

SNS의 관계적 혜택이 브랜드태도에 미치는 영향

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Influences of Relationship Benefits of SNS on Brand Attitude

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Supporting communications among users, Social Network has encouraged various information flows through relationships among them. This paper studies on mentality or attitude of Social Network Services (SNS for short) users, on the basis of Technology Acceptance Model (TAM for short) and then proposes so-called TAMS, Technology Acceptance Model for Social Network Services. SNS users make full use of SNS as channels in order to create, expand, and obtain some information related to personal concerns. We will research on how the benefits that users get by using SNS exert influence on user-perceived usability. The SNS-using benefits focus on relationship benefits that are formed by interactions among users. Provided that perceived usability affects mental or informational benefits according to involvement of SNS users, we will check how perceived usability or ease of use is connected to brand attitude.

키워드: SNS, Brand Attitude, Relationship Benefit

I. 서론

Lately many enterprises have done their marketing activities by use of Social Network Service (SNS for short) which supports relationship-making or communications among users. To maintain more intimate relationships between customers and a company, many enterprises are now trying to use this Social Network as a SNS user with various information services and events for other users. This rapid information interchange enables them to feel interactions among users, which makes relationships among them after all. The objective of this research is to understand how the relationship benefits of users affect perceived usability and ease of use as related technologies advance and the number of SNS users increase, and how these perceived usability and ease of use affect brand attitude of SNS users.

II. Related Works

Several researches explain about the procedure that a user accepts a product with innovative technologies; Technology Acceptance Model [1], Theory of Reasoned Action (TRA for short) Model, Theory of Planned Behavior (TPB for short) Model, Integrated Model of both TAM and TPB Model, PC-Utilized Model, Social Cognitive Theory, Motivational model, United Theory of Acceptance and Use of Technology (UTAUT for short) Model. Models such as TAM, TRA, TPB, and Innovation Diffusion Theory (IDT for short) Model are used to disclose acceptance intention of customers who are related to information telecommunication technologies [2].

Technology Acceptance Model (TAM) is based on TRA Model and TPB. The TRA [3] has an assumption that a human being has his or her own reason enough that his or her attitudes and subjective norms affect behavioral

intentions. TRA has been useful in explaining about acceptance in order that a user may use information systems. And, the following TAM shows major factors affecting users' behaviors in accepting and using information technologies.

Enterprises use SNS for business promotion to low information access barrier for them, to share opinions with their users, which could naturally lead to viral marketing on the network. Also, users can feel various relational benefits through communication activities of personal opinion and information. Relational benefits imply all kinds of benefits that an enterprise provides to customers [4]. When both an enterprise and a customer benefits from the relationship between them, lasting relationship could be maintained and improved. So, relational benefits of both are necessary to last relationship [5]. The relational benefits are as follows; Social Benefits, Psychological Benefits, Informational Benefits, Non-monetary Economic Benefits, and Reputational Benefits.

III. TAM for SNS

This paper studies on mentality or attitude of Social Network Services (SNS for short) users, on the basis of Technology Acceptance Model (TAM for short) and then proposes so-called TAMS, Technology Acceptance Model for Social Network Services. We judge that the relationship among SNS users has a great effect on SNS usefulness motivations with exchanging opinions and sharing information among users. To verify the perceived usefulness of SNS users, the relationship benefit theory [6] according to personal characteristics in the SNS environment is adopted and TAMS is proposed with psychological characteristics of SNS users on the basis of TAM. From the viewpoint of TAM, perceived usefulness and ease of use is a concrete personal belief in the domain of information technology that makes effects on attitude for innovative technology acceptance. In TRA Model, there exist several external variables that affect TRA factors such as belief, evaluation, attitude, subjective norm. Especially, these variables could have effects on attitude and subjective norm and would be more than one. For example, there are demographic variables, bygone experiences, personalities, social classes, businesses, and situational attribute variables. In the end, SNS users revisit SNS after perceiving various psychological benefits through experiencing SNS usages. To understand psychological motivations which users use SNS with, we build several hypotheses about relationships between relational benefit and perceived usefulness of SNS as follows (Fig. 1).

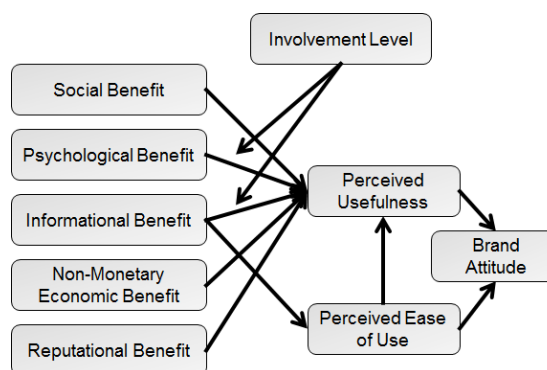


Fig. 1. TAM for SNS

IV. Influences on Brand Attitude

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by using SNS affects perceived usefulness positively. (H3) Informational benefit that is felt by using SNS affects perceived usefulness positively. (H4) Non-monetary economic benefit that is felt by using SNS affects perceived usefulness positively. (H5) Reputational benefit that is felt by using SNS affects perceived usefulness positively.

A user of SNS could perceive information of others differently according to his or her own inner experiences or information level. A person soaks up information with counting on his existing knowledge when facing a problem and learning a new thing [7]. The personal characteristics of these users would affect perceived usefulness differently, according to involvement level. The related hypotheses are proposed as follows. (H6) If the involvement level of a SNS user increases, his or her informational utility increases perceived usefulness.

SNS is accelerating more and more because of appearing micro blog services such as Twitter and Facebook [8]. Using SNS for their product promotions, many enterprises nowadays propose closed-type relationship for sharing information for specified users and open-type relationship for permitting information exchanges of all users. SNS draws enormous response from the public since social relationship among users is specified and managed thorough setting relationship [9]. Therefore SNS users feed perceived usefulness through relationship utility when using SNS, which could affect brand attitude of a SNS provider. A hypothesis about relationship between perceived usefulness of SNS and brand attitude as follows. (H7) Using SNS, perceived usefulness affects brand attitude positively.

To verify TAMS, we should collect data from SNS users. The target of users is supposed to be users that have ever participated in activities of Facebook and Twitter. The questionnaires are designed for 400 users. We use AMOS 7.0 to evaluate suitability of TAMS.

V. Conclusions

Our proposed model TAMS researches on how the benefits which users get by using SNS exert influence on user-perceived usability. Provided that perceived usability affects mental or informational benefits according to involvement of SNS users, we check how perceived usability or ease of use is connected to brand attitude. Existing researches propose usage motivation, technology innovation, technology accessibility, and technology utilization ability fragmentally as leading variables for SNS usages. In forming

relationships between SNS users and enterprises with continuous using, psychological effective profits after this service are at work. Our TAMS discovers how these benefits are usefully perceived by users, by selecting usage motivations of SNS users and then analyzing effective profits of relationship. From now on, more and more enterprises perform their marketing activities on the social network. For more effective and efficient marketing activities, it is very important to know SNS users. Our TAMS contributes greatly to knowing how useful the usefulness of each SNS users is useful in using SNS.

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