

# How Social Media use impacts job turnover: the role of risk propensity and personal income satisfaction

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# How Social Media use impacts job turnover: the role of risk propensity and personal income satisfaction

## **Abstract**

This research explores the impact of individuals' personal use of social media platforms on their loyalty to their employers, a largely unexplored area. Drawing on Behavioral and Social Learning theories, the study establishes a conceptual framework linking social media use to user risk propensity, personal income satisfaction, and job turnover. Analyzing longitudinal data from the German Socio-Economic Panel, the findings reveal that increased social media use heightens risk propensity leading to more job turnover and personal income satisfaction leading to less job turnover. The study also uncovers that living with a partner moderates the effect of social media on risk propensity. We discuss the implications for employers and policymakers, suggesting a need for a deeper understanding of the unintended consequences of social media use in shaping career decisions.

**Subject Areas:** *Attitude, Consumer Behaviour, Decision-Making, Organization Relationships*

**Track:** Digital Marketing & Social Media