

Impact of Entertainment Motivational Drivers on User Acceptance of Online Social Network Banner Advertising: A Gratification Perspective

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Abstract: *Social media has phenomenally changed the communication landscape. Particularly social network sites have received enormous popularity and user acceptance globally. The business model of many social network sites is based on advertising. The survival of these social network sites depends on the user acceptance of advertising appearing on these websites. Users usually accept the advertising which is consistent with their motivations for using social network sites. The current study examines the underlying dimensions of entertainment motivation for using social network sites and their impact on user acceptance of social network advertising. Analysis of data from 450 university students show entertainment motivation for using social network sites a multidimensional (SNSs) construct consisting of enjoyment, social escapism, relaxation and pass time factors. Furthermore, the results exhibit that SNSs entertainment motivation partially impacts user acceptance of social network advertising.*

Keywords: Social network sites (SNSs); entertainment motivation; social network advertising (SNA); frequency, duration, attitude, ad-click behavior

JEL Classification: M37

Introduction

Social media has produced unprecedented changes in the ways and approaches of social and business communication (Edwards, 2011). Social network sites (SNSs) in particular have become a common platform for user interactivity (Mir, 2014). Boyd and Ellison (2007) defined SNSs as web 2.0 based technological applications which allow and facilitate online user connectivity and interaction. On SNSs users construct personal profiles containing basic information such as sex, age, location and friend

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list. Besides the basic user information these profiles may also contain the images, audio and video files and blogs. Some SNSs such as Facebook also provide instant messaging, emailing, mutual interest group building facilities etc. Besides, user interactivity, SNSs have established themselves as an important place for commercial activities. Specifically, firms are increasingly advertising their products and services on SNSs (Kaplan & Haenlein, 2010). Advertising is crucial for SNSs firms because many of them provide free services to their users (Enders et al., 2008). So, apparently advertising is the strategic source of income for these SNSs firms. SNSs firms display the advertisements (ads) of different businesses which in turn pay them cash. While conducting different activities on SNSs users are exposed to these ads (Trusov, Bodapati, & Bucklin, 2010). SNSs firms can survive only and SNS advertisers can benefit from them if users show favorable attitudes and behaviors toward social network advertising (SNA) (Taylor, Lewin, & Strutton, 2011). According to Mir (2014) users accept those SNS banner ads which are consistent with their motivations for using SNSs. Motivations are the driving force which stimulates users to participate in SNSs and attend the content appearing on these websites (Chi, 2011). Motivations are the predispositions which inspire and direct an individual's actions toward the gratification of a need or want (Papacharissi & Rubin, 2000). According to Guay et al. (2010, p. 712) motivations refer to "the reasons underlying behavior". Bayton (1958, p. 282) defined motivations as "the drives, urges, wishes, or desires which initiate the sequence of events known as "behavior."

Several past SNSs gratifications studies such as Chen (2012), Kim, Sohn, and Choi, (2011), and Valenzuela, Park, and Kee (2009) attempted to explore the SNSs motivations. Most of them (e.g. Al-Menayes, 2015; Dogruer, Menevis, & Eyyam, 2011) found entertainment motivation a most common and significant factor which stimulates users to participate in SNSs. According to Reinecke, Vorderer, and Knop (2014) most prominent intrinsic motivation for using SNSs is entertainment. Intrinsic motivation is defined as the emotional gratification and amusement which an individual experiences while performing an activity (Ryan & Deci, 2000). Despite the significance of entertainment motivation scarce researches such as Chi (2011) and Taylor et al. (2011) endeavored to assess its effects on user acceptance of SNA. Furthermore, they treated entertainment motivation as a unidimensional construct. Past media uses and gratifications studies (e.g. Greenberg, 1974; Rubin, 1983) identified entertainment motivation to use media a multidimensional construct (Sherry, 2004) including dimensions such as arousal, pass time, relaxation and escapism. SNSs gratifications studies identified that users participate in SNSs to gratify several entertainment motives such as enjoyment (Al-Menayes, 2015), social escapism (Orchard et al., 2014), relaxation (Sharma & Verma, 2015) and pass time (Dogruer et al., 2011). Treatment of SNSs entertainment motivation as a uni-dimensional construct will exhibit a misleading picture of its effect on user acceptance of SNA because each dimension of a multidimensional construct has a different effect on consumer behavior (Bloch, Sherrell, &

Ridgway, 1986). Multidimensional construct presents a holistic picture of the phenomenon under investigation and of its effects on predicted outcomes (Edwards, 2001). Touré-Tillery and Fishbach (2014) explained that different dimensions of a motivation trigger cognitions and behaviors differently. Evaluation of the differential effects of entertainment motivation dimensions will lead decision makers to the proper implementation of media and its content (Bouwman & Van de Wijngaert, 2002).

Furthermore, previous studies such as Taylor et al. (2011) examined the influence of SNSs entertainment motivation just on the users' attitude toward SNA. Attitude is a person's perceptions, feelings, and assessments about carrying out a certain behavior. Attitude can be positive or negative (Fishbein & Ajzen, 1975). Briggs and Hollis (1997) argued that even a favorable user attitude towards advertising is of petite significance if it does not stimulate a positive behavior such as ad-click behavior. Ad-click or click on ad refers to the action initiated by user which connects him or her to the advertiser's website. On advertiser's website user is exposed to additional product information and can place an order over there (Chatterjee, Hoffman, & Novak, 2003). Assessment of effects of users' attitude towards SNA on their behavior to click on SNS banner ads is important because advertisers pay SNSs firms when an SNS banner ad is clicked (Farris et al., 2010). Few SNSs gratifications studies (e.g. Mir, 2014) identified causal relationship between users' attitude towards SNA and their behavior to click on banner ads appearing on SNSs. In addition, previous gratifications studies such as Cha (2010) discovered a significantly positive correlation between SNSs motivations and users' frequent participation in SNSs. Similarly, past gratifications studies (e.g. Zaremohzzabieh et al., 2014) identified significantly positive association between SNSs motivations and the amount of time (duration) which users' spend on SNSs. However, the influence of frequency and duration on users' attitude towards SNA as well as on their behavior to click on ads appearing on SNSs is still unaddressed. Users' 'frequency' of using the web and 'amount of time spend' on the web are important factors which affect online advertising effectiveness (Burgess, 2015; Danaher & Mullarkey, 2003; Mohammed & Alkubise, 2012).

The objective of the current study is to assess the underlying dimensions of the SNSs entertainment motivation and their mediated and direct influence on users' behavior to click on SNS banner ads. Furthermore, the current study examines the causal relationship between SNSs entertainment and frequency of visiting SNSs and duration of SNSs visits and the subsequent effects of frequency and duration on users' attitude towards SNA and their behavior to click on SNS banner ads. The current study employs media uses and gratifications theory and literature to theorize SNSs entertainment motivation as a multidimensional construct. A multidimensional construct should be derived from relevant theory and this theory as well as empirical evidence should indicate which factors serve as dimensions of the targeted construct (Johnson et al., 2012). Conventional media uses and gratifications studies (e.g. Greenberg, 1974; Rubin; 1983) and recent SNSs studies (e.g. Dogruer et al., 2011; Orchard et

al., 2014) indicate SNSs entertainment motivation a multifaceted construct composed of enjoyment, social escapism, relaxation and pass time motivations. Furthermore, media uses and gratifications theory is applied to rationalize the mediated and direct influence of SNSs entertainment motivation on users' behavior to click on SNS banners ads. It is also applied to examine the causal relationship between SNSs entertainment motivation and frequency of visiting SNSs and duration of SNSs visits and the subsequent effects of frequency and duration on users' attitudes toward SNA as well as on their behavior to click on SNS banner ads. Despite its criticism on theoretical and methodological grounds (Ruggiero, 2000) the current study applies media uses and gratifications theory as past gratifications studies (e.g. Mir, 2014; Taylor et al., 2011) found it effective in measuring the effects of SNSs motivations on user acceptance of SNA. The current study focuses on conventional SNS banner ads because they are the simplest and prominently visible form of SNSs advertising and users are easily exposed to them (Tuten, 2008). Most of these ads are click through and connects the user to the advertiser's homepage (Shojaee, Totonkavan, & Sanjan, 2014).

SNSs Entertainment Motivation

Entertainment has long been recognized as a key reason for using media (Sherry, 2004). Past studies (e.g. Beniwal, Dhar-James, & Tomer, 2015; Dunne, Lawlor, & Rowley, 2010; Dogruer et al., 2011; Valenzuela et al., 2009) found it most common and signification user motivation to participate in SNSs. Reinecke et al. (2014) identified entertainment as the most prominent user motivation for using SNSs. It is a multidimensional construct that accentuates emotional pleasure (Sherry, 2004). Bartsch and Viehoff (2010) defined entertainment motivation as an individual's desire to experience emotions. Past media uses and gratifications studies (e.g. Greenberg, 1974; Rubin; 1983) and empirical evidence from recent studies (e.g. Al-Menayes, 2015; Dogruer et al., 2011; Orchard et al., 2014) signal entertainment motivation for using SNSs a multifaceted construct consisting of enjoyment, social escapism, relaxation and pass time as its underlying dimensions. According to Katz, Gurevitch, and Hass (1973) user motivations for using media are derived from their needs. The current study defines entertainment motivation for using SNSs as users' desire to gratify certain emotions (e.g. to enjoy, relax, escape and pass time) derived from their needs.

Several past studies (e.g. Adnan et al., 2015; Al-Menayes, 2015) identified enjoyment motivation an important predictor to use SNSs. According to Monsuwe, Delaert, and de Ruyter, (2004) enjoyment refers to a user's feelings of experiencing pleasure, happiness, joy or excitement in carrying out certain activities. Stafford (2007) found that users use internet as well as the content appearing on it to fulfill their need for fun in life. Similarly, many users participate in SNSs to experience fun, pleasure and excitement in routine lives (Lin & Lu, 2011).

Several previous researches (e.g. Kim et al., 2011; Wang et al., 2015; Wijesundara, 2014) identified relaxation an important user motivation for using SNSs. Out of every day hectic social life such as school work, tight schedules of office time many users participate in SNSs to feel relaxed. Users, especially young professionals and students consider SNSs important platforms for mental relaxation (Sharma & Verma, 2015). Relaxation motivation refers to consuming online media as well as the content appearing on it 'as a mean to unwind from everyday life' (Muntinga, Moorman, & Smit, 2011). Users feel psychologically relaxed when they use media such internet because they consider media as refreshing and distracting (Bosshart & Macconi, 1998). Leung (2007) found that people use internet to relieve stress and experience mental relaxation.

Many past studies (e.g. Cha, 2010; Dhaha & Igale, 2013; Orchard et al., 2014; Xu et al., 2012) identified social escapism an important user motivation for using SNSs. Katz et al. (1973) stated that consumers' escapism motivation to use media is based on "escape need or need for diversion. Escape need or diversion refers to consumer's mental state to release tension caused by problems and issues or diversion from real-life problems, worries and issues. Klimmt and Vorderer (2003) stated that escapism motivation is based on the need for diversion from daily experience. Turel et al. (2010) theorized that escapism is an intrinsic gain from forgetting the everyday tasks of life by engaging in some sort of playful behaviors such as participating in SNSs. People participate in SNSs because these websites provide them environment helpful for distracting their mental state from the routine troubles and anxieties of everyday real-life (Orchard et al., 2014). Katz and Foulkes (1962) indicated that media has the capacity to gratify the audience's need to escape from social life problems. Vorderer, Klimmt, and Ritterfeld (2004) suggested that users seek entertainment in media to satisfy their desire to temporarily escape from the real-life environment. Some studies (e.g. Cha, 2010) discovered escapism an important factor which motives college students to spend more time on SNSs such as Facebook.

Several past studies (e.g. Dunne et al., 2010; Hollenbaugh & Ferris, 2014; Sharma & Verma, 2015; Wijesundara, 2014) discovered pass time an important predictor of SNSs use. Muntinga et al. (2011) defined pass time as participating in SNSs or using the content appearing on these websites for the purpose of killing the unoccupied time and coping with monotony. Barker (2009) found passing time a habitual motivation which stimulates users particularly females to use SNSs.

Proposed Model and Hypotheses

Motivations are considered to be the key determinant of the users' web usage behavior (Joines, Scherer, & Scheufele, 2003). Understanding them is crucial for the success of media and marketing strategies (Schmitt, 2015). Motivations drive users

to participate in SNSs and use the content appearing on these websites (Chi, 2011). In particular, since a long time entertainment motivation has been recognized one of the major determinants of media usage (Sherry, 2004). Several past studies such as Valenzuela et al. (2009), Dunne et al. (2010), Reinecke et al. (2014) and Beniwal et al. (2015) have identified entertainment seeking a most common and prominent user motivation for using SNSs. Some past researches (e.g. Mir, 2014; Taylor et al., 2011) found that SNSs motivations influence user acceptance of SNA. The current study employs media uses and gratifications theory to explain the multidimensionality of SNSs entertainment motivation and its influence on user acceptance of SNA. Media uses and gratifications theory is user centric in nature which helps to comprehend why and how people use media (Severin & Tankard, 1997) such as SNSs. Particularly it provides a theoretical structure to identify the benefits of media as well as its content consumption which users deem would help them in gratifying their certain needs and motives (O'Donohoe, 1994). In other words, media uses and gratifications theory explains user motivations for using the media such as television, internet and SNSs (Jere & Davis, 2011). In the communication research Katz (1959) proposed the formal theoretical outline of media uses and gratifications theory. Katz proposed that the focus of the communication research should be on the question that what users do with media rather than what media do to them. Katz, Blumler, and Gurevitch (1973-1974) set forth five assumptions of media uses and gratifications theory. (1) Users are active (2) they instigate the link between need gratification and media choice, (3) media compete the alternate sources of need gratification (4) media usage goals are derived from the data provided by its users, and (5) users are free to discover and evaluate the worth of the media content based on their self-determined criteria. SNSs almost meet all the aforementioned assumptions of media uses and gratifications theory. For instance, users of SNSs are active as they willingly create accounts on these websites and become members of SNSs. They choose SNSs over other sources of gratification to satisfy their needs and motives (Buami, 2014). Social media such as SNSs are user generated media and most of their goals are derived from the data generated by the users. On SNSs users are free to explore whatever they want to and they can set their own criteria to assess the worth of SNSs content.

Media uses and gratifications theory is often censured for its lack of explanatory power and methodological imprecision (Ruggiero, 2000; Severin & Tankard, 1997). Theoretical and methodological vagueness in media uses and gratifications theory provides researchers a flexible ground to theorize and adjust the various concepts of media uses and gratifications according to the demands of specific research context (Rosengren, Wenner, & Palmgreen, 1985). Thus, it is considered to be a useful theory to comprehend the user motivations for using media (Ruggiero, 2000). Effectiveness of media uses and gratifications theory to understand the user motivations for using traditional media such as radio and television is confirmed by past studies (see Eighmey & McCord, 1998). Similarly, the past studies (e.g. Joines et al., 2003) conducted

on internet motives revitalized the value of media uses and gratifications theory. Recently, several studies (e.g. Al-Menayes, 2015; Dunne et al., 2010; Orchard et al., 2014) found media uses and gratifications theory effective and relevant in measuring the user motivations for participating in SNSs. In addition, some studies (e.g. Mir, 2014; Taylor et al., 2011) discovered media uses and gratifications theory effective in measuring the effects of motivations on user acceptance of SNA.

Media uses and gratifications theory states that users use media to gratify their several needs and motives (Katz, et al., 1973). It further states that same and single set of media content can fulfill different user needs (Katz et al., 1973-1974). Past gratifications studies (e.g. Greenberg, 1974; Rubin; 1983) and empirical evidence from recent studies (e.g. Al-Menayes, 2015; Dogruer et al., 2011; Orchard et al., 2014) show that users participate in SNSs to gratify their several entertainment needs and motives such as to enjoy, escape, relax and pass the time. In line with the claims of media uses and gratifications theory and SNSs gratifications studies the current study proposes that users' entertainment motivation to participate in SNSs such as Facebook is a multifaceted construct. A multidimensional construct should be derived from relevant theory and this theory as well as empirical evidence should indicate which factors serve as dimensions of the targeted construct (Johnson et al., 2012). Based on the past gratifications studies (e.g. Dhaha & Igale, 2013; Dunne et al., 2010; Hollenbaugh & Ferris, 2014; Wang et al., 2015) the current study proposes enjoyment, social escapism, relaxation and pass time as the underlying dimensions of users' entertainment motivation to participate in SNSs. Besides the theoretical directions regarding the dimensionality of SNSs entertainment motivation, identification of its underlying dimensions is also necessary because the different dimensions of an intrinsic motivation differently affect the direction and persistence of human behavior via cognitive processes (Kanfer, 1990). Cognitive processes are the "mental operations and forces" such as memory, perceptions, thinking, judging and so on (Bayton, 1958, p. 284). Bloch et al. (1986) argued that treating a multidimensional motivation as one factor construct is ignoring the fact that its each dimension has a differing effect on user behavior. Touré-Tillery and Fishbach (2014) discussed that different underlying dimensions of a motivation construct may have differential effects on cognitions and behaviors.

Media uses and gratifications studies such as Chen and Wells (1999) identified entertainment motivation an important factor which has a positive impact on users' attitude towards the web as well as the commercial content appearing on the web such as banner ads. SNSs entertainment motivation exposes users not only to user generated content but also to commercial content such as SNS banner ads. Users' exposure to ads ultimately influences their attitudes toward advertising (Chou, Rashad, & Grossman, 2008). According to Rodgers and Thorson (2000) internet motives may impact users' attitude towards ads appearing on internet while trying to fulfill a need in online environment. Gratifications studies (e.g. Chi, 2011; Taylor et al., 2011)

discovered that SNSs entertainment motivation positively influences users' attitude towards SNA. Attitude is a person's perceptions, feelings, and assessments about carrying out a certain behavior. It can be positive or negative (Fishbein & Ajzen, 1975). Past studies such as Lutz, MacKenzie, and Belch (1983) and Mackenzie, Lutz, and Belch (1986) theorized as well as operationalized that advertising effectiveness is mediated by users' attitude towards advertising. In traditional media context the effectiveness of advertising has been operationalized in terms of purchase intentions (see Lutz et al., 1983). However, in online media context advertising effectiveness is measured in terms of ad click through behavior (see, Mir, 2012; Wang & Sun, 2010). Ad-clicking refers to the action initiated by user which connects him or her to the advertiser's website. On advertiser's website user is exposed to additional product information and can place an order over there (Chatterjee et al., 2003; Mir, 2012). The current study proposes that user attitudes toward SNA mediate the causal relationship between SNSs entertainment motivation and their behavior to click on SNS banner ads positively (See Figure 1). This postulation is consistent with earlier SNSs uses and gratifications studies (e.g. Mir, 2014) which found that SNSs motivations affect users' attitude towards SNA which in response influence their behavior to click on SNS banner ads. Ad-clicking indicates thoughtful and active user decision which can attract them to the products shown in banner ads and ultimately affect their actual purchase behavior (Pavlou & Stewart, 2000). Mir (2012) discovered that users' behavior to click on social media banner ads positively influences their actual purchase behavior. Besides the mediated effect entertainment motivation is proposed to have direct influence on users' behavior to click on online banner ads (see Chung & Zhao, 2004; Rodgers 2002). Burgess (2015) found internet motives significant predictors of user response to online banner ads such as to notice, ignore or click on them. Internet motives expose users to online ads which in turn induce their direct response to online advertising (Yoo, 2008). According to Chatterjee (2008) direct response to online ad exposure is click on ads. The current study proposes that SNSs entertainment motivation has a direct and positive influence on users' behavior to click on SNS banner ads (see Figure 1). Online banner ads are developed to affect both user attitudes and their direct response to online advertising (Rossiter & Percy, 1997). Based on the aforementioned theorization following hypotheses are proposed:

H1. The causal relationship between SNSs entertainment motivation and users' behavior to click on SNS banner ads is mediated by their attitudes toward SNA.

H2. SNSs entertainment motivation has a direct and positive effect on users' behavior to click on SNS banner ads.

Several gratifications studies (e.g. Cha, 2010; Chen, 2012) have identified positive correlation between SNSs motivations and users' frequency of visiting SNSs and amount of time spent on SNSs. Frequency indicates how often users visit an SNS while how much time users spend on an SNS is labeled as "amount of time" or duration" (Cha, 2010). Frequency of visiting the web and amount of time spend on

web per visit influence the online advertising effectiveness (Mohammed & Alkubise, 2012). For instance, several studies such as Fang, Singh, and Ahluwalia (2007), Yoo (2008) and Lee and Cho (2010) found that frequency of visiting the web and time spent on web expose the users to web ads which in response influence their attitudes and behavior toward web advertising. Frequency of exposure is an influential psychological cue which affects consumers' memory, attitudes and behaviors (Lee & Cho, 2010). Repeated exposure to online banner ads results into a strongly positive attitude toward online advertising (Fang et al., 2007) and may affect their direct response (Yoo, 2008) such as click on ads (Chatterjee, 2008). Duration of visiting the website is considered an important factor which affects online advertising effectiveness (Burgess, 2015). Danaher and Mullarkey (2003) identified that duration of webpage viewing affects online advertising effectiveness. More time users spend on viewing web pages, more they are exposed to web ads and it enhances the advertising effectiveness. The current study postulates that SNSs entertainment motivation influences users' frequency of visiting SNSs and duration of these visits which in turn influence users' attitude towards SNA as well their behavior to click on SNS banner ads (see Figure 1). Specifically, the following hypotheses are proposed:

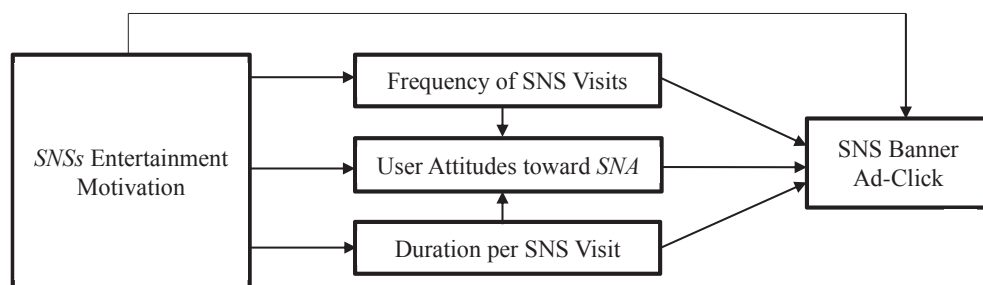
H3. SNSs entertainment motivation influences users' frequency of visiting SNSs which in turn impacts their attitude towards SNA.

H4. SNSs entertainment motivation influences users' frequency of visiting SNSs which in turn impacts their behavior to click on SNS banner ads.

H5. SNSs entertainment motivation influences users' duration of SNSs visits which in turn impacts their attitudes toward SNA.

H6. SNSs entertainment motivation influences users' duration of SNSs visits which in turn impacts their behavior to click on SNS banner ads.

Figure 1: SNSs Entertainment Motivational Model of SNA Acceptance



Method

Data was collected from 450 students in Pakistan by applying simple random sampling procedure. Students are the active SNSs users (Mir, 2012; Pelling & White, 2009) and main targets for SNS advertising campaigns (Chu, 2011). The students

were sampled from six universities, two situated in Islamabad and rest in four provinces of Pakistan. The sampled students included 39.1 percent female and 60.9 percent male. The 54 percent of them were enrolled in undergraduate programs while 46 percent in graduate programs. The ages of majority of the sampled students (i.e. 67.3) ranged between 20 to 25 years. The targeted students were active users of Facebook, MySpace and Google +. The 47490 was the total student population of the aforementioned universities at the time of data collection. Sample size (i.e. 397) was determined by using Yamane's (1967) simplified sample size determination formula. However, data was gathered from 450 students. Data was gathered in two phases. In phase one pilot study was conducted using data from 200 students. In phase two data was gathered from 250 students and data of pilot study was incorporated into it to test the proposed theory. In simple random sampling pilot study is conducted to validate construct measures and assess construct dimensionality and then its data is incorporated into the data of second phase to test the proposed theory and hypotheses (Lancaster, Dodd, & Williamson, 2004). In both phases of data collection a percentage of sample size was allocated to each university based on its student ratio to total target student population of six universities. Via two offline surveys self-administered questionnaire was handed over to sampled students. Sampled students were contacted through their teachers.

Measurement

To operationalize the SNSs entertainment motivation an inventory of 29 items was generated from Lin (1993), Bosshart and Macconi (1998), Ferguson and Perse (2000), Papacharissi and Rubin (2000), Flanagin and Metzger (2001), Quan-Haase and Young (2010) and Jere and Davis (2011) by using deductive method of scale development. Deductive method is considered to be an important process of scale development (Clark & Watson, 1995). As the precondition for the application of deductive method prior to scale development relevant literature and theories on entertainment motivation were thoroughly reviewed, concepts were defined and relationships among them were theorized to guide the item generation (See Churchill, 1979). Existing literature relevant to the phenomenon under examination is a best source for generating items to measure the theoretical constructs (Churchill, 1979). To measure user attitudes toward SNA (See Table 5) seven items from Pollay and Mittal (1993), Taylor et al. (2011) and Mir (2012) were adapted. Overall, users showed positive attitudes toward SNA. Frequency and duration of SNSs visits were assessed on single item measures. To measure frequency of visiting SNSs one question (i.e. how often do you visit SNSs) was adapted from Vasalou, Joinson, & Courvoisier (2010) with six options (See Table 1). The 37.9 percent of the total sample (respondents) indicated that they use SNSs once daily. Similarly, the 32.9 percent respondents indicated that they use

SNSs more than once daily. Further detail is shown in Table 1. These responses exhibit that SNSs have become the main platform which users use to gratify their needs and motives. In addition, one question (i.e. how much time do you spend on SNSs per visit) was adapted from Vasalou et al. (2010) to measure duration of SNSs visits (See Table 1). A big chunk of sampled respondents (i.e. 31.6 percent) showed that they spend one hour on SNSs per visit. Table 1 summarizes the detail about the amount of time which users spend on SNSs per visit. Users' behavior to click on SNS banner ads was measured on one item adapted from Mir (2012) (See Table 5). Users' SNSs entertainment motivation, attitudes toward SNA and SNS ad-click behavior related responses were measured on a 5 point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree). Frequency and duration of SNSs visits were measured on nominal scales by categorizing their responses in six statement options for each.

Table 1: Frequency and Duration of SNSs Visits

Frequency of Visiting SNSs	Parentage (%)	Duration Per Visit	Parentage (%)
<i>How often do you visit SNSs</i>		<i>How much time do you spend on SNSs per visit</i>	
1. More than once daily	32.9	1. Less than half hour	17.1
2. Once daily	37.8	2. Half hour	21.6
3. Several times a week	17.1	3. One hour	31.6
4. Once a week	7.8	4. One and half hour	11.6
5. Less than weekly, but more than once a month	2.0	5. Two hours	9.3
6. Once a month	2.4	6. More than two hours	8.9

Content Validity and Pre-test

In-depth relevant literature review was conducted to assess the content validity of the study constructs. In addition, two subject experts examined the content validity of the study constructs as suggested by Straub (1989). Content validity ensures that items in a measurement scale are relevant and representative of the theoretical construct under investigation (Churchill, 1979). After the assessment of content validity of the study constructs few research experts analysed the overall questionnaire design. Finally, questionnaire was distributed among a convenient sample of 25 students to assess comprehensibility of questions.

Pilot Study

Pilot study was conducted using data from 200 students to judge the reliability and validity of construct measures and to identify the dimensions of SNSs entertainment

motivation. Principle component analysis (PCA) with orthogonal rotation using the varimax method (See Churchill, 1979) was performed to reduce the measurement inventory of SNSs entertainment motivation and to identify its components (factors). Orthogonal rotation using the varimax method surfaces realistic simple factor structure (Floyd & Widaman, 1995). Simple factor structure indicates that each construct is composed of subset of factors some of them having high loadings and some low (Fabrigar et al., 1999). The criteria of item loadings ($> .06$) and commonalities ($> .40$) was applied (See Worthington & Whittaker, 2006) to retain the items. The items which fell short of these criteria and cross loaded were dropped as suggested by Comrey (1988). For the retention of SNSs entertainment motivation components (factors) the criterion of eigenvalue > 1.00 was employed as it is used in case of data reduction (Floyd & Widaman, 1995). After four iterations PCA with KMO .795 and Bartlett's test of sphericity $000(p < .05)$ yielded four factors of SNSs entertainment motivation i.e. Enjoyment ($\alpha = 0.81$), Social Escapism ($\alpha = 0.83$), Relaxation ($\alpha = 0.80$) and Pass time ($\alpha = 0.72$). Table 2 shows SNSs entertainment motivation factors, their corresponding items with loadings, eigen values, percentage of item variance explained and percentage of total variance explained.

Table 2: PCA Rotated Factor Solution for SNSs Entertainment Motivation

Entertainment Motivation				
	Factor 1	Factor 2	Factor 3	Factor 4
Items	Enjoyment	Social Escapism	Relaxation	Pass time
1. I use SNS(s) because I want to enjoy	.680	-	-	-
2. I use SNS(s) because I want to get some excitement	.810	-	-	-
3. I use SNS(s) because I want to be entertained	.820	-	-	-
4. I use SNS(s) because I want to have some fun	.755	-	-	-
5. I use SNS(s) so I can forget about school, work or other things	-	.705	-	-
6. I use SNS(s) to escape to a fantasy world	-	.796	-	-
7. I use SNS(s) to get away from pressures & responsibilities	-	.860	-	-
8. I use SNS(s) so I can escape from reality	-	.841	-	-
9. I use SNS(s) because it helps me unwind	-	-	.764	-
10. I use SNS(s) because I want to chill out	-	-	.728	-
11. I use SNS(s) because I want to alleviate anxiety	-	-	.833	-
12. I use SNS(s) because I want to feel easy	-	-	.651	-
13. I use SNS(s) to occupy my time	-	-	-	.793
14. I use SNS(s) when I have nothing better to do	-	-	-	.743
15. I use SNS(s) to kill time	-	-	-	.787
Eigen values	4.495	2.475	1.561	1.284
Percentage of item variance explained	29.964	16.501	10.406	8.562
Percentage of total variance explained	65.433			

The confirmatory factor analysis (CFA) using structural equation modeling was performed to evaluate the goodness of fit and validity of the scales measuring dimensions of the SNSs entertainment motivation (See Floyd & Widaman, 1995). The SNSs entertainment motivation measurement model yielded the bad fit to the data on conventional chi-square (χ^2) test (See Hoe, 2008). The χ^2 statistics was 164.273 with degree of freedom (df) = 84 and $P = .000 < .05$. However, it yielded goodness of fit on the alternative test of χ^2 which is the ratio of χ^2 to df (i.e. χ^2/df) (Joreskog & Sorbom, 1993). The χ^2/df ratio was $1.956 < 3$ which confirmed goodness of fit of the SNSs entertainment motivation measurement model (See Kline, 1998). The SNSs entertainment motivation measurement model also yielded goodness of fit on the mostly used and recommended indices (See Widaman & Thompson, 2003) (i.e. GFI, IFI, CFI, NFI, TLI and RMSEA) using typical cut-off criteria. The typical cut-off criteria require the GFI, IFI, CFI, NFI and TLI to be $\geq .90$ and RMSEA $\leq .08$ for the acceptance of construct measurement model (See Hu & Bentler, 1995: 1999; McDonald & Ho, 2002). The GFI=.91, IFI=.93, CFI=.92, NFI=.91, TLI=.91, and RMSEA=.06 met these criteria. The CFA results of SNSs entertainment motivation measures are summarized in Table 3.

Table 3: SNSs Entertainment Motivation CFA Estimates

Items	Labels		Factors	Estimate	Standardized Estimate	SE	CR (t)	P
	I use SNS(s):-							
1	Because I want to enjoy	←	Factor1	1.000	.656	-	-	-
2	Because I want to get some excitement	←	Factor1	1.035	.786	.115	8.984	***
3	Because I want to be entertained	←	Factor1	.974	.727	.127	7.684	***
4	Because I want to have some fun	←	Factor1	.954	.727	.123	7.767	***
5	So I can forget about school, work or other things	←	Factor2	1.000	.632	-	-	-
6	To escape to a fantasy world	←	Factor2	1.002	.714	.125	7.989	***
7	To get away from pressures & responsibilities	←	Factor2	1.294	.854	.145	8.954	***
8	So I can escape from reality	←	Factor2	1.185	.761	.141	8.385	***
9	Because it helps me unwind	←	Factor3	1.000	.669	-	-	-
10	Because I want to chill out	←	Factor3	1.232	.774	.142	8.681	***
11	Because I want to alleviate anxiety	←	Factor3	1.002	.728	.119	8.404	***
12	Because I want to feel easy	←	Factor3	.898	.645	.122	7.351	***
13	To occupy my time	←	Factor4	1.000	.704	-	-	-
14	When I have nothing better to do	←	Factor4	.936	.685	.145	6.479	***
15	To kill time	←	Factor4	1.047	.649	.154	6.776	***

Note: ***p < .001

Construct Validity

The construct validity of SNSs entertainment motivation which indicates whether a measure truly represents the theoretical concept (Smith, 2005) was evaluated by assessing convergent and discriminant validities. Convergent validity of a scale measuring a specific theoretical construct is judged by assessing the strength of correlation between its items (See Gefen & Straub, 2005). It is judged by examining the statistical significance of the item loadings with their associated t values (Anderson & Gerbing, 1988). A t-value < -1.96 and $> + 1.96$ implies statistical significance (Byrne, 2001). In Amos text output file critical ratio (CR) represents t value (Lu, Lai, & Cheng, 2007). The standardized estimates of each item of factors underlying SNSs entertainment motivation ranged from .63 to .85 and their associated t-values ranged from 6.7 to 8.9 at the .001 significance level (See Table 3) which indicated convergent validity.

Discriminant validity shows that measures of a construct are different than the measures of other constructs in a proposed theory (Churchill, 1979). The low correlations (i.e. $< .70$, Dimoka, 2010) between the measures of theoretically different constructs point to discriminant validity (Heeler & Ray, 1972). Inter-factor-correlations of SNSs entertainment motivation ranged from .10 to .48 which indicated discriminant validity (see Table 4). SNSs entertainment motivation also showed discriminant validity on Fornell and Larker's (1981) discriminant validity assessment method. Fornell and Larker proposed the comparison between average variance extracted (AVE) and inter-construct correlations as a mean to determine discriminant validity. When square root of AVE is greater than inter-factor correlations it indicates discriminant validity (Chin, 1998). The correlation between dimensions of SNSs entertainment motivation ranged from .10 to .59 while square root of AVE varied from .68 to .75 (See Table 4). The values of square root of AVE exceeded the inter-factor correlations of SNSs entertainment motivation, thus indicated discriminant validity.

Table 4: Discriminant Validity of SNSs Entertainment Motivation

Dimensions	Pearson Inter-Factor Correlation Matrix (Using SPSS Output)				Square Root of AVE and Inter-Factor Correlation Matrix (Using Amos Output)			
	1	2	3	4	1	2	3	4
1. Enjoyment	1				.73			
2. Social Escapism	.10	1			.12	.75		
3. Relaxation	.48**	.25**	1		.59	.29	.71	
4. Pass time	.31**	.19**	.30**	1	.39	.20	.39	.68
**. Correlation is significant at the 0.01 level (2-tailed), n = 200								

Endogenous Variables' Purification

Internal consistency of users' attitude towards SNA was examined to purify its measures. According to Schmitt (1996, p. 350) internal consistency refers to the "inter-relatedness of a set of items". It shows to which extent the items in a scale assess the same construct (Tavakol & Dennick, 2011). Internal consistency was examined by evaluating the corrected item to total correlation (CITC) and reliability (See Sternberg, 1997) of scale measuring users' attitude toward SNA. Item to total correlation shows the correlation of a single item with the composite score of all items in a measurement scale (Dunn, Seaker, & Waller, 1994). Results of item to total correlation particularly in smaller sample size are biased as it includes the individual item in composite score at the time of computation (Kline, 1993). CITC is assessed because it excludes the score of an item from the composite score of scale at the time of computation (Bowling, 1997), thus eliminates the chances of biasness. CITC test precedes reliability check as it is used to refine the scale by dropping those items which statistically disagree with other items in the same scale (Dunn et al., 1994). The traditional cut-off criterion of CITC of each item $> .50$ was employed to evaluate the internal consistency of the measures of users' attitude toward SNA. Items with CITC value $< .50$ are dropped (Zaichowsky 1985). The CITC of 6 items measuring users' attitude toward SNA ranged from .51 to .64 (see table 5) while 1 item was dropped. To assess the reliability of users' attitude toward SNA its Cronbach's Alpha coefficient (α) was evaluated. Cronbach's Alpha coefficient determines average correlation of the items which make up the measurement scale of a construct (Santos, 1999). The Cronbach's Alpha coefficient (α) was .81 greater than the .70 which is an acceptable reliability for a measurement scale to be internally consistent (Nunnally, 1978). Internal consistency of frequency, duration and ad-clicking behaviour scales was not computed as they contained single items (*see* table 5).

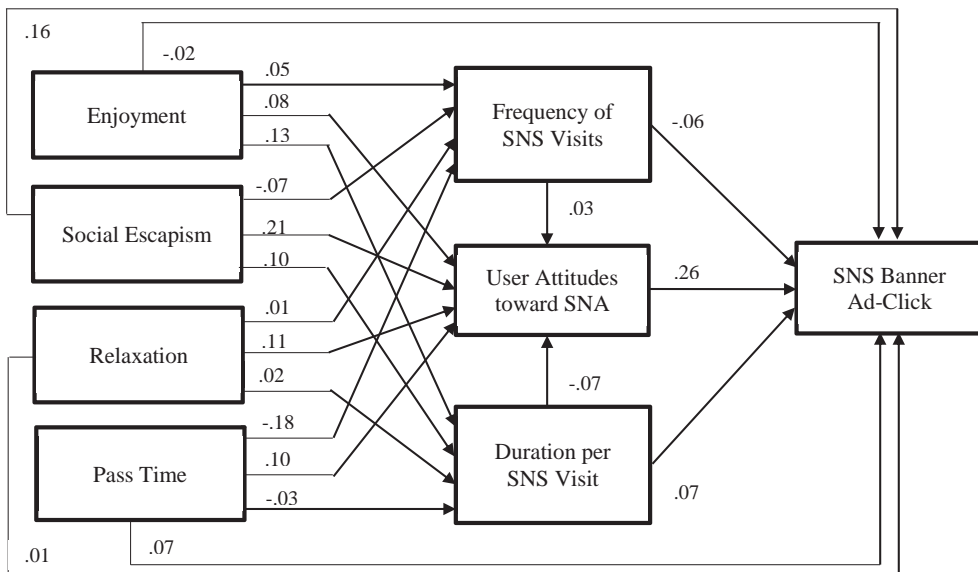
Table 5: Correlated Item-Total Correlation (CITC) of Endogenous Variables

Variable	Items	CITC
Attitude Towards SNA	1. Overall, I consider SNS advertising a good thing	.51
	2. Overall, I like SNS advertising	.57
	3. I consider SNS advertising very essential	.64
	4. I would describe my overall attitude toward SNS banner advertising very favorably	.62
	5. My general opinion about SNS advertising is favorable	.55
	6. I like banner ads of products shown on social network sites	.52
Frequency of visiting SNSs: How often do you visit SNSs		
Duration per visit: How much time do you spend on SNSs per visit		
SNS Banner Ad-Clicking Behaviour: I often click on SNS banner ads		

Proposed Model Testing

The proposed SNSs entertainment motivational model of SNA acceptance yielded the goodness of fit on conventional χ^2 test (See Figure 2). The χ^2 value was 1.849 with d.f = 1, P = .174 ($p > .05$). The χ^2 test is conducted to ensure that model yields good fit to the data. The low χ^2 statistic which signifies non-significance is the reflection of model goodness of fit (Hoe, 2008).

Figure 2: SNSs Entertainment Motivational Model of SNA Acceptance Tested



The PCA and CFA analysis confirmed the four dimensions of SNSs entertainment motivation which are theorized in the current study. These dimensions were constructed based on the previous marketing literature on advertising. SNSs entertainment motivational model of SNA acceptance tested in the current study contained twenty-one causal paths (See Figure 2). For the assessment of causal relationships between exogenous variables (i.e. dimensions of SNSs entertainment motivation) and endogenous variables (i.e. user attitudes toward SNA, frequency of visiting SNSs, duration per visit and SNS banner ad clicking behavior) their path values (i.e. standardized beta (β), t statistics and p-values) were evaluated. Similarly, β , t, and p values were used to assess the other causal relationships proposed in the current study (See Figure 2). To evaluate the significance of relationship between exogenous and endogenous variables their P and t values were examined. A t-value < -1.96 and $> + 1.96$ implies statistical significance (Byrne, 2001). The path values i.e. $\beta = .08$, $t = 1.496$, $p = .135 > .05$ in-

icated insignificant causal relationship between enjoyment and user attitudes toward SNA. Conversely, the path values i.e. $\beta = .21$, $t = 4.252$, $p = .000 < .001$ revealed a significantly positive causal relationship between social escapism and users' attitude towards SNA. The path values i.e. $\beta = .11$, $t = 1.959$, $p = .050 = .05$ indicated almost significant causal relationship between relaxation and user attitudes toward SNA. On the contrary, the path values i.e. $\beta = .10$, $t = 1.918$, $p = .055 > .05$ indicated insignificant causal relationship between pass time and user attitudes toward SNA. The path values i.e. $\beta = .26$, $t = 5.526$, $p = .000 < .001$ between users' attitude towards SNA and SNS banner ad click showed significantly a positive causal relationship. Since, not all the dimensions of SNSs entertainment motivation equally affected users' attitude towards SNA, *H1* is partially accepted. The path values i.e. $\beta = .16$, $t = 3.297$, $p = .000 < .001$ indicated significant and a positive causal relationship between social escapism and SNS banner Ad-click. On the contrary, the path values (i.e. $\beta = -.02$, $t = -.306$, $p = .759 > .05$, $\beta = .01$, $t = .206$, $p = .837 > .05$ and $\beta = .07$, $t = 1.356$, $p = .175 > .05$) of enjoyment, relaxation and pass time respectively showed insignificant causal relationship with SNS banner Ad-click. These results partially supported the *H2*.

The path values i.e. $\beta = .05$, $t = .918$, $p = .359 > .05$, $\beta = -.07$, $t = -1.369$, $p = .171 > .05$ and $\beta = .01$, $t = .131$, $p = .895 > .05$ between three dimensions of SNSs entertainment motivation (i.e. enjoyment, social escapism and relaxation) and users' frequency of SNS visits indicated insignificant causal relationships. Conversely, the path values i.e. $\beta = -.18$, $t = -3.414$, $p = .000 < .001$ between pass time and users' frequency of SNS visits showed significantly negative causal relationship. The path values i.e. $\beta = .03$, $t = .564$, $p = .573 > .05$ between users' frequency of SNS visits and their attitudes toward SNA indicated insignificant causal relationship. These results did not support the *H3*. The path values i.e. $\beta = .05$, $t = .918$, $p = .359 > .05$, $\beta = -.07$, $t = -1.369$, $p = .171 > .05$ and $\beta = .01$, $t = .131$, $p = .895 > .05$ between three dimensions of SNSs entertainment motivation (i.e. enjoyment, social escapism and relaxation) and users' frequency of SNS visits indicated insignificant causal relationships. Conversely, the path values i.e. $\beta = -.18$, $t = -3.414$, $p = .000 < .001$ between pass time and users' frequency of SNS visits showed significantly negative causal relationship. The path values i.e. $\beta = -.06$, $t = -1.309$, $p = .191 > .05$ between users' frequency of SNS visits and their SNS banner Ad-click indicated insignificant causal relationship. These results did not support the *H4*.

The path values i.e. $\beta = .10$, $t = 1.882$, $p = .060 > .05$, $\beta = .02$, $t = .353$, $p = .724 > .05$ and $\beta = -.03$, $t = -.495$, $p = .621 > .05$ between three dimensions of SNSs entertainment motivation (i.e. social escapism, relaxation and pass time) and users' duration per SNS visit indicated insignificant causal relationships. Conversely, the path values i.e. $\beta = .13$, $t = 2.352$, $p = .019 < .05$ between enjoyment and users' duration per SNS visit showed significantly positive causal relationship. The path values i.e. $\beta = -.07$, $t = -1.589$, $p = .112 > .05$ between users' duration per SNS visit and their attitudes toward SNA indicated insignificant causal relationship. These results did

not support *H5*. The path values i.e. $\beta = .10$, $t = 1.882$, $p = .060 > .05$, $\beta = .02$, $t = .353$, $p = .724 > .05$ and $\beta = -.03$, $t = -.495$, $p = .621 > .05$ between three dimensions of SNSs entertainment motivation (i.e. social escapism, relaxation and pass time) and users' duration per SNS visit indicated insignificant causal relationships. Conversely, the path values i.e. $\beta = .13$, $t = 2.352$, $p = .019 < .05$ between enjoyment and users' duration per SNS visit showed significantly positive causal relationship. The path values i.e. $\beta = .07$, $t = 1.631$, $p = .103 > .05$ between users' duration per SNS visit and their SNS banner Ad-click indicated insignificant causal relationship. These results did not support the *H6*.

Discussion

The current study aimed to identify the underlying dimensions of the SNSs entertainment motivation. The SNSs entertainment motivation construct was built based on the traditional media gratifications studies (e.g. Greenberg, 1974; Rubin; 1983) and recent SNSs gratifications studies (e.g. Al-Menayes, 2015; Dogruer et al., 2011; Orchard et al., 2014). SNSs entertainment motivation was proposed to be composed of enjoyment, social escapism, relaxation and pass time sub-motivations. Furthermore, based on the past studies such as Lutz et al. (1983), Mackenzie et al. (1986) and Mir, (2014) the current study argued that users' attitude towards SNA mediated the causal relationship between SNSs entertainment motivation and their behavior to click on SNS banner ads. In addition, based on the past studies (e.g. Chung & Zhao, 2004; Rodgers 2002) the current study proposed the direct influence of dimensions of SNSs entertainment motivation on users' behavior to click on SNS banner ads. The current study also theorized that SNSs entertainment motivation influences users' frequency of visiting SNSs which in turn impacts their attitude towards SNA as well as their behavior to click on SNS banner ads. Similarly, SNSs entertainment motivation was proposed to influence users' duration of SNSs visits which in turn impacts their attitudes toward SNA as well as their behavior to click on SNS banner ads.

Consistent with the traditional media gratifications studies (e.g. e.g. Greenberg, 1974; Rubin; 1983) and SNSs gratifications studies (e.g. Al-Menayes, 2015; Dogruer et al., 2011; Orchard et al., 2014) the current study found SNSs entertainment motivation a multidimensional construct composed of enjoyment, social escapism, relaxation and pass time dimensions. Users participate in SNSs to satisfy their diverse entertainment needs and motives such as to enjoy (Kim et al., 2011), escape reality (Orchard et al., 2014), feel relaxed (Sharma & Verma, 2015) and pass time (Al-Menayes, 2015). Many users participate in SNSs to have fun, please themselves and to feel excitement in routine life (Dogruer et al., 2011). Some users use SNSs to find some relaxation from the everyday busy life (Sharma & Verma, 2015). Several users participate in SNSs to escape the social reality such as routine issues, problems,

worries and pressures (Dhaha & Igale, 2013; Orchard et al., 2014). Katz and Foulkes (1962) indicated that media has the capacity to gratify the audience's need to escape from social life problems. SNSs provide users an environment which is helpful for distracting their mental state from the routine troubles and anxieties of everyday real-life (Orchard et al., 2014). Some users use SNSs and browse the content appearing on these websites to simply pass the time. When users have nothing special to do, they engage themselves in SNSs (Hollenbaugh & Ferris, 2014; Sharma & Verma, 2015).

The role of users' attitude as a mediator of advertising effectiveness is well established in marketing literature (see Lutz et al., 1983; Mackenzie et al., 1986). In traditional media context attitude has been theorized and measured to mediate the relationship between antecedents of advertising effectiveness and purchase intentions (See Mackenzie et al., 1986). In new media environment (e.g. internet and social media) various studies such as Wang and Sun (2010) and Mir (2012) identified that attitude toward advertising mediates the causal relationship between antecedents of advertising effectiveness (e.g. beliefs) and users' ad-clicking behavior. Few SNSs uses and gratifications studies such as Mir (2014) identified that attitudes toward SNA mediate the relationship between users' motivations to participate in SNSs and their SNS banner ad-clicking behavior. In line with the previous findings the current study found that attitudes toward SNA mediate the causal relationship between SNSs entertainment motivation and users' SNS banner ad-clicking behavior. Yet, attitude toward SNA mediate the casual relationships between social escapism, relaxation and users' behavior to click on SNS banner ads. It does not mediate the causal relationship between enjoyment, pass time and users' behavior to click on SNS banner ads. This finding is in line with the argument of past gratifications studies (e.g. Bloch et al., 1986; Bouwman & Van de Wijngaert, 2002; Touré-Tillery & Fishbach, 2014) which argued that different dimensions of a motivational construct such as entertainment motivation affect user attitudes and behaviors differently.

Another important finding of the current study is that SNSs entertainment motivation directly and positively influences users' behavior to click on SNS banner ads. This finding supports the earlier studies (e.g. Rodgers, 2002) who proposed that internet motivations can have a direct influence on users' online banner ad clicking behavior. However, the results of the current study revealed that only social escapism has a direct and positive influence on users' behavior to click on SNS banner ads. This finding is consistent with Touré-Tillery and Fishbach (2014) who explained that different dimensions of a motivation trigger cognitions and behaviors differently.

Motivations influence frequency of visiting SNSs and duration of time spend on SNSs (Cha, 2010; Chen, 2012). Frequency of visiting web and duration of time spend on web influence the online advertising effectiveness (Mohammed & Alkubise, 2012). Incongruous with previous gratifications researches the current study discovered that most of the dimensions of SNSs entertainment motivation did not influence users' frequency of visiting SNSs and their duration of SNS visits. Most important

importantly neither frequency of visiting SNSs nor duration per SNSs visit affects the users' attitude towards SNA. Similarly, neither frequency nor duration directly affects users' behavior to click on SNS banner ads. These findings challenge the theory that frequency of visits to web and duration of these visits expose the users to online ads which in turn positively affects their attitudes and behaviors toward online advertising (See Danaher & Mullarkey, 2003). One of the possible reasons for frequency of visiting SNSs not to have some significant influence on user attitudes toward SNA can be found in the study conducted by Berlyne (1970). According to Berlyne (1970) repeated exposures lessens the entertaining value of a stimulus such as ads. Berlyne further explains that the users' initial exposure to a novel stimulus has a positive effect on their attitudes but when they are frequently exposed to this stimulus it leads to boredom and ultimately the effect of the stimulus declines. Dahlen (2002) found that increasing internet visits make users less interested in clicking on internet banner ads. Goldstein, McAfee, and Suri (2011) discovered that duration of ad exposure time has a substantial effect on ad recognition and recall. Authors suggested that ad exposure time up to one minute is sufficient for banner advertising effectiveness. Beyond the above mentioned exposure time level the effectiveness of the exposure diminishes. Analysis of the time duration revealed that most of the users spend sufficient time on SNSs per visit (i.e. is one hour per visit). This is far more than the time duration suggested by Goldstein et al. (2011) for an ad exposure to be effective. Another finding of the current study is that not SNSs entertainment motivation but some other set of motivations stimulate users to frequently visit SNSs. Yet, enjoyment is the only SNSs entertainment motivational factor which stimulates users to spend sufficient time on SNSs per visit.

Conclusion

By using media uses and gratifications theory and literature the current study postulated SNSs entertainment motivation as a multidimensional construct. The results revealed enjoyment, social escapism, relaxation, and pass time as the underlying dimensions of SNSs entertainment motivation. SNSs entertainment motivation partially has a mediated and direct influence on users' behavior to click on SNS banner ads. In other words, the dimensions of SNSs entertainment motivation have differing effects on users' attitude towards SNA and their behavior to click on SNS banner ads. Frequency of visiting SNSs and amount of time spend on SNSs per visit neither influences user attitudes toward SNA nor their behavior to click on SNS banner ads.

Incremental Contribution and Implications

Past gratifications studies such as Taylor et al. (2011) which examined the influence of users' SNSs motivations on user acceptance of SNA treated SNSs entertainment motivation as a unidimensional construct. By using media uses and gratifications theory and studies (e.g. Al-Menayes, 2015; Dogruer et al., 2011; Greenberg, 1974; Orchard et al., 2014; Rubin; 1983) the current study theorized and empirically verified SNSs entertainment motivation as a multidimensional construct. Specifically, the current study theorized and empirically verified enjoyment, social escapism, relaxation, and pass time as the underlying dimensions of SNSs entertainment motivation. Assessing multidimensionality of SNSs entertainment motivation was necessary because a multidimensional construct presents a holistic picture of the phenomenon under investigation and of its effects on predicted outcomes (Edwards, 2001). Furthermore, past gratifications studies (Chi, 2011; Taylor et al., 2011) assessed the influence SNSs entertainment motivation only on the users' attitude towards SNA. Just measurement of user attitudes is not sufficient for understanding advertising effectiveness (Briggs & Hollis. 1997). The current study extended the role of media uses and gratifications theory by theorizing and measuring the mediated and direct effects of SNSs entertainment motivation on users' behavior to click on SNS banner ads. Click through behavior is an important measure of banner advertising effectiveness (Chandon, Ch-tourou, & Fortin 2003). It helps advertiser to tract whether users visited the company's website and completed the product purchase (Pavlou & Stewart, 2000). Most importantly, it improves brand awareness (Rae & Brennan, 1998) which is the first and the indispensable step for building a strong brand (Keller, 2008). In addition, the current study conceptualized the effects of SNSs entertainment motivation on users' frequency of visiting SNSs as well as on the duration of these SNSs visits. The current study also measured the subsequent influence of frequency and duration on users' attitude towards SNA and their behavior to click on SNS banner ads. Unlike previous studies which presented the western point of view the current study contributes to marketing literature on SNA from South Asian perspective.

The findings of the current study can help SNSs firms in keeping their existing users and making new ones. Users' media usage motivations are derived from their needs (Katz et al., 1973). Gratification of entertainment needs is the most common user SNSs motivation (Dogruer et al., 2011; Valenzuela et al., 2009). The current study identified enjoyment, social escapism, relaxation and pass time SNSs entertainment motivational factors which drive users to participate in SNSs. This implies that SNSs firm should make the environment of their websites more entertaining. Particularly, they should generate exciting, absorbing, light, refreshing, relaxing and engaging content such as small interactive games on their websites. It will help them in retaining existing users and attracting new ones.

The findings of the current study can help SNS advertisers in aligning their banner ad content with user motives and content of the website. This trilateral alignment strategy will make SNA more effective. It will drive users to click on SNS banner ads. The findings of the current study suggest that SNS advertisers should make both the content of the banner ad and its outlook attractive, entertaining, absorbing and versatile. The appearance of the banner ad should be captivating so that it can drive the users to click on it. However, the findings of the current study suggest that advertisers should first thoroughly analyze the different entertainment needs and motives of users then develop the SNA content accordingly. Advertisers should not assume SNSs entertainment motive as enjoyment seeking. SNSs entertainment motivation is a complex construct composed of different dimensions which have differing effects on users' acceptance of SNA. Findings of the current study would particularly benefit those companies which are targeting the young users of South Asian countries.

Limitations and Future Research Directions

Tuten (2008) stated three approaches of advertising on social media. Conventional banner advertising, development of SNSs brand profiles and creation of SNSs brand community. The current study examined the effects of SNSs entertainment motivation only on the user acceptance of conventional SNS banner advertising. The future researches should assess the effect of SNSs entertainment motivation on user attitudes toward SNS brand profiles and brand communities.

The current study assessed the causal relationship between SNSs entertainment motivation and users' attitude towards SNA. In future, researchers should examine the influence of SNSs entertainment motivation on user attitudes toward the advertised brand too. In addition, future researches should examine the effects of users' SNS banner ad-clicking behavior on brand awareness. One important function of click through behavior is the improvement in brand awareness (Rae & Brennan, 1998). Brand awareness is the first and necessary step in brand building ladder (Keller, 2008). The current study found that neither frequency nor duration of SNSs visits influence users' attitude towards SNA and their behavior to click on SNS banner ads. The future researches should explore the elements which moderate the causal relationship between frequency and duration of SNSs visits and users' attitude towards SNA and their behavior to click on SNS banner ads. Furthermore, the current study relied on student population. Future studies should assess the SNSs entertainment motivation of non-student population and its mediated and direct effects on their behavior to click on SNS banner ads.

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