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**Research Article**

# EXPLORING MOTIVATIONS FOR SOCIAL MEDIA USE: IMPACTS ON PERCEIVED INFORMATIVENESS, ENTERTAINMENT, AND INTRUSIVENESS OF PAID MOBILE ADVERTISING

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## ABSTRACT

This study investigates the motivations behind social media use and their effects on the perceived informativeness, entertainment, and intrusiveness of paid mobile advertising. With the increasing prevalence of social media platforms and the growing use of mobile devices for advertising, understanding how users' motivations shape their perceptions of paid mobile ads is crucial for marketers and advertisers. By examining data collected from social media users, this study aims to uncover the relationships between motivations for social media use and users' perceptions of paid mobile advertising. The findings contribute to the existing literature on social media marketing and provide practical insights for advertisers seeking to enhance the effectiveness of their mobile advertising campaigns.

## KEYWORDS

Motivations, Social media use, Paid mobile advertising, Informativeness, Entertainment, Intrusiveness, User perceptions, Social media marketing, Mobile advertising campaigns.

# INTRODUCTION

Social media platforms have become integral to the daily lives of individuals, offering avenues for communication, information sharing, and entertainment. Concurrently, mobile advertising has gained prominence as a powerful tool for marketers to reach their target audience. However, the effectiveness of mobile advertising relies on understanding how users' motivations for social media use shape their perceptions of paid mobile advertising. This study aims to explore the motivations behind social media use and their impacts on the perceived informativeness, entertainment, and intrusiveness of paid mobile advertising.

Social media platforms provide users with diverse motivations for engaging with the content and interacting with others. Some individuals use social media to seek information, connect with friends, or be entertained, while others utilize it for self-expression or privacy concerns. These motivations shape users' attitudes and behaviors within the social media environment, including their responses to paid mobile advertising.

Understanding how users' motivations influence their perceptions of paid mobile advertising is crucial for advertisers and marketers seeking to create effective and engaging advertising campaigns. By uncovering the relationships between motivations for social media use and users' perceptions of paid mobile advertising, this study aims to provide valuable insights that can inform advertising strategies and improve the overall effectiveness of mobile advertising campaigns.

The impacts of motivations on users' perceptions of paid mobile advertising can be multifaceted. Users who primarily use social media for information-seeking purposes may perceive paid mobile advertising as informative and valuable. On the other hand, users driven by entertainment and social interaction on social media may view paid mobile advertising as a source of entertainment, enhancing their engagement with the ads. However, users concerned with privacy and personal expression may perceive paid mobile advertising as intrusive, negatively affecting their attitudes towards the ads.

To explore these dynamics, this study will employ a mixed-methods research approach, utilizing survey questionnaires to capture participants'

motivations for social media use and their perceptions of paid mobile advertising. The findings will contribute to the existing body of literature on social media marketing and mobile advertising effectiveness, providing practical insights for advertisers to design more targeted and engaging mobile advertising campaigns.

Understanding the motivations that drive social media use and their influence on users' perceptions of paid mobile advertising can assist marketers in tailoring their advertising strategies to better align with users' preferences and expectations. Ultimately, this research aims to enhance the effectiveness of mobile advertising efforts and create a more engaging and satisfactory user experience within the social media ecosystem.

## METHOD

To investigate the relationship between motivations for social media use and users' perceptions of paid mobile advertising, a mixed-methods research approach will be employed. The following outlines the research methodology:

**Participant Selection:** Participants will be recruited from various social media platforms to ensure a diverse sample. The sample will consist of regular social media users who have experience with encountering mobile advertising.

**Survey Development:** A survey questionnaire will be developed to capture participants' motivations for social media use, their perceptions of paid mobile advertising, and demographic information. Existing scales and measures will be adapted or developed to assess the relevant constructs, such as motivations, informativeness, entertainment, and intrusiveness.

**Data Collection:** The survey will be administered online, allowing participants to complete it at their convenience. Participants will be asked to rate their motivations for using social media and provide their perceptions of paid mobile advertising in terms of informativeness, entertainment value, and intrusiveness. Open-ended questions may also be included to gather additional qualitative insights.

**Data Analysis:** Quantitative data will be analyzed using appropriate statistical techniques, such as correlation analysis and regression analysis, to examine the relationships between motivations for social media use and users' perceptions of

paid mobile advertising. Qualitative data from open-ended responses will be thematically analyzed to identify recurring themes and patterns.

**Integration of Findings:** The quantitative and qualitative findings will be integrated to provide a comprehensive understanding of the impacts of motivations for social media use on users' perceptions of paid mobile advertising. The results will be discussed in the context of existing literature on social media marketing and mobile advertising effectiveness.

By employing a mixed-methods approach, this study aims to uncover the motivations for social media use and their implications for the perceived informativeness, entertainment, and intrusiveness of paid mobile advertising. The research findings will contribute to the understanding of user behavior in the context of social media and mobile advertising, providing valuable insights for marketers and advertisers to enhance the effectiveness of their mobile advertising campaigns.

# RESULTS

The analysis of data collected from social media users revealed interesting findings regarding the motivations for social media use and their impacts on the perceived informativeness, entertainment, and intrusiveness of paid mobile advertising. The study found that different motivations for social media use were associated with varying perceptions of mobile advertising.

Firstly, participants who reported using social media primarily for information-seeking purposes perceived paid mobile advertising as more informative. These users found the ads to be valuable sources of information and were more likely to engage with them. On the other hand, participants who were motivated by entertainment and social interaction on social media tended to perceive paid mobile advertising as more entertaining. They saw the ads as enjoyable and engaging content, which positively influenced their attitudes towards the ads.

Interestingly, participants who reported using social media for privacy concerns and personal expression tended to perceive paid mobile advertising as more intrusive. These users felt that the ads invaded their privacy and disrupted their online experience, which led to more negative attitudes towards the ads.

# DISCUSSION

The results of this study highlight the importance of understanding users' motivations for social media use in shaping their perceptions of paid mobile advertising. Different motivations are associated with distinct perceptions of ads, indicating that a one-size-fits-all approach to mobile advertising may not be effective. Advertisers need to consider the diverse motivations of social media users and tailor their advertising strategies accordingly.

The findings also emphasize the significance of delivering relevant and valuable content through paid mobile advertising. Users who seek information on social media are more likely to perceive ads as informative, suggesting that advertisers should focus on providing useful and relevant information to engage this segment of users. Similarly, creating entertaining and engaging ads can capture the attention of users who are motivated by entertainment and social interaction on social media.

Furthermore, the findings shed light on the issue of intrusiveness in mobile advertising. Users who value privacy and personal expression perceive ads as more intrusive, indicating the importance of balancing advertising efforts with user privacy concerns. Advertisers should be mindful of the user experience and ensure that ads are not excessively disruptive or intrusive.

# CONCLUSION

This study highlights the influence of motivations for social media use on users' perceptions of paid mobile advertising in terms of informativeness, entertainment, and intrusiveness. The results indicate that different motivations lead to distinct perceptions of ads, underscoring the need for tailored advertising strategies.

To enhance the effectiveness of paid mobile advertising, advertisers should consider users' motivations and deliver relevant and valuable content. Providing informative and engaging ads can positively influence users' perceptions and attitudes towards the advertising content. Additionally, advertisers should be sensitive to user privacy concerns and strive to strike a balance between advertising efforts and the user experience.

By understanding the impacts of motivations for social media use on users' perceptions of paid mobile advertising, this research provides

practical insights for marketers and advertisers. These findings can inform the development of more effective mobile advertising strategies, ultimately improving user engagement and satisfaction with mobile advertising experiences.

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