the salary of employees in the Services sector in Sri Lanka. The trend of Social media Addiction has decreased with the increase in Salary received by the employees.

Facebook is the highly utilized social media platform by the employees of the Services sector in Sri Lanka. WhatsApp, You Tube, Skype, IMO, Instagram and Viber are the following popular social media platforms among these employees. On the other hand, the employees utilize lesser LinkedIn, Twitter, Virtual social world and Virtual social games. The higher proportion of employees enjoys access to social media during 8.00 p.m. - 12.00 midnight and 4.00 p.m. - 8.00 p.m. respectively. Further, lowest proportion of employees who are engaged in social media platforms frequently is represented during midnight up to 8.00 a.m. When it comes to the purpose of social media usage by employees, higher proportion of employees use social media to fill up spare time, to find funny and entertainment content and to share photos and videos and the lower proportion of employees to market products and to search buying products and to find out employment information.

Descriptive statistics of the variables used for the probit regression model is given in Table 01.

Table 01: Descriptive Statistics of Data under Study

Variable	Mean /Proportion	Standard Error
Dependent Variable		
Choice of Social media Addiction Social media addict=1 Non-Social media addict=0	0.3485	0.0308
Independent Variables		
Age	31.7884	0.5447
Gender *(d)* Male=0 Female=1	0.4357	0.0320
Level of Education *(d)* Tertiary=0 Secondary=1	0.3402	0.0306
Salary (LKR)	44644.66	1157.54
Total Working hours per week	56.0608	1.1858
Social media Platforms:		
Being a WhatsApp User *(d)*	0.8631	0.0221
Being a You Tube User *(d)*	0.7593	0.0276
Being a Instagram User *(d)*	0.4855	0.0323
The most frequent time of Social media Usage:		
Using Social media during 8.00 a.m.-12.00 noon *(d)*	0.2988	0.0295
Using Social media during 12.00 noon-4.00 p.m. *(d)*	0.2739	0.0288
The Purpose of Social media Usage:		
Social media usage for Professional Purposes *(d)*	0.1660	0.0240
Social media usage for entertainment Purposes *(d)*	0.6930	0.0298

Source: Researcher's findings using primary data, 2019

*Note***:** *(d)* uses for dummy variables and those variables are given in the proportion instead of mean.

Probit Regression Model

The probit regression model for social media addiction of service sector employees is given in Table 2. The "robust" command is used in the model to omit the existence of Heteroscedasticity. Hence, the following model is a homoscedastic development.

Table 02: Behavior of Determinants of Social media Addiction of employees in Services sector in Sri Lanka

Variable	Coefficient in Standard Probit estimation (dy/dx)	P - value	Coefficient in Marginal effects of Probit (dy/dx)
Age	- 0.0354	0.026**	- 0.0084
Gender (Female=1)	0.2088	0.321	0.0493
Level of education (Secondary=1)	- 0.1652	0.474	- 0.0390
Salary (LKR)	0.0000	0.159	0.0000
Total working hours per week	0.0121	0.031**	0.0029
Being a WhatsApp User	1.0729	0.055*	0.2533
Being a You Tube User	0.8958	0.001***	0.2115
Being a Instagram User	0.4144	0.056*	0.0978
Using Social media during 8.00 a.m.-12.00 noon	0.4665	0.033**	0.1101
Using Social media during 12.00 noon-4.00 p.m.	0.8443	0.000***	0.1993
Social media usage for Professional Purposes *(d)*	0.5161	0.043**	0.1218
Social media usage for entertainment Purposes *(d)*	0.8089	0.001***	0.1909
Constant	- 2.6765	0.038**	N/A

Source: Researcher's findings using primary data, 2019

Note:***, ** and * indicate 0.01, 0.05 and 0.1 level of significance.

Base Category: Being male, Being an employee at Tertiary education level, Uses other Social media Platforms except WhatsApp, YouTube or Instagram, Being a social media user during 4.00 p.m. - 8.00 a.m., Social media usage for other purposes except professional or entertainment purposes

*Although, there are an insufficient number of cases of employees who are not using Facebook, it was not excluded from the model as an independent variable. Its impact was included in the base category.

The marginal effects are used to interpret the results of the probit regression model. Age, total working hours, using different types of social media, the time duration of using social media in the day and the purpose of Social media Usage are the significant factors affected on social media usage while gender, level of education or the salary at organization are insignificant to that.

The Coefficient of age under Probit model is -0.0084 which expresses that for each additional year in age, employees decrease the choice for Social media Addiction by 0.84

percent. Rathnathilaka et al. (2016) have also found that there is an impact on social media usage by Age. Further, Leung (2013) has found that there is a positive relationship between age and Internet addiction. However, Andreassen, Pallesen & Griffiths (2017) and Andreassen, Torsheim & Pallesen (2014) have found that there is a negative impact on addictive use of social media by Age. According to this study, it indicates that Employees in Services sector organizations decrease their social media usage with their age. Elder employees do not possess enough knowledge on modern technology since they are not representing the digital era from their childhood. Hence, they use lesser social media than the younger employees. Further, with the increasing family obligations, obligations towards their children, the elder employees decrease their social media usage and frequently attempt to earn more money to fulfill their family requirements.

Total working hours of employees is found as the second important determinant of Social media addiction of employees. Thus, it provides evidence to identify that during working hours, employees have higher access to social media for their professional and personal uses. For example, Marketing executives highly use social media platforms to promote their existing and new products to their valuable customers. On the other hand, they use this as a mode to reduce work stress and employees tend to watch videos, chat with colleagues across the office internet network.

The Coefficients of being WhatsApp users, You Tube Users or Instagram Users under Probit model are 0.2533, 0.2115 and 0.0978 respectively. Coefficient of being WhatsApp user expresses that the probability of an employee who uses WhatsApp being addicted to social media is 25.33 percent, compared to the Base Category. Coefficient of You Tube users expresses that the probability of an employee who uses You Tube being addicted to social media is 21.15percent, compared to the Base Category. Coefficient of Instagram users expresses that the probability of an employee who uses Instagram being addicted to social media is 9.78 percent, compared to the Base Category. Hence, it represents that being a WhatsApp, You Tube, or Instagram user creates a positive impact on Social media Addiction. Although many of the researchers such as Leung (2013), Rathnathilak et al.(2016), Weru (2015), Ferreira & du Plessis (2009), Moqbel (2012), Morah & Omojola (2018), Munene & Nyaribo (2013), Lumumba (2017), Eliringia (2017) have identified the most frequently used social media platforms, they do not identify any statistically significant impact on Social media Addiction by them. Under this study, the researcher has identified that being a WhatsApp or You Tube user has a statistically significant impact on Social media Addiction of employees. Most probably, many of the employees tend to watch videos from You Tube and chat with friends through the groups in WhatsApp during their free time at the workplace. The data cost for watching online video is relatively high. Therefore, they have access to You Tube through the office internet network. Thus, it also leads to the Choice of Social media

Addiction. This is further explained through the time duration of using social media by employees.

Using social media during different time periods as 8.00a.m.-12.00 noon and 12.00 noon-4.00 p.m. are considered under this study. The marginal effects are given as 0.1101 and 0.1993 respectively. Using social media during the period 8.00 a.m. - 12.00 noon has a positive relationship with social media addiction and the addiction of this group will increase by 11.01 percent when compared to the Base Category. Using social media during the period of 12.00 noon-4.00 is also significant with the social media addiction of service employees and it increases the addiction by 19.93 percent, compared to Base Category. Even though previous researchers have paid insufficient attention on identifying the statistically significant impact on the choice of Social media Addiction by the most frequent time of social media usage, this study has identified that the time durations of 8.00a.m.-12.00 noon and 12.00-4.00 p.m. have statistically significant impact on the choice of Social media Addiction. Further, the social media addiction of employees during the morning working hours is lower than the evening working hours. Hence, it ensures the presence of social media usage by employees during their working hours and in the evening, and employees use social media in addiction behavior. Most probably, employees use social media during these time durations while they are travelling and during their lunch hours and tea time. Thus, it also leads to Social media Addiction.

When it comes to the purpose of social media usage, this study reveals that social media usage for professional or entertainment purposes also encourages the addiction behavior of employees towards social media. Although the previous researchers have paid less attention to identify the statistical relationship between the purpose of social media usage and the choice of social media addiction, this study has found that there is a statistically significant relationship between them. The probability of social media addiction of workers who are using this for entertainment purposes is higher than the probability of social media addiction by the employees using social media for professional activities among service workers. Therefore, there is a risk of increasing organizational budget for internet usage for excessive social media usage at work for entertainment.

The Pseudo R^2 explains that, 35.20 percent variation of Choice of Social media Addiction is described by all the independent variables in the model.

The p- value of Chi^2 in likelihood ratio test is lower than 5% significance level. It expresses that the overall model is significant. Hence, the researcher concludes that together all the explanatory variables in the model have a significant impact on the Choice of Social media Addiction of employee of the Services sector.

V. CONCLUSIONS

The study concludes that age, working hours, types of social media; time of using social media and the purpose of using social media have significant impacts on social media addiction of service sector workers.

Considering the impacts of age of the service sector on social media addiction, there is a negative relationship between age and social media addiction of employees. Due to higher responsibilities on employees' children, there is a lack of time for allocating the time for social media. With the aging, they have more household work when these kinds of employees are at home. Further, to cover up all the expenditure on family; for instance the cost on education and health, employees work more instead of using social media. They are encouraged to earn more by doing primary and/or secondary jobs. Therefore, increasing age discourages the choice of social media addiction of employees of the Service sector in Sri Lanka.

Further, total working hours also influences the choice of Social media Addiction. It represents the positive relationship between them. When employees are having long working hours, they tend to use various social media platforms for professional purposes as well as to fill their spare time by watching videos or sharing their photos and views with their colleagues across the office internet network to reduce their work stresses. Thus, the total working hours encourage the addiction behavior of employees on Social media at their workplace.

Being a Whatsapp user, You Tube user or Instagram user also influences the choice of Social media Addiction of employees. Many of the employees have created groups for sharing their views and marketing their products etc. During their free time, employees tend to watch funny videos. They automatically get addicted to social media by engaging in these types of activities.

Being a social media user during 8.00 a.m. – 12.00 noon and 12.00 noon-4.00 p.m. influences the choice of Social media Addiction of employees. After the lunch time, many of the employees tend to use social media at work rather than in the morning, basically to relieve their work stress. Thus, these time durations also provide evidence to ensure the existence of social media addiction of employees of the Services sector in Sri Lanka during their working hours.

When it comes to the purposes of social media usage, this also creates a positive impact on social media addiction of employees.

VI. RECOMMENDATIONS

Since the study concludes that most of the Service sector employees are involved in social media at office time, new tools should be developed to manage this situation at the organizational level.

- Management of the organization should develop a legal policy which can be used for controlling the

sharing of important official information with others through the social media, with the purpose of money.

- Databases in the office computers may be damaged due to the access of social media by employees. Therefore, Management of the organizations (IT Department) should implement a strong protection across the office network.

- Management of the organization can develop a special computer system for office computers which is eligible for achieving the organizational goals, limiting the access of social media such as WhatsApp and You Tube by employees.

- Management of the organizations should educate the employees on developing a professional online relationship with clients using various social media platforms in a way to benefit the organization as well through the addictive behavior of social media of the service sector workers.

- Management of the organization should allocate some extent of time, approximately 15 minutes after their lunch hour or in the evening, for employees to use social media to relieve their work stress. (It could vary according to the procedure of the organization).

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