

Analysis of the Interrelationships among Uses Motivation of Social Media, Social Presence, and Consumer Attitudes in Strategic Communications*

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Abstract

This study investigated the correlation between the uses motivation of social media (SNS) and the social presence. The study result shows that there are considerably high statistical significant correlations between trust and interactivity, trust and social relationship, convenience and interactivity, convenience and social relationship, usefulness and interactivity, and usefulness and social relationship. Also, there is a few statistically significant correlations between convenience and social ethicality and usefulness and social ethicality. That is, the uses motivation of SNS can affect the formation of the social presence. The regression results in this study suggest practical implications. Among the uses motivation of SNS, trust and convenience affected the attitudes toward the brand (AB), the attitudes toward the product (AP), and purchase intention (PI). Also, of the three factors of social presence, only interactivity affected AB, AP, and PI. This study suggests its theoretical significance in that it investigated the fact that the strategic communications needs to be developed to enhance the social presence since there is a correlation between the uses motivation of SNS and social presence. From practical perspective, this study is expected to provide the useful guideline for brand marketer trying to develop communication strategies using SNS.

Keywords: Uses motivation of social media (SNS), Social presence, Strategic communications

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Introduction

With the increased use of smart phones, the number of people who use social network services (here in after SNS) such as Facebook, Twitter, LinkedIn, Google +, Pinterest, Flickr, blogs, microblogs or electronic social networks is increasing rapidly. SNS are used for social and professional interaction with people. SNS popularity has encouraged researchers to analyze the relationship of activities performed on SNS with user behavior. A number of SNS studies have been conducted to examine peoples' social media use (Correa, 2010; Gray, 2013; Yang & Brown, 2013). The social media changed the communication styles of the consumers. SNS is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of SNS. It is not exaggerating to say that consumers are performing almost all of their communication strategy using SNS.

According to uses and gratification theory, consumers tend to use social media out of the practical motivation. Focusing on the practical motivation, strategic communication activities that utilize SNS is more active. This phenomenon implies the possibility that SNS can be used effectively as a tool for establishing agenda in the strategic communications. Moreover, SNS allow users to post personal information and to communicate with others in some new ways such as sending private daily lives or posting photos (Pempek, Yemolayeva, & Calvert, 2009). Existing work on the effects of SNS on well-being has often stressed that SNS can help people gain social support from their online networks, which positively affects their well-being (Utz & Breuer, 2017).

In the age of social media, the network service that connects people is important. Also, the boundaries between the media which used to be classified as paid media, earned media, and owned media are becoming blurred. In a situation where it is hard to choose one medium and establish the communication strategy that fits it, we need to focus on the whole media. By doing this, the promotion messages will evolve into the engaged messages through multi-directional networking more than just interactive networking. Focusing on this situation, this study aims to examine the possibility of using SNS in the strategic communication and especially people's uses motivation of SNS and empirically investigate how the uses motivation of SNS and social presence are correlated. The study is expected to provide the practically useful guideline for people who are involved in the strategic communication and try to developed communication strategies using SNS.

Theoretical Background

Uses of Social Media in Strategic Communication

Social media is an open online tool and the media platform that people use for sharing their thoughts, opinions, experiences, and viewpoints and for participating in. Chris Shiply, the founder of Guidewire Group, used the term SNS for the first time. SNS is the media that users make by participating and sharing information using interactivity and since it grows by itself without external influence, the unilateral mechanism of consumption and production does not work (Boyd & Ellison, 2007). The market condition of SNS can be inferred from the use of the internet and smart phones, which are the main tools for SNS.

The characteristics of SNS is sharing, interactivity, real-timeness, and collective intelligence (Bell, 2009; Cormode & Krishnamuthy, 2008; Lai & Turban, 2008; Levy, 2009). However, the defining feature of SNS is their ability to reshape communication patterns by enabling online communication and lowering barriers to face-to-face interaction by their users (DeAndrea, Ellison, LaRose, Steinfield & Fiore, 2011). Because of the interactivity features of Web 3.0 technology, SNS has extended globally, where users can interact with friends and meet new people in cyberspace (Kwon, Daihwan, Geringer, & Lim, 2013). Here are some prominent examples of SNS: Facebook, Twitter, Google+, Wikipedia, LinkedIn, Pinterest etc.

Especially for the strategic communications, SNS has been used for effective promoting the products and services anytime and anywhere. SNS is used for a wide variety of corporate communication functions, including marketing, media relations, internal communications, investor relations, corporate social responsibility, public affairs, and crisis communication (Argenti & Barnes, 2009). Meredith (2012) discussed why strategic communication researchers should focus on SNS as an important stream of study and outlines an MBA course in SNS strategy currently in development from a brand communication perspective. The author challenges the discipline to create SNS content from an integrated communication approach.

Social media can transform the methods in which we relate to other people and organizations. Previous research shows some facts of successfully SNS practice that assist establishing and promoting brand, also mentions some of recommendations how to use social network efficiency for strategic communications as well (Kim & Ko, 2011; Siricharoen, 2012). Hassan, Nadzim, and Shiratuddin (2015) proposed a strategy for using SNS as a marketing tool for small business based on the attention, interest,

desire, and action (AIDA) model. The AIDA model has been applied widely for online marketing strategy but its applicability for SNS remains unknown. This study examined the strategies that need to be addressed by the small business owners using SNS for marketing purposes. In a way it provides guidance to business entrepreneurs to practice the use of SNS as a marketing medium more efficiently and effectively.

And also, government organizations are experimenting with SNS to communicate with their constituents, and many analysts see in these media a powerful set of tools to reinvent government–citizen relationships. For example, governments' participation in SNS may result in improved communication and citizen participation, more transparency, and transfer of best practices among government agencies (Picazo-Vela, Gutiérrez-Martínez, & Luna-Reyes, 2012).

Uses Motivation of Social Media

Why people use social media? Although the function of SNSs is being a platform that allows interchanging content and creating a social group, the specific characteristics of each SNS bring different experiences to members. The uses and gratification theory answer to this question. In 2009, a study applied uses and gratification theory to analyze the issues using SNS like Facebook (Park, Kee, & Valenzuela, 2009). Social media topics have been studied from different perspectives: use of SNS (Clark & Roberts, 2010), corporate responsibilities in SNS (Chen, 2009), and the business case of SNS among others.

Another study identified ten uses and gratifications for using SNS. The ten uses and gratifications are: social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion,

information sharing, and surveillance/knowledge about others (Whiting & Williams, 2013). A study evaluated Facebook intensity based on socio-demographic background of respondents. Study result presents 8 motives to create a model to predict Facebook use: use to meet people, use for entertainment, use to maintain relationships, use for social events, use to share media product, use for product inquiry, use for discussion, and the use for information. It is discovered that there is a difference in Facebook use between groups of different monthly income level (Froget, Baghestan, & Asfaranjan, 2013). A web survey of 1,715 college students was conducted to examine Facebook group users' gratifications and the relationship between users' gratifications and their political and civic participation offline. A factor analysis revealed four primary needs for participating in groups within Facebook: socializing, entertainment, self-status seeking, and information. These gratifications vary depending on user demographics such as gender, hometown, and year in school (Park, Kee, & Valenzuela, 2009).

Studies on SNS and user behavior have been conducted in the context of intensity of use, privacy concerns (Boyd & Ellison, 2007), personality traits (Buffardi & Campbell, 2008), age differences, and self-esteem (Steinfeld, Ellison, & Lampe, 2008). Activities performed on SNS are either associated with user behavior or reflect personality characteristics (Waheed, Anjum, Rehman, Khawaja, 2017). All these aspects cumulatively affect user behavior. However, in literature, each study has focused on one particular aspect. Therefore, a study providing a holistic view of influential characteristics of user's motivation on SNS use is missing.

Social media grows as if it were an organism, expanding its influence based on its characteristics of participation, openness, conversation, community, and connectedness. It is used as a place

for easily acquiring, sharing, producing, and distributing the information as well as a connecting window for building close relationships between people and also expressing themselves. SNS has grown explosively for the last 4~5 years since it started, establishing its status as one of the most loved popular media by everyone in the world. The factors that affected the rapid growth and spread of SNS are as follows (Correa, 2010; Gray, 2013; Yang & d Brown, 2013).

First, one of the factors is the user-oriented technology development. The growth of SNS has been possible due to the user-oriented development of web technology such as Open API (Application Programming Interface) that shares the information and the information contents distribution services such as RSS (Really Simple Syndication) provided by the service business owners. Second, it is based on the technological evolution that realized the media matrix. Media matrix is a concept that refers to the range of media technology that users can choose and utilize depending on the availability level of the media technology, and it is related to multi-platforming. That is, with the advent of the various media such as smart phones and tablet PCs based on the technological evolution in the recent media environment, there is a growing number of people who communicate with society using various media devices. People usually have individual matrix that is composed of multiple media and perform multi-platforming in which they use the media that constitute media matrix at the same time or at intervals, expanding the utilization of SNS.

Third, the possibility of the alternative media worked. That is, just as Twitter was greatly used as an alternative medium during the Iranian revolution when the government blocked the internet access, SNS has grown rapidly due to its function as a new alternative medium and its effectiveness. Especially, with its

great strength of fast spread of information, it has replaced the functions of the existing mass media, which made the utilization of SNS increase drastically. A recent review of research on SNS and social support (Meng, Martinez, Holmstrom, Chung, & Cox, 2017) found that the majority of studies in this area either described how people use SNS for social support or how SNS use affects various indicators of well-being via perceptions of received social support. Fourth, SNS is based on the relationship between people. As we have the saying men are social animals, SNS has functioned as a tool for satisfying the internal desire of humans to build and maintain the relationship. Lastly, one of the factors is economic effectiveness. The cost of producing and sharing information through SNS is almost "zero", which enables anybody to use SNS without economic burden and has affected the spread of SNS. Social media is seeing rapid growth due to the various factors as explained above.

One of the main reasons businesses create a Facebook page is to solidify relationships with existing customers who are Facebook users and to leverage those relationships to gain new customers. A study applied the uses and gratifications theory to identify Facebook users' motivations to "share" business Facebook content within their own personal network. Understanding users' reasons for "sharing" will help businesses better engage and encourage "friends" to spread messages; this act of sharing pushes brand messages outside the business's immediate network where new potential brand "friends" and potential message sharers reside. The results of the pilot study suggested that users "share" business Facebook content in order to gratify the primary needs of diversion, information, and personal identity. The need for relationships, however, was such a strong driver it functioned within these gratifications rather than independently when "sharing" business Facebook content (Nash, 2015).

The results of the study showed a positive relationship between user satisfaction with a hotel's Facebook page and intention to stay at that hotel in the future. The findings of the study provide theoretical contributions by extending the application of the U&G theory to brand usage and these results can guide companies toward improving their Facebook pages in order to meet the consumer's needs (Choi, Fowler, Goh, & Yuan, 2016). As more and more marketers incorporate SNS as an integral part of the promotional mix, rigorous investigation of the determinants that impact consumers' engagement in eWOM (word of mouth) via SNS is becoming critical (Chu & Kim, 2011). Product-focused eWOM in SNS is a unique phenomenon with important social implications (Chu & Kim, 2011). Information quantity, information readiness, detailed information and dedicated information are factors which make shopping websites superior than SNS in terms of the impact of electronic word of mouth (Erkan & Evans, 2018).

Social media provide a low-cost way of maintaining relationships (Ellison, Vitak, Gray, & Lampe, 2014). People are quickly friended, users can easily inform large parts of their network with one status update using the broadcasting feature, and there are "light-weight" means of showing affection, such as the like button (Carr, Wohn, & Hayes, 2016). According to the recent studies, the use of SNS depends on uses motivation of SNS such as the perceived usefulness of the users, perceived ease of use, trust, and centrality (Guo, Shim, & Otondo, 2010). SNS users reported more online social support than nonusers did, but also higher levels of stress; the two groups did not differ in overall life satisfaction (Utz & Breuer, 2017). Therefore, it need to examine the uses motivation of SNS in Korea.

Social presence

The recent studies on the communication have seen a large number of discussions on tele-presence. Presence can be defined as human perception that a certain object exists in a specific place and time. Earlier, Heeter (1992) explained the concept of presence claiming that presence is composed of three factors such as subjective personal presence, social presence, and environmental presence. Later, the researches on the presence effects of interactive advertising classified the media into spatial presence, perceptive realism, social realism, engagement, social presence, social entity in the media, shared space, and social performer, enlarging the concept of presence (Lombard & Snyder-Duch, 2001).

Meanwhile, with the common use of mobile communication in everyday life, the concept of social presence in which people feel like the person that they are talking to on the mobile phone is present in the same physical space is getting important. Social presence means the sense of social existence that feels the virtual world created by media as the real world. The study that investigated the social presence online suggested the 4 composition factors of social presence, explaining that social presence is not the sub-composition factor of presence as suggested by the previous research (Lombard & Snyder-Duch, 2001) but a separate composition factor (Yen & Tu, 2008). According to this research, the criteria of social presence are composed of 4 factors such as social context, privacy, interactivity, and online communication, and more specifically, they are composed of 12 items including "CMS message is a type of social communication."

However, since this research was conducted targeting at foreign consumers and examined the social presence in the online communication (Yen & Tu, 2008), it need to be careful when

applying it to the Korean consumers. The research conducted by Kim and Han (2011) shows that the effect of establishing agenda of corporate PR through social presence was higher in the higher immersion group than the lower immersion group. Social presence of using SNS was higher in the group that uses SNS than the group that does not use SNS. The result of examining if the interactive effect between social presence and establishing agenda occur according to the immersion degree and the use of SNS shows that there was no significant interactive effect between them.

Social presence is positively related to sense of belonging and enjoyment. Sense of belonging has a positive effect on enjoyment, including escapism, pleasure and arousal, but has no effect on SNS addiction. Escapism and pleasure can result in SNS addiction, but arousal has no significant influence (Gao, Liu, & Li, 2017). The linkage between immediacy-related characteristics and social presence is stronger among mobile users than desktop users. The linkage between immediacy-related characteristics and social presence is weaker among mobile users than desktop users. As the use of SNS proliferates, more people than ever are becoming connected to one another (Han, Min, & Lee, 2015).

The uses motivation of SNS is expected to have a certain effect on the formation of social presence in the communication situation using SNS. If there is a high correlation between the uses motivation of SNS and the social presence, it can be assumed that the communication effect will be raised as social presence will be formed highly by composing communication messages in a way that can enhance the uses motivation of SNS. Based on the theoretical background suggested above, this study investigates the correlation between the uses motivation of SNS and social presence and aims to suggest more desirable communication strategies when using SNS. The research questions have been

suggested as follows based on the previous researches.

RQ1: What are the factors of the uses motivation of social media (SNS)?

RQ2: What are the factors of the social presence?

RQ3: What are the interrelationships among the uses motivation of SNS, social presence, and consumer attitudes?

Method

Respondents

To examine the research themes of this study, the internet survey was conducted targeting at 375 people who live in the main cities around the country including Seoul. Especially, the study sampled the targets and selected people who currently use SNS through the stratified sampling method considering the demographics according to gender, age, education, occupation and monthly income. The respondents were composed of 209 males (55.7%) and 166 females (44.3%) and the average age was 31.45 (SD 7.066). The more specific demographic characteristics of the respondents are shown in <Table 1>.

Measure Items

Uses Motivation of Social Media

The uses motivation of SNS was measured utilizing the translated scale for the uses motivation of SNS suggested by the research by Guo, Shim, & Otondo (2010), who categorized the uses motivation of SNS into 5 categories and sub items. For the whole 20 items of

Table 1. The demographic characteristics of the respondents (N=375)

		Frequency	%
Gender	Male	209	55.7
	Female	166	44.3
Age	18-24	83	22.1
	25-29	77	20.5
	30-34	71	18.9
	35-39	84	22.4
	40 and older	60	16.0
Education	Below high school	46	12.3
	College	81	21.6
	Above college	248	66.1
Occupation	Housemaker	46	12.3
	Student	83	22.1
	Management and administration	6	1.6
	Professional freelancer	21	5.6
	Office worker	136	36.3
	Technician	7	1.9
	Self-employed	14	3.7
	Sales	31	8.3
	Unemployed/Others	31	8.3
	Monthly Income (10,000 Won)	199 and under	132
200-299		102	27.2
300-399		60	16.0
400-499		42	11.2
500-699		23	6.1
700-999		11	2.9
	1000 and above	5	1.3

the study, Cronbach's $\alpha=.965$.

First, perceived usefulness. "I do social activities online faster using SNS", "I can get many things from the online social activities through SNS", "SNS makes online social activities easier", "We get to know a lot of new people using SNS", "SNS

helps social activities in everyday life." There are 5 items and 7-point Likert scale was used. Second, perceived ease of use. "I tend to learn SNS usage easily", "I easily find the information that I want through SNS system", "I clearly understand SNS system", "I operate SNS system proficiently." There are 4 items and 7-point Likert scale was used. Third, trust. "The SNS service providers (Twitter, Facebook etc.) are honest", "The SNS service providers consider consumers", "I like the service of the SNS service providers", "The SNS service providers have the ability of looking into the future", "The SNS service providers are trustworthy." There are 5 items and 7-point Likert scale was used. Fourth, centrality. "I do active social activities on the SNS sites", "I do intimate social activities on the SNS sites", "I do various social activities on the SNS sites." There are 3 items and 7-point Likert scale was used. Fifth, familiarity. "I came to know SNS through articles and advertisements", "I came to know SNS by visiting the related web sites (Portal sites, Twitter, Facebook, Individual or Company blogs etc.)", "I came to know SNS through online activities." There are 3 items and 7-point Likert scale was used.

Social Presence

For examining social presence, the study used the word "SNS" replacing "online", which was used for the criteria in the research on social presence online by Yen and Tu (2008). The survey items for social presence that were finally used in this study are as follows. That is, "SNS messages are a form of social communication", "SNS messages deliver feelings and emotions," "SNS help build up social relations with other people," "SNS messages contain privacy related contents," "We should not get private information of others from SNS messages," "It is not right to revise the SNS messages and send them to other people," "SNS users tend to

respond instantly after taking messages," "I willingly participate in the discussions in SNS even when the topics are not familiar," "I am satisfied with the communication styles of the SNS users," "I deliver the contents that I want using SNS," "I am satisfied with my hand skills when using SNS." There are 11 items and 7-point Likert scale was used. For the whole 11 items, Cronbach's $\alpha=.876$.

Dependent Variables

The attitudes toward the brand (AB) were measured on 5 items of the 7-point semantic differential scale presented by Peterson et al. (1992). In this study, the reliability of the scale was Cronbach's $\alpha=.8201$. The attitudes toward the product (AP) were measured with 5 items of a 7-point semantic classification scale used in the work of Bezjian-Avery, Calder, & Iacobucci (1998). The reliability of the scale in this study was Cronbach's $\alpha=.8563$. Purchase intention (PI) was measured by 2 items of 7-point semantic classification scale developed by Yoon (1992). In this study, the reliability of the scale was Cronbach's $\alpha=.8001$.

Results

Uses Motivation of Social Media

The first research question of this study was to empirically investigate the factors of the uses motivation of SNS. Before conducting factor analysis, it was performed KMO (Kaiser-Meyer-Olkin) of standard formation propriety and Bartlett test of sphericity. According to the test result, KMO of standard formation propriety was .950 and Bartlett test of sphericity also showed statistical significance($x^2 =7580.39$, $df=190$, $p<.001$). In the test for scree plot, there were three steep slopes, which showed

Table 2. The construct of the uses motivation of social media

Items	Trust (Factor 1)	Convenience (Factor 2)	Usefulness (Factor 3)	h ²
SNS service providers are trustworthy.	.836			.814
I like the services of SNS service providers.	.742			.732
SNS service providers are honest.	.717			.699
SNS service providers consider consumers.	.715			.686
I do active social actives on SNS sites.	.711			.699
I do intimate social actives on SNS sites.	.710			.725
I do various social actives on SNS sites.	.702			.728
SNS service providers have ability to look into the future.	.687			.602
I came to know SNS through articles and advertisements.	.653			.506
I came to know SNS by visiting related web sites.	.649			.595
I operate SNS system proficiently.		.865		.885
I tend to learn SNS usages easily.		.854		.842
I clearly understand SNS system.		.827		.860
I easily find information that I want from SNS system.		.777		.832
I came to know SNS through online activities.		.594		.624
SNS makes online social activities easier.			.822	.849
SNS helps me get many things from online activities.			.790	.834
We can get to know a lot of new people using SNS.			.720	.745
SNS helps me with social activities in everyday life.			.702	.754
I do online social activities faster using SNS.			.659	.726
Eigen value	12.034	1.600	1.102	
Total variance explained(%)	31.588	21.884	20.211	
Cumulative total variance(%)	31.588	53.472	73.682	
Reliability Coefficients (α)	.943	.935	.929	

that the data were suitable for the factor analysis.

For the method of rotation, verimax rotation was conducted since the vertical rotation between the factors clearly distinguish

each factors. After rotating above factor loading .50, three factors that were loaded onto above the first Eigen value 1 were extracted. Final factor analysis shows that the uses motivation of SNS was composed of 3 factors and 20 items as shown in <Table 2>, which accounts for 73.68% of the whole variance. In the research by Guo, Shim, & Otondo (2010), the uses motivation of social media was composed of 5 factors and 20 items, but in this study, it was composed of 3 factors and 20 items in the final analysis. Considering the characteristics of the items that were loaded in each factor, it's called the factor 1 trust, factor 2 convenience, and factor 3 usefulness. More specific composition factors of the uses motivation of SNS are as shown in <Table 2>.

Social Presence

The second research question of this study was to empirically investigate the construct of social presence. Before conducting factor analysis, it was performed KMO (Kaiser-Meyer-Olkin) of standard formation propriety and Bartlett test of sphericity. According to the test result, KMO of standard formation propriety was .878 and Bartlett test of sphericity also showed statistical significance($\chi^2 = 2091.17$, $df=55$, $p<.001$). In the test for scree plot, there were three steep slopes, which showed that the data were suitable for the factor analysis.

After examining various methods of rotation, verimax rotation was conducted since the vertical rotation between the factors clearly distinguish the composition factors. After rotating above factor loading .50, three factors that were loaded onto above the first Eigen value 1 were extracted. Final factor analysis shows that social presence was composed of 3 factors and 11 items as shown in <Table 3>, which accounts for 72.08% of the whole variance. In the research by Guo, Shim, & Otondo (2008),

Table 3. The construct of the social presence

Items	Interactivity (Factor 1)	Social relationship (Factor 2)	Social ethicality (Factor 3)	h^2
I willingly participate in SNS discussions even on unfamiliar topics.	.837			.712
I easily deliver the contents that I want using SNS.	.823			.782
I am satisfied with the communication styles of SNS users.	.788			.733
I am satisfied with my hand skills when using SNS.	.747			.620
SNS users tend to respond instantly when receiving the messages.	.570			.596
SNS messages are a form of social communication.		.841		.764
SNS messages deliver feelings and emotions.		.833		.765
SNS helps to maintain social relations with other people.		.800		.774
SNS messages have privacy related contents.		.570		.642
We should not get private information of others from SNS messages.			.878	.788
It is not right to revise SNS messages and send them to other people.			.850	.753
Eigen value	5.118	1.581	1.230	
Total variance explained(%)	28.515	24.616	18.952	
Cumulative total variance(%)	28.515	53.131	72.083	
Reliability Coefficients (α)	.862	.850	.763	

12 items were suggested for the factors of social presence but in this study, the item "SNS maintains relationship of trust" was eliminated. Considering the characteristics of the items that were loaded in each factor, it's called the factor 1 interactivity, factor 2 social relationship, and factor 3 social ethicality. More specific

composition factors of social presence are as shown in <Table 3>.

Interrelationships among the Uses Motivation of SNS, Social Presence, and Consumer Attitudes

The third research question of this study was to empirically investigate the correlation between the uses motivation of SNS and social presence. To examine the degree of correlation, it was conducted Pearson correlation analysis. After conducting correlation analysis, the correlation examined by applying the general application standards of standard correlation coefficient (β). To put various researches together, correlation coefficient $\pm(1.0\sim0.7)$ indicates strong correlation, $\pm(0.7\sim0.4)$ indicates considerable correlation, $\pm(0.4\sim0.2)$ indicates weak correlation, $\pm(0.2\sim0.0)$ indicates no correlation.

The analysis results were shown in <Table 4>. That is, trust and interactivity (.603), trust and social relationship (.543), convenience and interactivity (.533), convenience and social relationship (.504), usefulness and interactivity (.576), and usefulness and social relationship (.637) showed statistically significant considerable correlation. Also, convenience and social ethicality (.242) and usefulness and social ethicality (.243) showed statistically significant weak correlation. Trust and social ethicality (.171) showed statistical significance but no correlation.

Table 4. The correlation between the uses motivation of SNS and social presence

	Interactivity	Social relationship	Social ethicality
Trust	.603**	.543**	.171**
Convenience	.533**	.504**	.242**
Usefulness	.576**	.637**	.243**

** Shows statistical significance ($p < .01$)

Also, the regression analysis was conducted to determine the influence of the uses motivation of SNS and social presence on the attitudes toward the brand (AB), the attitudes toward the product (AP), and purchase intention (PI). In order to find out the relative importance of the independent variable to the dependent variable, a hierarchical regression analysis was conducted in which the number of the independent variables included in the regression model and the input order were different. The method of entry and removal of variables used a stepwise entry method in which independent variables were introduced into the regression equation in order to find the most explanatory variables. Prior to the analysis, Durbin-Watson test was conducted to identify the important prerequisites for regression analysis. In addition, the tolerance limit and variance inflation factor(VIF) were checked to determine the multicollinearity between independent variables. As a result of independence of the residuals, the Durbin-Watson value measured at each stage was found to be $D > 1.54$ (threshold value $0.95 \leq D \leq 1.54$), indicating no autocorrelation between the independent variables. In addition, there was no effect between each variable as the measured tolerance value for each step was less than 1 and the VIF value was in the range of 1.357-2.273 (VIF value < 5). The final analysis results are as follows.

First, the analysis results for the attitudes toward the brand (AB). The impact of the uses motivation of SNS on AB was analyzed in a three-step model. According to the analysis, 42.5% of AB were found in the order of trust ($\beta = .440$, $t = 6.25$, $p < .001$), and convenience ($\beta = .109$, $t = -1.65$, $p < .01$) in the 3-step model. The usefulness ($\beta = -.022$, $t = -.28$, $p > .05$) was not affected. The impact of social presence on AB was also analyzed in a three-step model. The analysis revealed that only the interactivity ($\beta = .225$, $t = 3.80$, $p < .001$) had a 15.5% effect on AB, and the social relationship ($\beta = .090$, $t = 1.44$, $p > .05$), and social ethicality ($\beta = -.048$, $t = -.95$, $p > .05$)

had no effect.

Second, the analysis results for the attitudes toward the product (AP). The impact of the uses motivation of SNS on AP was analyzed in a three-step model. In the three-step model, 38.2% of AP were found in the order of trust ($\beta = .452$, $t=6.42$, $p<.001$) and convenience ($\beta = -.183$, $t=-2.75$, $p<.01$). In other words, usefulness ($\beta = .004$, $t=.05$, $p>.05$) was not affected. The impact of social presence on AP was also analyzed in a three-step model. The analysis revealed that only interactivity ($\beta = .319$, $t=5.41$, $p<.001$) had a 12.1% effect on AP, and the social relationship ($\beta = -.028$, $t=-.45$, $p>.05$), and social ethicality ($\beta = -.016$, $t=-.33$, $p>.05$) were not affected.

Third, the analysis results on purchase intention (PI). The impact of the uses motivation of SNS on PI was analyzed in a three-step model. According to the analysis, 25.7% of PI was affected in the order of trust ($\beta = .426$, $t=6.03$, $p<.001$) and convenience ($\beta = -.239$, $t=-3.602$, $p<.001$) and usefulness ($\beta = .061$, $t=.79$, $p>.05$) had no effect. The impact of social presence on PI was also analyzed in a three-step model. The analysis revealed that only interactivity ($\beta = .226$, $t=3.78$, $p<.001$) had a 9.8% effect on PI in the three-stage model. Social relationship ($\beta = .043$, $t=.683$, $p>.05$) and social ethicality ($\beta = -.031$, $t=-.61$, $p>.05$) had no effect.

Conclusion and General Discussion

This study aimed to suggest the desirable communication strategies when using SNS in the strategic communication by investigating the correlation between the uses motivation of SNS and social presence. The summary of the study results are as follows.

First, the factors of the uses motivation of SNS were composed of three factors and 20 items, which explained for

73.68% of the total variance. It's called the factor 1 trust, factor 2 convenience, and factor 3 usefulness and it was evaluated as a very satisfactory scale due to the high internal consistency of all the factors. Second, the factors of the social presence were composed of 3 factors and 11 items, which explained for 72.08% of the total variance. It's called the factor 1 interactivity, factor 2 social relationship, and factor 3 social ethicality. It can be evaluated as a satisfactory scale due to the relatively high internal consistency of all the factors. Third, according to the analysis results of the correlation between the uses motivation of SNS and social presence, trust and interactivity, trust and social relationship, convenience and interactivity, convenience and social relationship, usefulness and interactivity, and usefulness and social relationship showed statistically significant considerable correlation. Also, convenience and social ethicality, and usefulness and social ethicality showed statistically significant weak correlation.

Based on the study results, this research suggest on the strategic communication level as follows. First, in the research by Guo, Shim, & Otondo (2010), the uses motivation of SNS was composed of 20 items and 5 factors, such as perceived usefulness, perceived ease of use, trust, centrality and familiarity. However, in this study, it was composed of 3 factors and 20 items such as trust, convenience and usefulness. It can be interpreted that centrality and familiarity were integrated into other factors in Korean cultural context.

Research result shows that the strategic communication messages that are trustable, convenient and useful are effective. For example, blog is a media in which people put up data such as writings and pictures about the areas they are interested in and share them with people who have similar interest (Argenti & Barnes, 2009; Meredith, 2012). Unlike homepages or communities,

it does not need complicated structure and also does not show exclusiveness by opening it to specific people. Therefore, marketers need to perform brand communication that gives trust to the consumers by developing strategic communication messages that promote various interests. Through the functions of *trackback*, bloggers who share the same interest in a certain brand register each other, which will strengthen the network function. By doing this, *blog*, a one-person media, can develop into SNS through networking and participation of others.

Second, the factors of the social presence were composed of interactivity, social relationship, and social ethicality. It can expect that in creating certain brand messages, when the company interacts with the consumers and when the social relationship between a brand and its consumer gets enhanced while abiding by the social ethics, high social presence will be maintained at the time when the strategic communication message is exposed to the consumer. SNS is the core of personal information compared to *blogs*, and the network formed by it is limited to the acquaintances of the operator. *Homepage* is hard to build social presence. As opposed to this, the strategic communication messages that utilize SNS can be an effective tool for building social presence if interactivity, social relationship, and social ethicality are improved. Moreover, if the strategic communication messages are created with complex contents such as images, moving images, and sound, users can upload the brand communication contents easily, which can develop into the contents community.

Third, this study showed that there is a considerable correlation between the uses motivation of SNS and social presence. If marketer boost the users' motivation for using SNS, then social presence can be elevated. Let us examine this in terms of communication strategy. For example, an attractive strategic

communication message that was uploaded by a person who is in charge of the brand communication is delivered real-time as a form of blog to the individuals who are interested in the blog. The users in the blogs can also exchange messages. Since it is a short text, the information is updated real-time.

The regression results in this study suggest practical implications. Among the uses motivation of SNS, trust and convenience affected the attitudes toward the brand (AB), the attitudes toward the product (AP), and purchase intention (PI). Also, of the three factors of the social presence, only interactivity affected AB, AP, and PI. Therefore, in future brand communication, campaign planners must enhance trust and convenience in the uses motivation of SNS. In addition, campaign planners should come up with a message strategy to increase interactivity, especially among social presence factors.

Therefore, users can feel social presence toward the strategic communication messages as if they are chatting. Eventually, the communication strategy that promotes the uses motivation of SNS can strengthen social presence and expand as a brand communication activity in the form of "blog + messenger." Also, the recipients who feel social presence can accept the strategic communication messages as a form of Widget. Widget is an internet based user software which is especially popular in SNS, operating in the profile pages of the users, and can include games, quizzes, Photoshop tools and news message captions. Therefore, it can effectively convey the strategic communication contents messages of a certain brand if we elevate the correlation between the uses motivation of SNS and social presence. This study bears its significance in that it investigated the fact that the communication strategy needs to be developed to enhance social presence since there exists the correlation between the uses motivation of SNS and social presence. Despite its significance,

the study couldn't investigate the social presence and the uses motivation of SNS felt by the recipients in reality after exposing actual strategic communication messages, and it might have interpreted the data without practical grounds only targeting at their abstract perceptions. It is the limitations of this study and also something that goes over the range of the study.

However, the results of this study will contribute to further researches on the correlation between the uses motivation of SNS and social presence of the recipients in Korea. Also, it will provide practically useful guidelines for brand marketer when they try to establish the communication strategies using SNS in the real practice. The findings of this study could be used by practitioners to evaluate their SNS platforms and develop more user-oriented applications. In the following researches, I would like to empirically investigate how social presence changes according to the uses motivation of SNS after exposing the strategic communication messages.

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