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THE EFFECT OF SNS USERS' MOTIVATION ON INTERACTION AND PERFORMANCE

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ABSTRACT. This research examines that proposed social, emotional and functional motivations influence users to interact with other users on SNS, share various information, establish networks and improve communication with acquaintances. It allows users to easily grasp the structure of the content and provide a conveniently accessible and stable interface. Moreover, in the relationship between SNS user interaction and user performance, it was found that only user-to-system interaction has a significant impact on user performance. Such research results provide a theoretical background on how SNS users interact with motivation factors. These research findings provide other researchers with insights for future studies and can be critically utilized by practitioners to increase performance by considering SNS use motivation and users' interaction.

1. INTRODUCTION

The evolution of digital technology and the emergence of social media have brought many changes to humanity's environment and life [1]. Even a short time ago, people were limited to the use of personal computers and the internet to upload and search for information and knowledge [2]. However, now they

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can freely have a conversation, share information, and communicate with others worldwide through social networking service (SNS) platforms that allow them to stay connected 24 hours and seven days at any time and from anywhere [3].

Web 2.0-based SNS has evolved into a social connection tool and management and space where people can produce and consume information and contents based on their social relationships [4]. For most people, using SNS's major objectives is to maintain relationships with friends and family, meet new people, and interact with other users with similar interests [5, 6]. Based on this reasoning, [7] defined SNS as "a web-based service composed of individual profiles that support interaction between individuals by sharing the linkage formed through their relationships." Most SNS users are inclined to be immersive and check various contents dozens of times a day [8]. They are growing from the position of leading the mass culture as passionate and quasi-experts into the stage at which they are actively influencing society [9].

Recently, it has been predicted that such SNS will impact the productivity of organizational members [10]. However, the studies regarding this prediction seem to still be in the beginning stages. In this study, based on the motivations, participation, and performance frameworks suggested by [11], the linkage between motivation, interaction, and performance of SNS users was studied. In this study, the following three major questions are empirically examined. First, what motivates the SNS users to use SNS? Second, how is the motivation of using SNS related to user interaction? And third, what impact does the SNS interaction have on user performance? In order to resolve these three questions, the theoretical background of this study is reviewed in Section II, a research model and hypotheses are introduced in section III, an empirical analysis is conducted in Section IV, and the conclusion and implications are addressed in Section V.

2. Theoretical Background

(a) SNS User Motivations

People are becoming more and more accustomed to forming and maintaining friendships with various people in cyberspace, such as SNS [12]. Since there are mild social restrictions and sanctions on developing new relationships or even maintaining a relationship on SNS platforms, communication can become less restricted [13]. Moreover, people can freely form relationships with people from

various backgrounds and also make groups according to their specific interests and objectives [14]. In this study, user motivations are primarily divided into social motivation, emotional motivation, and functional motivation by reviewing previous studies and the characteristics of SNS.

i. SNS User's Social Motivation

Social motivation refers to building relations with other people in terms of strengthening the connection, establishing a network and with the purpose of approaching a response [15]. The most important motivation for SNS users could be communication with a peer group. Today SNS has been the platform for users to find their peers, match their partners and most importantly, became a medium of sharing information [12]. SNS help from finding very old friends to connecting with new friends [16]. With the help of social media sites, people are able to raise their voice against negativity, share their ideas and thoughts with others and give their opinion publicly [17]. Businesses are able to socialize their products and offers among the outer market in a short period of time with less effort [18]. Social media deliver one voice to another, connecting peoples and exchanging ideas, emotions, and right deeds [19].

ii. SNS User's Emotional Motivation

According to the psychological perspective, emotion is defined as the conscious and subjective experience characterized by mental state and biological reaction [20]. Human actions are based on their mood/feeling and how they express their emotion. People are using SNS platforms to share their viewpoints and express their emotions, sentiments, and attachment and share their stories [21]. Such stories on social media sites sometimes help spread awareness against violence. Some give strength and inspiration to deal with emotion, some motivate to raise their voice, and some express their feelings [22]. The service provider can also get ideas about the customer's attachment to products, customer's interest and expectation from the company/brand where they can customize the products according to the customer's demand [23]. The user on social media gets increased because people get attached to the SNS stories [24].

iii. SNS User's Functional Motivation

On the basis of functional theory, people choose to select the activities based on their intention of how well the work fits their personal interests [25]. Functional motivation drive users to react according to their choices in a completely

functional way [26]. Social media platforms such as; Facebook, Instagram, Kakao Talk, and many more have given users the freedom of voice, function according to their desire, and present them in their forms [27]. SNS users get influenced by the way social media function itself and make users interact with the outer world the way they want [28]. SNS users can function with appropriate action applied on social media platforms to compare their behavior with their personal perception [29]. Functional motivation supports users in choosing the action they deserve and implementing them with proper planning and intention in any platform [30].

(b) SNS User Interactions

User-perceived interactivities in SNS can be divided into three types: user-to-user interaction, user-to-message interaction, and user-to-system interaction [31, 32].

i. User to User Interaction

User interaction is reflecting the real user experience after one interaction with the user interface [33]. It describes a web designer's role in determining a user's experience when using any applications [34]. With one click function, an application needs to interact with the users according to their needs and expectation [35]. Basically, it is about how the user works on the system and how it works on the user. It focuses on the possibilities to create and encourage user behavior on web systems to interact for their own demands, action and systems function [36]. SNS user to user interaction supports establishing a network among the users and connecting them to share their experiences and ideas on social media sites [37]. Also, SNS users can experience unique experiments on web applications from which they can interact with each other [38]. User interaction with the internet and technology may help understand people's perceptions and systemize themselves according to their demands [39].

ii. User to Content Interaction

The method for creating a piece of content that is going to be liked by users is not always obvious, and sometimes users would be hit creation can go flop [40]. To determine the content is a good piece of art or not, measure the engagement and user interaction the user achieves with each piece of content [41]. SNS has provided a place for the user to share their content with various purposes and ideas. SNS itself also provides different innovative content with various

platforms. Content interaction opens the door for every user to discuss their ideas and perception of the outer world [42]. They can interact with the outer world regarding their art pieces and figure out their hard work pays off or not [43]. The system content interaction on social media sites can be very helpful to share user's work with each other. Businesses also get benefitted by marketing their products (introducing their latest products and offers), sharing business ideas and advertising through SNS platforms [44]. Customers get information about the products introduced by brands through this interaction system as well [45].

iii. User to System Interaction

Social Networking Site has been a platform for every user to share their ideas, experiences, and opportunities to build a network and relationship with the outer world. SNS has introduced various systems and applications for users to practice varieties of services and ease their loads [46]. System interaction is useful in arranging the user's interest and queries from the system so that they can serve their demand before any complaint [47]. The SNS sites are organizing to systemize users' activities so that their efforts don't get manipulated and get the right order of services [48].

3. Research Model and Hypothesis

(a) Research Model

According to the motivations-participation-performance framework suggested by [11], this study attempts to examine the interrelationships among SNS users' motivations, interaction, and performance. In order to do so, first, SNS users' motivations are classified into social motivation, emotional motivation, and functional motivation [49]. Second, users' interaction types are divided into user-to-user interaction, user-to-content interaction, and user-to-system interaction [50]. Third, this research attempts to investigate the relationship between SNS user interaction and SNS user performance. The research model is as shown in Figure 1.

(b) Research Hypothesis

According to the research model, the following hypotheses were established considering the three types of SNS motivations and interactions.

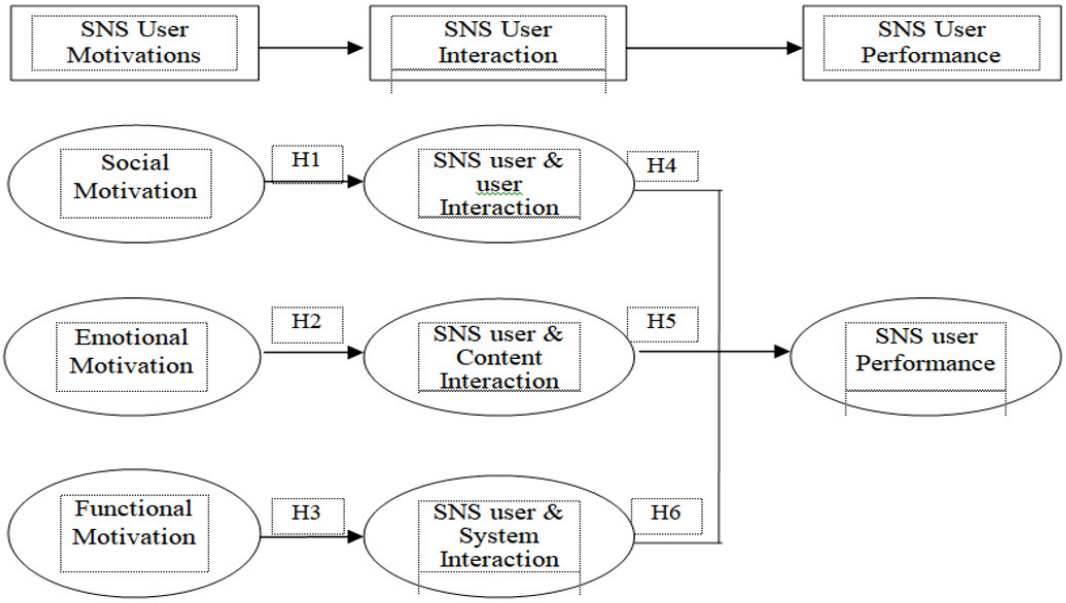

FIGURE 1. Research Model

i. Social Motivations and SNS User-to-User Interactions

Social motivation can be defined as a value related to forming social relationships in order to maintain or strengthen a user's personal network [51]. SNS users' social motivations are evaluated on how it helps satisfy the basic needs such as forming social relationships [52]. Such social motivation is expected to impact user-to-user interaction [53]. User interaction works according to the perceived behavior of other people. Socializing with people and establishing a network with the outer world helps create more connection with people and the information available on various SNS platforms [54]. Users get informed about the updated information from the community they follow at sites as well as they got influenced to reuse their desired good repeatedly [55]. Based on this, the following hypothesis is established.

H1: Social Motivation will positively (+) affect SNS user & user interaction.

ii. Emotional Motivation and SNS User-to-Content Interaction

Along with the public interest in SNS, users are motivated to gain attention from others through activities that advertise themselves to others by becoming

a producer or responding to others' contents [56, 57]. Users who participate in SNS play both the producer and consumer roles in such ways as acquiring information to improve their personal outcome or utilizing the information in the business in parallel [58]. SNS users' emotional motivation will impact SNS user-to-content interaction by producing their own information or responding to what other people created and sharing practical information and knowledge with others [59]. Emotion being a fundamental part of human beings, users got attached with contents, information, or any points shared on social media sites. The knowledge and information produced on SNS can substantially impact the users in terms of their psychology and other perception [60]. So, emotional motivation controls the user from making their decision and perception about the content shared on sites before getting attached [61].

Recently, as SNS users share various contents with each other, they tend to form and maintain close relationships feeling that they are emotionally attached to each other through mobile social media [62]. It is expected that because such emotional motivation will positively affect the interaction between SNS users and contents, the following hypothesis is formulated.

H2: Emotional Motivation will positively (+) affect SNS user-to-content interaction.

iii. Functional Motivations and SNS User-to-System Interaction

In addition to generating and sharing information through the relationship formed with others, as well as other positive experiences of expressing and exchanging thoughts and feelings, users participate in SNS due to the many other functions offered by SNS [63]. SNS user has shown the growth and ability to accept and deal with the system upgraded by the SNS platforms. They also function according to the system's direction [64]. Functional motivation supports strengthening the mind of users to formulate a unique strategy to deliver their perception and information on the SNS platform in a systematic way [65]. The functional motivations that SNS users perceive significantly impact SNS user-to-system interaction [7, 66]. Accordingly, the following hypothesis is established.

H3: Functional motivation positively affects SNS user-to-system interaction.

As SNS is an open online platform used to participate in and mutually share thoughts, experiences and viewpoints, one characteristic of SNS are that it maintains and advances relationships by expanding the social network formed via face-to-face meeting to online spaces [67].

iv. SNS User & User Interaction and Performance

SNS affects the SNS user's performance by utilizing information and contents through interaction with other users, improving their social relationship with the people with who they are connected, and effectively understanding the latest information [68]. Social relationships derive users from understanding the practice and mindset of the outer world and enhance their activities and performance, accordingly [69]. Sometimes, people follow the trending social media content, so performance is influenced by the activities surrounding social media sites [70]. In interaction, users deal with various information and content so that the user has to act according to the situation [71]. Based on this, the following hypothesis is established.

H4: SNS user & user interaction positively (+) affects user performance.

User-to-Content Interaction and Performance.

SNS users' objective is to interact with other people by actively utilizing and recommending information and contents provided by people with similar interests to acquaintances [5,72]. Social media are full of materials with information and knowledge where users utilize them to enhance their performance according to their preference [73]. Usually, the content in the SNS sites decides the action of users. The user's performance improved when they received meaningful materials on the SNS platforms [74]. Accordingly, the following hypothesis is established.

H5: SNS user-to-content interaction positively (+) affects user performance.

v. SNS User-to-System Interaction and Performance

SNS users have improved their operational performances through high levels of real-time interaction based on mobile platforms such as smartphones, exceeding the limitations set by PC-oriented interaction [75]. SNS has created a space

for users to experience the fundamental fun of the virtual world as well as the left impact on the using practice of users. SNS users follow the sites' system and techniques and perform according to those sites' rules and functions [76]. Basically, system interaction gives the users direction about performing and experiencing the internet space's content [77]. Based on this, the following hypothesis is established.

H6: SNS user & system interaction positively (+) affects user performance.

4. Empirical Analysis

(a) Questionnaire

The surveyed items of this study are composed of three parts. It consists of the general issues, usage of social network sites (SNS), and items on each variable. Since the elaboration process on items to be surveyed for research variables is necessary, interviews were conducted with a total of 15 executives, staff members, and university researchers as well as the general public in November 2010. Both face-to-face interviews and telephone interviews were utilized. The survey questions were then reviewed, and ambiguous sentences or unclear words were revised in order to determine the final survey questions. Afterward, this study conducted pilot tests using 50 survey data collected from SNS users, checked the survey variables' reliability and validity, and finally confirmed the final questionnaires.

(b) Research Samples and Analysis Methods

The survey of this research was executed targeting experienced SNS users. Questionnaires were distributed using email surveys and online surveys on SNS such as Facebook and Twitter from January 15, 2011, to April 15, 2011, for three months. A total of 4,100 questionnaires were distributed and 834 were collected (collection rate of 20.3%). A total of 756 questionnaires were used for final empirical analysis while discarding unreliable responses (41) marked with the same numbers and people who are new to SNS (37). SPSS 12.0 and AMOS 18.0 were employed as the statistical tools for data analysis. Construct reliability and variance extracted were calculated to verify its reliability, and a

confirmatory factor analysis was conducted to verify its validity. For hypothesis tests, covariance structure modeling analysis was carried out.

(c) Demographic Characteristics

Empirical statistical analysis was conducted based on a total of 756 valid survey respondent data. Table 1 shows the summary of the demographic characteristics of the samples. The gender distribution was 58.3% and 41.7% for men and women, respectively. In regards to the age distribution, 31 35 years of age was highest at 21.3%, followed by those in their 20s and then 40s. For the educational background, college graduates or higher education accounted for 73.4%, indicating that highly educated people participated more in the survey. For annual income, 49.1% had incomes higher than 33 million won. To summarize respondents' characteristics, SNS users are mainly in the age group of 20s 30s with educational backgrounds of university graduate or higher.

F: Frequency

(d) Confirmatory Factor Analysis

To verify each measurement variable's un-dimensionality, confirmatory factor analysis was conducted targeting all variables, as shown in Table 2. The goodness of fit was tested by evaluating χ^2 (Chi Square test), GFI (Goodness of Fit Index), AGPI (Adjusted Goodness of Fit Index), CFI (Comparative Fit Index), NFI (Normal Fit Index), IFI (Incremental Fit Index), RMR (Root Mean Residual), and RMSEA (Root Mean Square Error of Approximation). The analysis results on the initial measurement model showed that the CR value was over ± 1.96 so no items needed to be removed from the final survey items. However, the SMC's standard value (Square Multiple Correlation), which is used for measurement variables to determine the explanatory of latent variables, was less than 0.4. Therefore, the three items of SC3, SC5, and UPE1 were removed due to their insufficient explanatory power.

Construct reliability and variance extracted from the factors were calculated according to the formula and are provided in Table 3. Theoretically, when the construct reliability is higher than 0.7 and when the variance extracted is higher than 0.5, the reliability and validity of the measurement model can be deemed satisfactory. As shown in Table 3, theoretically, the construct validity is secured since each factor's standard loading is over 0.5. Since the variance extracted from the seven latent factors are over 0.5, it is determined that the convergent

TABLE 1. Demographic Analysis

Category		**F**	**Ratio (%)**	**Category**		**F**	**Ratio (%)**
Gender	Male	441	58.3	Education	Under high school graduate	159	19.0
	Female	315	41.7		University student	94	6.8
Age	Under 19	63	8.3		University graduate	384	67.4
	20∼25	153	20.2		Graduate school graduated	113	6.0
	26∼30	143	18.9		Others	6	0.8
	31∼35	161	21.3	Occupation	Enterpriser	44	5.8
	36∼40	135	17.9		Government official	61	8.1
	Over 41	101	13.4		Company worker (Office job)	214	28.3
Annual Income (10,000 won)	Less than 1,100	170	22.5		Company worker (Labor)	139	18.4
	1,101∼3,300	215	28.4		Professional Service	122	16.1
	3,301∼6,600	269	35.6		Student	145	19.2
	More than 6,601	102	13.5		House wife, others	31	11.3

validity is also secured. The internal consistency appears to be sufficient because the construct reliability is over 0.7.

Table 3: Construct Reliability and Variance Extracted

Latent factor		**SRW**	**Error**	**Construct reliability**	**Variance extracted**
Social Motivation	SC1	0.853	0.274	0.829	0.874
	SC2	0.848	0.290		
	SC4	0.680	0.604		

Emotional Motivation	EC1	0.687	0.391	0.910	0.889
	EC2	0.765	0.388		
	EC3	0.814	0.283		
	EC4	0.859	0.209		
	EC5	0.820	0.270		
Functional Motivation	FC1	0.666	0.362	0.869	0.873
	FC2	0.728	0.346		
	FC3	0.760	0.325		
	FC4	0.714	0.384		
	FC5	0.649	0.453		
User & User Interaction	UUI1	0.738	0.311	0.925	0.918
	UUI2	0.771	0.247		
	UUI3	0.743	0.301		
	UUI4	0.786	0.267		
	UUI5	0.745	0.297		
	UUI6	0.798	0.281		
User & Content Interaction	UCI1	0.696	0.381	0.886	0.874
	UCI2	0.797	0.282		
	UCI3	0.770	0.302		
	UCI4	0.717	0.343		
	UCI5	0.650	0.388		
User & System Interaction	USI1	0.703	0.370	0.905	0.897
	USI2	0.685	0.374		
	USI3	0.764	0.279		
	USI4	0.739	0.369		
	USI5	0.764	0.304		
	USI6	0.750	0.336		
SNS User Performance	UPE2	0.746	0.385	0.908	0.901
	UPE3	0.783	0.344		
	UPE4	0.804	0.304		
	UPE5	0.781	0.304		
	UPE6	0.731	0.364		
	UPE7	0.727	0.417		

In terms of the verification methods for discriminant validity, if the variance extracted acquired between the two factors is bigger than the square of the correlation coefficient, R-squared (r^2), then it can be considered that the discriminant validity between the

TABLE 2. Confirmatory Factor Analysis Results

Threshold		Latent Factor (Final Analysis)						
		Social Motivation	**Emotional Motivation**	**Functional Motivation**	**User & User Interaction**	**User & Content Interaction**	**User & System Interaction**	**SNS User Performance**
		3	**5**	**5**	**6**	**5**	**6**	**6**
CMIN/p	p≥0.05	13.969/ 0.001	38.974/ 0.000	128.303/ 0.000	93.819/ 0.000	90.270/ 0.000	37.845/ 0.000	71.515/ 0.000
CMIN/DF	3 ≥	6.984	7.795	25.661	10.424	18.054	4.205	7.946
RMR	0.05≥	0.035	0.032	0.060	0.034	0.052	0.022	0.036
GFI	0.9≤	0.980	0.959	0.864	0.914	0.904	0.967	0.933
AGFI	0.8≤	0.901	0.876	0.592	0.758	0.711	0.924	0.844
NFI	0.9≤	0.979	0.961	0.837	0.916	0.880	0.963	0.937
IFI	0.9≤	0.982	0.965	0.843	0.860	0.759	0.937	0.945
TLI	0.9≤	0.947	0.930	0.683	0.872	0.770	0.952	0.907
CFI	0.9≤	0.982	0.965	0.842	0.923	0.885	0.971	0.944
RMSEA	0.05∼0.10	0.130	0.139	0.265	0.164	0.220	0.095	0.140

two factors is secured. According to the correlation coefficients and variance extracted shown in Table 4, it can be said that the convergent validity and discriminant validity are secured.

(e) Evaluation of Measurement Model

The covariance structure modeling analysis was executed using Amos 18.0 software prior to testing the hypotheses. The measuring of the overall goodness-of-fit for the research model is summarized in Table 5. Absolute fit measures were used to evaluate the overall suitability of the research model via Chi-square, GIF (Goodness of Fit Index), AGFI (Adjusted GFI), RMR (Root Mean Square Residual), and RMSEA (Root Mean Square Error of Approximation) measurements. Incremental fit measures were used to evaluate the fitness of the research model through NFI (Normed Fit Index), CFI (Comparative Fit Index), and TLI (Turker-Lewis Index). Parsimonious fit measures were used to evaluate the research model's fitness level through NC (Normed Chi-square) [78]. The research model's fitness measures from the covariance structure modeling analysis are presented in Table 6. The results show that the p value for χ^2 is 0.000, which does not meet the minimal acceptable level. However, since the result is influenced by the model's sample size and complexity, it is more appropriate to evaluate the fitness by means of RMR, GFI, AGFI, NFI, CFI, and RMSEA [79, 80]. The following fitness indices are acceptable: RMR=0.036, GFI=0.909, AGFI=0.884, NFI=0.921, CFI=0.950, TLI=0.940, and RMSEA=0.045. Thus, the hypothesis test was conducted as follows.

TABLE 4. Correlation Coefficient and Variance Extracted

Latent factor		**SM**	**EM**	**FM**	**UUI**	**UCI**	**USI**	**UPE**
Social Motivation	SM	0.874*						
Emotional Motivation	EM	0.511	0.889*					
Functional Motivation	FM	0.545	0.624	0.873*				
User & User Interaction	UUI	0.378	0.472	0.574	0.918*			
User & Content Interaction	UCI	0.470	0.558	0.602	0.571	0.874*		
User & System Interaction	USI	0.246	0.472	0.527	0.665	0.614	0.897*	
SNS User Performance	UPE	0.406	0.630	0.630	0.572	0.536	0.352	0.901*

*Variance Extracted

TABLE 5. Measures of Model Fitness

Chi-square	DF	P-Value	CMIN/DF	RMR	GFI	AGFI	NFI	CFI	TLI	RMSEA
1320.538	520	0.000	2.539	.036	.909	.884	.921	.950	.940	.045

(f) Hypothesis Test

The test results for the hypotheses are summarized as follows. First, it was found that social motivation significantly impacted user-to-user interaction, namely, interacting with other SNS users, sharing various kinds of information, and improving communication with acquaintances. This means that SNS users tend to feel that they can display a desirable image on the web and feel a sense of oneness through interactions with others. Second, it was analyzed that the emotional motivation, which SNS users feel comfort and pleasure, significantly impacted user-to-content interaction that allows users to easily and quickly search for their desired contents, use conveniently, and easily grasp the structure of the contents. Third, it was displayed that functional motivation, which users recognize to be fulfilling the objectives of using SNS functions, positively affect user-to-system interaction providing an easily accessible, stable and convenient interface. Fourth, it was found that the user-to-user interaction that allows sharing

and exchanging various kinds of information did not have any impact on user performance. It was also found that user-to-content interaction, which allows users to feel interested and entertained while using SNS, did not impact user performance. Finally, user-to-system interaction, which provides appropriate functions to SNS users, positively affects user performance. Table 6 shows the hypothesis test results and Figure 2 shows the whole structure model.

Table 6: Hypothesis Test Results

Hypotheses & Paths		**Estimate**	**SE.**	**CR.**	**P**	**Results**
H1	Social Motivation –>User & User_Interaction	0.572	0.06	9.495	0	Support
H2	Emotional Motivation –>User & Content Interaction	0.884	0.086	10.237	0	Support
H3	Functional Motivation –>User & System Interaction	0.661	0.054	12.317	0	Support
H4	User & User Interaction –>User Performance	-0.342	0.23	-1.484	0.138	Reject
H5	User & Content_ Interaction –>User Performance	-0.235	0.147	-1.6	0.11	Reject
H6	User& System_Interaction –>User Performance	1.659	0.416	3.984	0	Support

Note) Each path coefficients are standardized values (*p<0.05, **p<0.01, ***p<0.001)

5. Conclusions and Implications

(a) Summary

This study aimed to examine the causal relationship among user motivation, interaction, and performance in terms of using SNS. According to the result of the empirical analysis, it was found that the exogenous variable 'social motivation' has a significant impact on user-to-user interaction. It appeared that social motivation affects user-to-user interaction by allowing users to utilize information and contents collected through SNS, by forming social relations through an online human network, by maintaining close relationships with people they met, and by interacting again with long-lost friends. Second, emotional motivation, which allows users to feel interested and entertained, made users lose track of time while using SNS and positively impacted user-to-content interaction allowing users to share knowledge and exchange different kinds of contents

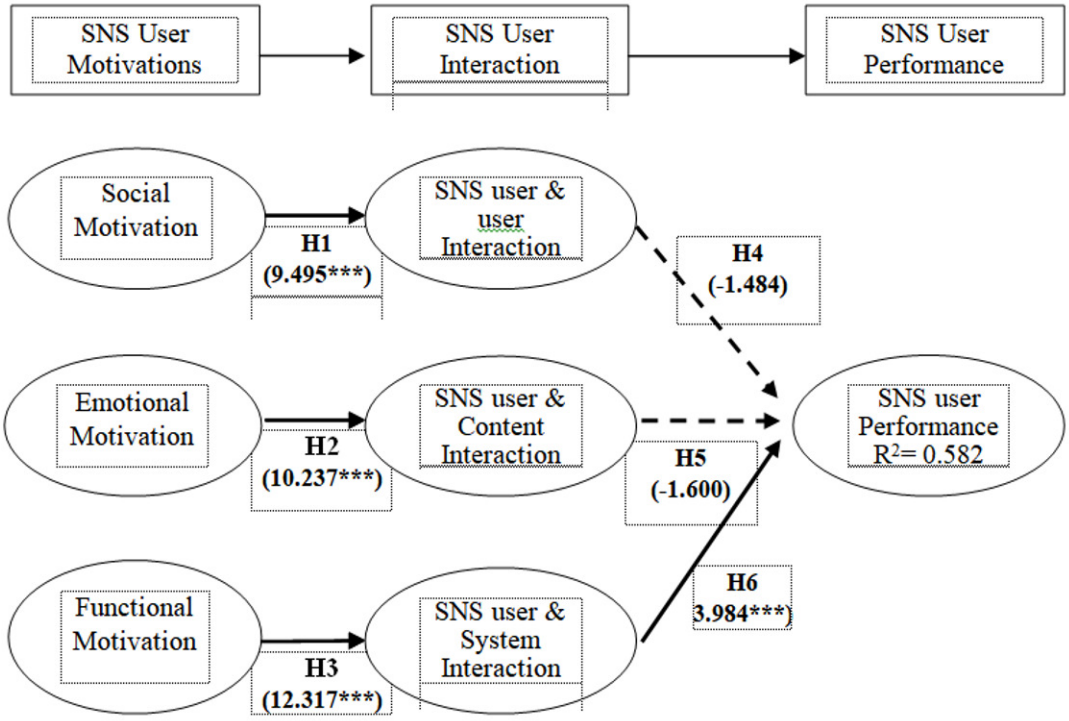

FIGURE 2. Whole Structure Model
*p<0.05, **p<0.01, ***p<0.001 (C.R. value)

on the same issue. Third, it was found that functional motivation affects user-to-system interaction allowing users to exchange interesting and diverse information while maintaining relationships with acquaintances who they meet through SNS. Fourth, it was revealed that user-to-user interaction and user-to-content interaction did not impact user performance. On the other hand, it was found that SNS user-to-system interaction significantly impacts user performance. This means that smoother interaction between SNS systems and users can improve personal performance more effectively. Also, it was observed that, although the results are not statistically significant, there is a high possibility that SNS user-to-user interaction and SNS user-to-content interaction may have a negative impact on user performance. It means that too much SNS user-to-user interaction can result in a negative impact, in which users may spend an excessive amount of time in conversations and sharing feelings. In the same way, it appeared that too much focus on sharing or utilizing content could make users feel like it rather hinders their work performance.

(b) Academic Implications

The research study shows users' various perceptions and performance while experiencing SNS platforms. Different situations and system practices influence users to act systematically and according to social media sites' current environment. So, this study's implications in the academic aspect are as follows. First, the research shows that social motivation influences users to connect to the outer world and share their knowledge and information. Socializing helps to establish a network where users can benefit themselves by adopting meaningful information and ideas from SNS [81]. Second, this research focuses that emotional motivation creates an attachment between SNS system and user interaction, where users spend most of the time on social media and gain various useful knowledge and innovative ideas that they can apply for their professional and personal development [82]. Third, this study proposed that with the coordination of SNS, user can exchange their interesting ideas and valuable content to their friends and the public from social media sites [83]. Finally, this article suggests that SNS connects with people and shares the information and makes users more active on SNS, making user performance meaningful and extraordinary with the help of their strong network and so much information available on SNS sites [84].

(c) Practical Implications

According to the structured equation model, a few implications can be summarized as follows from the research results found by analyzing the collected survey data from experienced SNS users and testing the hypothesis according to the structured equation model. The research test result analysis responded that users motivate by the activities and information available on SNS sites. Users feel a sense of oneness through interaction with others and tend to share their experience and knowledge as well. Given the studies on user motivation and interaction, this study has some important implications for practice. First, SNS has a wide space to cover various information and knowledge where users can utilize according to their preference and personal and professional benefits. Second, SNS can be a source of a business network where they can utilize these platforms for their marketing and trading. It helps the service provider increase their customer and advertise their products through social media, quickly and conveniently. Third, the user interaction system allows user to exchange their expectation and demands. The system can upgrade itself according to user demand and a user can customize their demand according to system preference.

Lastly, these research findings can be utilized by practitioners when determining where to concentrate their organization's limited resources from a practical perspective by considering the relationships among SNS user motivation, interaction, and performance. For example, in order to increase SNS user performance in both the wired and

wireless environment, it is necessary to equally consider both promotional and motivation strategies and motivation strategies for facilitating user-to-system interaction.

(d) Research Limitations and Further Research

The limitations of this study and further areas for research are as follows. First, in terms of the platform for using SNS, it was discovered that many users access SNS through the PC. However, recently, mobile access has dramatically increased along with smartphone users' rapid growth. Therefore, it would be necessary to deal with the research focusing on the mobile SNS environment. Further studies that reflect the mobile environment are necessary by applying the popular 5G smartphone trends. Second, in terms of investigating the relationship between user motivation and interaction, additional studies are required, taking into account the variables overlooked in this research model.

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