EFFECT OF UBIQUITOUS CONNECTIVITY ON SNS INTENTION TO USE

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Abstract: In 2010s, many people use SNS with mobile devices. They walk with newsfeed or express their feeling via fingers. Even they use SNS continuously in front of real person who is might be a family, friend, and acquaintance. The purpose of this article is (1) to report leading variables SNS continuance intention, (2) to offer alternative approach based on user's attitude towards service design in the service category. This study examines consequences both ubiquitous connectivity and social presence via social network service site.

Keywords: Ubiquitous Connectivity, Social Science, Intimacy, SNS Intention to Use.

I. INTRODUCTION

Many people use SNS to maintain their relationship more closely. They share their daily life and communicate with others on cyber space like real world. Owing to both ubiquitous connectivity and advanced personal smart devices such as smart phone or tablet PC, users are always connected to online more easily than last decade. Hence SNS would be part of human life now. For example, people walk with newsfeed, express their emotion with fingers, feel warmth beyond liquid crystal display of their smart device, and communicate with third person even in front of real relationship like family, friend, and acquaintance.At odd times, they couldn't concentrate on actual talk since their interaction on SNS. This article argues that both accuracy and intimacy increases SNS continuance intention. To explore these relationships usage and gratification and perceived social presence are basement theory. This article would extend scope of discussion using social presence construct to SNS continuance intention, moreover it would give insights to marketers about person's properties when they design advertisement or conduct SNS promotion to SNS users.Thus, it has theoretical contribution and managerial implications as mentioned above. The purpose of this article is (1) to report leading variables SNS continuance intention, (2) to offer alternative approach based on user's attitude towards service design in the service category.

II. LITERATURE REVIEW

2.1Ubiquitous connectivity and user's perception

Ubiquitous computing is suggested by Mark Weiser at first. At that time, the operating system of all of computers was command prompt and cables were needed to connect to the network. Everyone should recognize new technology so called personal computer or world wide web with mozila project. Hence, computer and the internet were not become daily life for everyone yet. However, Weiser forecasted near future society via his report that all of things will be connected to the internet and communicated with sensor or touch without cable and any recognition of users.After decades, many electronic firms and telecommunication firms realized ubiquitous platform and many users use mobile internet using their devices such as mobile phone or tablet(laptop) computer. Brown and Green (2012) insisted that such mobile environments increased to non-face to face communication with connected people all of world on behalf of face to face communication and these could be important factors to increase social contact. Kannan et al. (2001) defined these wireless characteristic as "ubiquitous connectivity". He demonstrated the construct focused on personal devices. Also, he argued that ubiquitous connectivity could be applicable to marketing filed such as B2B, B2C, and even impulse purchasing and it will lead positive results such as good feeling included enjoyment, playfulness, usage intention or loyalty.Raacke and Bonds-Raacke (2008) study people use SNS to meet their goal such as to communicate with their friend (old and current friends), to make new relationships, to spend their spare time, to receive new messages or to share information etc. Raacke and Bonds-Raacke (2008) conducted an empirical study and found that both men and women are likely to have accounts and younger people feel more comfortable when they use SNS. Park et al. (2009) conducted empirical study to figure out why SNS users join group pages on a usage and gratification theory basis. The result showed that people use SNS to meet their needs such as socializing, entertainment, self-status seeking, and information. Lanier (2001) insisted that the phenomenon was due to tele-immersion. It let people communicate to others using medium such via mobile device or other devices not only virtual reality network but also augmented reality using wireless technology. Lu et al (2017) designed four factors like 'system quality, information quality, interface design, and convenience' to measure ubiquitous leads to enjoyment. They found significant correlation

between ubiquitous and enjoyment. They found that enjoyment increased satisfaction and post usage intention. Meanwhile, Choi (2016) argued that ubiquitous connectivity has not only positive side but also negative side such as privacy concern or security issue during payment etc. She regarded it as a flip side of ubiquitous and found the results were really that. Thus, ubiquitous computing could be the independent variable which affect to positive results and we regarded ubiquitous computing or technology is base theory of this study. Also, she found that ubiquitous connectivity increased perceived playfulness. In usage and gratification theory, people get benefit like social interactive, personal interactive, and hedonic gratification using multimedia. (Alnawas and Aburub, 2016). Social presence is multi-dimensional construct and no clear definition yet in academic filed however, social presence is one of factors that could lead positive relationship between immediacy of computer mediated environment and user's cognition. (Kelley et al., 1988; Gunawardena and Zittle, 1997). Now users can interact with others or systems based on ubiquitous computing network of 3rd wave of computer life. Mark Weiser suggested 5Any and 5C as conditions of ubiquitous computing. 5 any are anytime, anywhere, any network, any device, and any service while 5C are computing, communication, connectivity, contents, and calm. Hence, we can infer that ubiquitous computing needed to always connected to online (Abowd, 2016) and to feel social presence, users should use devices (any device) and interact with it online (connectivity). Kekwaletswe and Ngambi (2006) studied awareness of social presence in ubiquitous computing environment. They argued that mobility or wireless such ubiquitous factors affected to generate users' social presence.

H1: Ubiquitous connectivity is positively related to social presence.

H2: Ubiquitous connectivity is positively related to intimacy

2.2. Social presence and perceived intimacy

Computer mediated environment being daily life today, studies about "presence" became one of important factors in communication filed. Differently from face-to-face communication, computer mediated environment use medium as ubiquitous computing like networked computer, mobile devices and kiosk using etc. When users use these medium, they might feel existence someone or artificial intelligence beyond the display. Particularly, online learning scholars use this presence concept to measure students' perception of engagement or efficiency rather than face-to-face learning.

In marketing field, many scholars focused on the presence of social media network or ubiquitous services. There are lots of presences to measure users' perception such as tele presence, social presence, sense of being together, and interactivity etc. Above all, social presence is widely used as key factor to figure out relationship between interaction and usage intention in not only traditional media and but also new media like social network service studies in many majors. Social presence could be defined as "degree of awareness of another person in an interaction and the consequent appreciation of an interpersonal relationship" (Tu and Mclsaac 2002). Following his study, the social presence has three dimensions which are social context, online communication, interactivity.

Firstly, users might have goal when they use social network service. They might want to build new relationship or keep social buddies. Moreover, the more user put their information on the service, the more user feel social presence affected their privacy information. Hence, social context could be one of social presence factors. Secondly, the perspective of online communication, social presence might be a factor. If users experienced social presence, they might utilize more than who don't use it. Perse et al. (1992) figured out their study that social presence increased user's perception of computer expertise. Finally, interactivity could be user's action dealing with social medium. Interactivity is similar to social presence however, social presence needed to user's perception. Gunawardena (1995) distinguished social presence from interactivity. He argued that if user aware of interactivity while they communicate with others using social medium, it could be social presence.

In fact, social presence is related to interpersonal interaction. (Argyle et al., 1965) According to their study, intimacy could be expressed by verbal or non-verbal act. Short et al. (1976) figured out the relationship between social presence and perceived intimacy. He and his colleague argued that immediacy behavior keeps intimacy and it leads to social presence. It could apply to today's ubiquitous computing. To do so, users would feel more comfortable in cyberspace as if they were communicated with others by face-to-face (Whiteman, 2002). Lin et al. (2016) the term of Intimacy is defined as "individuals' emotional bonding with the specific SNS." It is core variable of SNS since many users could build emotion bounding and owing to these fundamental they feel fun, spend time more with their buddies. Lee et al. (2011) found that intimacy more influenced continuance intention than familiarity or perceived usefulness on internet service. Livingstone (2008) pointed out generally teenagers tend to build their relationship on social media service page as if it were face to face communication and they feel intimacy among their friends even they are far from each other in real. Since, teenager disclosure their identity (self-expression) and they regard SNS as private bond.

Tolstedt and Stokes (1983) defined intimacy as feelings of closeness and emotional bonding,

involving intense liking, moral support, and the ability to tolerate flaws in the significant other. Hence, we can summarize that Intimacy is one of affective factors with familiarity. As mentioned previous, owing to intimacy SNS users create bound and it let them maintain behavioral stick of SNS pages (Lin et al., 2016). Lin et al. (2016) verified intimacy increased SNS stickiness based on Use and gratification theory. They defined SNS stickiness as "the behavioral aspects that an individual linger on SNSs." Therefore, H3 is below.

H3: Social presence increases perceived intimacy.

2.3. Perceived intimacy and intention

In fact, intimacy needs user's perception and it'll increases when user feel both social presence and immediacy. In generally, continuance intention is very important factor of almost internet service. Recently, intimacy focuses on psychological part of customer's mind. (Lee et al., 2011) Cordova et al. (2001) argued that intimacy could be accumulated over the time and it lead positive result. The term of 'perceived' might be awareness. Dourish and Bellotti. (1992) defined it as "an understanding of the activities of others, which provides a context for your own activity." in the mobile environment users could feel better intimacy in their social lives. (Arminen et al., 2009) Moreover, mobile communication accelerated information exchange and users could contribute to build social networking. (Castells et al., 2007) Therefore, H4 is supposed to like this.

H4: Perceived intimacy increases SNS continuance intention.

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