

Effects of Positive Characteristics of SNS on Use Satisfaction and Using Reluctant Intention: A Path Model for the Role of Trust and Value

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Abstract

This study was conducted to examine the effects of interactivity, entertainment and ease of use, which are positive characteristics of SNS, on SNS using satisfaction and using reluctant intention and the roles of perceived values and trust among users in the relationships among these variables, in order to find a clue to contribution to positive use and development of SNS.

For this study, a survey was performed targeting normal people in Seoul and the metropolitan area and a total of 224 effective questionnaires were acquired. Then frequency analysis, descriptive statistic analysis, correlation analysis and structural equation path analysis were carried out.

As a result of analysis, interactivity and ease of use increased SNS using satisfaction and decreased using reluctant intention via trust and users' perceived values respectively. The result of analyzing the modification model showed that interactivity and entertainment directly increased SNS using satisfaction.

These findings imply that SNS providers fully need to reflect the needs of consumers for interactivity, entertainment and ease of use for improving consumers' perceived values and trust. It is also concluded that consumers can enjoy positive SNS activities by increasing trust with SNS users through a positive understanding of interactivity and participation.

Keywords: Positive Characteristics of SNS, SNS Using Satisfaction, Using Reluctant Intention, Perceived Value, Trust.

1. Introduction

Recently, the media reported a research result that people using SNS like Facebook a lot feel unhappier themselves. According to the report of Sky News in the U.K., when the research team of Michigan University, the U.S. tracked emotional changes of 82 young adults for nearly two weeks, they discovered that the excessive use of SNS like Facebook had a high correlation with a loss of happiness (cited from the article of the Chosun Ilbo reported in 2013). Their research showed that the subjects felt unhappy, comparing themselves with digital lives of friends, who seemed to live a brilliant life. The conclusion of the research is in the end, SNS has reverse effect on users in respect of wellbeing, although it satisfies basic human desires, such as social linkage.

However, their research has some problems. First, the two-week emotional changes cannot perfectly mean unhappiness caused by the use of SNS, since temporary emotional changes of people return to the original state shortly, based on the Steady-State model.

Second, although people may envy others through selective attention, according to the Theory of Cognitive Dissonance, this research ignores the possibility that they would reduce the use of SNS, or stay composed and calm through self-justification. Besides, it is hard to generalize the result due to the small number of the subjects and the correlation analysis does not prove causal relationships.

Nevertheless, the reason why this article greatly impacted the society is SNS is very close to our life. Kakao Talk, one of smart phone-based Korean SNS, attracted over 30 million users until January, 2013 and it was revealed that recently, the biggest number of the users use Kakao Story. This means approximately 90 percent of domestic smart phone users counting up to 33 millions analyzed by the National Statistical Office are using Kakao Talk(Yang & Kim, 2013).The research of Korea Internet & Security Agency(KISA) reported that in 2016, 6 out of 10 internet users aged 6 or over replied to use SNS within the past year and SNS users enjoy SNS 19.6 times per week (for 1 hour and 3 minutes), on the average(KISA, 2017).

SNS is a community-type website service to build online personal connections. According to Jeong and Gu(2013), the concept of SNS includes personal media and information sharing and users use SNS to expand new personal relationships by introducing friends, or making friends with common interests. Rau et al.(2008) claimed that SNS is based on Computer Mediated Communication(CMC), but compared to CMC, SNS focuses on social-emotional demands of individuals. Also, Granovetter(1973) said that SNS consists of typical strong ties and weak ties, which are found in common social media. In addition, Lee et al.(2011) in the domestic studies argued that online social networks represented by SNS is an innovative mechanism to provide reliability and transparency of information through social relationship creating, reputation and recommendation and maximize users' convenience and a communication mechanism to have big influence for centrifugal interaction among users.

Focusing on interactivity, entertainment and ease of use that are positive characteristics of SNS, this study aims to examine the effects of these variables on SNS using satisfaction and using reluctant intention. This study also considered the roles of values and trust perceived by SNS users in the relationship among positive characteristics of SNS, satisfaction and using reluctant intention. These results will provide SNS related companies with clues to factors to reinforce and improve by demonstrating factors to acquire values and reliability of SNS usage at an individual level. Moreover, it is anticipated that these results will help individuals find ways of enriching personal lives through the positive use of SNS.

2. Theoretical Background

There are many studies that have reported characteristics of SNS(e.g. Cho et al., 2012; Kim et al., 2014; Wu & Lee, 2016; Yao et al., 2016; Yu et al., 2014. For instance, Smith(2007) presented seven SNS characteristics, including stagnant characteristics, and Dubé(2007) presented user-focused system and interaction. Lai & Turvan(2009) also defined characteristics of SNS as relationships and ease of use, and Mislove et al.(2007) and Pfeil et al.(2009) classified its characteristics into sharing of interest, interaction and link, and pleasure, communication and relationships respectively. In addition, Subrahmanyam et al.(2008) presented interconnection and communication(Yang & Kim, 2013).

This study is focused on interactivity, entertainment and ease of use as positive features of SNS. First, interactivity is one of crucial factors of SNS, and Lombard & Snyder-Duch(2001) defined it as all the acts to do with some objects and people, or existences in some environments(Park et al., 2014). Rafaeli(1988) said that interactivity means a degree in which delivery of messages following a series of communication exchange is linked to communication through messages delivered before that(Yang & Kim, 2013). In other earlier studies(Mislove et al, 2007; Pfeil et al, 2009; Subrahmanyam et al, 2008), interactivity of SNS is supported as a very important factor. Entertainment means a process of using SNS and a process of acquiring emotional aspects from diverse experiences in using contents(Jones et al., 2006). Chen & Lee(2008) claimed that this pleasure highly affects trust via hedonic values. Therefore, entertainment has positive influence on SNS using satisfaction and can promote the intention to use, from a positive perspective.

Ease of use is explained as a degree of easy access for everyone. Thus, the level of convenient use may positively influence values and trust perceived by users.

Perceived values emerged as an important issue in the enterprise marketing strategy of the 1990s to explain customer behaviors in social sciences. Perceived values depend on something to pay and something to earn and is an overall assessment(Zeithaml, 1988) on the utility of products or services. In other words, this is an assessment on what to pay and what to earn at an individual level. Especially, the behavioral perspective on the perceived value model is universally used in social sciences. From this point of view, perceived value is a behavior, which is based

on past experience and quality(Gale, 1994) is a representative predictor of perceived values. Lee(1999) insisted that perceived value is a profit or benefit expected when using products or services and this plays a more important role than price in purchase decision making of consumers.

In a large sense, trust is an emotion of faith to expect that there would be a favorable reaction to what other person does, based on the previous interaction(Gefen, 2000). The previous studies on trust claim that trust refers to faith of customers(Garbarino & Johnson, 1999) in service quality and certainty and a central factor(McKnight et al., 2002) to help in overcoming risk or anxiety. Especially, SNS-related trust of consumers is associated with overall trust in service providers(Lee & Turban, 2001) and trust in using environments is a very important component(Cazier et al., 2006). Distrust in recent SNS environments leads to social issues. Therefore, there is a big possibility that the intention to use would decline, if the veracity of information provided in SNS environments falls and personal information protection-related problems occur.

Generally, satisfaction is defined as a cognitive evaluation through a comparison between predetermined expectations and perceived outcomes(Churchill & Surprenant, 1982; Fornell, 1992; Homburg et al., 2005; Oliver, 1980). In respect of marketing, customer satisfaction can be defined as a result of cognitive evaluation on predetermined expectations and perceived outcomes(Oliver, 1980), as an evaluation after overall purchasing, based on all the purchasing and consumption experiences(Fornell, 1992), and as an evaluation on the quality expected before consumption and on the perceived quality after consumption(Homburg et al., 2005). Accordingly, SNS using satisfaction is a perceived evaluation on expectations before the use of SNS.

Using reluctant intention is reducing the use of SNS actively and in the studies using the Innovation Resistance Mode and the Uses and Gratifications Theory, this was used as a dependent variable to identify reasons of users to stop using services(Hazlett, 2003). SNS conveys messages demanding user's response in real time and this result can work as a latent pressure to mentally demand users to communicate(Kim & Oh, 2012). Not only does this pressure during the use of SNS require mental costs and cognitive efforts but also may be considered as a threat to personal time consumption(Ayyagari et al, 2011). For this reason, identifying factors to reduce using reluctant intention can provide SNS providers with very important information.

3. Research Model & Hypotheses

As stated above, modern society is the age of SNS-based communication and positive characteristics of SNS may improve perceived values and trust. Anderson & Narus(1990) the level of interaction in online communities reinforces trust in online communities by providing mental stability and Flavián et al.(2006) reported that perceived usability influences loyalty by the medium of trust, although it does not directly influence loyalty. On the other hand, Kim(2002) reported that among diverse characteristics of SNS significantly, convenience, entertainment and interactivity influence customer satisfaction. Also, Hsu & Lin(2008) verified that perceived entertainment motivation is an intrinsic motivation and makes users feel pleasant, satisfied and immersed by participating in activities of online community activities. Therefore, the following hypotheses were established.

Hypothesis 1. Interactivity will have a positive(+) effect on perceived value.

Hypothesis 2. Interactivity will have a positive(+) effect on trust.

Hypothesis 3. Entertainment will have a positive(+) effect on perceived value.

Hypothesis 4. Entertainment will have a positive(+) effect on trust.

Hypothesis 5. Ease of use will have a positive(+) effect on perceived value.

Hypothesis 6. Ease of use will have a positive(+) effect on trust.

Perceived values can be influenced by various variables, such as characteristics or situations of customers, since not only this refers to perceived quality and perceived mental state but also is an exchange between monetary sacrifices and classified into cost, effort and psychological sacrifice(Oh, 2000). In other words, perceived values depend on not only time and monetary costs but characteristics and tastes of customers(Bolton & Drew, 1991). Basically, trust, another moderating variable, is a social phenomenon created in diverse relationships among people and is a social attribute in continuing bilateral exchange relationships or collective support relationships rather than an internal mental state of individuals coming from social situations(Lewis & Weigert, 1985). Also, generally, trust is an effective of reducing uncertainty and complexity in unpredictable social and economic interactions(Gefen, 2000) and particularly, this is considered to be more important in online exchange relationships that experience uncertainty, anonymity, absence of control and latent opportunism like online shopping. Therefore, perceived values and trust

can serve as important factors to improve SNS using satisfaction and prevent using reluctant intention. Therefore, the following hypotheses were established.

- Hypothesis 7. Perceived value will have a positive(+) effect on satisfaction.
- Hypothesis 8. Perceived value will have a negative(-) effect on using reluctant intention.
- Hypothesis 9. Trust will have a positive(+) effect on satisfaction.
- Hypothesis 10. Trust will have a negative(-) effect on using reluctant intention.

All hypotheses and research model are presented in **Figure 1**.

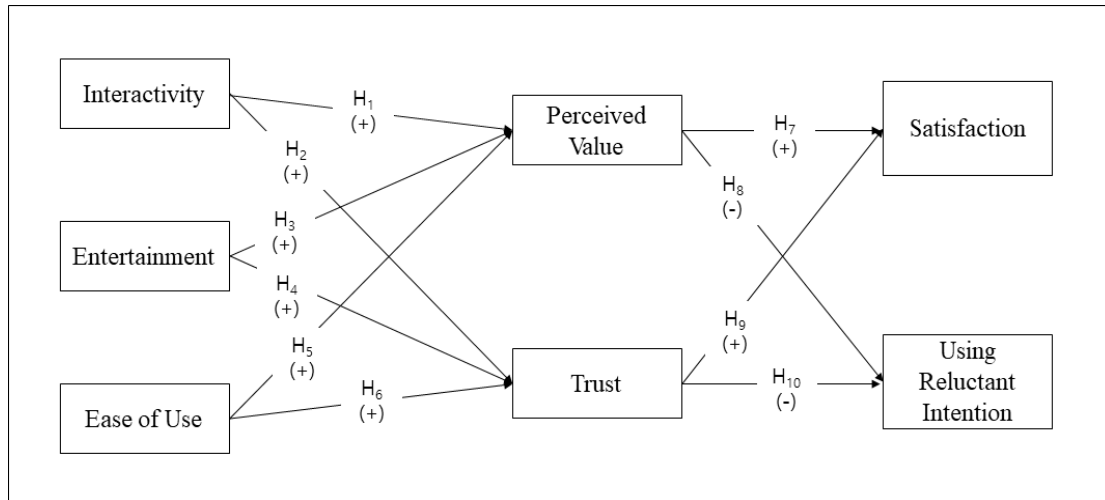


Figure 1: Research Model & Hypotheses

4. Empirical Analysis

4.1 Data Survey and Scale

For collecting data to analyze, a survey was conducted targeting normal people in Seoul and the metropolitan city and a total of 224 effective questionnaires were used.

The measurement scales of variables are as follows.

6 items of interactivity, 6 items of entertainment and 7 items of ease of use were measured using Likert’s 7-point scale, on the basis of Lee & Lee(2012)’s research. 5 items of perceived values were measured using Likert’s 7-point scale, based on Bolton & Drew(1991)’s research. 5 items of trust and 5 items of satisfaction were measured using Likert’s 7-point scale, based on Lee & Lee(2012)’s research. 3 items of using reluctant intention were measured using Likert’s 7-point scale, based on the research of Klien et al.(2002). In order to resolve the scale differences among the variables, they were into z-score and the results were used for analysis.

When it comes to demographic characteristics, 129 males(57.6%) and 95 females(42.4%) participated in the survey and there were 155 married people(69.2%) and 69 unmarried people(30.8%). 96 subjects(42.9%) aged 31 to 40 occupied the largest proportion and there were 68 subjects(30.4%) aged 41 or above and 50 subjects(26.7%) aged 30 or below. 152 employees(67.9%) occupied the largest proportion. 118 subjects(52.7%), who graduated from universities, occupied the largest proportion, 42 subjects(21.0%) graduated from colleges and 28 subjects(12.5%) graduated from graduate schools, or have post-graduate degrees. Considering these demographic characteristics, it was concluded that the subjects could represent normal people using SNS.

Table 1: Demographic Characteristics

Characteristics	Division	Frequency	Ratio(%)
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Gender	Male	129	57.6
	Female	95	42.4
Marital Status	Married	155	69.2
	Unmarried	69	30.8
Age	Under 30	60	26.7
	31~40	96	42.9
	Over 41	68	30.4
Job	Student	4	1.8
	Employee	152	67.9
	Official	13	5.8
	Self-employed	7	3.1
	Housewife	31	13.8
	Etc	17	7.6
Education (graduate)	Less than high school	22	9.8
	Professional college	47	21.0
	University	118	52.7
	More than a graduate	28	12.5
	Etc	9	4.0

4.2 Reliability & Validity

When analyzing reliability and validity, Cronbach’s α coefficient ranged from 0.845 to 0.942 and reliability of concept ranged 0.769 to 0.911. Average Variance Extracted(AVE) was 0.530 to 0.675 excepting ease of use(AVE=.448), which means internal consistency and convergent validity were verified.

Table 2: Results of Reliability & Validity

Variables	Final item	Cronbach's α	Construct Reliability	AVE
Interactivity	6	0.915	0.875	0.539
Entertainment	4	0.938	0.892	0.675
Ease of Use	6	0.896	0.829	0.448
Perceived Value	5	0.871	0.911	0.536
Trust	3	0.845	0.769	0.527
Satisfaction	5	0.942	0.901	0.646
Using Reluctant Intention	3	0.882	0.771	0.530

4.3 Correlation Analysis

To see directions of variables to be used through confirmatory factor analysis and their relationships and verify discriminant validity, correlation analysis was conducted and the result is presented in **Table 3**. As a result, there was a little problem in discriminant validity between interactivity and entertainment, but it was considered not to be a major fault. However, the coefficient among interactivity, entertainment and ease of use was 0.7 that was little high. Therefore, all the three variables were applied and regression analysis was performed for verification of multicollinearity(dependent variable was perceived value). As a result, tolerance of interactivity, entertainment and ease of use was 0.344, 0.282 and 0.365 respectively, and Variance Inflation Factor(VIF) of interactivity, entertainment and ease of use was 2.907, 3.540 and 2.739 respectively. As tolerance was higher than 0.1 and VIF was lower than 10, it was concluded that no multicollinearity existed.

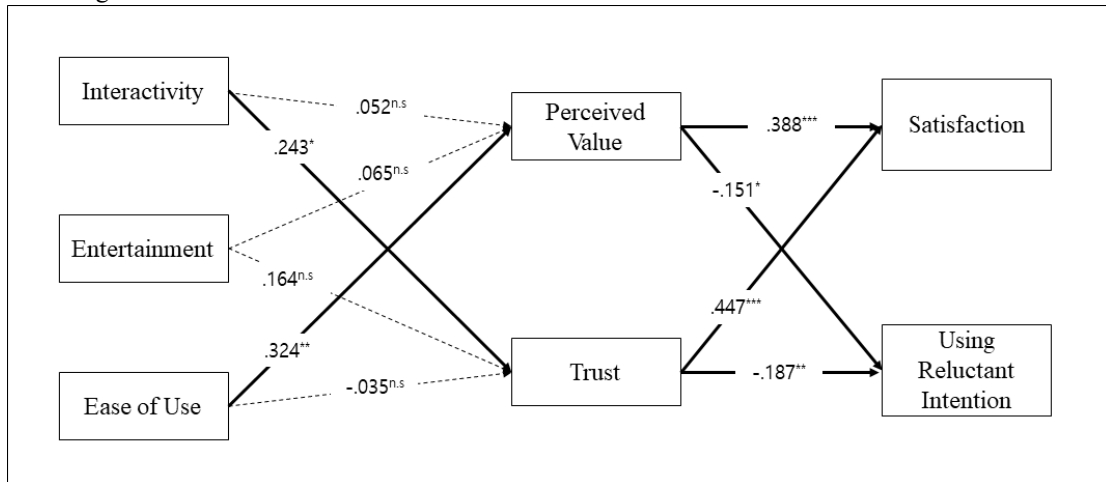
Table 3: Results of Correlation Analysis(n=224)

	1	2	3	4	5	6	7
1.Interactivity	(.539)						
2.Entertainment	.793**	(.675)					
3.Ease of Use	.721**	.778**	(.448)				
4.Perceived Value	.337**	.358**	.411**	(.536)			
5.Trust	.347**	.329**	.267**	.087n.s	(.527)		
6.Satisfaction	.681**	.723**	.642**	.430**	.484**	(.646)	
7.Using Reluctant Intention	-.249**	-.278**	-.269**	-.168**	-.201**	-.420**	(.530)
Mean	5.16	4.63	4.90	4.07	3.80	4.84	3.63
Standard Deviation	1.05	1.25	1.09	0.58	1.12	1.20	1.35

Note) n.s: non-significant, ** p<.01, AVE is marked in ().

4.4 Results of Hypothesis Test

To verify the hypotheses presented in the research model of **Figure 1**, path analysis was conducted using AMOS 24 and the findings are as below.



Note) n.s: non-significant, * p<.05, ** p<.01, *** p<.001

Figure 2: Results of Path Analysis

The valid path to positively influence SNS using satisfaction was ‘interactivity → trust’ and ‘ease of use → perceived values’ and the valid path to prevent using reluctant intention was ‘interactivity → trust’ and ‘ease of use → perceived values’ as well. The goodness-of-fit of the research model was $\chi^2 = 152.405$, d.f = 8, p = .000, GFI = .858, AGFI = .502, NFI = .808, RMR = .147 and RMSEA = .285, which means it was not a satisfactory level overall. The results of verifying the hypotheses are presented in **Table 4**.

Table 4: Results of Hypotheses Verification

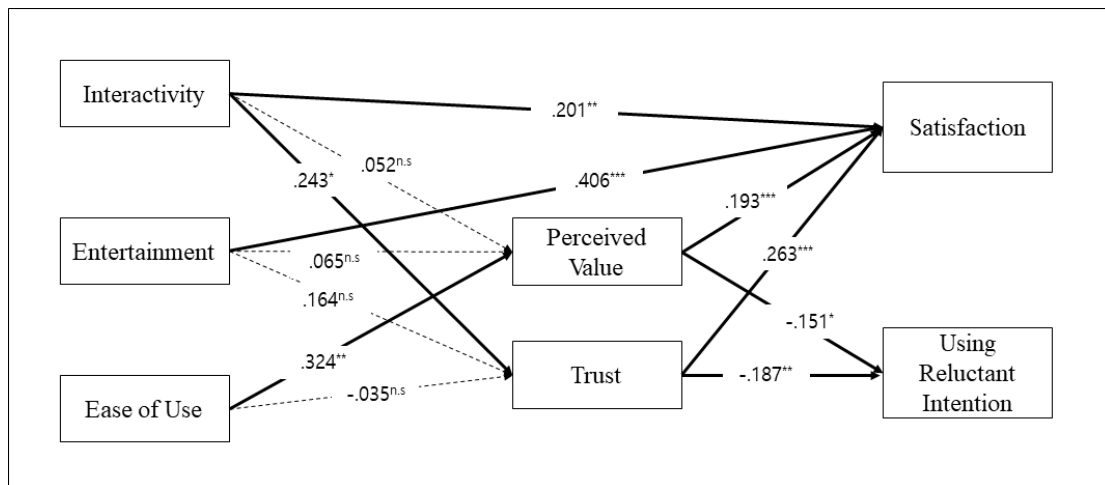
H	Path	Estimate	S.E	C.R (t)	p-value	Results
1	Interactivity → Perceived Value	.052	.104	.502	.615	rejected
2	Interactivity → Trust	.243	.107	2.282	.022	adopted

3	Entertainment → Perceived Value	.065	.115	.565	.572	rejected
4	Entertainment → Trust	.164	.118	1.391	.164	rejected
5	Ease of Use → Perceived Value	.324	.101	3.212	.001	adopted
6	Ease of Use → Trust	-.035	.103	-.341	.733	rejected
7	Perceived Value → Satisfaction	.388	.053	7.392	.000	adopted
8	Perceived Value → U.R.I	-.151	.065	-2.321	.020	adopted
9	Trust → Satisfaction	.447	.053	8.512	.000	adopted
10	Trust → U.R.I	-.187	.065	-2.869	.004	adopted

Note) U.R.I: Using reluctant intention

It is considered that positive characteristics of SNS may directly influence SNS using satisfaction, since the role of SNS is very important in social life. Therefore, an additional path assuming that interactivity and entertainment would have positive effect on satisfaction was set, based on Modification Indices(MI) provided by AMOS and path analysis on the modification model was conducted.

The analysis finding displayed that interactivity and entertainment positively influenced SNS using satisfaction. The goodness-of-fit of the modification model was $\chi^2 = 32.097$, $d.f = 6$, $p = .000$, $GFI = .962$, $AGFI = .802$, $NFI = .960$, $RMR = .070$ and $RMSEA = .140$ and there was a statistically significant improvement in the result of verifying the χ^2 difference between the original model and the modification model($\Delta \chi^2 = 120.308$, $\Delta d.f = 2$).



Note) n.s: non-significant, * p<.05, ** p<.01, *** p<.001

Figure 3: Results of Path Analysis for the modified model

5. Conclusion & Discussion

In relation to the use of SNS, which shows explosive growth in recent times, this study was implemented to identify the effects of interactivity, entertainment and ease of use that are positive characteristics of SNS, on SNS using satisfaction and using reluctant intention. Moreover, a structured research model and hypotheses were established to look into the roles of perceived values and trust among SNS users and they were verified through structural equation path analysis. As a result, the following results and implications were obtained.

First, interactivity improves trust and ease of use is a positive factor for user's perceived values. This result means that it is possible to increase trust in SNS using positive interactivity, which is an important characteristic of SNS.

Accordingly, SNS providers will need to develop and apply a variety of contents to increase positive interactivity and individuals using SNS will be able to acquire trust from SNS followers by using their own concepts and comments to enhance positive interactivity. On the other hand, it was revealed that ease of use had statistically significant, positive effect on perceived values among SNS users and this means ease of use is the key of SNS using values. This result shows that for ease of use among users, SNS providers need to put much effort into improving accessibility and developing contents.

Second, consumers' perceived values improves SNS using satisfaction and can reduce using reluctant intention. If further research is focused on reinforcing positive factors to enhance values of SNS perceived by consumers in addition to the positive characteristics presented in this study, it will help SNS providers to win stronger competitiveness.

Third, it was found that SNS-related high trust led to improvement in SNS using satisfaction and could reduce using reluctant intention. Although interactivity was the only factor to increase trust in the study, this finding implies that SNS providers can gain a competitive edge by minimizing various negative characteristics of SNS, such as exposure (Yang & Kim, 2013) and investing in positive characteristics to enhance trust.

Lastly, there is a need to pay attention to the result that interactivity and entertainment presented in the modification model increase SNS using satisfaction. This means interactivity is a crucial factor to directly increase SNS using satisfaction via trust. Entertainment did not make a contribution to improvement in perceived values or trust among SNS users, but it positively influenced SNS using satisfaction. This demonstrates that SNS providers will have to reflect the needs of consumers for entertainment fully.

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