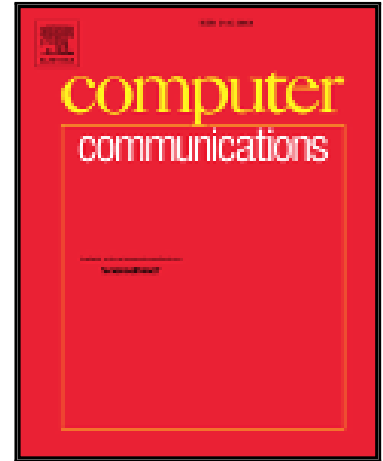


## Accepted Manuscript

What makes us click “like” on Facebook? Examining psychological, technological, and motivational factors on virtual endorsement



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## MOTIVES ON VIRTUAL ENDORSEMENT

**Highlights**

- Enjoyment and interpersonal relationship as most salient motives.
- Those with higher self-esteem, more diligence, more emotional stability, and less subjective norm clicked “like” to express enjoyment.
- Those with lower self-esteem, less diligence, less emotional stability, and higher subjective norm clicked “like” for pleasing others.
- Enjoyment, interpersonal relationship, and perceived ease of “like” positively predicted the attitude toward “like.”
- Subjective norm and the passing time motive positively predicted clicking “like.” The pleasing others motivation negatively predicted “like” behavior.

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