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Hedonic or Utilitarian : Why People Keep Using Social Network Services*

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■ Abstract ■

Social networking services (SNSs) serve to strengthen people's social relationships by providing ways for people to utilize such relationships especially like workplace. With the development of the internet worldwide, the number of SNS users is rapidly growing and a wider range of service types have become available. In this study, we designed a research model with a focus on what makes people use SNSs at workplace and how it is associated with changes in relationship quality and their intention to continue using the services and analyzed data collected for the research model. Theoretically, intrinsic and extrinsic motivation was invoked and measured, in terms of hedonic and utilitarian values, and satisfaction and trust were adopted as variables of relationship quality. Data were collected from Facebook users using workplace, and a partial least squares (PLS) analysis was made on 188 data points. The analysis results showed that two forms of motivation-hedonic and utilitarian-are separated from each other in their influence and that utilitarian value is more important than hedonic value, especially when it comes to users' satisfaction. In addition, the analysis found a weak relationship between satisfaction and trust in SNS environments; this was a little different from the results of previous studies.

Keyword : SNS, Hedonic Value, Utilitarian Value, Continuous Use Intention, Facebook

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1. Introduction

SNSs refer to social media or social networking sites/services which are built on social relationship networks. When a user creates a profile and post personal information in an SNS-based system, the SNS helps the user to build new human relations online based on their registered information (i.e., email address, contact information, hometown, alma mater, workplace, etc.) or to find other users by sharing their lists of human relations. SNSs are distinct from community websites organized around matters of common interest, because the services concentrate mainly on networks of reciprocal relationships (Boyd and Ellison, 2007).

Many studies of SNSs have focused on users' perceptions and attitudes as regards the disclosure of personal information online, such as privacy and risk taking. Typically those studies examine how much users are willing to take a risk with the disclosure of their personal information in social networking communities or how much they are concerned about their privacy, comparing the differences between users and non-users in terms of their perception of trust in such sites (Hargittai, 2007; Fogel and Nehmad, 2009).

SNSs have externalities because they are networking-based; therefore, when they have a larger number of users, they provide more utility to users and become more likely to continue to be used (Lin and Lu, 2011). Studies of users' motivation for participation in and continuous use of SNSs also have been conducted since the early stages of their emergence. Like Facebook, one of the world's most popular SNSs, was used at first by college students to find dates, previous studies found that people use SNSs mainly for entertaining purposes, such as finding dates and killing time (Addis and Holbrook, 2001; Hargittai, 2007). However, more recent studies report that the use of SNSs has expanded from the promotion of social friendships or entertainment to information sharing (Hewstone et al., 2002). When users obtain information from their close acquaintances or share information from reliable sources, they perceive such information as highly reliable (Lohmöller, 1989; Wang, 2010).

The present study focuses on SNS users' changing perceptions of values at workplace. The values perceived by users from the use of SNSs were examined after dividing them into two types : hedonic value relating to experiences such as pleasure and fun, and utilitarian value, which can be achieved by obtaining information and doing what is desired. We developed the hypothesis that users' perceived value would lead to their intention to continue to use SNSs through their satisfaction with and trust in relationship within workplace. A questionnaire survey was conducted with graduate students who had ever used any SNS and had a job for some years, and the partial least squares (PLS) method was used to verify a structural equation model for the hypothesis.

2. Theoretical Background

2.1 Hedonic and Utilitarian Values

The motivation for people to do something in order to achieve what they want is divided into two main types : intrinsic and extrinsic motivation (Ryan and Deci, 2000). Intrinsic motivation applies when undertaking an activity for the

sake of attaining satisfaction which is inherent in the activity itself, rather than from some separate outcome from it (Ryan and Deci, 2000). The inherent satisfaction is relevant to such values as interest, pleasure, fun and challenge and the activity itself can therefore be an object of satisfaction. On the contrary, extrinsic motivation refers to the doing of an activity in order to attain some separate outcome, and the behavior induced by extrinsic motivation has an instrumental meaning pertaining to such an outcome (Ryan and Deci, 2000). The separate outcome represents rewards or compensation from outside, or a certain type of external pressure.

The two types of motivation (i.e., intrinsic and extrinsic) can be linked to hedonic and utilitarian values, respectively. Hedonic value has the attributes of fun and amusement and represents entertainment and affective worth (Babin et al., 1994). It can be said that intrinsic motivation is correlated with hedonic value because it reflects a psychological desire to attain satisfaction. Utilitarian value is a form of instrumental value for external rewards which is characterized as task-related and rational (Babin et al., 1994). Therefore, utilitarian value can be viewed as fulfilling extrinsic motivation.

In consumer behavior theory, the values consumers derive from their consumption activities are divided into two categories : utilitarian value in a cognitive aspect and hedonic value in an affective aspect (Babin et al., 1994). Hedonic and utilitarian values have been discussed in many studies of consumer behavior, and a wide range of studies have been conducted concerning the effects the two distinct types of value have on consumer behavior (Holbrook and Hirschman, 1982; Sherry, 1990; Babin et al., 1994). Holbrook and Hirschman (1982) emphasized the importance of hedonic values in consumer behavior, suggesting that attempts to understand consumer behavior should not only seek problem solutions, but should also consider experiential elements such as fantasies, feelings and fun. Accordingly, consumers can be defined as having both the characteristics of homo economicus, who evaluates economic utility rationally, and homo ludens, who seeks emotional enjoyment (Sherry, 1990). However, hedonism is rarely discussed in the context of consumer behavior theory, and consumers' perceived value should be considered together with its utilitarian and hedonic aspects (Kazakevičiūtė and Banytė, 2012).

The theory of intrinsic-extrinsic motivation is also applied to information systems (Davis et al., 1992). Some studies take into account both utilitarian value (perceived usefulness) and hedonic value (perceived enjoyment) through an expanded model that incorporates motivation theory into the technology acceptance model (TAM), which is used mainly in studies of successful information systems. The hedonic value is often discussed particularly in studies of online communities or SNSs. Heijden (2004) viewed SNSs as a "hedonic" information system and demonstrated the effectiveness of hedonic value in SNSs using an expanded TAM. Sledgianowski and Kulviwat (2009) also expanded the TAM to emphasize that playfulness is important in SNSs.

Utilitarian and hedonic values also draw attention from studies that use information systems (IS) continuous model, which is based on confirmation/disconfirmation theory. Dholakia et al.(2004) argued that both purposive value and entertainment value should be taken into consideration in virtual communities, and a study of

online communities by Jin et al. (2009) showed the effectiveness of the two types of values using an expanded IS continuous model. Lin and Lu (2011) indicated that usefulness as an extrinsic factor and enjoyment as an intrinsic factor are significant with respect to the intention to continue to use SNSs, suggesting the importance of hedonic value by identifying enjoyment as a more influential factor. Wang et al. (2010) suggested that in online knowledge communities, affective value has an impact on continuous use intention by way of satisfaction.

However, there remains controversy about the importance of the two opposing values, as other studies have produced different findings. Xu et al. (2012) stressed hedonic and utilitarian types of gratification in SNSs based on the uses and gratifications theory of media consumption, but they argued that the utilitarian type of gratification is more important than hedonic gratification. Paradoxically, this controversy indicates that both types of values should be taken into consideration in SNSs.

2.2 Relationship Quality

In relationship marketing, the quality of the relationship is held to be an important factor that drives consumers' repurchase or reuse intentions (Ulaga and Eggert, 2006; Moliner et al., 2007; Caceres and Paparoidamis, 2007). Relationship quality, which is formed by the interaction between buyers and sellers, helps create an attitude towards suppliers and has an impact on consumers' loyalty or repurchase (or reuse) intentions (Moliner et al., 2007). On the other hand, relationship quality is influenced by what value a supplier gives to a purchaser. Ulaga and Eggert (2006) stated that perceived value is an element of relationship quality, and Moliner et al. (2007) demonstrated causality between perceived value and relationship quality. Moliner (2009) divided perceived value into two dimensions (i.e., functional and affective) and distinguished between their effects on relationship quality. From a conceptual point of view, these relationships imply that perceived value has an impact on the formation of relationship quality, which leads to repurchase intention.

Relationship quality can be explained with a multi-dimensional array of variables, including satisfaction, trust and commitment. Crosby et al. (1990) defined relationship quality as comprising satisfaction and trust, and Morgan and Shelby (1994) viewed commitment as a construct of relationship quality by arguing that trust and commitment are the most salient variables in exchange relationships. Traditionally, satisfaction and trust have been treated as the main constructs of relationship quality.

Satisfaction refers to feelings consumers have in relation to the criteria of discriminating between their pleasure and displeasure at what they consume (Moliner et al., 2007). The construct "satisfaction" is cogitative with respect to comparing expectations and actual outcomes, whereas it is affective because it is associated with feelings of joy (Moliner et al., 2007). In the marketing literature, satisfaction has been studied extensively as a strong antecedent of behavioral variables such as repurchase intention, word of mouth and loyalty (Ulaga and Eggert, 2006).

In deciding the relationship between a service provider and its customers, trust becomes a source of relationship formation, in the form of confidence in an exchange partner's honesty and

belief (Crosby et al., 1990). Trust exists when one party has a positive belief in transactions with a partner and confidence in his/her integrity. Thus it can be defined as a willingness to rely on an exchange partner in whom one has confidence (Moorman et al., 1993).

The constructs of relationship quality (i.e., satisfaction, trust and continuous use intention) are correlated with one another. Selnes (1998) stated that in buyer-seller relationships, satisfaction has an impact on trust and relationship continuity. Garbarino and Johnson (1999) argued that overall satisfaction serves as a parameter of trust, commitment and future intention. Caceres and Paparoidamis (2007) indicated that relationship quality, including satisfaction, trust and commitment variables, has an impact on loyalty, which is conceptually similar to reuse intention. Moliner (2009) used a relationship quality model in his study of patients' loyalty to medical services at a hospital.

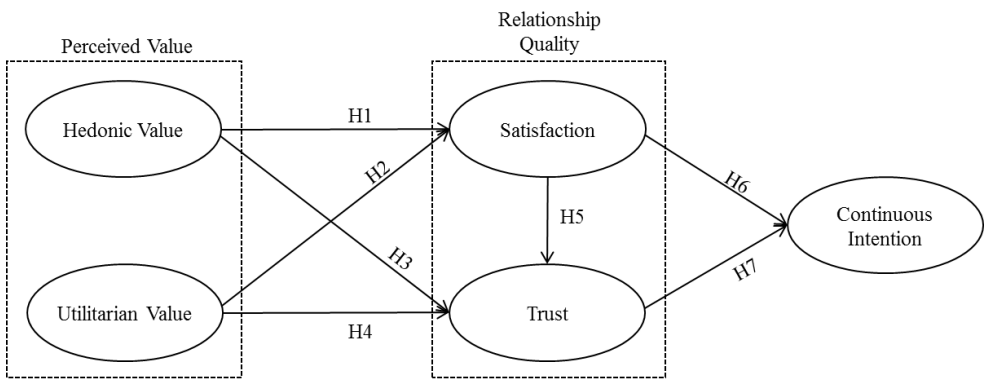
Those elements of relationship quality and the correlations among them are also applicable in online settings. Cyr (2008) empirically demonstrated that trust and satisfaction had an influence on loyalty in website environments, although the relationship between trust and satisfaction was not taken into consideration in his study. Yoon (2002) examined the effects of user satisfaction with and trust in website content on purchase intention and found a correlation between satisfaction and trust.

3. Research Model and Hypotheses

On the supposition that in social networking site environments, perceived value would have an impact on continuous use intention via a correlation between satisfaction and trust, which are the main constructs of relationship quality, the research model as shown in <Figure 1> below was constructed for this study. Perceived value was divided into two facets, hedonic value and utilitarian value, in line with the distinction between intrinsic and extrinsic motivation.

3.1 Perceived Value and Relationship Quality

Perceived value is positively associated with the constructs of relationship quality, which are satisfaction and trust (Ulaga and Eggert, 2006;



〈Figure 1〉 Research Model

Moliner et al., 2007). Also in the IS continuous model, the positive disconfirmation of perceived value, which is the value of exceeding expectations, has a positive impact on satisfaction and continuous use intention. In online knowledge community settings, given that satisfaction mediates between hedonic value and continuous use intention, hedonic value can be said to have a positive impact on satisfaction (Wang et al., 2010).

The hedonic and utilitarian facets of user-perceived value can be considered as corresponding to intrinsic motivation and extrinsic motivation, respectively. According to the definition of 'intrinsic motivation as doing something for internal satisfaction rather than for a specific outcome' (Ryan and Deci, 2000), hedonic value is characterized by inducing internal satisfaction. Therefore, the following hypothesis can be formulated :

Hypothesis 1 : *Perceived hedonic value has a positive impact on perceived satisfaction with SNSs.*

Like hedonic value, utilitarian value is positively associated with satisfaction (Jin et al., 2009).

Satisfaction involves both cognitive and affective facets (Moliner et al., 2007). The cognitive facet of satisfaction is attained when results exceed expectations. Utilitarian value can increase the cognitive facet of satisfaction by gratifying users' or consumers' expectations with respect to usefulness.

In their study of continuous use intention in e-service environments, Chea and Luo (2008) posited an association between cognitive usefulness and affective satisfaction. Xu et al. (2012), in their study based on the uses and gratifications theory of media consumption in SNS user environments, argued that both hedonic and utilitarian types of gratification are effective in the use of SNSs and emphasized that utilitarian types of gratification are particularly important with regard to the continuous use of SNSs. Thus, we propose the following hypothesis :

Hypothesis 2 : *Perceived utilitarian value has a positive impact on perceived satisfaction with SNSs.*

Perceived value is also positively associated with trust in relationship quality (Ulaga and Eggert, 2006; Moliner et al., 2007). Kim et al. (2008) stated in their study of online shopping that perceived value has a positive impact on trust. The logic behind this argument is that the positive value perceived by consumers helps create trust by reducing uncertainty and assisting with the formation of reliable product expectations.

Like satisfaction, trust can be divided into two dimensions : cognitive and affective (Johnson and Grayson, 2005). Affective trust refers to the emotional facet of trust, such as a feeling about a person's reputation or a feeling of care from him/her. It may also be a feeling of trust that you develop from your partner's behavior caused by intrinsic motivation (Rempel et al., 1985). Thus, based on the assumption that hedonic value will have a positive impact on the formation of affective trust, we present the following hypothesis :

Hypothesis 3 : *Perceived hedonic value has a positive impact on perceived trust in SNSs.*

On the other hand, perceived trust represents the degree to which something is predictable and reliable and is related to a partner's extrin-

sic motivation (Rempel et al., 1985). Therefore, on the assumption that utilitarian value will have a positive impact on the formation of trust in the cognitive dimension, the following hypothesis can be posited :

Hypothesis 4 : *Perceived utilitarian value has a positive impact on perceived trust in SNSs.*

3.2 Relationship Quality and Continuous Use Intention

Many studies of relationship marketing present correlations between satisfaction, trust and commitment as the constructs of relationship quality (Moliner et al., 2007). With regard to the relationship between satisfaction and trust, Selnes (1998) viewed trust as a more comprehensive concept than satisfaction and stated that satisfaction is a factor that contributes to the formation of trust, as users can have the belief that their future expectations will be gratified in light of their previous satisfying experiences. Garbarino and Johnson (1999) also indicated that satisfaction influences the dependent variable "trust" by playing a pivotal role of mediating independent variables; in this argument, satisfaction means more lasting and generalizable satisfaction, but not in particular cases. SNS user environments allow for evaluations not only of cross-sectional satisfaction but of generalized satisfaction as well because they provide regular experiences of use so long as the constructed SNS sites are available. Therefore, the following hypothesis can be presented :

Hypothesis 5 : *Perceived satisfaction has a positive impact on perceived trust in SNSs.*

Satisfaction also has a positive impact on relationship commitment (Selnes, 1998; Garbarino and Johnson, 1999). Relationship commitment refers to the maintenance of a certain relationship (Morgan and Hunt, 1994) and can be regarded as conceptually similar to the intention to continue using SNSs. In the marketing literature, satisfaction has been much studied as a strong antecedent of behavioral variables such as repurchase intention, word of mouth and loyalty (Ulaga and Eggert, 2006). Likewise, the confirmation-disconfirmation theory and in the IS continuous model built on that theory, satisfaction is assumed to have a positive impact on continuous use intention (Bhattacherjee, 2001). Because the feeling of being satisfied results from the gratification of expectations as a user or consumer, it reduces the likelihood that one will deviate from a relationship (Selnes, 1998).

As reported in many previous studies, there is a positive correlation between trust and relationship commitment (Dwyer et al., 1987; Crosby et al., 1990; Sharma and Patterson, 1999). Morgan and Hunt (1994) defined trust as confidence in the dependability and consistency of a partner in an exchange relationship and regarded trust as a primary antecedent of relationship commitment. In other words, trust makes it more likely that existing relationships will continue to be maintained in the future, as one partner will expect their trustful partner to give the same results as in the past.

As indicated in previous studies, in online environments, satisfaction and trust are positively associated with loyalty and purchase intention (Cyr, 2008, Yoon, 2002). In online marketplace services, trust in a middleman corresponding to a platform has a positive influence on a customer's intention to transact (Chea and Luo, 2008).

Likewise, it is natural that trust in an SNS (working like a platform) would have a positive impact on user intention to form a relationship. Accordingly, this study attempted to test the following hypotheses in online environments, particularly in SNS settings.

Hypothesis 6 : *Perceived satisfaction has a positive impact on intention to continue to use SNSs.*

Hypothesis 7 : *Perceived trust has a positive impact on intention to continue to use SNSs.*

4. Methodology and Data Collection

For the survey used in this study, we created a questionnaire using Google Docs. Because this study involved the use of collected data from Facebook users, it was reasonable to use an online survey. The survey was conducted with graduate students who had job experiences in Korea. Respondents were students taking three different MIS courses who were between 20 and 40 years of age. Valid questionnaires were returned from 188 (89.5%) of the original 210 sample students. Males and females were respectively 54.3% (n = 102) and 45.7% (n = 86) of the respondents. The largest age bracket of the respondents was 26~29 years old (n = 82, 43.6%) and 4~6 year job experiences (n = 77, 41.0%). Respondents were found to have a considerable amount of experience with the internet (mean = 7.20, SD = 1.48). Many respondents reported that they visit Facebook at a frequency of 6~7 days per week (n = 96, 51.1%). The descriptive characteristics of the respondents are detailed in <Table 1>.

〈Table 1〉 Descriptive Characteristics of the Respondents (N = 188)

Descriptive Characteristics		N	%
Gender	Male	102	54.3
	Female	86	45.7
Age (years)	20~25	17	9.0
	26~29	82	43.6
	30~35	73	38.8
	≥ 36	16	8.6
Job Experience (years)	1~3	62	33.0
	4~6	77	41.0
	7~10	39	20.7
	11~	10	5.3
Internet Use Experience (years)	< 3	8	4.3
	3~6	26	13.8
	7~10	77	41.0
	≥ 11	85	45.2
Facebook Access (Days of Use per Week)	0~1	4	2.1
	2~3	15	8.0
	4~5	73	38.8
	6~7	96	51.1

To measure the constructs of the research model proposed in this study, existing scales were used as they are or in modified forms to improve validity (Hewstone et al., 2002). All constructs were measured on seven-point Likert scales ranging from “Strongly disagree” to “Strongly agree.” Hedonic value was measured with four items from Wang et al. (2010), and utilitarian value was measured using four items from Babin et al. (1994). Three items from Pavlou and Gefen (2004) were used to measure trust, and items from Chea and Luo (2008) were employed to measure satisfaction and continuous use intention. As a result, the questionnaire consisted of a total of 17 modified items measuring five constructs (see <Appendix>).

5. Analysis of the Results

The partial least squares (PLS) method was employed to analyze the relationships in the proposed research model. The PLS method allows us to test psychometric properties used for the measurement of the variables and to analyze the strengths and directions of pre-set relationships (Barclay and Osei-Bryson, 2009). The PLS analysis consists of two stages : a measurement model analysis and a structural model analysis. The measurement model analysis evaluates the appropriateness of psychometric properties, and the structural model analysis focuses on testing the research model and hypotheses.

5.1 Measurement Model Analysis

The measurement model evaluation involves testing the convergent validity and discriminant validity of the measures (Hair Jr et al., 1995). The evaluation of convergent validity covers (1) item reliability and (2) construct reliability.

For item reliability, the internal consistency of each measure is evaluated by determining its loading. In the adoption of measurement items, it is a general rule of thumb to accept them when they have a factor loading ≥ 0.70. This indicates that there is more shared variance between a construct and its measures than error variance (Lohmöller, 1989; Gefen et al., 2000). <Table 2> shows descriptive statistics, weighted values and factor loadings.

Construct reliability is evaluated by composite reliability, the average variance extracted (AVE), and by two indicators of internal consistency. In this study, all of the values of composite reliability were greater than 0.737, which implies strong reliability (Gefen et al., 2000). AVE scores should be ≥ 0.5 to ensure satisfactory construct reliability (Fornell and Larcker, 1981). In this study, all of the scores exceeded the standard; thus, the reliability level of the measurement items was deemed appropriate for the analysis.

AVE values are used to assess discriminant validity. Testing discriminant validity requires a two-step process. First, AVE values should be greater than the values under the diagonal of the correlation matrix. <Table 3> shows the correlations between constructs and the relationships between the square roots of the AVE values in the diagonal. In this study, the measurement model was found to have adequate discriminant validity (Fornell and Larcker, 1981).

Second, each within-construct item must load highly on the construct it is intended to measure, and cross-loadings need to be lower than the within-construct item loadings. All constructs meet these requirements. When assessing discriminant validity, items not loading highly on their own constructs, but instead loading on other constructs, were deleted.

5.2 Structural Model Analysis

The reliability and validity of the measurement items were verified through the measurement model analysis. The next stage of the PLS analysis is to evaluate the structural model and compute the path coefficients and R2 values used in such an evaluation. Path coefficients explain the strengths of the relationships between independent and dependent variables, and R2 values measure the predictability of the model for dependent variables. A bootstrap method (with 1,000 resamplings) was used to evaluate the sta-

〈Table 2〉 Results from Confirmatory Factor Analysis

Construct		Mean	SD*	Factor Loading	AVE**	CR***	Cronbach's α
Hedonic Value	HEV1	4.564	1.009	0.852	0.584	0.848	0.762
	HEV2	3.894	1.161	0.762			
	HEV3	4.574	0.901	0.716			
	HEV4	4.053	0.941	0.719			
Utilitarian Value	UTV1	4.585	0.975	0.820	0.666	0.889	0.832
	UTV2	4.553	0.938	0.847			
	UTV3	4.819	0.877	0.768			
	UTV4	4.755	0.892	0.827			
Trust	TRU1	4.553	0.949	0.904	0.719	0.884	0.804
	TRU2	4.521	1.092	0.813			
	TRU3	4.362	1.073	0.823			
Satisfaction	SAT1	4.144	1.117	0.879	0.751	0.900	0.836
	SAT2	3.926	1.154	0.869			
	SAT3	3.968	1.270	0.852			
Continuous Use Intention	CNT1	4.080	1.094	0.888	0.658	0.851	0.737
	CNT2	4.404	0.990	0.765			
	CNT3	4.048	1.162	0.774			

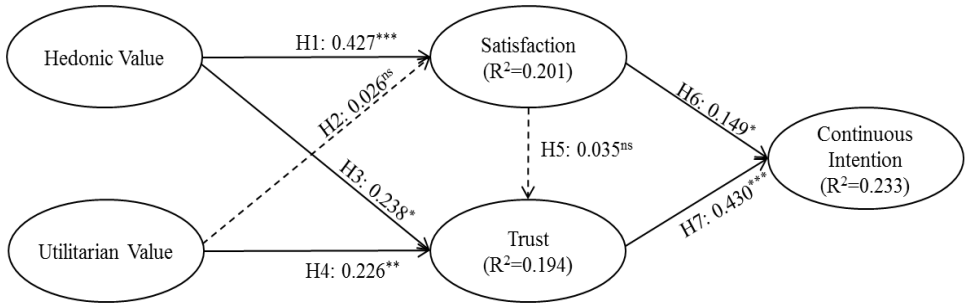
Note) SD* : standard deviation, AVE** : average variance extracted, CR*** : composite reliability.

〈Table 3〉 Correlations between Constructs

	HEV	UTV	TRU	SAT	CNT
Hedonic Value (HEV)	0.764				
Utilitarian Value (UTV)	0.627	0.816			
Trust (TRU)	0.406	0.386	0.848		
Satisfaction (SAT)	0.448	0.294	0.207	0.867	
Continuous Use Intention (CNT)	0.431	0.419	0.459	0.239	0.811

tistical significance of the model's path predictions (Chin, 1998). The significance of path predictions was assessed by t-values, and a two-tailed test was conducted and found a t-value of 1.960, where the level of significance is $p < 0.05$.

As predicted, hedonic value was found to have significant correlations with satisfaction ($\beta = 0.154$, $p < 0.01$) and trust ($\beta = 0.158$, $p < 0.05$). Hypotheses 1 and 3 were affirmed because the paths of the established hypotheses were found to be influential. Utilitarian value was found to have a significant correlation with trust, and hypothesis 4 was therefore accepted ($\beta = 0.362$, $p < 0.05$). However, contrary to our expectations, there were no significant impacts discovered in the relationships between utilitarian and satisfaction and between satisfaction and trust. Consequently, hypotheses 2 and 5 were rejected. As



Note) * : $p < 0.05$, ** : $p < 0.01$, *** : $p < 0.001$, ns : insignificant at the 0.05 level.

〈Figure 2〉 Results from Structural-model Analysis

shown in <Figure 2>, satisfaction (β = 0,117 $p < 0.05$) and trust (β = 0.212, $p < 0.01$) had a significant impact on continuous use intention. Further, from the R2 values, we found that 23.3% of the variance in the dependent construct "continuous use intention" was explained by hypotheses 6 and 7.

6. Conclusions and Implications

6.1 Discussions

The present study was conducted with a focus on users' perceived value in their use of SNSs. Earlier studies of SNSs paid attention to enjoyment and hedonic factors, but this study distinguished users' perceived value between hedonic value and utilitarian value, with more attention on their recent tendency to search for information and use SNSs effectively. In this context, we carried out a questionnaire survey of whether perceived value influences the continuous use intention of SNS users by way of satisfaction and trust and analyzed the collected data using a PLS-based structural equation model.

The results of our analysis showed that hedonic value as a form of intrinsic motivation significantly influenced both satisfaction with and trust in SNSs and that utilitarian value as a type of extrinsic motivation had an impact on trust, though not on satisfaction. The values from the analysis of the intermediary roles of satisfaction and trust indicated that both of the factors had a significant impact on continuous use intention; therefore, the corresponding hypotheses were supported. However, the hypothesis stating that satisfaction has an impact on trust was rejected.

In detail, first, in the relationship between user-perceived value and satisfaction, only hedonic value acted as an antecedent. Satisfaction can be represented by two facets : cognitive and emotional. The cognitive facet is to compare and assess differences between expectations and actual results, whereas the emotional facet relates to a feeling of gratification (Moliner et al., 2007). Thus, the satisfaction from the use of SNSs can be regarded as emotional satisfaction resulting from hedonic value. This suggests that Heijden (2004) perspective of an SNS as "a hedonic information system" is effectively applicable.

Second, trust was significantly influenced by both hedonic value and utilitarian value. If it is

accepted that SNSs are hedonic information systems, hedonic value can be seen as constituting inherent value provided by SNSs. The findings of this study indicate that the utilitarian value of SNSs should be taken into consideration together with their hedonic value for trust in them to be improved. This is interpretable as trust having a cognitive aspect relating to expectations for the predictable future as well as an emotional aspect which is characterized as a belief in others (Rempel et al., 1985). Hedonic value is linked to emotional and affective feelings. Therefore, if hedonic value is gratified, it forms the emotional aspect of trust. Hedonic value provided by SNSs can vary over time due to the subjective facet of affective feeling. Accordingly, the emotional trust resulting from hedonic value can be said to reflect the present state. In contrast, utilitarian value is instrument and functional compared to hedonic value; it helps us to achieve external goals. Hence, it can be expected that once established, SNSs will provide similar utilitarian value in the future, as in the present, as long as they hold objective and functional elements. As a consequence, utilitarian value contributes to the cognitive aspect of trust in the way that it provides expectations for and beliefs in the future.

Third, our analysis revealed that satisfaction with the use of SNSs had no significant impact on trust. Above, we explained satisfaction as a feeling of gratification for the present and trust as a set of expectations for the future. In the same context, the present satisfaction with SNSs is less associated with trust, i.e. the expectation that the same value will also be provided in the future. This is to say that the present emotional satisfaction may not lead to a belief in the future.

6.2 Theoretical Implications

To sum up, hedonic value increases the present affective satisfaction, utilitarian value works together with hedonic value to form trust as a set of expectations for the future, and each of the present affective satisfaction and trust has an impact on the intention to continue using SNSs. These conclusions lead us to draw the following implications :

Employers who provide social networking service platforms should take into account both hedonic and utilitarian values so as to continue to attract employee. Hedonic elements such as entertaining enjoyment and fun influence both employees' satisfaction with and trust in private social networking service. In particular, hedonic value is very important for improving the satisfaction of active employees because it has a relatively strong impact on the present satisfaction than trust. Also, Employers encourage employee to meet their goals as using internal communication tool such as SNS and mobile messengers. That is, Using SNS will help to changes our work life.

In addition to previous studies' continued emphasis that the use of SNSs is based on entertainment motivation, this study examined utilitarian value as well. Recent studies report that the use of SNSs is being expanded to the sharing of reliable information as well as hedonic value (Hewstone et al., 2002). In SNS environments, because users obtain information from people they are in close relationships with or share information from reliable sources, they are likely to perceive such information as highly reliable (Lohmöller, 1989; Wang, 2010). Therefore, SNS providers need to pay more attention to the

elements of utilitarian value, such as organizing their services such that convenience and reliability are ensured for users when they post information and providing search and management tools that make it easy for them to store, share and manage information. As a result, this will contribute to boosting users' trust, or expectations for the future, and encourage them to continue to use SNSs.

6.3 Practical Implications

This study will most likely be helpful to users who intend to promote businesses or create profits through the use of SNSs. When information is posted on SNSs, its accuracy alone is not enough to ensure customer satisfaction. Enjoyable entertainment content should be provided to induce intrinsic motivation. The argument that hedonic value is important for satisfaction with SNSs has another implication, which is that the satisfaction provided by SNSs will be difficult for competitors to imitate. If utilitarian value plays a more important role in satisfaction with SNSs, users will obtain similar levels of utilitarian value and feel satisfied if the same compensation is given from other SNS services (Wertenbroch and Dhar, 2000). In other words, if utilitarian value is the only important factor and if similar features are available from other services, objectively similar value and satisfaction can be provided such that it will become easier for users to switch to other services. However, the results of this study show that in SNS settings, only hedonic value has a significant impact on satisfaction. If the hedonic value being provided is different from others, it will not be easy for competitors to imitate the aspects of satisfaction, and this will contribute to a competitive advantage by influencing continuous use intention.

SNSs, meanwhile, are among the online advertising platforms that have received considerable attention recently (Radwanick and Lipsman, 2012). Advertisers should take into account what value SNSs can provide to them and what makes customers use SNSs when choosing advertising media. Because satisfaction with SNSs is derived from hedonic value, as indicated in this study, advertisers are recommended to promote products that will create intrinsic motivation in users and to use advertising techniques such that they provide hedonic value. When users have high trust in SNSs, it is natural to expect a relatively high level of utilitarian value from them. It may also be useful to promote products that instill in users extrinsic motivation or to adverse in a manner to provides utilitarian value.

6.4 Limitations and Future Research

This study has the following limitations : First, this study involves the use of convenience sampling for the survey. The study sample consisted of students who were attending three courses, and the age distribution of the sample was concentrated towards young people aged 26~35 years, who accounted for 82.4% of the sample. Although people aged 25~44 years have been reported to represent the largest percentage (51%) of SNS users who constitute the population of this study (Pingdom, 2012), there was a serious age bias towards a particular age bracket. Second, because this study targeted Facebook users only, the results are limited in terms of their applicability to other SNS services. Recently, moreover, SNSs appear to be diversifying with the emergence of interest-based SNSs, with differ-

ent values and motivations. Therefore, future SNSs are likely to take on different forms than those investigated here, depending on what value they provide and what motivates people to use them. In this sense, this study needs to be expanded to include other SNSs, especially those whose characteristics differ from Facebook's. Third, in this study, the hypothesis that utilitarian value has an impact on satisfaction was rejected. Because the study was brief and was conducted at a certain point in time, the results can offer no explanation of long-term changes in user satisfaction. The authors hope that future studies, from a long-term point of view, will investigate how utilitarian value elicits satisfaction and what factors influence satisfaction.

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〈Appendix〉

Hedonic value (Wang et al., 2010)

1. Using Facebook gives me pleasure.
2. Using Facebook makes me feel good.
3. Using Facebook makes me feel relaxed.
4. Facebook is a service that I enjoy.

Utilitarian value (Babin et al., 1994)

1. I accomplished just what I wanted to on Facebook.
2. I couldn't get what I really needed. (R)
3. While using Facebook, I found the content I was looking for.
4. I was disappointed because I had to use another service (s) to complete my Facebook page. (R)

Satisfaction (Chea and Luo, 2008)

1. I'm satisfied with my decision to use Facebook.
2. My choice to use Facebook was a wise one.
3. I think I did the right thing by deciding to use Facebook.

Trust (Pavlou and Gefen, 2004)

1. Facebook can be trusted at all times.
2. Facebook has high integrity.
3. Facebook is a competent and knowledgeable service.

Continuous use intention (Chea and Luo, 2008)

1. I intend to continue using Facebook.
2. I plan to continue using Facebook.
3. I expect to continue using Facebook.

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