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"Liking" Facebook Company Pages is equal Online Consumerism?

A Study on the Connection between "Liking" Company Pages and Online Shopping

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Resumé

”Synes Godt Om” Virksomhedsprofiler på Facebook er lig med Online Shopping?

En undersøgelse af sammenhængen ml. ”Synes Godt Om” Virksomhedsprofiler og Online Shopping

De sociale medier er blevet en stor del af danskernes liv, og især Facebook er blevet ”hverdagskost”. Der er mange som bruger mediet til at holde kontakten vedlige hos venner, bekendte og familier både nationalt og internationalt. Derudover er Facebook ikke kun blevet et kommunikationsmiddel, det er også blevet et værktøj til at øge ens eget brand samt organisationer og virksomheders brand image. Ved hjælp af nogle features som Facebook tilbyder, såsom ”Synes godt om” knappen, er det blevet muligt for alle og enhver at få noget omtale samt vise på en mere udadvendt og måske professionel måde hvem man er som person.

Der er nogen som vil mene, at Facebook er et værktøj i sig selv som hjælper virksomheder med at promovere deres brand image og produkter på en mere moderne måde. Derudover ved hjælp af Facebook er det også muligt for virksomhederne at nå ud til mange flere kunder end gennem traditionel markedsføring. Endvidere hjælper Facebook brugerne også andre personer, organisationer og virksomheder med at få omtale, hvad enten det er gennem deling af artikler hvori de bliver nævnt, deling af produkter, eller ved at ”Synes godt om” dem hvor deres eget netværk kan se hvem de støtter eller bare godt kan lide generelt.

Desuden vil der menes, at gennem ”Virksomhedsprofiler” på Facebook, er det også blevet nemmere at købe over internettet. På disse ”Virksomhedsprofiler” er det muligt for forbrugerne at følge med i samt at få hurtigere besked om opdateringer af produkter på markedet, specielle tilbud og events, såsom åbning af nye butikker. Forbrugerne har også mulighed for at kommunikere med de ansatte hvis der skulle være opstået et problem med en vare eller der er noget galt med hjemmesiden osv. Det er dog stadig et forholdsvist nyt fænomen og derfor også lidt usikkert fra forbrugernes side, at det er blevet muligt at kunne komme i den specifikke virksomheds webshop via Facebook.

Formålet med dette speciale er derfor at undersøge om der findes en sammenhæng mellem brugen af ”Synes godt om” knappen og shopping på internettet. Derudover vil der gennem specialet være nogle forskningsspørgsmål som vil forsøges besvaret, der drejer sig om hvorledes aktiv involvering

på Facebook kan have indflydelse på andres beslutninger og hvordan "Virksomhedsprofiler" på Facebook har indflydelse på købsadfærden på internettet. Endvidere bliver der gennem en kvantitativ undersøgelse stillet en hypotese: dem som "Synes godt om" virksomheder på Facebook har en større tendens til at købe over internettet end dem som ikke gør brug af knappen.

Gennem sekundær litteratur bliver der gennemgået teori og akademiske artikler. Teorier som ser på forbrugeradfærd og –behov, motivation og branding. Akademiske artikler som uddyber og undersøger emner såsom motivation og indflydelse af forskellige kilder på Facebook, købsadfærd, samt engagement på Facebook og vigtigheden deraf.

På baggrund af de sekundære og primære data kunne det konstateres, at der var en form for, men ikke en ligefrem, sammenhæng mellem "Virksomhedsprofiler" på Facebook og shopping på internettet. Disse Facebook sider blev mest brugt til informationssøgning om eventuelle produkter, men også til at kunne vise og promovere hvem man er som individ. Det blev også vist, at man søger ikke kun inspiration hos "Virksomhedsprofilerne", men også stadigvæk fra andre medier og kilder. Det har også været muligt på baggrund af undersøgelsens resultater at kunne fremlægge hvilken indflydelse brugen af "Synes godt om" knappen og "Virksomhedsprofiler" på Facebook har på købsadfærden på internettet. Dette speciale kan hjælpe virksomheder med at få et indblik i hvordan de enten kan gøre deres Facebook side bedre eller videreudvikle således, at der bliver en klar linje mellem deres hjemmeside og Facebook side – i håb om at øge salget og kapaciteten.

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1. Motivation

Within the subjects of this thesis, there are a lot of different researches to choose from. However, when looking at the connection between Company Pages on Facebook, online consumer behavior, and the "Like" button, there is not much research made.

I find it fascinating what consumers and companies are able to do with Facebook, which continuous to develop. Companies are for instance able to attract new customers and/or keep in contact with their current customers. Consumers are able through Facebook to communicate and observe what their friends, family-members, and/or associates are doing, have done, or are going to do in the nearest future. Furthermore, consumers are able through Facebook to get in touch with old schoolmates or people they have not seen in several years.

On the other hand, Facebook is much more than a communication, an observation, and an attraction tool. Facebook is also about helping its users to promote themselves and enhance their brand image, but it is also a significant marketing tool for companies, organizations, and brands. It seems that people today are using Facebook for new opportunities, whether it may be a new job position or a new relationship. Some people are aware of what they do, share, and post on Facebook, and how they present themselves to their "Facebook Friends". From a company's perspective, Facebook is also about having the possibility to become a world-known brand or company, meaning the possibility to expand business. Through the "fans" on Facebook, it is easier to reach out to more people and also worldwide, because some of the fans may have friends around the world.

If you ask the users of Facebook, the "Like" button has always existed, but it is not even five years old and therefore a rather new phenomenon created by Facebook. But what do people use it for and why? I believe that some people do not know why they use this button or how, because it feels like some people "Like" something on Facebook because "everyone they know does" or "it is there to be used", etc. Not a lot of research has been made on this subject, and that is one of the reasons I would like to take a look at it. I think it would be interesting to see, if people really know how to use this button provided by Facebook or not. Hopefully, throughout my project I will get a clearer view of how "Liking" a Company Page on Facebook is linked to online consumerism.

2. Introduction

Internet was at the beginning (in 1980s) mainly used for science and education, but in the 1990s when the World Wide Web was launched almost everyone with a computer were using the Internet (Den Store Danske (Encyclopedia), 2013). Today, one might say that the use of Internet has become daily life for a lot of people. They use it for shopping, to keep in touch with friends and family, and for work. It has become more convenient and timesaving for people to use the Internet, and since social media came, e.g. Facebook in 2006, one can argue that the interest for Internet users has increased. Furthermore, companies are now including the use of social media in their marketing and business strategies, in order to improve their own profits and increase the number of customers (Parsons, 2011).

To a lot of people, social media is a way of communicating with others both nationally and internationally, but that is not all, because social media is for instance divided into blogging, microblogging, and social networks (Safko, 2010). These types of social media are used in order for people to communicate with everyone they know or people they have not met, but it is also used for people to follow brands, companies, celebrities etc. Social media includes e.g. Twitter, LinkedIn, YouTube, and Facebook, which are the most known media amongst online consumers, and especially businesses use these types of social media in order to reach out to the largest group of online users.

Companies use for instance Facebook because they want to communicate with their customers. However, it is not always that the consumers wish to be in a dialogue with the companies (Dilling, 2012). It has been proved that e.g. Facebook Users "Like" Company Pages because they want to show their friends who they are and what they like, which is also part of enhancing one's brand identity (Naylor, Lamberton, & West, 2012). However, there are some people who use the Company Pages on Facebook for communicating with the employees, other users or fans, and rating products and/or services in order for the company to improve and further develop their products and/or services.

According to Jessica Lee (2009), there are some immediate advances with a Facebook Page. She argues that creating a Company Page is easier, more relevant and beneficial, because it allows marketers publish to the stream, increase Search Engine Optimization (SEO), and analyze with

Insights Dashboard how the fans interact, which includes graphs for interactions, post quality, page view, media consumption, and reviews. Pages have direct access to the News Feeds, they get immediately feedback when their fans "Like" and/or comment on something, they have better integration with rich media (e.g. promote and host live events), they have access to graphs showing (e.g. the number of "Likes" and visits), and they are run by the company itself.

Facebook reached 1 billion users in September 2012, which continues to increase, and there are approximately 21,655 companies around the world on Facebook (Inside Facebook, 2013). Out of the 1 billion users, approximately 3 million users are from Denmark and around 82 per cent of Danish enterprises have developed a page on Facebook (Denice (Atcore.dk), 2012). Even though it may seem that the reason companies develop a Facebook account is for better interaction with their consumers, it is not the same reason that Facebook users "Like" companies (Karkov, 2012). They basically use it for gathering information. However, there are some users who wish to communicate with the employees of a company. On the other hand, it is a fact that many Facebook Users do not realize that posting links and/or "Likes" can be seen as a marketing strategy (Sengupta, 2012). The users may not think that they implicitly promote products and/or services on Facebook on behalf of the companies, and based on this point of view, it is free advertising for companies.

According to Jiyoung Cha (2009), the increasing number of online users and massive online traffic do not necessarily mean that social network will make a profit for the companies. However, one might argue that social network could have an impact on motivating online users through advertisements on for instance Facebook through the "Like" button, sharing links, or general advertisements on the News Feeds. On the one hand, who clicks on the advertisements on the News Feeds or even pay attention to what is there? It seems as if the brands, which advertise on Facebook, primarily do it in order for people to pay more attention to them and get inspired to do some shopping (online and/or offline). On the other hand, what do users of Facebook use the Company Pages for? Is it for information research, looking at what others think of the brand and the ratings made by other consumers, or do they use it to enhance their own brand identity?

On April 21, 2010 Facebook developed this phenomenon "Like" button that then became a new feature, which is significant to this thesis. Facebook created this button in order for people to "Like" others' status, photos, activities, etc. and to show their support (Constine, 2011). Today, this button

also makes it possible for Facebook Users to feel part of a brand and/or community, as the members or fans of the brand share same values and interests as you. It has been proved that people wish and need to feel part of or belong to something like a community (offline and online) because they do not wish to be alone, they want to be able to share their thoughts, ideas, and experiences within a certain area or interests (Zhao, Lu, Wang, Chau, & Zhang, 2012). They also want to know that there are some people out there with same problems, interests, or knowledge who will support you and help you with your decisions. However, you do not need to be an actual member of a community to support each other, people show support by "Liking" your photos, status updates, and activities as well, which help with the individuals' confidence. The "Like" button is one of the most used and popular features in Facebook's history because it is easy to use, but what do people really use it for?

Based on research, I propose that *"people who "Like" Company Pages on Facebook are more motivated to shop online than people who do not"*. In order to find out whether or not this is true, I will first find out what are the benefits for the companies by having a page on Facebook and then examine the audience (the consumers), who are they and what do they use the Company Pages on Facebook for. This will be described further in details later on (chapter 4 and 5).

3. Delimitation

The main focus for this thesis is to see if there is a connection between "Liking" companies on Facebook and consumers' online behavior (consumerism). I find it interesting to see if Facebook Users are using the "Like" button for their own pleasure or if they actually use it for other purposes. Furthermore, to see if by "Liking" companies is followed by purchasing online via the Company or Brand Pages on Facebook.

As stated previously, there are many forms of social network, for this thesis I will focus on Facebook, because it is one of the largest online services worldwide, and because there are a lot of marketing strategies involved within and on Facebook, not only from the service itself but also from the companies, brands, and organizations, which are on Facebook. Because Facebook is about entertainment, communication, for everyone (minimum age 13), and continuing to develop, it is expected by the users to be able to get closer to not only other people around the world but also closer to companies and so on, which is also part of the users' brand identity.

For the empirical data collection (questionnaire) the questions were concerning Facebook (the users and the use itself) especially regarding to the "Like" button, but also online shopping in a general perspective, and therefore the questionnaire was uploaded on Facebook. However, because many of the LinkedIn Users also use Facebook, I also uploaded the questionnaire on this social network. This survey was directed towards Danish users on Facebook.

As mentioned earlier, there are a lot of companies located on Facebook but also brands. Within this thesis there will be given examples from a Company Page, LEGO, in order to show how this company is for instance engaging its "fans" on Facebook. I have chosen LEGO because it is the highest rank Company Page on Facebook (Socialpunch.dk, 2013), but also because it is a well-known brand and company, and a lot of people can relate to it (brand identity). Furthermore, since the questionnaire is targeted Danish Facebook Users, I focused only on Danish companies and brands on Facebook.

Moreover, through different sources and literatures I was able to get a better perspective and focus on online consumer behavior, especially when it comes to users of Facebook but also how an online shopper is identified. Based on research, the target group for the questionnaire for this thesis is everyone at the age of 18plus. This broad segment will provide me an idea of the segment of online shoppers, and how this segment is connected to the users of Facebook.

As mentioned earlier, I have made a questionnaire for this thesis. I have chosen a quantitative research method because it is possible to gather a large number of respondents, and it is objective and anonymous. I did not choose to include companies (interviews or the like) because I did not find it relevant in my case, since the focus of my thesis is seen from a consumer's perspective and not from a company's perspective.

Regarding theories and literature, I have chosen to focus on Motivation Theory, Maslow's Hierarchy of Needs, Social Cognitive Theory, and Brand Identity. Because these theories help looking at what motivates the consumers, their needs, and also how other factors and/or people may influence the decision-making process, but also how important it is for the consumers to show others who they are and what they stand for. Throughout the secondary literature, I am focusing on the use of Facebook and online shopping (motivation, engagement, online/offline shoppers, etc.).

4. Problem Statement

Based on the introduction of the subjects, the hypothesis, and the thesis in general, I asked the following question:

How is "Liking" a Company Page on Facebook influencing online shopping and are there any challenges? And what are the motivations behind the consumers' engagements on Facebook?

Moreover, I ask a few research questions in order for me to answer the problem statement:

1. How is engagement on Facebook helping motivate people and influence their decisions?

2. What is the difference between needs and wants, and how are they linked to motivation?

3. What motives people to consume online, and is there any connection between "Liking" a Company Page and online shopping?

Furthermore, I state a hypothesis, previously mentioned in the introduction, which is the "foundation stone" for the questionnaire:

H1: *"People who "Like" Company Pages on Facebook are more motivated to shop online than people who do not"*

5. Structure of the Thesis

The thesis is primarily divided into three parts, which is also indicated in the below figure. The first part is a review on the literature, which also includes the theoretical aspect. This part, which includes literature on motivation, needs and wants, engagement, and online consumer behavior, I named *Literature Search*.
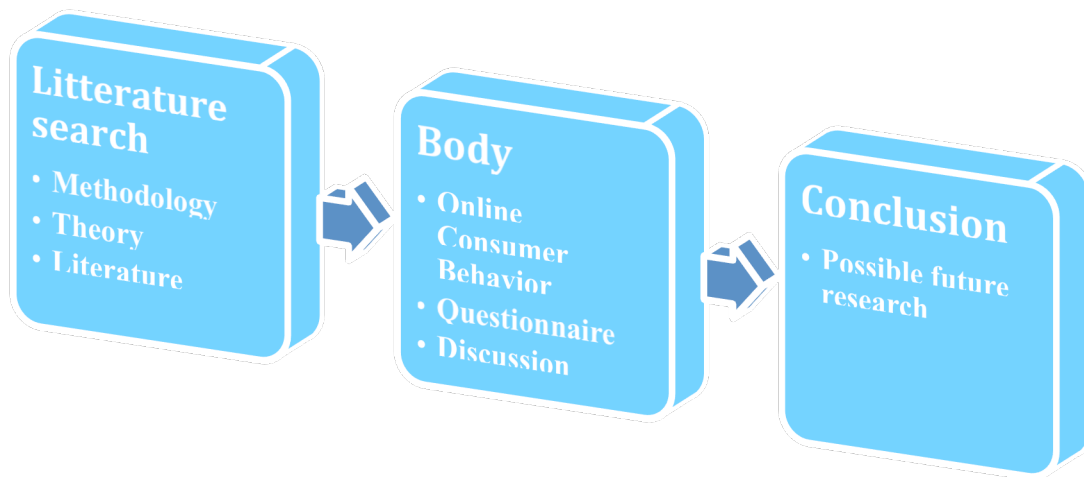
The second part, which I call the *Body*, is an analysis of "Online Consumer Behavior" and a questionnaire, but also a discussion of the two combined with theory. The last part is what I call *Conclusion*, which attempts to combine everything into one piece, if possible. Furthermore, it includes possible future research too, because due to limit of time and resources it is possible to take on another perspective on this thesis or further develop on the present problem statement.

6. Methodology

Before starting on the thesis, there was a lot of research to go through in order to understand the subjects and find the hypothesis for the questionnaire. The search for literature helped me develop the research questions and develop the problem statement for this thesis. I started out with subjects such as consumer behavior, Facebook use, and online shopping, and through that I found relevant sources and studies, which included these subjects and also included subjects such as motivation and engagement.

Within this thesis, I have used a quantitative method (questionnaire), which will be discussed later. A questionnaire is determined as a survey, which includes a large number of people, about a relative limited numbers of variables and a survey that is touched lightly upon (Watt Boolsen, 2008). A well-developed survey contains closed questions (the reliability is relative high, but the validity can be rather low), open questions (a person answer the question him-/herself – the validity is relative high, but the reliability can be rather low), and half-open questions (e.g. "you may indicate more than one option").

Furthermore, this questionnaire is also what is called primary data, as it has been collected directly from first-hand sources by means of for instance surveys (Business Dictionary, 2013). Whereas all of the collected research, articles, statistics, etc. are secondary data.

7. Theories

This section is focusing on the relevant theories. Here I will first of all describe what the theories say by including different authors, who have worked with the theory. And finally, draw a line between the four theories, I have chosen to focus on. The four theories are Motivation Theory, Maslow's Hierarchy of Needs, Social Cognitive Theory of Mass Communication, and Brand Identity. As mentioned, I will describe these theories, however, I will also look at differences between online and offline shoppers' if any (Motivation Theory), how one's needs are linked to motivation and the difference between biogenic and psychogenic needs (Maslow), in what ways mass communication is influencing the individual's thoughts, and in what ways branding influences the consumers and how it is linked to companies' brand image and Facebook.

7.1. Motivation theory

Motivation refers to the process of how and why people behave as they do, and from a psychological perspective, it appears when a consumer satisfies a need that arises (Solomon, 2010). Motivation theory, on the other hand, suggests that human motivations are primarily geared towards individual gratification and satisfaction (Rohm & Swaminathan, 2004). Rohm & Swaminathan pointed out that *"Consumers may be motivated by the ability to implicitly derive a certain set of utilities by patronizing a given type of shopping setting"*. Therefore, by knowing where, when, and what to shop, a consumer knows which motives to drive from in order to satisfy one's need. It is said that motivations appear in different ways, depending on what the customer's need is or what the customer has seen from other people, whether they are friends or celebrities. Rohm & Swaminathan further argue that there exist four shopping types, which are as followed:

- **Convenience shopper:** *motivated by what is most convenient, and more motivated than the other three types*
- **Variety seeker:** *is substantially more motivated by variety seeking across retail alternatives and product types as well as brands*

- **Balanced buyer:** *moderately motivated by convenience and variety seeking*
- **Store-oriented shopper:** *more motivated by physical store orientation (e.g. desire for immediate possession of goods and social interaction)*

Based on the abovementioned, one can argue that consumers are divided into these four categories that the authors refer to. However, one can also argue that it is impossible to divide consumers into different and specific categories, because you have to consider the cultural background as well. Therefore, there may be people within the same categories but with different cultural background, which is an important factor, as it helps define the consumers and their motives behind their actions.

From another perspective, Deci & Koestner (1999) point out that motivation theory divides the motivations underlying an individual's behavior into extrinsic and intrinsic motivation. Extrinsic refers to the commitment of a consumer's action as it contributes with achieving value, whereas intrinsic refers to the commitment of an action because of the interest in the action itself rather than external reinforcement. Additionally, Davis et.al (1992) found that both extrinsic (the usefulness) and intrinsic (the enjoyment) affect the motivation to use information technology system. In other words, in this case motivation is about the commitment of an individual's actions compared to the previous argument where it primarily says that motivations are a set of tools, which are satisfying the consumers' needs.

Are offline and online shoppers driven by same motivations or do they differ from each other? And are the above arguments for both offline and online shoppers? The following paragraph will maybe provide a clearer perspective on this matter, which also will be discussed later.

According to Fenech & O'Cass (2001), *"e-shoppers are willing to make an effort to purchase online in order to pursue the lowest possible prices"*. They further argue, that the attitude towards online shopping has a different impact on the process of an online consumer than it has on an offline customer. To some extent one can argue that whether it concerns offline or online shopping, the motivations are more or less the same. Whether a need has arisen at an online or offline shopper, they have a desire to satisfy it as soon as possible. On the other hand, one can argue that even though both online and offline shoppers are driven by similar motivations, the engagement and involvement may differ. Online shoppers do not seem as engaged or involved as offline shoppers

do. The reason could be because it is not possible for online consumers to touch the products or even try the clothes and/or shoes on, because they are only able to look at it through pictures online.

Regarding online shoppers, Suki et.al. (2012) argue, *"If an individual perceives an activity to be beneficial to achieve valued outcomes, he/she will be more likely to accept the new technology"*. This argument points out that the motivations behind the action is not as important as the acceptance of using new technology, for instance Internet. The more people use the Internet to shop instead of walking into an actual shop or mall, the better they will be at using the online version of shopping and also be more comfortable shopping online and use the Internet in general. It is about adapting, which to some people can be difficult because they are not familiar with searching and using the Internet. This is especially regarded towards the elder generation, who does not spend as much time on a computer or Internet as the younger generation does (Wijas-Jensen, 2012). Although, according to "Statistics Denmark", the elder generation is using more and more computers and the Internet (Wijas-Jensen, 2012), and therefore it is evident for the companies to make their websites and Facebook Company Pages as customized and user-friendly as possible.

7.2. Maslow's hierarchy of needs

Maslow's hierarchy of needs is a way of looking at an individual's biogenic and psychogenic needs, which are specified in certain levels of motives, as can be seen below (Solomon, 2010).
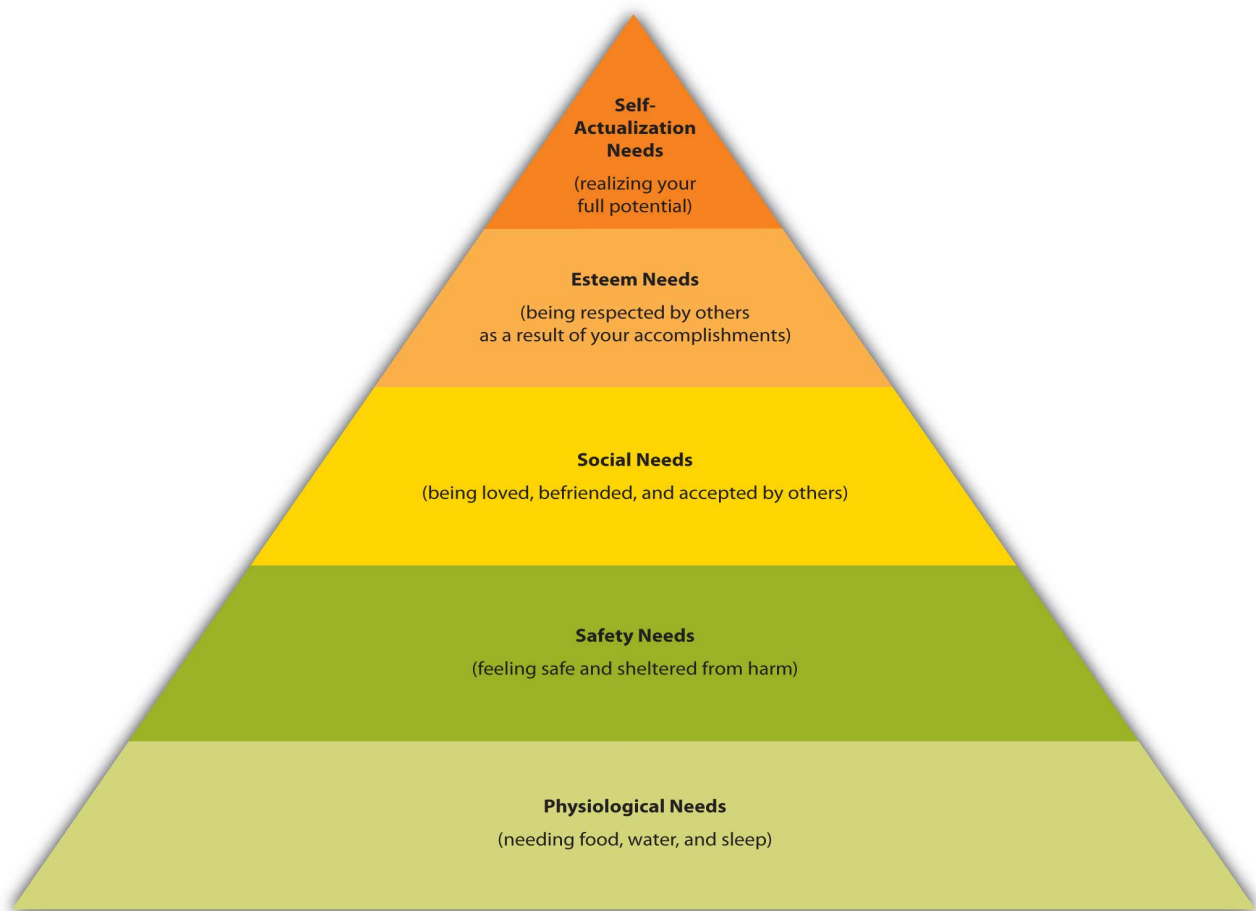
Biogenic needs are defined as what individuals are born with in order to maintain life, e.g. food and water, whereas psychogenic needs are defined as what individuals have or get when for instance they become a member of a specific culture, e.g. status, power, and affiliation. Additionally, *psychogenic needs reflect the priorities of a culture, and their effect on behavior will vary in different environments* (Solomon, 2010). As shown in the figure above, the biogenic needs are the two lowest levels (psychological and safety needs) and the psychogenic needs are the top three levels (social, esteem, and self-actualization needs). However, one can argue that the top level, self-actualization needs, is a need of its own, because this is about who you are as an individual and what your own needs are. Self-actualization needs are not influenced by other factors, whereas the social and esteem needs may be influenced by your surroundings and environment.

Maslow does not divide individuals into specific categories as Rohm & Swaminathan did with the shoppers, but rather says that all individuals have these needs, some more obvious than others. When looking at the biogenic needs, everyone has them in order for survival, whereas the

psychogenic needs differ individually, not everyone has the need to show people who they are, what they do, and where they are from. However, from a marketer's point of view, it is important to make sure that the psychogenic needs are being fulfilled or try to generate new or some unknown needs.

What do these needs have to do with the term motivation or motivation theory, as discussed earlier? One can argue, that a motivation is an underlying reason for behavior and is not something marketers or researchers can see or easily measure, which is basically what these needs Maslow defines or talks about are. You cannot see or measure these needs, but you can at some point provoke these needs and convince consumers that there is a need, which has not been satisfied. Marketers can motivate people to purchase or they can influence the purchases by showing advertisements, and socially, people you know or may look up to can also be the motivation behind your actions and needs, because sometimes what they have is what you want (or need).

7.3. Social Cognitive Theory of Mass Communication

Social cognitive theory *"provides an agentic conceptual framework within which to examine the determinants and psychosocial mechanisms through symbolic communication influences human thought, affect, and action"* (Bandura, 2009). Furthermore, the theory *"explains psychological functioning in terms of triadic reciprocal causations"* (Bandura, 1986). In the below figure, one can see that all three determinants are affected by one another. The environment determines personality, meaning your own environment – friends, family, co-workers, etc. – where you are from (origins) and how you were raised all determine your personal values, but also the other way around. You may have a strong personality, which determine the environment, in other words if one moved to another city or country your personality affects the new environment because of your strong believes.
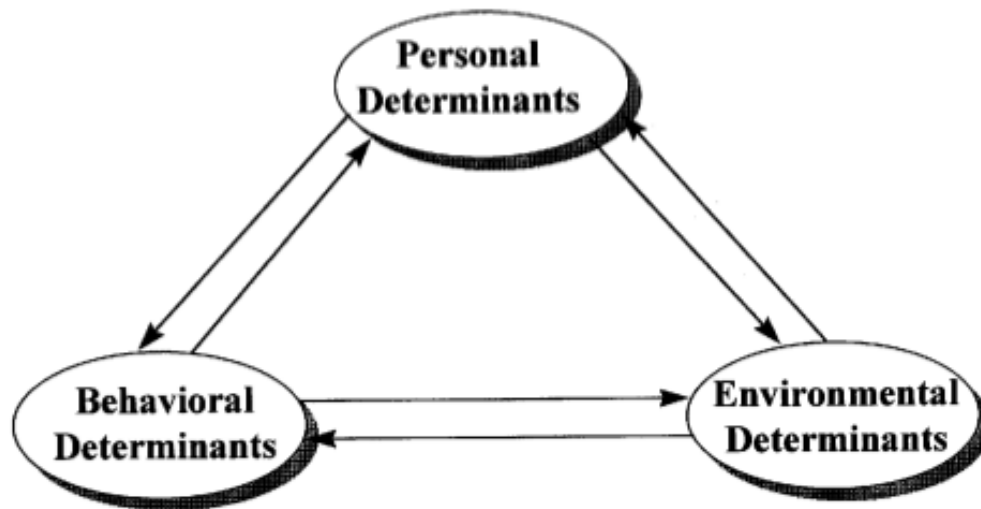
As Bandura states, in this transactional view of the self and society (the figure above), personal factors (cognitive, affective, and biological events), behavioral patterns, and environmental events all operate as interacting determinants, which influence each other bi-directionally. Moreover, he says that behavior is basically influenced by external factors, which include norms and values from the origin of the family. Other external factors, which determine one's behavior and personal value, are symbols, because through symbols people give meaning to their experiences, and associations, which help people to get the full picture and they are able to relate it with something they recall.

Social cognitive theory also gives a lot attention to the social origins of thought and also the mechanisms through which social factors utilize their influence on cognitive functioning. Albert Bandura (2009) argues that there are four different modes of thought verification, which are as followed:

- **Enactive:** *rely on the adequacy of the fit between one's thoughts and the results of the actions they spawn*
- **Vicarious:** *observing other people's transactions with the environment and the effects they produce provides a check on the correctness of one's own thinking*
- **Social:** *when experiential verification is difficult, social verification is used, which means that people evaluate the soundness of their views by holding them up against what others believe*
- **Logical:** *people can check for fallacies in their thinking by deducing from knowledge that is known what necessarily follows from it*

In other words, these four modes of verification is a way of looking at how people are influenced by either small factors or others' thoughts or believes, and what can be seen from either point of view. Even a small change in behavior or environment makes people insecure at believing in themselves and what they stand for.

According to Bandura, there is another factor, which has a huge influential impact on how people socialize or behave, that is the mass media, especially television. However, there is not a single pattern of social influence from the media, as the ideas come either directly or through adopters. Television has been a huge influential impact on consumer behavior and socialization, e.g. talking subject, but over the last five to ten years, one can argue that the Internet has had a greater influential impact than television. The reason for this could be because the Internet provides instant communicative access worldwide.

Since social media became a part of the Internet, the social influential impact has become a large part of both the motives behind consumers' action and behavior, but also their way of thinking. According to social cognitive theory, social network structures are not linked only by personal relationships, as it is also linked by the many possibilities of seeking information online and indirectly interconnected ties. Today, everyone is able to share information and opinions about everything (brand, product, service, celebrity, etc.), whether you may find it valuable or not. Furthermore, people are able to comment on each other thoughts without being too cruel or not seeing it from others' perspectives. What people write, upload, or comment influence others' meanings and decisions a lot more today than they did before social networking became a part of people's life, and these exchanges are part of the reason why people think and react the way they do. One can argue, that this is also part of the so-called "Snowball Effect" (Ghemawat, 1990), which means that it may influence others' thoughts and/or opinions, and it becomes more homogenous.

Ever since these online exchanges has existed, it has become easier for people to communicate with people around the world, and therefore they are able to expand their own social network, especially through Facebook, which is the number one communication channel in the world.

So, the changes within social cognitive theory follow the way social contact changes and social media too. On the one hand, one can argue that no matter what happens with the social media, the four modes of verification is still intact and useful when analyzing the influential part of consumer behavior or motivation. On the other hand, one can argue that it will be difficult to determine which of the four modes of verification are seen within the actions of a consumer online, as it is not as easy to measure what motivated the consumer or why he/she acted the way they did – what were the thoughts behind their actions? Either one, you should acknowledge the difficulties within this particular theory, as it might not turn out to be as reliable as first believed.

7.4. Brand Identity

According to American Marketing Association, a brand is a *"name, term, sign, symbol, or design, or a combination of them all intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors"* (Kotler, 2000). This indicates that whenever a man/woman is seeing a brand, he/she can associate it with all of the things he/she knows about the brand.

Businesses are today trying to get a closer bond with their customers (Bhattacharya & Sen, 2003). Bhattacharya & Sen argue, *"consumers identify with the subset of company associations that constitutes the company's identity"*. These subsets could for instance be the company's core values (mission and vision) or whom the company is targeting at (demographics). In one way, the companies want to have a good or better relationship with their customers in order of gaining loyalty and increasing the number of customers and profits. In another way, people want to feel as if the companies are being serious and taking the customers serious as well. The customers want something that they can relate to.

Through Facebook, the customers have the ability to feel more attached to the companies or brands, and vice versa. By "Liking" a Page on Facebook helps increasing a user's image and also enhancing the brand identity not only for the company or brand but also for the user itself. Most people want to have something to identify them with, whether it is other people (e.g. idols) or brands, in that way they do not feel like they are alone and therefore part of something.

7.5. Keywords

Motivation theory, Maslow's hierarchy of needs, and social cognitive theory of mass communication are very much linked to each other, as they are about what the motives and influences are behind the actions of a consumer. Are they influenced by personal or impersonal connections, or by the impact of social medias – directly or indirectly? What concerns are there when talking about the influential impact from social medias? Furthermore, one should acknowledge the distinction between personal needs (psychogenic) and general needs (biogenic), but also what the market provokes. These needs may seem very vain, broad, and meaningless, nevertheless they are important factors when discussing consumer motivation and behavior.

Brand identity is in some ways also linked to Maslow's hierarchy of needs, because people want to express themselves by for instance showing who they are and what they stand for. However, there are some people who have the need to show others through e.g. cars, products, and clothe their identity, meaning who they are (what Maslow called "Self-Actualization Need"), whereas others do not have the need to do so. This is also what marketers are trying to take advantage of, by e.g. having a closer relationship with their customers (special offers, events etc.).

8. Literature review

In this section, there will be focused on academic literature that includes relevant keywords for this thesis, which I have found. The keywords are "Motivation (Facebook use)", "Engagement", "Online versus Offline shoppers", and "Online Consumer Behavior". These four keywords will have significant meaning in order to understand and to give an answer to the problem statement within this thesis. The following review includes seven academic studies. The main points and results taken from these studies are described and discussed as well. Finally, there will be a short sum up of the most important factors within the literature, which are significant for the developing part of the analysis and discussion of this thesis.

8.1. Motivation (Facebook use)

Ross et.al (2009) investigates how personality and motivations are associated with Facebook use, especially how the Five-Factor Model (FFM) of personality is related to Facebook. In this investigation, the authors are examining the nature of Facebook use in an undergraduate sample and

explore the personal and competency factors that influence its use. The FFM is dividing personality into a series of five dimensional traits, which are as followed:

- **Neuroticism:** *high level of neuroticism shows a strong interest in using online communication*
- **Extraversion:** *low level of extraversion shows to be associated with online use for the communication needs*
- **Openness to Experience:** *trying out new methods of communication or using Social Networking Sites (SNS) to seek out new and novel experience*
- **Agreeableness:** *most likely unpleasant to be around due to the fact they did not possess the types of social graces that made their company desirable*
- **Conscientiousness:** *negatively related to the use of the Internet and other forms of Computer Mediated Communication (CMC) activities*

The investigation was based on these five traits, however, the authors pointed out that these personal traits were not the only factors to consider, familiarity and competency were important factors too. It is important to keep in mind that not everyone is familiar with using the Internet or knows how to communicate through and on the Internet.

As a result to this investigation, it was proved that people in the high Extraversion group tend to be a member in more groups than those in the low Extraversion group, which is strange because it is said that *"Extraversion was not significantly related to number of "Facebook Friends", time spent online or use of the communicative Facebook features (e.g. frequency of Facebook status change)"* (p. 581, Ross et al., 2009). In other words, it is strange that people, who were in the high Extraversion group, showed that they were active members in several online groups, whereas the definition says that people in this group are not necessarily people who spend a lot of time online and especially not in online groups. The investigation further showed that Neuroticism was unrelated to the posting of personal identifying information such as mailing address or phone number. It was also unrelated to the use of communicative features on Facebook, which also was the result of Agreeableness and Openness to Experience.

It was also shown that *"The Motivation domain from the CMC Competence measure"* was not associated with any particular personality variable, even though it would appear that competence and motivation could have an important attitude towards online activities, independent to broader structures of personality. Ross et.al also notified that more specific personal variables defined by the FFM, such as narcissism and shyness, are more influential in activities related to Facebook use than other personal variables. Moreover, it was suggested in the investigation that the motivational factors, which was selected by the authors, might not have been as useful as other motivational factors, such as desire to communicate, seeking social support, and entertainment values, which are important in order to fully understand Facebook use.

Another investigation based upon the abovementioned study, found a strong connection between personality and Facebook behavior. However, instead of using self-reports of subjects, this study used more objective criteria such as measurements of the user-information uploaded on Facebook. In the first hypothesis, it was suggested, *"individuals in the highly extraverted group will demonstrate a higher number of friends and would belong to more Facebook groups than individuals in the least extraverted groups"* (Amichai-Hamburger & Vinitzky, 2010). The investigation showed that people in the highly extraverted group have a significant higher number of friends than people in the least extraverted group, but there was no significant data found regarding participation in these groups. Therefore the findings were partially supporting this hypothesis. The second hypothesis suggested, *"those with a higher level of neuroticism would be more willing to share personally-identifying information on Facebook, and be less likely to use private messages"*, and this hypothesis was supported by the outcomes of the analysis made.

Hypothesis three, *"Individuals who scored higher on the trait of agreeableness would have more "Facebook Friends" added to their profile",* was not supported by the results made in the present study. The outcome showed that people who scored higher on the trait of Agreeableness were found to have used less page features than those who scored lower, and people with low and high levels of Agreeableness were inclined to upload more pictures than those with a moderate level. In other words, the data provided in the present study demonstrate that Agreeableness is very much related to features of Facebook use.

The fourth hypothesis, *"Individuals who scored higher on the trait of Openness to Experience were expected to be more willing to use Facebook as a communication tool and to use a greater number of features, resulting in greater knowledge of Facebook features",* was supported by the findings made in this study. Hypothesis five, *"Individuals who scored higher on the trait of conscientiousness would demonstrate a higher number of friends",* was also supported by the results made by Amichai-Hamburger & Vinitzky. They further pointed out that social groups and organizations have some kind of expectations as how to use Facebook, however, this social impact may depend on personal influences.

The main difference between these two studies is the methodology approach. The first one made by Ross et.al relied on self-reports by participants, whereas the second one made by Amichai-Hamburger & Vinitzky were based on more objective criteria. Ross et.al also made a significant point, which indicated that the motivation behind an individual's use of Facebook is not only based on personal variables but also on familiarity and competency with online use. Amichai-Hamburger & Vinitzky, who focused more on the hypotheses made by Ross et.al, did not mention this.

Tosun (2012) investigated in motives for Facebook use and expressing one's "true self" on the Internet. He essentially examined the motives behind young adults' Facebook use and how these motives are related to the tendency of expressing one's "true self" through the use of Facebook. He pointed out that Facebook can be seen as gratifying many different communication needs and that people seem to differ in terms of why they use this certain medium. There are two hypotheses in this study, which are as followed:

1. Motives of Facebook use related to facilitating one's existing life events and routines are endorsed more than the other two forms of motives (changing and/or observing)
2. People with the highest level of "true self on the Net" have the highest motivation for using Facebook for establishing new friendships and managing romantic relationships

Tosun found seven significant factors, and they are as shown below:

- **Managing long-distance friendships** (*reconnect with people from the past and maintaining with existing relationships*)

- **Passive observations** (*not being an active part of Facebook, but rather looking at other's profiles, status, and photos*)

- **Initiating or terminating romantic relationships** (*using Facebook to find a romantic partner*)

- **Establishing new friendships** (*using Facebook to find like-minded people to socialize with*)

- **Active forms of photo-related activities** (*uploading photos and commenting them on Facebook*)

- **Games and Entertainment** (*using Facebook for the purpose of passing time and curbing boredom by games and entertainment tools*)

Some of these factors are correlated to the first hypothesis, for instance managing long-distance friendships, organizing social activities and active forms of photo-related activities were correlated to the facilitating one's existing life events and routines. For the second hypothesis, the outcome was more or less the same as the first hypothesis. The motives of Facebook use were managing long-distance friendships, games and entertainment, active forms of photo-related activities, and organizing social activities. However, as Tosun pointed out, the primary motive for Facebook use was to maintain long-distance relationships, but the secondary motive for using Facebook, according to the participants and results, was for entertainment reasons. It was also notified that "true self" on the Internet stands for the degree of ability to express the real self in a social environment. If an individual is better at expressing one's self through online communication than through face-to-face contact, this individual may tend to see one's chance to create a change in one's regular life events and routines.

In the present study, it was proposed that individuals with high tendency for expressing one's "true self" online are more likely to use Facebook than other people for the purposes of establishing new friendships and managing romantic relationships, and this hypothesis was supported by the findings. Further, those who express their "true self" online might not find it easier to be open, sincere, and genuine in face-to-face communication, and they may find the information shared by others on Facebook to be more trustworthy than those who do not express their "true self" online.

Comparing the previous two investigations with this one, you find that they are all discussing the motivations behind individual Facebook use and personal variables. However, the last investigation

also focused on how and why people express their "true self" online, especially on Facebook, but also what the purpose of that kind of expression is. The first two studies examine the personal variables based on the Five-Factor Model (FFM), and the last one examines the motives of Facebook use, even though one can argue that both are linked to the individual's personal level, people do differ from each other (e.g. gender, cultural background, age, etc.). On the other hand, one can argue that no matter who you are, you still use Facebook for one specific purpose, which is communicating with people, friends, and/or families.

8.2. Engagement

Harris & Dennis (2011) investigated how interactions between young consumers and consumer products and/or services on social networks emerge. They examined the extent to which a small exploratory sample of participants was willing to incorporate social shopping behavior. Harris & Dennis pointed out that the new features, "Like" button and "Places" location-based service, on Facebook are helping to change the power of social networking. Using the "Like" button on Facebook basically serves as an opt-in mechanism for ongoing communication with the owner of a specific page, whereas using the "Places" location-based service helps influencing local knowledge and word-of-mouth (WOM). Some of the results in the present study showed that the participants had little interest in the "Like" button, the participants thought that "Likes" were mainly for their own benefit and use rather than in actively recommending brands to others or other brands being recommended to them.

When discussing trust on Facebook, the results showed that the participants took part and showed interest in others' postings (on Facebook) related to products, it also showed that this kind of postings could lead to a two-way communication and possible purchasing. Furthermore, the results showed that people tend to trust friends and family-members more than other people on Facebook, but when it comes to brands and/or companies, they trusted those with a lot of reviews instead of those with little review, and it depended on which brands and reviews there were talking about as well. Harris & Dennis further notified that organizational implications of engaging in a variety of ways with specific groups of consumers through social networks need further investigation.

Basically, this investigation says that there are different ways of engagement for people to do, especially on Facebook. It helps its users to communicate in other ways by for instance "Like" one

another's postings, photos, status, etc. or by follow people where they go through the "Places" location-based service, which at the same time also serves as a WOM for the cities, countries, stores, etc. People may not be aware of the publicity they give to places they are, but implicitly they help enhancing e.g. the city's image. Furthermore, the study said that when it comes to being trustworthy, people tend to believe their family-members and close friends more than professional and critical reviews.

Looking at engagement from another and different perspective, Park & Cho (2012) looked at the involvement within an online community and how the members influence other members. They investigated in how social network online communities affect information seeking behavior and decision making for apparel shopping. They argue that while the importance of social network online communities has grown, it is still unknown how this kind of community influences the consumers' decision making. They further state that a brand community is primarily developed by admirers of a specific brand, and not developed by the brand itself. It should also be notified that within a social network online community, a variety of subgroups were found. These subgroups are formed by people who wish to share opinions and experiences related to a specific interest of topics (e.g. travel, shopping, recreation, hobbies, etc.) and activities (e.g. fashion). Through discussions about brands, designers, and retailers word-of-mouth is strongly created by the admirers. Park & Cho based their hypotheses on "*Psychological Attachment*", which are divided into the following aspects:

1. **Consciousness of a kind** *(the feeling of a unit that binds individual members to other community members; it is also known as the so-called "we-ness")*
2. **Moral responsibility** *(the feeling of moral duty or obligation for the survival of a whole community and the well-being of individual members)*
3. **Shared common values, history, and culture** *(enhance a member's emotional ties with a community; a unique culture and conduct of behavior)*

Community commitment hypotheses:

4. *Commitment to an online community is positively associated with information seeking behavior at the community*

5. *The impact of commitment on information seeking behavior at a social network online community is moderated by the level of subjective norm*

Based on the analysis and the results of this present study, the first three attachments were supported. Where "we-ness" means a close friendship among members, moral responsibility and shared culture indicate an enhanced emotional bond among members through online community involvement. However, it was proved that shared culture and moral responsibility had stronger impacts on commitment of information seeking behavior than "we-ness" had. The fourth hypothesis was also supported. It was found that the respondents' commitment is significantly related to their information seeking behavior in the online community. However, regarding the last one, there was found no significant interaction between commitment and subjective norms, and therefore, there was no evidence to support this hypothesis, which was the only one that was not supported.

In other words, the engagement and involvement within these online communities have a significant impact on consumers' decision-making process regarding shopping. The consumers depend on what others in the same community think or believe of a particular product or service. If they do not think it is worthy to purchase, then you will not buy it, and vice versa. An online community can be seen as an extended family, because they trust each other, share opinions and experiences with each other, and may have the cultural background in common. They basically have this feeling of belongingness and being part of a larger group, which share same values and interests.

The link between the two studies is the way people engage on social networks, whether it concerns engaging in other people's life or influencing others. Also the way especially Facebook helps its users to be part of communities that share same interests. This is another example of people engaging and involving others by sharing one's opinions or experiences with a particular brand. However, it was said in the first study that a brand community basically is formed by admirers and not from the brand itself. One could argue that this is not true, because it is possible to find Brand Communities or Pages on Facebook, which were not formed by admirers but rather from the company itself. On the other hand, one could argue that Pages and Communities on Facebook are not the same thing. A Company or Brand Page is about giving information to their followers and at the same time letting the followers communicate with each other or with the company itself,

whereas brand communities are places where people with same interests communicate with each other and give feedback of different products or services. In some ways, online brand communities and online communities are very similar, but they also differ from each other.

8.3. Online v. Offline Shoppers

Rohm & Swaminathan (2004) developed a typology of online shoppers based on shopping motivations. These motivations were found to be as followed:

- **Shopping convenience:** *for offline shoppers, it is about the choice of different stores to enter; for online shoppers, it is about choosing the place (at home, at work, etc.) to shop*
- **Information seeking:** *for offline shoppers, it is about seeking and gathering information in a retail setting; for online shoppers, it is about searching and gathering information online in order to e.g. compare prices*
- **Immediate possession:** *consumers may choose to shop within a conventional retail store format rather than in the online context*
- **Social interaction:** *influencing shopping behavior, and consumers may choose to shop within a conventional retail store format as opposed to the online context*
- **The retail shopping experience:** *the process and enjoyment of the shopping experience itself*
- **Varity seeking:** *limited in the online setting, but the ability to compare shops may increase variety-seeking behavior in the online context and thereby a significant motive*

These six motives would, according to Rohm & Swaminathan, capture the mix of motivations influencing the various types of online consumers. Throughout their investigation and analysis they compared online and offline shopping motives and types of consumers. The measurements of this study showed:

1. Overall shopping convenience is defined as time and effort savings in shopping
2. Information seeking is defined as searching, comparing, and accessing information in a shopping context
3. Immediate possession refers to the instantaneous delivery of products or services

4. Social interaction refers to consumers' desire to seek out social contacts in retail and service settings

5. Retail shopping experience refers to the enjoyment of shopping as a leisure-based activity and taps into aspects of the enjoyment of shopping for its own sake

6. Variety seeking is defined as the need for varied behavior or the need to vary choices of stores, brands, or products

Based upon the measurements and analysis, they found and identified four groups of online grocery shopping, which gave an idea of which types of online shoppers there are. These four types of shoppers were *"The convenience shopper", "The variety seeker", "The balanced buyer",* and *"The store-oriented shopper.* The last group was found to have shopped online less frequently as compared to the other three shopping types. It was also pointed out that convenience shoppers and store-oriented shoppers differ from online shopping convenience, physical store orientation, variety seeking, and use of information in planning and shopping.

The selection of factors and determination of group identification for the offline shopper were similar to the online, however, it was proved that there are three distinct types of offline shoppers. The three groups were *"The time-conscious shopper", "The functional shopper",* and *"The recreational shopper".* When Rohm & Swaminathan compared the online and offline results, it showed that variety seeking and convenience were significant factors in the online but not in the offline setting. Additionally, based on the findings, it was suggested that consumers, who were motivated by conveniences, are more likely to shop online for specific types of products and services.

So, basically they argued that one could divide all consumers into groups, whether it is offline or online shoppers. However, as also pointed out in the abovementioned study, there are a couple more offline than online shopping types. One could argue that how can offline and online shopping groups basically have the same shopping types, when shopping online differs from offline shopping? The answer is that it differs individually, and depends on the individual's needs and wants. One could also argue that no matter if it is online or offline, the purpose for shopping is the same. It depends on how the individual wishes to do their shopping and spend their time.

As Rohm & Swaminathan pointed out in their study that even though it feels like people save time by shopping online, it still takes time to get the products you purchased by for instance going to the post office. So, in the end, you have not really saved any time by shopping online, and the authors also notify that timesaving was not the primary motive for people to use online shopping. Moreover, it is also important to know whether you divide the population into these four online shopping types by generalization or based on the sample, because it is important to consider the cultural background as well. People may fit into the same shopping type but with different motives due to their cultural background.

8.3.1. Online consumer behavior

Mazaheri et.al (2012) proposed how consumers' emotions influence their perception of site atmospheric cues, which impact consumers' site attitudes, site involvement, and purchase intention. They were comparing consumers' online shopping behavior across three types of services: search-based services, experience-based services, and credence-based services.

In this study, it is stated that in traditional service marketing, the most important element in forming consumers' attitudes and influencing their behaviors is the interpersonal relationship between consumers and employees. The interaction within online services has been replaced by technology, in order for the organizations or companies to save time, and the way that the website is designed influences consumers' attitudes and behaviors. In other words, instead of interpersonal interactions between consumers and employees online, consumers use the website to evaluate the service and find relevant answers to their questions. Further it has been proved that site atmospheric cues (e.g. site informativeness, effectiveness, and entertainment) influence consumers' attitudes and behaviors online. The online atmospheric cues have been divided into two categorizations:

- **High-task relevant cues:** *defined as all the site descriptors on the screen which facilitate the consumer's shopping goal attainment*
- **Low-task relevant cues:** *the ones that are "relatively inconsequential to the completion of the shopping task"*

It has been proved within this study that by using factors in online contexts such as "*photos of the products, ordering policy, consumer feedback form, color of the text, and photographs of the design employees are manipulating high- and low-task relevant cues*".

Based on the analysis and findings, the process of online consumer behavior for each type of service was explained as seen below:

- **Search-based services:** *visitors not only used the traditional search model, but also the affective aspects of the site navigation (entertainment, site involvement leading to site attitudes and purchase intentions)*
- **Experience-based services:** *the most influential component of emotions was pleasure*; *site entertainment was the most important variable*; *site effectiveness reduced the consumer's site involvement*
- **Credence-based services:** *the key to success is to generate positive service attitudes, which will translate into higher purchase intentions, through a combination of effectively providing site attitudes through entertainment*

In other words, it does not matter which type of service the consumers are using, the main thing that marketing managers should be aware of is the entertainment approach. Meaning that the managers of a website should consider, which colors or photos to use, but should also make sure that there will be either a forum for consumers to write feedback on or an email for only feedback on the services or products within the company (website) through the website.

8.4. Keywords

Based on the review of the theories and literature, there are several factors to be taken into consideration for the analysis part in this thesis. First of all, when discussing motivations, engagement, and online consumer behavior, it is important to be aware of the familiarity and competency with Internet usage amongst the segments, and that the motives of Facebook use may vary individually. However, throughout the above studies, it has been proved that basic needs and motives for using Facebook are in order of maintaining long-distance relationships and friendships, and creating new friendships as well. On the one hand, one can argue that uploading photos and commenting are also important motives for using Facebook, but on the other hand, it depends on

which age group you belong to since young people tend to upload and comment on photos more than the elder generation.

Furthermore, it was shown that the way people were involved and engaged on Facebook were through e.g. "Like" button and "Place" location-based service. To most of the Facebook Users, they do not know that by "Liking" something on Facebook, they actually recommend it to their friends. This is especially seen by "Liking" a brand or product on Facebook. "Place" location-based service is very similar to the function of the "Like" button. Implicitly it helps expanding local knowledge to their friends and WOM on behalf of the place, which is mentioned. Another important factor is about trusting each other on Facebook. It was shown that consumers tend to trust family-members and close friends more than others on Facebook, and also the brands that have most reviews seem more believable than those with little reviews. Additionally, members of an online community tend to trust other members more than "outsiders" with knowledge, because they see every member as part of an extended family ("we-ness"). Online consumer behavior depends on what the consumer want or choose, as the differences in atmospheric cues are to be taken into consideration, but all three types of services (described earlier) do contain entertainment, such as photos, colors of text, and a forum for consumers to give feedback.

The last point to consider is the differences and similarities between online and offline shoppers. Even though they seem to be very different from each other, they are very much a like. They basically have the same motives for shopping, but their actions and shopping habits may differ. As mentioned earlier, shoppers can be divided into groups and most of the groups were both to be found among online and offline shoppers, so, basically they had the same needs and wants for shopping but their motives for shopping were different, e.g. convenience, location, and search for information.

9. Online Consumer Behavior

This section focuses on what motivates and/or influences people when consuming online and offline, but also what the difference between a need and want is, and how they are linked to motivations. Moreover, it will be analyzed how much a person may be influenced by one's Facebook Friends or the like, but also how this is linked to motivations and the actions behind the

consumers' decision-making when or before shopping. And finally, this section will focus on the engagement from a consumer's perspective, but also how companies may engage their consumers.

9.1. Brief introduction

Traditionally speaking, Consumer Behavior is an ongoing process that involves among other things the purchases made by individuals or groups in order to satisfy a need (Solomon, 2010). Within consumer behavior there is an important aspect – market segmentation, because it helps marketers define the segment (Solomon, 2010). It is the same description regarding online consumer behavior, however, some businesses or marketers may find targeting online consumers more difficult than targeting offline consumers. On the other hand, some might argue that it is easier to define the target group and reach out to them through several online media.

The motivations behind offline and online consumer behavior are in many ways very similar to each other, regarding shopping motivations. According to Darian (1987), there are five dimensions of convenience shopping for online consumers:

1. Reducing the time spent on shopping
2. Providing flexibility in the timing of shopping
3. Saving physical effort of visiting a traditional store
4. Reducing aggravation
5. Providing the opportunities for impulse buying in response to advertisements received while at home

It seems as if people today do their shopping online in order for them to spend more time with family and friends. From a marketer's point of view, it is easier to influence the online consumers and make the shopping a good experience by for instance give special offers, show popular purchases, or similar products and/or services, which could create impulse buying, where in the traditional store it is harder for the marketers to influence the customers (Wu, 2003). However, some might argue that influencing the customers' shopping experience is easy whether it is online shopping or shopping in traditional ways. Because in traditional stores, the managers have designed the store in a specific way, so for instance at the cashier there are candies, magazines, other special offers – when the customers are standing in the line, they might have the feeling that they need the

candy, magazine, or whatever the store is offering, although it was not the purpose of the shopping event.

Another point taken is that, with online shopping, it is possible to shop anytime of the day, so in other words the consumers are in control, where it is a bit more difficult for offline shoppers to make the decision where and when they want to shop, here it is the store managers who are in control. On the other hand, in the offline or traditional shops you have the opportunity to be surrounded by other people, with your friends and/or family, it is then possible to be influenced by them or get their opinions about certain product(s). Through for instance social media (Facebook) online shoppers are influenced by others or others' opinions through online reviews.

9.2. Motivations behind consumers' actions

As mentioned previously, motivation is a process of consumer behavior and appears when a consumer satisfies a need that has arisen (Solomon, 2010). Motivation differs from consumer to consumer, and it appears in different ways. Some may find themselves motivated by advertisements such as TV-commercials, in magazines, or online (websites, social media, etc.), whereas others may find themselves motivated by family-members, friends, associates, celebrities, etc. A motivation is not only dependent on these elements, but also dependent on the consumers' needs.

According to Rohm & Swaminathan, the consumers can be categorized into four shopping types:

1. Convenience Shopper
2. Variety Seeker
3. Balanced Buyer
4. Store-oriented Shopper

Convenience shoppers are being defined as people who shop where it is more convenient and timesaving, which can be linked to both online and offline shoppers. Regarding online shoppers, they may find it more convenient to be at home and do some shopping, in that way they save time and get to spend it with people they know and love, for instance family. This type of shopper is very much linked to Darian's characteristics of an online shopper, as convenience shoppers are defined the same way. Convenience shoppers may be defined as carrier-people or families, because they do

not have the time to go out in the traditional stores to shop or they wish to prioritize in a different way, such as spending more time with the family.

On the other hand, **variety seekers** are being more defined as consumers who seek across retail alternatives and product types as well as brands before purchasing it. They would like to see what options they have and also to see if other retailers have the same or similar product types, which can deliver in a faster and cheaper way. In other words, they explore the terrain before acting, and at the same time finding the cheapest solution. Variety seekers may be defined as the "economical" buyer, meaning that they do not feel attached to one specific brand they purchase, they are only looking for the cheapest product.

The balanced buyer is defined as a mix of the above two. In other words, these buyers are defined as consumers, who seek before purchase and find the most convenient place, for instance website. They wish to save time, but they also wish to save money. They know what they want, but they want it at the best price, they may for instance go on websites where they compare the product(s) at different company websites. The balanced buyer may be defined as both family-oriented and "economical" buyer, meaning large families with a lot of expenses.

The store-oriented buyer is defined as a consumer who has a desire for immediate possession of products/services and social interaction. They may be looking for a location, which includes all of the necessary shops but also has a variety of shops. Furthermore, when these buyers enter a shop it is important that they can buy what they want immediately, because if they have to go into several stores they may loose interest and do not buy anything at all, they do not want to wait in order to get it. This type of shoppers may be defined as socialized people, meaning they like to go out in groups or being surrounded by friends when they shop, or they like the experience of shopping itself and being surrounded by people in general.

When you take Facebook into consideration, one can argue that the two first types of shoppers are better suited because they are able to be motivated by their associates, Facebook Friends, or the advertisements. Furthermore, the companies or brands they "Like" on Facebook are able to motivate them through updates on the News Feed or by giving special offers. On the other hand, one can argue that none of the above fit the users of Facebook, because first of all it is not

timesaving to shop through Facebook (people are not used at shopping through Facebook because it is a rather new concept), and second of all they are not able to compare products, prices, and services on Facebook.

According to Deci (1975), motivations are a lot more than just a set of tools or affects from others, it is about being committed from a consumers' perspective. When a consumer is committed, he/she is more likely to be motivated to shop. Deci further says that there are two kinds of motivations, extrinsic (the usefulness) and intrinsic (the enjoyment), they both refer to the commitment but in different ways. Extrinsic refers to the consumer's action, where intrinsic refers to the action itself. Davis et.al (1992) found that both extrinsic and intrinsic affect the motivation to use information technology system, in other words Google, websites, and other search engines. One may argue that these concepts are more related to the younger population rather than the elder population, because the elder generation may not find it as easy as the younger generation, and they may not be as comfortable as the younger ones are with the Internet. Although as mentioned earlier, according to Wijas-Jensen (2012), more and more people over 50 years old use computers and the Internet.

So, what motivates people to shop online instead of going to a traditional store? I have already touched upon some of the possible reasons why, but in the following table (McPartlin & Dugal, 2012), one can see why American shoppers and people around the Europe prefer to shop online instead of entering a traditional store. The main reason that people choose to shop online instead of going into a store is because "they can shop whenever they want", other reasons are "low prices and/or better offer", "quicker than visiting shops", "easier than visiting shops", and "easier to compare products and offers".
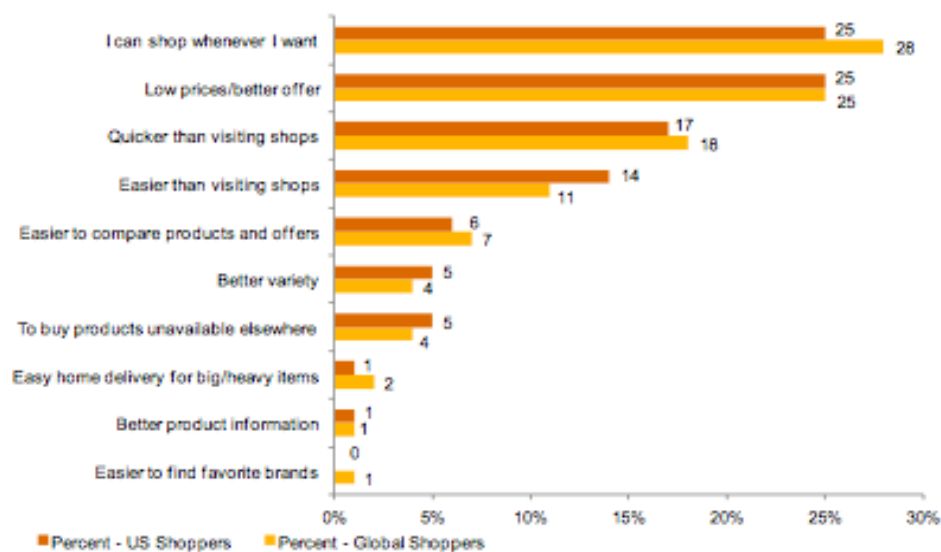
(http://www.pwc.com/en_us/us/retail-consumer/publications/assets/pwc-us-multichannel-shopping-survey.pdf)

Additionally, this table is very much linked to the definition of Convenience Shoppers, as discussed previously, because these abovementioned reasons are basically what a Convenience Shopper is looking for and finds most convenient. In order for these motivations to take action there has to be a need, which will be discussed next, and a need depends on the customer and his/her mind.

9.3. Needs v. Wants

A need can be described and defined as biogenic and psychogenic needs, as mentioned previously. According to Solomon (2010), "*People are born with a need for certain elements necessary to maintain life, such as food, water, air, and shelter. These are called biogenic needs.*" He further argues that psychogenic needs "*...include the need for status, power, affiliation, and so on. Psychogenic needs reflect the priorities of a culture, and their effect on behavior will vary in different environments.*" In other words, everyone has the basic biological needs in order to survive and live, whereas the psychological needs depend on who you are, where you are from, and what you do for living.

Another way that needs distinct from motivations is through utilitarian and hedonic needs (Solomon, 2010). Utilitarian needs are seen as tangible attributes of products, such as customized products or economy level of the products (like fuel). In other words, this also regards to convenience shopping, cost saving, selection, information availability, etc. which online shoppers

are closely linked to. On the other hand, hedonic needs are seen as the more experimental products and/or services, such as travels, adventures, etc. these needs are to some people easier to get online than offline.

Especially hedonic needs are motivated by entertainment such as holidays or buying a new car. Those who do not travel so much will feel motivated through their friends, meaning get inspired to travel maybe to new places for their next holiday. When someone is looking for e.g. a new car, they think they have a need to buy a new car – it could for instance be a first car buyer – but in reality it is a need created by the marketers, because the customers may not find it necessary to have a car. However, the customers are motivated through for instance a special offer from the car company, which the customers cannot refuse.

The distinction between wants and needs can be divided or defined as followed:

A need can be biogenic/utilitarian or psychogenic/hedonic, which you satisfy by purchasing products or services. It can be something that you are desperate in need for, such as water and food. One can argue that a vacation is not something that you are in desperate need for, but you may feel the need to get away for a while to reload your batteries or something like that, and therefore it is a need created by you.

A want is a need created by the marketers, which means that it may be something that you only think you are in need for, but really you are not. It can for instance be a new car. You may not feel the need to own one because you are living in the city and there is no space for a car, but marketers create this feeling that by getting a small car, which not only fits in the city but is also cheaper than public transportation, you also have the possibility to drive anywhere you want. So, even though you may think that it was your idea and it is something that you need, it is really a need created by the marketers.

As previously mentioned, motivations behind having a Facebook account are in some ways similar to online consumer behavior in general, because a need has arisen and the only way to satisfy this need is by making an account on Facebook. On the other hand, you may find it – maybe after a while – relevant to have a Facebook account because you have seen the possibilities by having one.

The users on Facebook are motivated through factors, such as managing long-distance friendships or relationships, establishing new friendships, active forms of photo-related activities, and entertainment. However, people are also motivated to have a Facebook account because their friends, family-members, and/or associates have an account as well.

Through Facebook you are able to stay in touch with your friends and family, especially with those who do not live close to you or do not communicate much with. And also through Facebook you may find it necessary to show people the interests you have by "Liking" a Company, Brand, or Organization Page. The reason for this could be because you have seen your Facebook Friends do or "Like" it, so through that and without realizing it, you have been motivated to do so too. On the other hand, companies may also have influenced your decision to "Like" their Facebook Page, because in that way you are able to see the new product line, what special offers they have, and when the company is holding an event for their members only.

So, what you do or "Like" on Facebook may be influenced by your own needs, by the companies or brands, or even by your Facebook Friends, which will be further discussed in the next subsection.

9.4. Influenced by your Facebook Friends

According to Bandura (2009), the social cognitive theory is among other things how external influences affect behavior through cognitive processes rather than directly. Further he argues that people's conceptions of social reality are greatly influenced by vicarious experiences – by what they see, hear, and read – without directly experiential correctives.

Basically Bandura argues that even though people have an idea of who they are, they may be influenced from others without realizing it. When looking at Facebook, people are easily being influenced by other friends, family-members, associates etc. and without realizing it they are starting to "Like" or commenting on the same things, brands, articles etc. Even though people may think that they control their own lives on Facebook, they may not because indirectly people they know, love, and look up to are influencing them. When looking at "Liking" organizations and NGOs, one can argue that one's Facebook Friends who are supporting organizations such as Red Cross, UNICEF, Save the Children, etc. may influence your choice to support those organizations

as well. Even though you may not support them directly or in real life you are feeling as if you are through Facebook.

One can also argue that this perspective of social cognitive theory may be seen as a "Snowball Effect". When someone is "Liking" an organization, brand, or a picture, all of one's Facebook Friends will be able to see it and may therefore also "Like" it and so forth.

As described earlier, Bandura suggests that there are four different modes of thought verification:

1. Enactive
2. Vicarious
3. Social
4. Logical

Enactive verification is about the fit between one's thoughts and the results of the thought's actions. In other words, when you are organizing a gathering or a trip for instance via Facebook, everything may turn out to be a great event, and if you feel as if it was a success you may organize something again soon. However, if people are not interested or they are not able to attend, then it turned out to be a bad idea and you feel as if you failed, and therefore may not organize something again.

Vicarious verification is about observing others within your environment and the effects they produce, which may influence one's own thinking or one's self. Within Facebook it is possible to observe people you know, look at their status, and pictures (e.g. from holidays). You may feel like a failure, because you are not travelling or you do not do the things your Facebook Friends do, but on the other hand, it may turn out to be an inspiration for you, where to go to or what to do on for instance your next holiday.

Social verification is about evaluating one's believes or thoughts and holding them up against what others believe. In other words, you do not take action before you have heard what others think about it. When you ask people you know on Facebook what they think you should do or if they think it is a good idea, you are looking for a social verification before you take action. It may be whether you

should go to Paris or London, or you do not know if you should take the opportunity to change job. Basically, you need others approval and opinion before you make the decision. One can argue that people who are looking for social verification may have a low self-esteem or no self-confidence for them to make their own decisions or even trust their own decisions.

Logical verification is basically about logical thinking, meaning that you use your common sense to make the decisions, and you know right from wrong. You trust your own instincts and always think if this or that is the best way to do it. For instance before uploading pictures on Facebook, e.g. from family gatherings or a night out with friends, you think carefully about which pictures to choose from without hurting anyone. You know when it is amusing and when it is cruel.

One can say that within Facebook and its users, all of the above are used, but it may vary individually. Some people have high-level of self-esteem, some have low-level self-esteem, and some find themselves in between.

9.5. Consumer Brand Engagement

Consumer engagement is defined as the resulting impact of a brand interaction with consumers through a variety of marketing initiatives (FUSE, 2013). The goal is to create a meaningful consumer impact and generate either a behavioral or attitudinal result. In other words, as a customer you either drive a sale or inquiry by recommending it to others, or you make an emotional impression or change attitudes toward a product or brand.

There are a lot of ways of looking at consumer brand engagement. I will, however, only look at three different ways of engaging, which are:

1) Through building an e.g. online community, which is developed by the consumers only, but still enhances the company's brand image even though the company has nothing to do with this
2) Through interaction with the businesses, for instance giving feedback
3) Through the tools provided by Facebook.

Park & Cho (2012) believe that online social communities are created by only the consumers and not by the companies or brands, which at some point is true. On Facebook, there are a lot of "fan-based Pages" that are created by the users of Facebook, however, as it was mentioned previously, more and more companies and/or brands have created their own Page on Facebook in order to reach out to a larger segment. These communities are a place for the "fans" to communicate with other fans, and also a place where they share relevant things with one and another. According to Park & Cho, people are involved in these communities because they want to have the feeling of "we-ness" and belonging to someone or something, in other words, they do not want to feel alone in the world. In these communities, it is not only about sharing same interests, it is also about sharing same values, history and culture. One can argue that these online social communities are in many ways an extended family for the members.

According to Verleye et.al (2013), customer engagement behaviors (CEBs) is a behavioral manifestation of customer engagement towards a firm's performance in two ways:

1. CEBs in interactions with firms and their employees
2. CEBs in interactions with other customers

The first one is about consumers giving feedback and suggestions for service improvement, which the employees might not have noticed yet. It could also be through suggestions on new product developments or improvements on existing products. The second one is about consumers spreading out the word about a product, brand, or company, also called word-of-mouth (WOM). It could also be through writing reviews (online or offline). WOM and reviews (offline and/or online) are seen as influential factors toward the customers' decisions.

Verleye et.al further argue that there are different ways of looking at customer engagement, but also to whom they interact with, whether it is business-to-consumer (B2C) or customer-to-customer (C2C). When looking at B2C, they may engage through cooperation with the company or giving feedbacks about the products and services provided by the company. Whereas within C2C, they may engage through helping other customers or through WOM, meaning that they talk or write positively about a product or service, or they have discussions about products or services, which might not be positive.

According to Harris & Dennis (2011), Facebook has a number of tools for marketers known as "social plug ins", which are designed to drive deeper engagement with customers. For instance the "Like" button and by "Liking" a Page on Facebook essentially serves as an opt-in mechanism for ongoing communication with the owner of that particular Facebook Page. They further argue that the reasons for customers' engagement with the "Like" button are to receive discounts and for their friends to see that you support this particularly brand. So, basically what they argue is that the "Like" button is a service for the users to show their engagement with either a Company Page or their Facebook Friends. It is about socializing with others, who have the same interests as you or people you know from "real life".

When looking at Facebook and consumer brand engagement, one can argue that some are engaging themselves more than others within a Facebook Company Page. For instance, on LEGO's Facebook Page, the consumers are allowed to post and share pictures of the achievements they have made. The "builders", which the "fans" are being called by LEGO itself, also have the opportunity to be part of the company in the way that they are able to comment on e.g. new LEGO product developments (see the picture on the next page).

Source: https://www.facebook.com/LEGO

The above picture is an example of LEGO engaging its "builders" to be part of a new video game, all they have to do is to upload a picture of a product (car, plane, boat, etc.) they would like to have in this video game. LEGO will in return show one's name in the credits.

This example is another way of consumer engagement. Here, it is not about WOM, helping other customers, or giving feedback and suggestions to the company, but rather a commitment to a case. Moreover, in this case it is the company that is in control, because they are asking their "builders" to take part in this project, the company is engaging its "builders".

9.6. Partial conclusion

Consumers who choose to shop online do it for varies of reasons, but basically because it is easier, faster, and more convenient. Facebook shoppers may be variety seekers and convenience shoppers, but on the other hand, they are nothing like the two types of online shoppers. Firstly, shopping through Facebook is a new concept and people do not know much about it, and secondly, through Facebook it is not possible to compare products and prices as with other websites, e.g. bestprice.com. Although, through Facebook Company Pages it is possible for the consumers to receive special offers and discount, which you may not get as an offline consumer.

Just like it is possible for marketers to create wants and needs offline, it is also possible online. It may seem easier online than offline because it seems like there are more advertisements online than offline. Moreover, when you have bought a product or just about to, there will be shown similar and other products that you may be interested in, so, it is easier to influence the shopping event. Even though marketers are able to motivate you to satisfy a need you may or may not have, they are not the only ones who influence your purchases, it is also possible for e.g. your Facebook Friends to influence your purchases and decisions.

All of the abovementioned is part of engagement from a consumer's perspective, whenever you shop, recommend something, and/or marketers show advertisements or products you may like, you click on them. So, basically everything there is to be found on the Internet is about being engaged to something or engaging other people – especially through different social media sources. Based on this result, one can say that all of the users engage themselves in something on Facebook, whether it

is through a Facebook Company Page or by "Liking" whatever your Facebook Friends do, share, or upload, or commenting on e.g. status updates.

10. Empirical data collection

This section is focusing on the survey, which I made for this project. The purpose of this survey is to get an idea of whether the Danish population is using Facebook for more than just keeping in touch with friends and family around the world, and to see if people actually uses and knows how to use the available features provided by Facebook. Since, I have not asked a large percentage of people around in Denmark, it is not possible for me to know exactly how many use Facebook for online shopping. However, it will provide me an example of whether or not my main hypothesis will be supported.

10.1. Methodology

The methodology for this project is quantitative, primary empirical research, in other words a questionnaire. This form of methodology is anonymous and therefore possible to collect a large number of respondents than with interviews and/or observations, it is objective, and it is an easy way of collecting answers and analyze the results (Proctor, 2005). The possible issues for this kind of quantitative research method are that the questionnaire can be too long or complicated, there may be too many open-end questions and the respondents might then loose interest and focus, or the questionnaire is too standardized, which means that it is not possible to explain any points that the respondents might have misinterpret (Proctor, 2005).

Before uploading the questionnaire, I had two groups of people looking it through for mistakes (grammatical and technical), misinterpretations, and if anything was missing. The first group included five people. After having revised the questionnaire, the second group looked it through, which included 24 people. After the second time, I revised the questionnaire once again and uploaded it on Facebook and LinkedIn. I chose these two social network sites, because they are relevant in relation to the target group, especially Facebook because the questionnaire includes questions regarding the use of Facebook. I also chose LinkedIn, in order to get a more objective view on Facebook use. However, because it is people I know on LinkedIn and Facebook, there is a possibility of the "Snowball Effect", and further it is not possible to draw general conclusions either.

10.2. Target group

The target group for this survey is broad, because the segment of Facebook Users and online shoppers are broad (Bennett, 2013). However, since most online shoppers must be at least 18 years old in order to buy something on the Internet (Forbrug.dk (Den offentlige forbrugerportal), 2009), the segment for this survey is between 18 and 55+ years old. Furthermore, since most of the users on Facebook are young people and students or employed (Bennett, 2013), this survey is targeted at both students and employees.

A large percentage of people who answered this questionnaire are from CBS, because on LinkedIn the questionnaire was uploaded on "Copenhagen Business School" Page and on Facebook it was uploaded on the Group Page of "De sejeste CLM studerende i verden!" (Translated: "The coolest CLM students in the world!"), which includes only CBS students from the Cand.ling.merc (CLM) building (graduated and present students).

10.3. Questionnaire design

In total the questionnaire includes 20 questions in total (appendix I), however, depending on a few questions' answers, the respondents are answering between 12 to 16 questions in total.

Within this questionnaire there is demographic, closed (e.g. yes/no answers), multiple-choice, rating questions (e.g. from a scale from 1-5), and Likert scale questions – a scale where the respondents have the choice between strongly agree and strongly disagree, and also very important to very unimportant. Furthermore, the research was conducted from June 10, 2013 to August 24, 2013.

I have chosen to divide this questionnaire into five parts, because I believe it gets a better flow in the questionnaire and further it is easier for me to analyze. The first three questions are about determining who the respondents are (demographic), which includes:

- Male or female
- Age
- Occupation

For the demographic part, I wanted to know the basic information about the participants and therefore I only asked three questions, however, for the age and occupation I gave options for them. I was inspired by the demographic questions by Lin & Lu (2011). So, even though the questionnaire is anonymous, it gave an idea of what group of people I am analyzing.

The next part is about the use of Facebook, how much do they spend on Facebook and on which device do they use Facebook, which was inspired by Tosun (2012) who studied the motives for Facebook use and expressing "true self" on the Internet. However, I asked different questions because his study contained questions about relationships (e.g. long-distance).

Then it moves on to "Liking" companies or brands on Facebook, the questions include:

- Do you follow or "Like" companies or brands on Facebook?
- How many do you follow or "Like"? (Approximately)
- Why do you follow or "Like" the brand or company?
- Is it important that people from your social network are able to see which companies and/or organizations you "Like"?

For inspiration on the above questions I was inspired by the work of Harris & Dennis (2011), which was about engaging customers on Facebook, but for the last question I was also inspired by Tosun (2012), to see if the respondents thought it was important to express who themselves to others.

The fourth part of the questionnaire is referring to the "Like" button (what does it mean to people?), which contains one multiple-choice question (what do people use the "Like" button for?) and two rating questions:

1. From a scale from 1 to 5, which of the following are most important or relevant when using Company Pages on Facebook?

    a. Information search
    b. Communication/discussion with others
    c. Rating products/services

  d. Showing responsibility

  e. Online shopping

2. In the following statements how much do you agree or disagree?

  a. Users of Facebook use the "Like" button because it is there and they have to use it

  b. Users of Facebook use the "Like" button because they are jealous at what their friends do (e.g. for holidays)

  c. Users of Facebook "Like" companies or organizations because they want to support them

  d. Users of Facebook "Like" companies or organizations because they want to show themselves off to people

  e. Users of Facebook "Like" companies shop more online than those who don't "Like" the companies

  f. Users of Facebook share links, articles, music, movies etc. because they are recommending it to their Facebook Friends

  g. Users of Facebook share links, articles, music, movies etc. because they want their Facebook Friends to know what they are reading, watching, or listening to.

The above statements were inspired by the work of Tosun (2012), Harris & Dennis (2011), and Maslow (Solomon, 2010).

In the next part, the questions are referring to online shopping in general terms. In other words, do they shop online and if yes, how often do they shop, what kind of things do they shop for, and where do they get their inspirations. Here, I was inspired by the work of Rohm & Swaminathan (2004) who tried to find a typology of online shoppers based on shopping motivations.

The last part is combining all the abovementioned parts by asking two closed questions:

1. Are you more likely to shop online since becoming a "fan" of a company page on Facebook?

2. Are you more likely to recommend e.g. products and/or companies to others since becoming a user on Facebook?

Furthermore, the first question is connected to my main hypothesis, that *"People who "Like" companies or brands on Facebook are more likely to shop online through these pages"*.

10.4. Analysis

In the next part, I am analyzing the data collected from the questionnaire. First, I look at the demographics, then the use of Facebook, moving on to the use of the "Like" button, then online shopping, and finally I look at the last two questions in the questionnaire, which is combining all of the three mentioned subjects and is mentioned earlier in "Questionnaire Design".

10.4.1. Demographic

In total there has been 158 respondents for this questionnaire of mine, where 90 respondents are from Facebook and 68 respondents from LinkedIn. Below, there is a figure that shows female and male participants for this questionnaire in total.
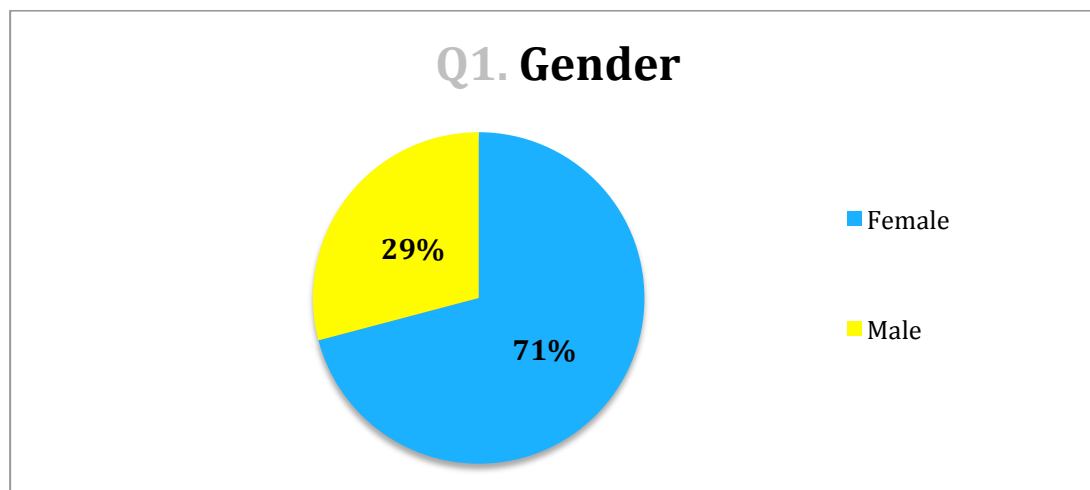

Gender	Facebook	LinkedIn	Percentage
Female	69	43	70,88607595
Male	21	25	29,11392405

As both of the figures show, there were 112 women and 46 men. Out of the 112 asked women, 61.6 per cent were collected from Facebook and 38.4 per cent from LinkedIn. Out of the 46 asked men, 54.3 per cent were collected from LinkedIn and 45.7 per cent from Facebook.
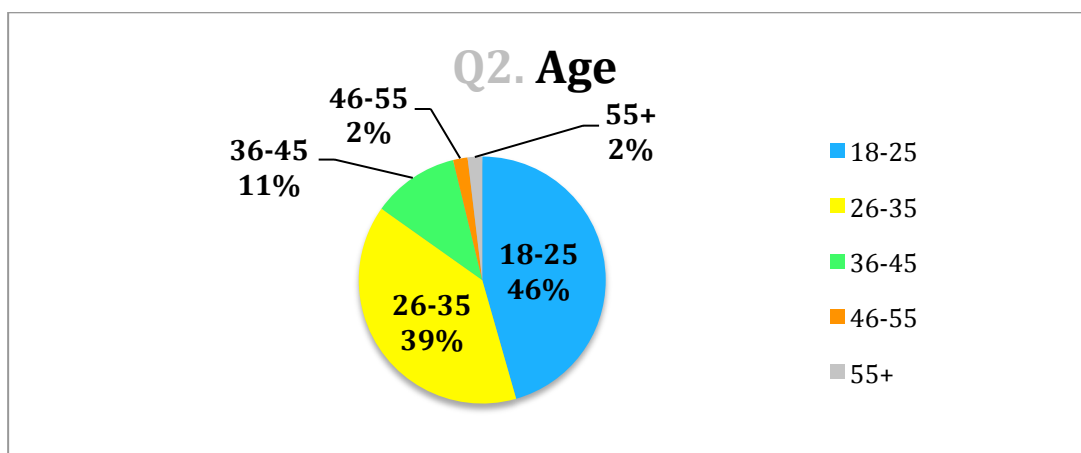
The average participant is between 18 and 35 years old. As the above figure shows, nearly 50 per cent of the total number of participants was between 18 and 25 years old, and nearly 40 per cent was between 26 and 35 years old.
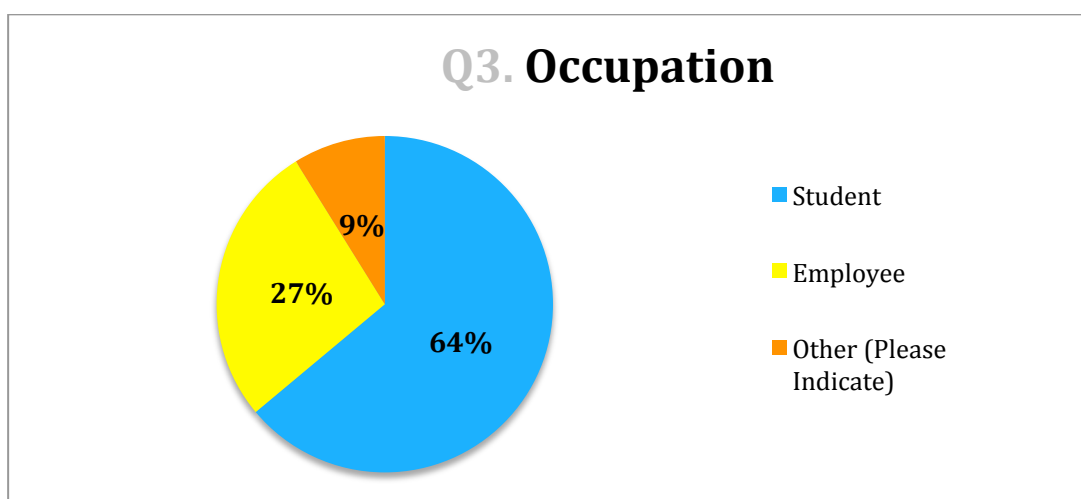

As one can see, the majority of the participants are students. However, because it was not possible for the respondents to say that they were students and employee, the number of employee is rather low, because lots of Danish students also have a part-time job beside the studies (Buchmann, 2013). In total there was 14 people who said "other". Out of the 14 people, one said that he/she was *both*

student and employee". Other five said they were *"unemployed",* and two said they *"newly graduated".*

10.4.2.Facebook use

According to the data, it was shown that around 90 per cent of the participants use Facebook about five to ten times or more on a weekly basis, which one can see in the following figure. Here, it is possible to see that 33 per cent use Facebook about five to ten times a week, whereas 54 per cent use Facebook more than ten times a week. Only 13 per cent of the participants said they use Facebook less than five times a week.
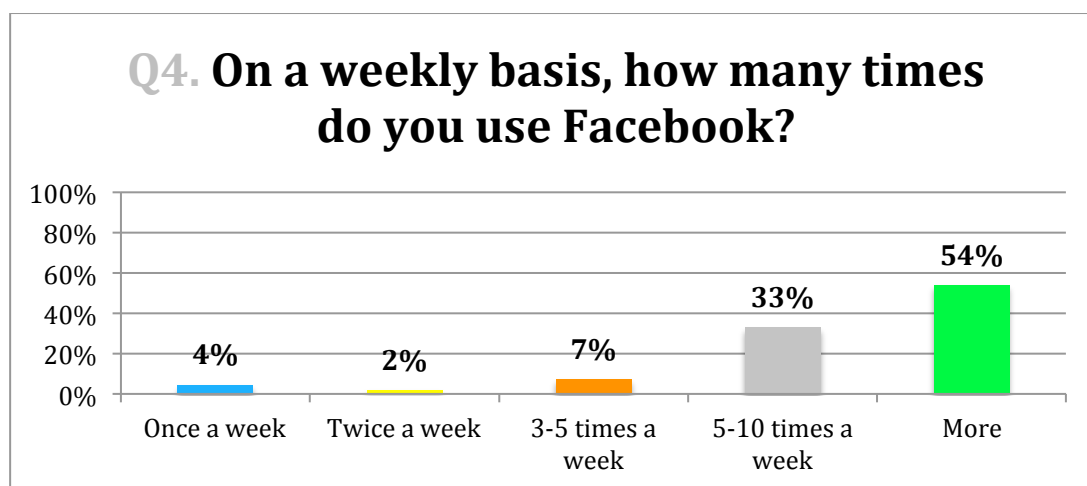
When it comes to how much time they spend on Facebook during a day, it was proved that they spend in average no longer than 1 hour during a day (56 per cent), which can be seen. On the other hand, one could argue that 56 per cent (i.e. one half) of the respondents spend no longer than an hour on Facebook during a day, where nearly 45 per cent (i.e. the other half) spend more than one hour during a day on Facebook.

**Q5. How much time do you spend during a day on Facebook?**
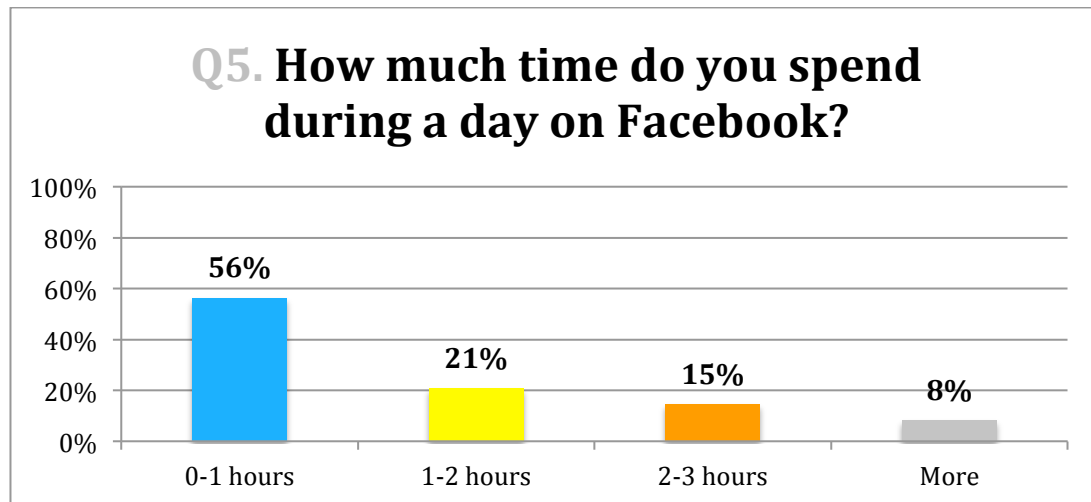
According to the data, almost all of the respondents use Facebook on their home-computer, which also included laptops, because a lot of people today not only has a stationary computer but also a laptop. Furthermore, it was proved that 78 per cent of the respondents use their phones when being on Facebook. A point taken is that it was possible for the participants to indicate more than one choice, because a lot of people not only use their computers but also their phones (Wijas-Jensen, 2012). Since the smartphones were developed, it has been easier to get in touch with everyone (online and in general).

Q6. On which kind of device do you use Facebook?
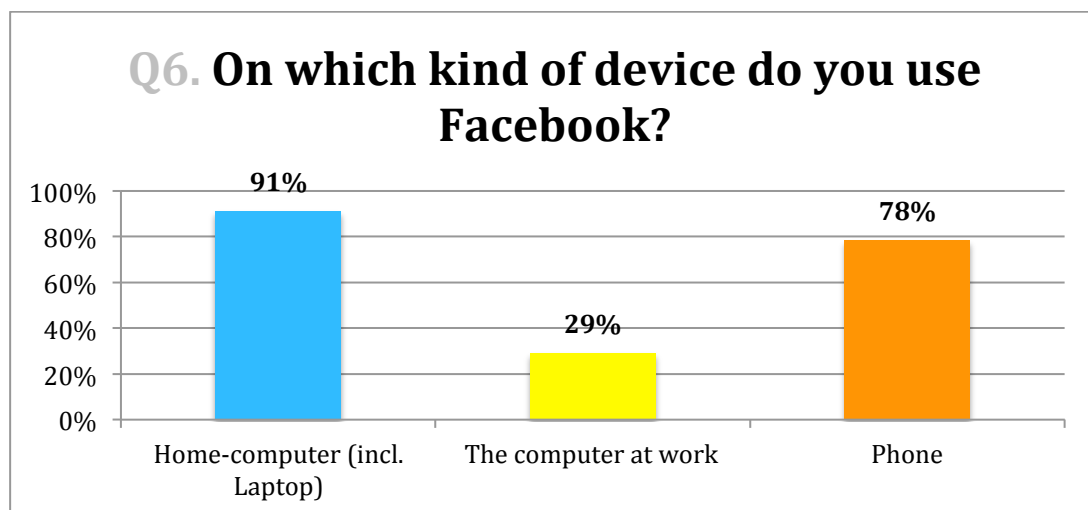
10.4.3. Facebook "Like" button

The participants were asked if they "Like" or follow companies or brands on Facebook, and 75 per cent said *"yes"* and only 25 per cent said *"no"*, which is showed in the following figure.

Q7. Do you follow or "Like" companies or brands on Facebook?

25%

75%

■ Yes
■ No
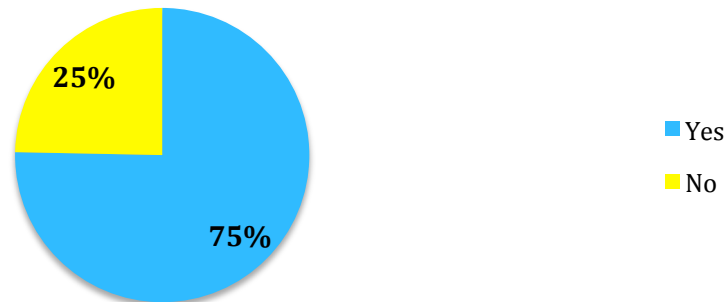
Something that a lot of people might not know of is that when Facebook Users "Like" a company or brand, or in some cases products etc., the consumers help the companies with word-of-mouth (WOM) or what others may also call free PR. As pointed out in chapter 5.2, the "Like" button and "Places" location-based service on Facebook are what can be seen as free PR and WOM for companies, organizations, brands, or places such as TIVOLI or cities in general ((Harris & Dennis, 2011). Through "Places" location-based service and "Like" features the users are showing their online network where they are at (maybe to places no one know much of) or what they are supporting or just like in general (maybe companies or products no one had heard of before). So, by using especially these two features, the users help enhancing, without acknowledging it, the brand identity and image of a company, brand, an organization, or location.

When it comes to how many they follow or "Like" on Facebook, 41 per cent said they "Like" about five to ten Company or Brand Pages on Facebook, where 36 per cent said they "Like" about one to five Company or Brand Pages on Facebook. There were only about 23 per cent of the respondents who said that they "Like" around ten or more Company or Brand Pages on Facebook. So, even though there are around 1,200 companies and brands on Facebook (Socialpunch.dk, 2013), the participants "Like" in average only one to ten companies or brands on Facebook.

Q8. How many do you follow or "Like"? (Approximately)
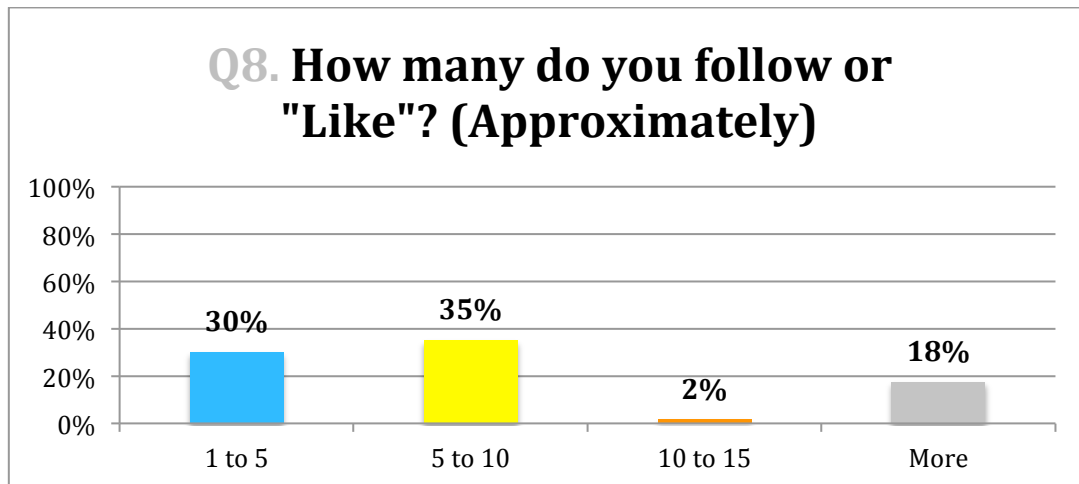
75 per cent of the participants who said *"yes, I "Like" Company or Brand Pages on Facebook"* were also asked why they "Like" the pages on Facebook. 43 per cent said they "Like" the pages because they *"know it"*, however, only four per cent said it is because *"their friends or family do"*, so they are basically inspired and/or influenced by the people they know, love, and/or look up to (for instance idols).

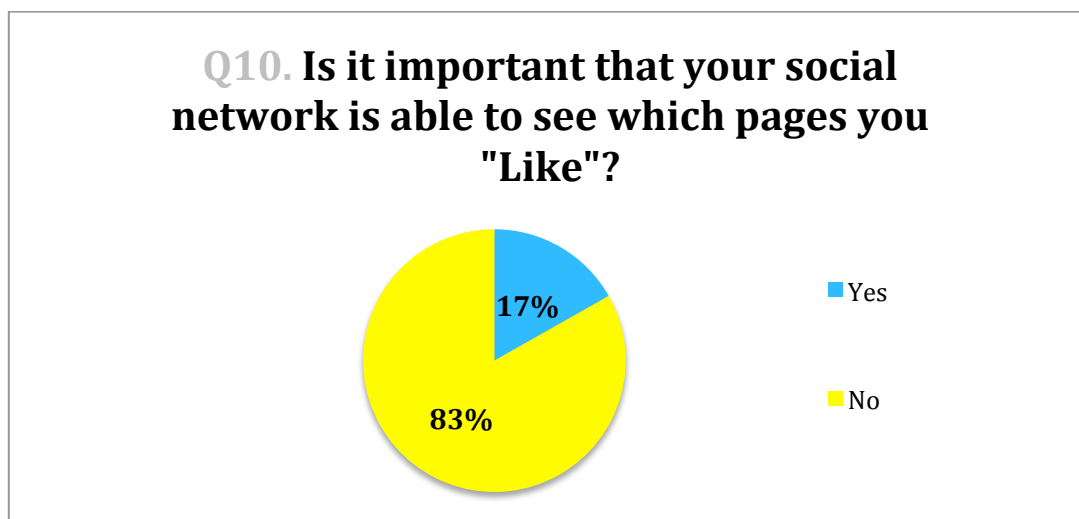**Q9. Why do you follow or "Like" the brand or company? Because...**
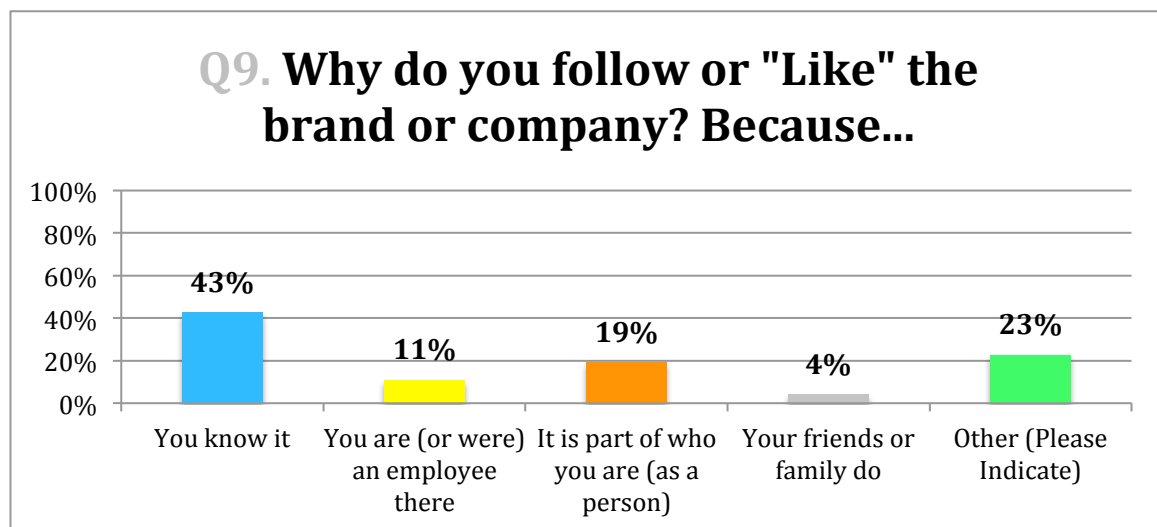
There were 27 people who said they "Like" the pages for other reasons than the presented choices. Most of them said: *"I'm interested in news, special offers etc."*, *"To get news about events and so on"*, and *"Want to know their latest news, products etc."*

Some of the other respondents answered:

- "Future job opportunities"
- "I use it as a source of information about the stuff I'm interested in. Facebook is an info media to me"
- "I follow companies that I have worked at. I follow companies I like, they support a good cause or fashion brands that I like/and buy"
- "It varies. Most I follow because they provide information and updates that are relevant to my studies/work/hobbies"
- "Either because it is a cool brand that are good at using FB or/and simply because I think their updates are fun/interesting"

Based on these responses, one can argue that the participants use Pages on Facebook for basically information search, whether it is about new updates, products, events, or inspiration. On the other hand, one can also argue that the respondents use Facebook for strategically use only, because by "Liking" the company or brand they might have a chance for a possible job position in the nearest future. Furthermore, almost all of the respondents are agreeing on one thing, they "Like" the Company or Brand Pages because they know it.

Q10. **Is it important that your social network is able to see which pages you "Like"?**

- Yes: 17%
- No: 83%

Even though the respondents "Like" companies and/or brands on Facebook because they e.g. know them or want to get inspired in new ways, 83 per cent do not want their social network to know

which ones they "Like" or support. Still 17 per cent think it is important that others are able to see which pages they "Like", which could be for the reason that they want to inspire their network as well as their network inspire others, or it could be for the reason that the participants are looking at it in a strategic perspective in order of getting a more "professional look" on Facebook. In other words, what is being showed on their personal profile is very professional, which is not what you think about when talking about Facebook. According to Nadkarni & Hofmann (2012), it was proved that people use Facebook for fun and communication with others, they share pictures from their holidays or parties they either held themselves or went to, and through Facebook they have the opportunity to stay in touch with people from around the world and also family-members they e.g. have not seen in a long time.

For the next question, I wanted to know a little more about which of the following subjects were the most important or relevant when using Company Pages on Facebook.

- Information search
- Communication/discussion with other users
- Rating products/services
- Showing responsibility
- Online shopping

Even though some has mentioned in a previous question, I still wanted to know from everyone. They were asked to rate the subjects in the order they think is the most relevant or important in a scale from one to five, where one is being the highest (and most important). In the following figure, one can see which subject is valued as the highest.

Q11. In a scale from 1-5, which of the following are the most important/relevant when using Company Pages on Facebook? (1 being the highest)
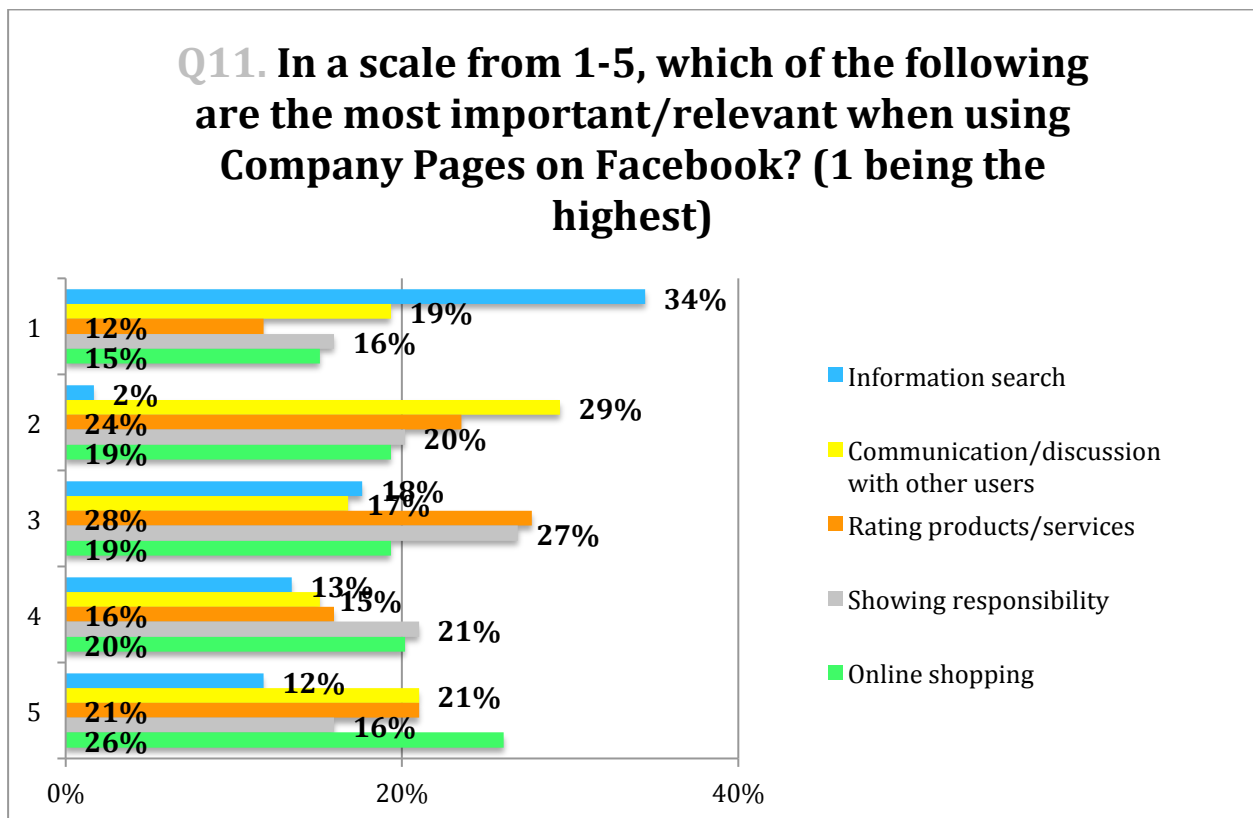
As you can see, information search is the most important to the participants, 34 per cent has rated it as 1. Communication or discussion with other users is "next important", 29 per cent rated it as 2. At some point the respondents seem to agree that rating products and/or services and showing responsibility are two things that neither is important nor unimportant – 28 per cent said rating products and/or services is not important nor unimportant, where 27 per cent said the same thing for showing responsibility. On the other hand, the participants (21 per cent) also rated showing responsibility as not really important, when it comes to "Liking" Company or Brand Pages on Facebook. The participants are agreeing that online shopping is either not really important (20 per cent) or not important at all (26 per cent). Even though the respondents use Facebook for information search, they think that using the pages for online shopping is unimportant.

The following figure shows what all of the respondents answered on the question about what they use the "Like" button for. Even though the earlier question was about "Liking" Company or Brand Pages where 75 per cent said yes, the other 25 per cent may still use the "Like" button. 31 per cent said they use the button for "Liking" photo(s) and 30 per cent said they use it for "Liking" status

update(s), which for instance could be the participants' own social network on Facebook – whenever they have something to say or have done something they would like to share.
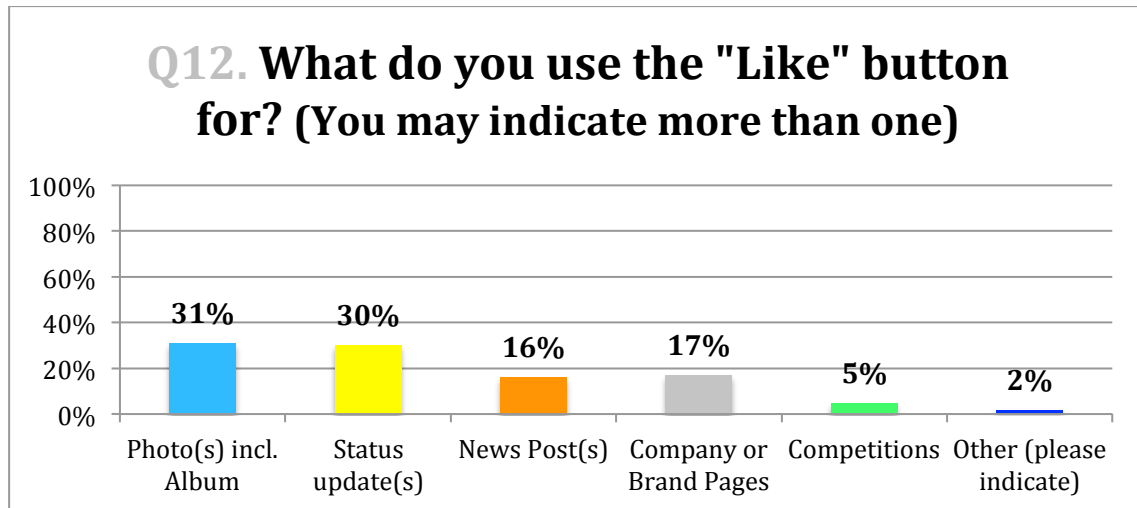

The participants said they do not really use the button for competitions, but 17 per cent do use the button for "Liking" Company or Brand Pages, which not only contains information about e.g. new products and/or events but they also have a few competitions too. However, the respondents did not say they do not participate in the competitions but over half do not "Like" competitions. Only two per cent said they use if for other reasons, however, four people said they do not use the button at all, as one of them said: *"I find it ridiculous and do not use it"*.

The respondents show, according to the FFM model (Ross et al., 2009), high level of *Neuroticism* and *Openness to Experience*. The respondents stated through the questions that they are frequent users of Facebook (Neuroticism) and they through "Liking" e.g. Company Pages are looking out for new experiences (Openness to Experience), whether it is for general information or communicate/discuss with other users.

As a round-up question on the subject the "Like" button I asked how much the respondents agree or disagree on a few statements about Facebook Users, the use of the "Like" button, and about sharing on Facebook. For the statements about Facebook Users, the participants did not think that people use the button because it is there (around 40 per cent) or because people are jealous at what their Facebook Friends are doing (nearly 50 per cent). On the other hand, around 20 per cent are agreeing

that people use the button because it is there, and around 15 per cent are agreeing that people use it because they are jealous at e.g. where their friends are and doing on holidays.

Q13. In the following statements how much do you agree or disagree?
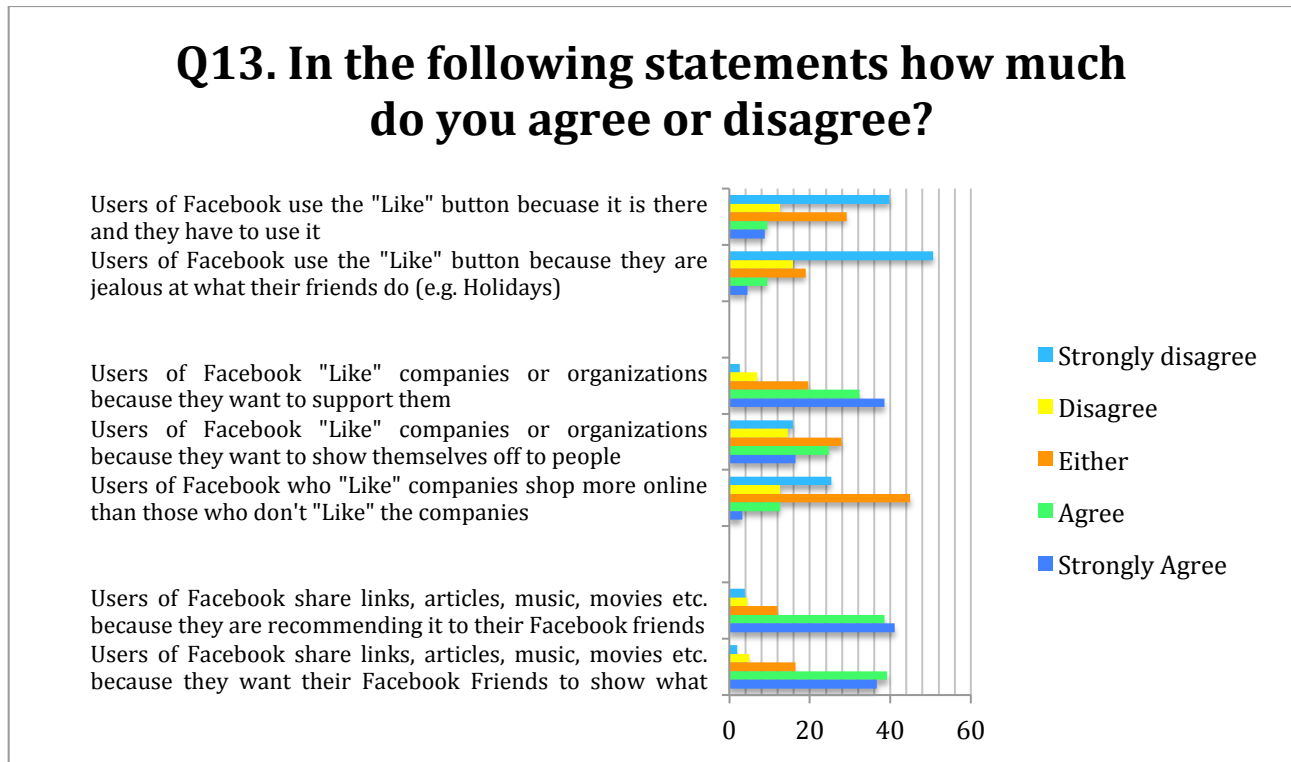
Regarding the statements about the use of the "Like" button, the respondents are agreeing that people "Like" e.g. companies because they want to support them, where the respondents either do not know or are disagreeing that people "Like" for instance companies because they want to show themselves off to others or that people shop more online than those who do not "Like" companies on Facebook. And as in regarding to the statements about sharing on Facebook, the participants are agreeing that people share links, articles, music, movies etc. because they are recommending it to their Facebook Friends, and because they want their Facebook Friends to know what they read, watch, and listen to.

10.4.4. Online shopping

When the respondents were asked if they shop online, 85 per cent said "yes" and only 15 per cent said they did not shop online.

Answer	Total	Percentage
Yes	134	84,81012658
No	24	15,18987342

According to the 85 per cent of the participants, they shop online around five to ten times a month or less. In the following figure, one can see that 34 per cent said they shop on the Internet around five to ten times a month, whereas only one per cent said they shop at least once or twice a day.
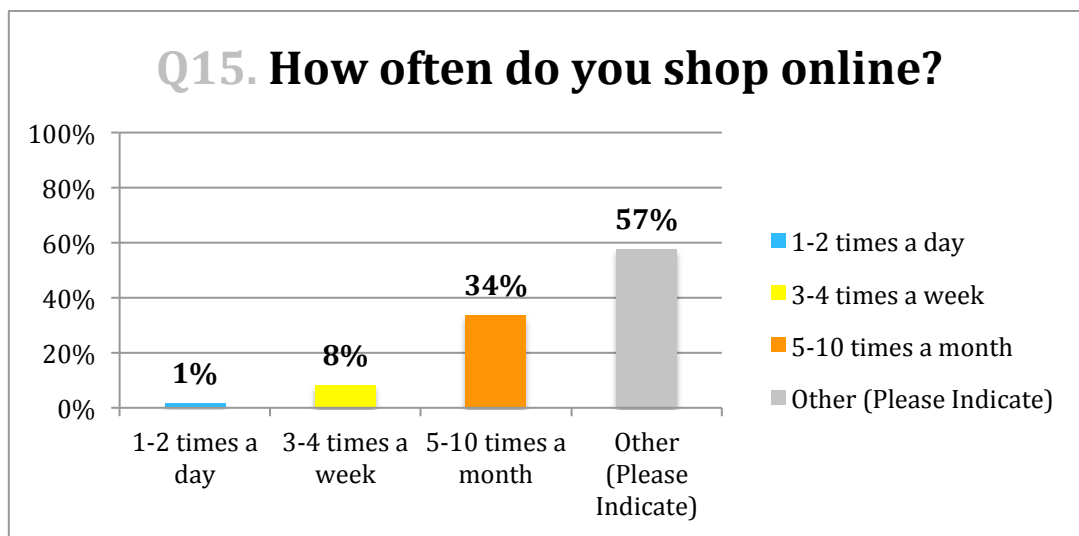
As one can see, there were 57 per cent (77 people) who said "Other", and the following comments are what some of them said.

1. *"When necessary"*
2. *"1-5 times a month"*
3. *"Once a month"*
4. *"Seasonally or less than once in half a year"*
5. *"Don't know"*

Basically, what the participants said was that they either don't shop that often or they shop very frequently. It was concluded that 20 people said that they shop once a month (appendix IIc) where only three people said they shop once a week. Another point taken from the comments is that 15 people said that they shop approximately one to five times a month, so they shop a bit more frequently than the other 20 people mentioned did. Five people said they shop *"seasonally or less*

than once in half a year" and two individuals said *"when necessary"*, which could indicate that they shop when there is a need and/or when it so to speak "pays-off". Only six participants said they do not know how many times they shop online.

In the next figure, it is going to be clear why especially the seasonal buyers only shop a few times a year, because as it shows the respondents said the reason they shop online is because it is timesaving (73 per cent) and moneysaving (73 per cent).

Because people may shop online for varies of reasons, I made it possible for the respondents to choose more than one option, and therefore the numbers are relative high. For instance, one person might choose all of the suggestions or reasons why he/she shops online, or a person might choose the first four options, and so forth. In other words, it is not possible to say that all of the 85 per cent of participants have the same motives, but they more or less shop online for the same reasons.

According to the 85 per cent of the participants, who shop online, further said that other reasons for shopping online are because it is easier and the products are only available online. Only 12 per cent said the reason is because they do not like physical shops or stores and therefore they shop online, and 7 per cent said they shop for other reasons. A few of the respondents said they shop online because of the variety of products and other said:
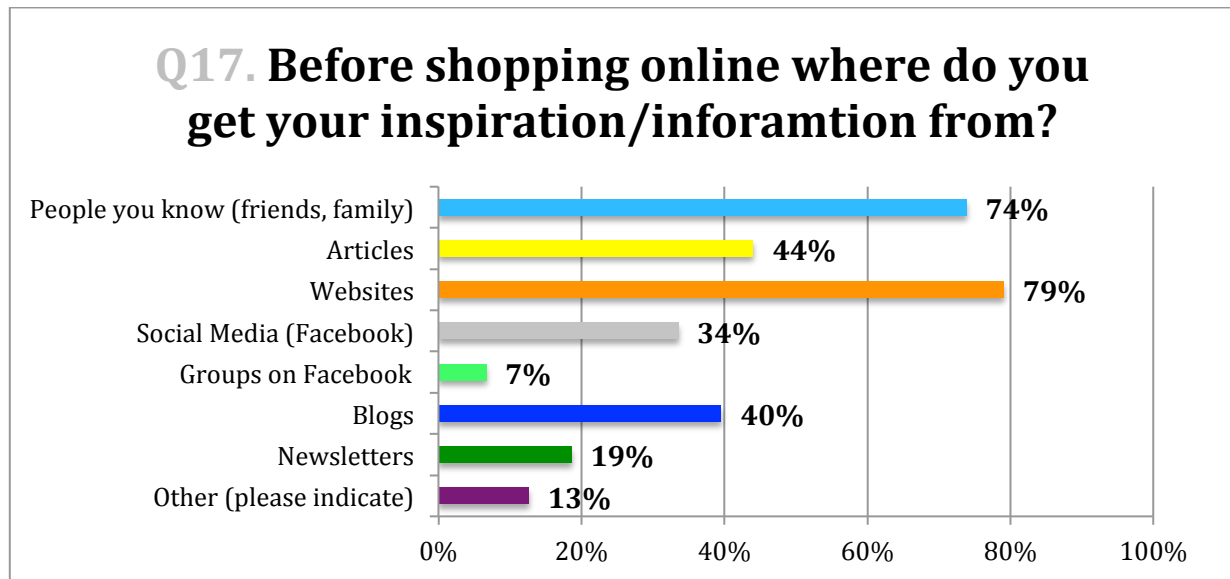
1. *"Makes it easier to compare products and find reviews"*

2. *"Because of the 24-hour access – I can browse/buy even at 2.am"*
3. *"I don't wish to pay more for getting some lousy, stressful and annoying service in return. Fucking hate shops"*

So, not only is shopping online time- and moneysaving and easier, but according to the above comments, it is also open 24-7 (everyday, all day) and therefore possible to shop or browse online whenever it suits.

In chapter 8.1, it was mentioned that there were five dimensions of convenience shopping for online consumers (Darian, 1987): 1) reducing time spent on shopping, 2) providing flexibility in the timing of shopping, 3) saving physical effort of visiting a traditional store, 4) reducing aggravation, and 5) providing the opportunities for impulse buying in response to advertisements received while at home. When looking at what the respondents said about why they shop online and then at what Darian defined as a convenient online shopper, it is very similar to each other. They both say that shopping online are for the reasons of: time- and moneysaving, the flexibility of time when shopping, the irritation from other people or the employees when shopping in traditional stores, and it is easier.

Furthermore, it is possible to state that the majority of respondents who shop online are what Rohm & Swaminathan (2004) and Darian (1987) call a convenience shopper. Convenience shoppers are, as mentioned earlier, consumers who shop online in order to save time, which is one the reasons why the majority of respondents shop online.

Q17. Before shopping online where do you get your inspiration/inforamtion from?

Source	Percentage
People you know (friends, family)	74%
Articles	44%
Websites	79%
Social Media (Facebook)	34%
Groups on Facebook	7%
Blogs	40%
Newsletters	19%
Other (please indicate)	13%

Again because people may get inspired from the different sources, it has been possible for the participants to choose more than one option and therefore the numbers are relative high.

Regarding where the participants get their inspiration or information from, 79 per cent said they get it from websites and 74 per cent said they get it from people they know. The three other inspirational sources are articles, blogs, and Social Media (Facebook). Only 13 per cent said they get their inspiration from other sources. Some get inspiration from for instance physical stores, people on the streets, or magazines/catalogues.

Online social network users can be characterized into several groups (appendix III). Regarding the respondents, they can be defined as "joiners", which means they use social network sites (SNSs) and maintain profiles on such sites (Li & Bernoff, 2011). This is evident throughout all of the questions, because they were referring to use of social network sites – Facebook. One can actually say that everyone who uses social networks in general is "joiners" because they join (make a profile on) the network. The respondents can also be defined as "spectators" that mean they read blogs, customer ratings and/or reviews, which could be seen in the previous figure and the figure containing results from question 11.

Q18. What do you shop online?

Electronics	57%
Music and/or movies	48%
Clothing	70%
Food	16%
Furniture	19%
Car	5%
Travel	74%
Photos	17%
Books	67%
Other (Please Indicate)	12%

Because online consumers seem to shop for varies products (Wijas-Jensen, 2012), the participants had the possibility to choose more than one option, and therefore the numbers in the above figure are relative high.

Regarding what sorts of products the respondents shop online for, in the above figure, it is travel (74 per cent), clothes (70 per cent), books (67 per cent), electronics (57 per cent), and music and/or movies (48 per cent). 67 per cent said that one of the reasons they shop online for books could be because most of the respondents are young and students and they want the cheapest solution. Only 12 per cent said they shop online for other products than the mentioned options. Six people said that they shop for beauty products and/or cosmetics, and a few others said they shop for concert tickets, shoes, toys and wine, or sport outfits.

So, basically the respondents are shopping online for products, which may seem easier to purchase online, but also in a way that is cheaper. When looking at what the participants purchase and how many times, I find it fascinating that they shop online around one to five times a month or less but they purchase things such as electronics and music and/or movies, which a lot of Danish people shop more frequently (Hansen, 2012), especially since it has become easier with applications such as Spotify, iTunes, etc. Another point taken is that some might look online for new products such as houses and cars, but buy it "offline", meaning that they go to for instance a car-retailer and buy the car physically in stead.

These products can be categorized as hedonic or psychogenic needs, meaning that it is not necessarily products that you need per se, but you want or have the need to treat yourself with something enjoyable such as a vacation or a car.

10.4.5. How are the "Like" button and online shopping linked to each other?

The last two questions in this questionnaire are trying to see how the use of the "Like" button and online shopping are linked to each other.

For the first question, they were asked if they are more likely to shop online since becoming a "fan" of a Company Page on Facebook, where 90 per cent of the participants said *"no"*.

Q19. Are you more likely to shop online since becoming a "fan" of a Company Page on Facebook?

- 10% Yes
- 90% No
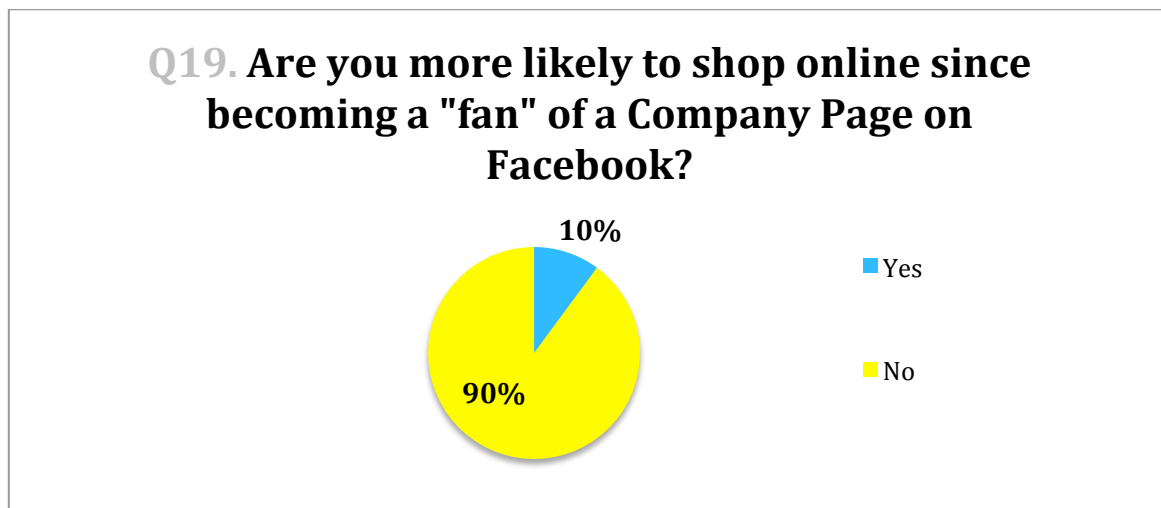
When comparing the percentage of participants who "Like" Company Pages on Facebook, I find it curious that only 10 per cent said *"yes"* to this particular question. Because the participants who said they "Like" Company and/or Brand Pages on Facebook mainly used the pages for information about new products, competitions, events, and so forth, but only 10 per cent said they are more likely to shop online since "Liking" a Facebook Page.

For the second and last question of this questionnaire, they were asked if they were more likely to recommend e.g. products and/or companies to others since becoming a user on Facebook. Here, 66 per cent said *"no"* and 34 per cent said *"yes"*.

Q20. Are you more likely to recommend e.g. products and/or companies to others since becoming a user on Facebook?
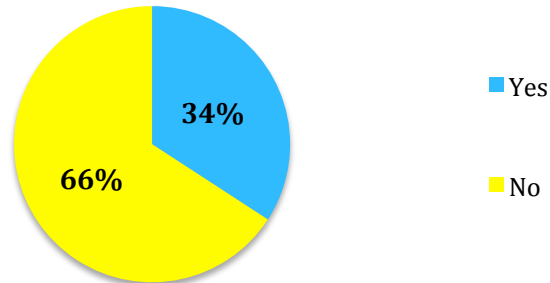
As it was shown previously, the participants were agreeing that Facebook Users share links, music, photos, and other things because they are recommending it to their Facebook Friends. But the respondents do not think that they are more likely to recommend for instance products themselves to their own network since they have become a user on Facebook.

10.5. Key findings

The participants said they have easy access to Facebook (home-computer and phone), which the result also showed. In relation to questions seven and ten, it was also proved that the majority of the respondents "Like" Company and/or Brand Pages on Facebook, because they know it, and/or they feel attached to it, in other words, it enhances their brand identity. Moreover, a small percentage of the respondents also said it is because they are interested in news, special offers, future job positions, etc.

As in regarding to question 11, it was proved that the majority of the respondents think that information search is very important when using Facebook Company and/or Brand Pages. Whereas it was showed that the majority thinks that online shopping through Facebook is the least important factor when they are using Company Pages on Facebook. In between the two were discussions or communication with other users, rating or reviewing products/services, and showing responsibility – in other words showing support.

In relation to questions 14 to 18, the majority of the participants stated that they shop online, especially for travels, clothes, books, electronics, and music/movies. According to the respondents, they shop online because they save money and time, it is easier and there is easy access (available 24-7), and the products they want or need are perhaps only available online. Before they decide to shop online, they get inspiration through different sources, such as websites, people they know, articles, blogs, and social media (Facebook). Although, in relation to question 19, it was shown that the respondents do not think that they are more likely to shop online after they "Liked" a Company Page, even though they use the specific pages for information search, special offers etc. they do not think that they shop more online due to this fact.

Moreover, the respondents stated that they do not think that they are more likely to recommend for instance products to others since they started using Facebook. On the other hand, in relation to the two last statements in question 13, they strongly agreed that Facebook Users share e.g. links because they either want to recommend it to their online social network or want to let their network to know what they read, watch, or listen to. So, even though the respondents are using Facebook in order of searching for information and they said Facebook Users are sharing things in order of recommending it to others, they said they are not more likely to do so themselves.

11. Discussion

Facebook is about having the option to maintain long-distance relationships and friendships, feeling connected in a new and different level, and establishing new friendships and/or relationships – or even initiating romantic relationships (Tosun, 2012). Furthermore, it is about having passive observations like looking at others' status updates and photos, but also the other way around – sharing experiences, photos of places, people, etc., which is also called online activities. According to Tosun, Facebook is also about games and entertainment, which may include events that are created by your network and companies, although it could also be that via Facebook it has been possible to play online games such as cards and casinos. But Facebook is much more than these seven factors, which Tosun states. Facebook is about enhancing and creating one's brand identity and image, it is about having the feeling of belongingness to something (a so-called "we-ness"), and it is about supporting organizations, events, friends, and so forth.

As it has been pointed out earlier, Online Consumer Behavior is among other things consumers' motivation, inspiration, engagement, and action on the Internet, which also are part of shopping on the Internet. One can argue that all of the elements of Online Consumer Behavior are to be seen within the use of Facebook, however, one can also argue that even though that all of the mentioned elements are part of using Facebook, it does not necessarily mean that using Facebook is also part of shopping online. On the other hand, Deci (1975) argues that when a consumer is committed or engaged he/she is more likely to be motivated to shop, whether it concerns products for biogenic or psychogenic needs. Basically, users on Facebook should be more motivated to shop on the Internet, because being on Facebook is mainly about being engaged and communicate with each other, which also indicates motivation and inspiration. According to the respondents (questionnaire), they get inspired and motivated through their online social network and Company and/or Brand Pages on Facebook, although they said that they were not more likely to shop online since they "Liked" pages on Facebook.

According to another master thesis (Tegtmeier Pedersen, 2011), it was proved through this study that the consumers (the respondents) trust their friends more than they trust the companies or brands when it comes to online information search. One of the respondents said the reason she trust other consumers' online product reviews is because she believes that these consumers have the same needs as she has, and therefore they are trustworthy. On the other hand, it was also proved that the respondents did not find other consumers very trustworthy, although the above example did, as their own network or family is. In the current study, the respondents said that they get inspired from people they know, articles, and blogs. This could also indicate that the reason they seek information or inspiration from especially these kinds of sources is because they find them trustworthy compared to other sources such as other groups on Facebook. It could also be because the members in these groups are strangers to the respondents and therefore they do not find them trustworthy enough to listen to their opinions on different things. However, according to Park & Cho (2012), there is a kind of psychological attachment when it comes to Facebook Groups, because through these groups the members are getting the feeling of a "we-ness". These members are in certain Facebook Groups because they wish to support it, or they share the same believes and values – they are seeing the Groups as an extended family. It is then interesting that even though the respondents, especially for this study, say that they use Facebook mainly for communication and inspiration, and

they are using the Internet for not only information search or research but also for shopping online, they do not use this kind of social media for future shopping events or experiences.

Another way of looking at these groups on Facebook and use of Facebook in general are through the social cognitive theory. One can argue that the Facebook Users are influencing one and another through what they "Like", recommend, or where they are ("Places" location-based service). This is also what can be seen as a WOM function. Because when others are looking at the things you post on Facebook whether it is a photo, an article, a blog, an review, an organization, a website, etc. you are perhaps without realizing it recommending others to either look at it or read it, which further is being demonstrated as free PR from e.g. a company's perspective. On the other hand, by engaging yourself and your online social network through Facebook it can be seen as a "Snowball Effect", because when one of your friends or family-members have bought, read, or taken a picture of something, you may find yourself in a situation where you have the need to do the same. Basically, no matter in which ways you look at this, people are influencing each other regarding shopping, it is about inspiring and motivating people.

One can further argue that these respondents are using two modes of thought verification: social and vicarious thought of verification. Most of the respondents showed that they find inspiration or motivation through others' posts, pictures, recommendations, etc., which are part of vicarious thought of verification. One can also say that it is in some ways important for the respondents what others' think or believe about one's own decisions or difficulties, which is also known as social thought of verification. In some ways, these two modes of thought verification are overlapping each other, because through observing others' pictures and posts you want to get new ideas of what to do, where to go, or what to buy. So, in other words, you observe and evaluate what your online social network thinks, and it may influence not only your decision-making process but also the way you look at yourself (brand identity).

Engagement is an important factor, as it has been mentioned throughout this study, Facebook is all about keeping their consumers engaged whether it is with their Facebook Friends or with the groups they are "Liking". Especially when it comes to Company or Brand Pages on Facebook, it is extremely important that they keep making it interesting for their "fans" to still have an interest in coming back to visit the page. Furthermore, it is been proved that when the users or fans are finding

the content useful and inspiring, and the communication between company/brand and consumer is positive, it is possible that the consumers are motivated to go to the web-shop of the company or brand. In this way the companies and/or brands are increasing the sales and profits (De Leon, 2013).

When looking at LEGO's Facebook Page, it is obviously important that their "Builders" – which the LEGO concern calls their fans – are being part of the Page and the company itself. In the following two pictures, it is possible to see that it is allowed for the "Builders" to upload e.g. pictures on the page (picture on the left), and it is important for two-ways communication between the "Builders" and the employees (picture on the right).

Source: https://www.facebook.com/LEGO
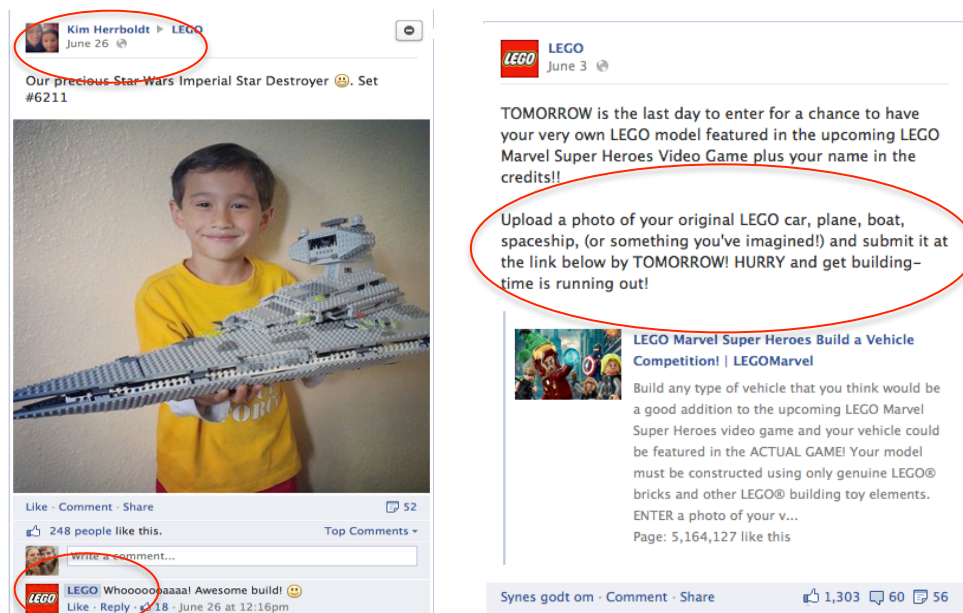
In the picture on the left, a mother has uploaded a picture of her son who has built this from the Star Wars product line, and it is also possible to see that LEGO itself has commented on this post by complementing the work. In the picture on the left, the company is asking their builders to be part of a new video game.

One may argue, that LEGO has to be at a rather low level regarding communication and interaction with their "Builders" because their primary target group is children at the age of 3 to 12 years old. On the other hand, one may argue that even though their primary target group is children, the company is also targeting parents and other fans that are outside the primary segment. However,

LEGO is a good example of how to involve and interact with their consumers. Furthermore, LEGO has created both an international and national brand, which insures loyalty and trustworthiness between B2C (business-to-consumer) that may be include increasing sales (online and offline). Because when customers are satisfied with the products and company/brand, they return for more products, which enhance not only one's own brand identity but also the company's brand image and WOM.

It was demonstrated in the thesis about WOM (Tegtmeier Pedersen, 2011) that by communicating WOM messages online was related to people wanting to help others in their decision-making process but also helping to reduce the risk of the wrong purchases. In some ways, it is very much linked to what the respondents from the present study said in the questionnaire about where they get their inspiration from before shopping online. They get inspiration from sources such as Facebook, blogs, and other websites. As mentioned in chapter 9.4.2, these respondents are both "joiners" and "spectators" because first of all they have a profile on Facebook and second of all some of them are reading e.g. blogs and customer ratings and/or reviews. In other words, these respondents are influenced by others' opinions or purchases, perhaps even without knowing it, when they buy products or services online.

Additionally, it was quantified that the involved social media users shop on the Internet for mostly vacations, electronics, clothes, books, etc. which are in the category of psychogenic or hedonic needs that further helps enhancing the consumers' brand identity and image. Others might say that the mentioned products are luxury products, which you do not necessarily need but they rather help identifying who you are as a person. This is what Maslow characterized as "Self-Actualization Needs". However, if the respondents were asked if they agreed with this characterization of them, they might not agree. One of the reasons for this could be that they do not buy these "luxury" products because they want to show themselves off to others or just show others through the "luxury" products who they are – enhancing their brand identity – but rather because they like and want it.

The respondents from the current study could be characterized as convenience shoppers, because they want to spend as little time as possible on shopping, but they could also be characterized as variety seekers, because they want to get some products at lower prices. When the respondents can

be characterized as both, one could say that they then are balanced buyers, because this type of buyers is to be found in between the two, which the respondents, who said they shopped online, said these were some of the reasons why they choose to shop online. Shopping online in general could be defined as buyers who want more out of live, they are more conscious in regard to choices.

On the other hand, it is important for companies and brands (especially on Facebook) to consider what is important to include, how is the content on the page or websites relevant or important in regard to get new possible customers or keeping the current customers, and in regard to Facebook, interaction with the users or supporters when is it a good time to get involved. It is all about finding the balance, which Mazaheri et.al (2012) also talked about. They were also talking about how important the design of the website is – in this case the Facebook Page. It is about choosing high-task versus low-task relevant cues, in other words, decisions about the colors, the content, and the search opportunities and services for the customers (customized pages). It is rather simple, the company has to make clear decisions about how they want the page to look like, because when the users think they received a good service and the page is manageable they will return to the page, but if the page is confusing and irrelevant according to the users they will not return to the page.

It is not without any difficulty in having a Facebook Company Page. The businesses may find it difficult to reach 100 "Likes" (Komfo, 2010), but once they reached this particular number it becomes easier to grow. It is easy to reach more than 100 "Likes" if the company or brand is known amongst the Facebook Users, if not they have to use other resources in order to increase the number of "Likes". On the one hand, it is possible to argue that there is talking about a "Snowball Effect" because once one person "Likes" a page his/her Facebook Friends are able to see it and might be either motivated or influenced to "Like" the page as well. On the other hand, "Liking" a Facebook Page can also be seen as an enhancement of brand image, and therefore it is possible to argue that the purpose of "Liking" such a page may be because they want to show people or friends what they support or "Like".

According to Groundswell (Li & Bernoff, 2011), it is important to listen to your customers and their needs, but also observe their behavior in order to create a good consumer experience, which is build upon consumer behavior and engagement. On the one hand, it is important that the pages are well structured and focusing on the needs of their supporters, because it is important that the supporters

feel welcome as well as the page is not too complicated. On the other hand, in order to give consumers a good experience on the Facebook Page, it is important to understand the market and localization before entering, because it is important that the company or brand do not fail to communicate in order for the supporters not to misunderstand what the point is in the conversation. It is therefore evident to make sure what not only your own market needs but also what the Facebook Users' needs are. Because, through Facebook, the companies have the chance to reached their next target in increasing the number of consumers and making profit. Again it is about finding the right balance.

12. Conclusion

The purpose of this thesis is to see "*How is "Liking" a Company Page on Facebook influencing online shopping and are there any challenges? And what are the motivations behind the consumers' engagements on Facebook?*" In order to provide an answer, there will first be touched upon the research questions through primary and secondary data.

In regard to the first research question "*How is engagement on Facebook helping motivate people and influence their decisions?*" It has been proved through the data that engagement and involvement from either yourself or one's Facebook Friends are part of influencing and motivating people to make the decisions, whether it is relating to short-term or long-term situations. For some of the Facebook Users, they are unable to make their own decisions – they are depending on knowing what others think before taking action – which according to secondary data is what you may call social verification of thought. Moreover, it was also stated that even though the respondents might not think they are influencing their friends' shopping experiences or decisions themselves, they agreed that they get inspired through what their friends believe, support, and "Like" on Facebook. Here, there is a possibility of the so-called "Snowball Effect" (when discussing motivation), because for instance when people are following e.g. celebrities or people they look up to in general, they implicitly get inspired to what they "Like" or purchase. They want what the others have.

Additionally, there is the option of being influenced by other Facebook Users through Groups or Pages either created by the users themselves or by companies, organizations, and brands. Through these Groups or Pages, the users have an option of communicating and discussing with other users,

who share the same interests and believes. It is about having a feeling of belongingness, and knowing that you are not alone. Facebook is about connecting people at all levels around the world, there are no limits. Facebook even help their users by showing them advertisements they might be interested in or groups they might join through the "Like" button, in that way they expand their network. So, in a way it is possible to say that even though your social online network may be part of influencing your choices, Facebook is also a huge influential factor in these kinds of situations.

The second research question was about finding out "*What is the difference between needs and wants, and how are they linked to motivation?*" The difference between a need and a want is that a need is what has arisen when e.g. you are hungry and you *need* to satisfy it by eating something, where a want is what you *think* you need. In other words, a want is what marketers are creating and make the customers believe that they are in need for the product or service. It could for instance be special offers such as you "buy three and get one free"; it is something a customer thinks he/she cannot live without, so to speak. One can say, that a want cannot be if a need has not arisen, where an arisen need does not necessarily need a want.

Motivation is a process of consumer behavior and appears when a consumer satisfies a need that has arisen, and it differs individually and appears in different ways. You may find yourself motivated by magazines or advertisements (in general), or through social media. Based on this definition, it is then possible to say that needs and wants are linked to motivation in the way that you are motivated to do something in order to satisfy the need, which has arisen. Basically, when creating a want you also motivate people to purchase it – a need has arisen – and when the customers satisfy the need, they think they have, by purchasing, the marketers succeeded. It is also evident that when it comes to motivation and needs and/or wants it is not certain that the consumers will act. However, most of the purchases are affected by motivations from friends, magazines, and so forth, and therefore it is possible to say that all three subjects are linked in one way or another.

The third and last research question investigated in "*What motives people to consume online, and is there any connection between "Liking" a Company Page and online shopping?*" It was stated that some of the reasons why people are motivated to consume online were because it is time- and moneysaving, it is easier, and there is a 24-7 availability – you are able to shop whenever it suits you. It should be noted that it is possible that the consumers can be motivated due to other facts,

such as newborn moms. Although, there could be other factors involved within the motivation to purchasing online, for instance you simply do not have the time to shop for e.g. groceries, clothes, or similar products. It was proved through the empirical data that some people use the Company Pages on Facebook for searching for information like special offers, events, etc. but it was not proved that there was a link between the two.

The respondents were certain that they were not more likely to shop online after they "Liked" a Company Page, which further does not support the hypothesis for the questionnaire. Even though other studies proved that there is a connection between online shopping and Company Pages on Facebook, it was not supported by the empirical data provided in this thesis. There could be some reasons why the hypothesis was not supported. One of the reasons could be the limitation of the quantity of respondents and because then it is not possible to draw general conclusions for the total Danish population.

To conclude on the problem statement, it is evident that by "Liking" a Company Page it can influence the shopping experience online. When the companies or brands promote new products or services within their business, the supporters or fans are not only being motivated to try the products, but the supporters are also influenced by the company itself because the companies give their consumers an offer, which they cannot refuse. However, there are challenges by having a Company Page on Facebook. If it is a small business they are competing with all of the well-known and well-established brands and/or companies, and there is also a challenge regarding the numbers of "Likes" – it is easier once you have reached the 100 "Likes". The teams behind these Company and/or Brand Pages also have to make sure that they do not pressure their supporters into something they do not wish to do, or to make sure that there is a fine balance concerning when to interact and/or involve in discussions within the consumers themselves and when not to. Furthermore, it is evident that the teams behind these kinds of pages that the content is interesting, the color-choice is well decided, and the page is user-friendly and customized.

The features on Facebook, such as the "Like" button, help motivate their users to engage themselves on Facebook. It could for instance be that you, as a Facebook User, want to show their support to their friends by "Liking" their status update, photos, etc. but also show their support to organizations, brands, etc. Facebook is all about communication and due to this fact, Facebook

keeps developing features that can help people to get closer to each other but also to get to know one and another better. People are able to know who you are as an individual by being able to see for instance what you "Like", where you are or have been, and what kinds of pictures you upload or articles you share. Because Facebook is very customized and user-friendly it is easy to manage, but also because the segment of Facebook Users are rather broad (minimum age 13 years old) the different features are used rather frequently. Therefore, it is important for the companies, which are using Facebook Pages, they acknowledge the possible challenges and make use of it – turn it into profit or WOM.

12.1. Future research

For the present study, there were limitations in regard to time and resources. Due to the number of respondents for the developed questionnaire, it was not possible to generalize the behavior on Danish online consumers and Facebook Users. Although, the thesis provide an idea of what to further investigate for future studies. First of all, it is possible to further develop on the questionnaire and reach out to a larger number of Danish respondents. Secondly, it is possible for future research to look further into what the respondents are saying and feeling about this subject through interviews. On the other hand, it could also be interesting to examine the companies' perspective on this matter, through for instance interviews with a couple of companies, which are on Facebook. It could be interesting to look further into what the companies are doing in regard to the "Facebook Boom", and what challenges they are facing (if any) but also how Facebook and its users help the companies. Is it possible to make profit through Facebook Company Pages? How is the interaction between company and consumers different from the interaction on their own website? And is it easier for the companies to get a better and closer relationship with their consumers via Facebook? These are just some of the aspects, which could be interesting to look further into for future studies, because this thesis is primarily focusing on the consumers perspective, their needs and online behavior.

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Appendix

Appendix I

Online Consumer Behavior This survey is designed to get an idea of

*1. Gender

◯ Male
◯ Female

*2. Age

◯ 18-25
◯ 26-35
◯ 36-45
◯ 46-55
◯ 55+

*3. Occupation

◯ Student
◯ Employee
◯ Other (please indicate)

[   ]

*4. Approximately 3 million Danish people are users of Facebook, and it has become a big part of the daily life. But how much do people spend on Facebook?

On a weekly basis how many times do you use Facebook?

◯ Once a week
◯ Twice a week
◯ 3-5 times a week
◯ 5-10 times a week
◯ More

*5. How much time do you spend during a day on Facebook?

◯ 0-1 hours
◯ 1-2 hours
◯ 2-3 hours
◯ More

*6. On which kind of a device do you use Facebook? (You may indicate more than one)

☐ Home-computer (incl. laptops)
☐ The computer at work
☐ Phone

**Online Consumer Behavior
This survey is designed to get an idea of**

*7. Companies and brands have also found their way to Facebook, and made it possible for people to receive or see news, events, or other information.

Do you follow or "Like" companies or brands on Facebook?

○ Yes

○ No

*8. How many do you follow or "Like"? (approximately)

○ 1-5

○ 5-10

○ 10-15

○ More

*9. Why do you follow or "Like" the brand or company? Because...

○ You know it

○ You are (or were) an employee there

○ It is part of who you are (as a person)

○ Your friends or family do

○ Other (please indicate)

*10. Is it important that people from your social network are able to see which companies and/or organizations you "Like"?

○ Yes

○ No

*11. In a scale from 1 to 5, which of the following are most important or relevant when using company pages on Facebook? (1 being the highest)

	1	2	3	4	5
Information search	○	○	○	○	○
Communication/discussion with other users	○	○	○	○	○
Rating products/services	○	○	○	○	○
Showing responsibility	○	○	○	○	○
Online shopping	○	○	○	○	○

**Online Consumer Behavior
This survey is designed to get an idea of**

*12. In 2009 Facebook launched the "Like" Button, and people are now "Liking" almost everything their friends and family do. But what does the "Like" button mean to people?

What do you use the "Like" button for? (You may indicate more than one)

☐ Photo(s) incl. album

☐ Status update(s)

☐ News post(s)

☐ Companies or brands pages

☐ Competitions

☐ Other (please indicate)

---

*13. In the following statements how much do you agree or disagree?

	Strongly disagree	Disagree	Either	Agree	Strongly agree
Users of Facebook use the "Like" button because it is there and they have to use it	○	○	○	○	○
Users of Facebook use the "Like" button because they are jealous at what their friends do (e.g. holidays)	○	○	○	○	○
Users of Facebook "Like" companies or organizations because they want to support them	○	○	○	○	○
Users of Facebook "Like" companies or organizations because they want to show themselves off to people	○	○	○	○	○
Users of Facebook who "Like" companies shop more online than those who don't "Like" the companies	○	○	○	○	○
Users of Facebook share links, articles, music, movies etc. because they are recommending it to their Facebook friends	○	○	○	○	○
Users of Facebook share links, articles, music, movies etc. because they want their Facebook friends to know what they are doing, reading, watching, or listening to	○	○	○	○	○

---

*14. Over 500.000 people are shopping online today because they think online shopping is convenient, timesaving, and money saving. But is this statement true?

Do you shop online?

○ Yes

○ No

Online Consumer Behavior
This survey is designed to get an idea of

*15. How often do you shop online (approximately)?

◯ 1-2 times a day

◯ 3-4 times a week

◯ 5-10 times a month

◯ Other (please indicate)

[   ]

*16. Why do you shop online?

☐ Timesaving

☐ Moneysaving

☐ I find it easier

☐ I can only get it online

☐ I don't like shops or stores

☐ Other (please indicate)

[   ]

*17. Before shopping online where do you get your inspiration or information from?

☐ People you know (friends, family)

☐ Articles

☐ Websites

☐ Social Media (Facebook)

☐ Groups on Facebook

☐ Blogs

☐ Newsletters

☐ Other (please indicate)

[   ]

*18. What do you shop online?

☐ Electronics   ☐ Food   ☐ Travel

☐ Music and/or movies   ☐ Furniture   ☐ Photos

☐ Clothing   ☐ Car   ☐ Books

☐ Other (please indicate)

[   ]

Online Consumer Behavior This survey is designed to get an idea of

*19. Are you more likely to shop online since becoming a "fan" of a company page on Facebook?

◯ Yes

◯ No

*20. Are you more likely to recommend e.g. products and/or companies to others since becoming a user on Facebook?

◯ Yes

◯ No

Thank you very much for your answers

Appendix IIa

Q9. Why do you follow or "Like" the brand or company? Because…

No.	Comments:
1	Future job opportunity
2	Like seeing pictures of their food (mainly their cheesecake) and sometimes getting coupons
3	Because they are giving interesting information (i.e. recipes when it comes to food)
4	They have cool and/or useful content (e.g. promotion info)
5	I'm interested in news, special offers etc.
6	I like it
7	Mostly because I like the company's products and want to follow in special offers, new products etc.
8	I use it as a source of information about the stuff I'm interested in. Facebook is an info media to me
9	Want to follow markets and business opportunities
10	I both "Like" companies where I've worked and companies that I know
11	To get news about events and so on
12	Because I LIKE it
13	Because of their statuses are now on the front page
14	Want to know their latest news, products etc.
15	To get relevant updates from the brand/company
16	I follow companies that I have worked at. I follow companies that I like, they support a good cause or fashion brands that I like/and buy
17	It varies. Most I follow because they provide information and updates that are relevant to my studies/work/hobbies
18	Either because it is a cool brand that are good at using FB or/and simply because I think their updates are fun/interesting
19	I follow brands for inspiration and companies to stay informed
20	Gifts and competitions for people who like the page
21	All the above stated answers
22	I am interested in their products
23	Because I like to know when there are special offers, competitions and other news
24	Interested in the company or what others have to say about it
25	Great offers
26	I like the product they sell

Appendix IIb

Q12. What do you use the "Like" button for? (You may indicate more than one)

No.	Comments:
1	My fave brands
2	Pages such as music, films and books
3	I don't use it
4	I find it ridiculous and do not use it
5	I don't use the Like button
6	Updates from NGO's, charity organizations, etc.
7	To indicate that I have seen or "support" a post from a friend or family
8	I don't use it

Appendix IIc

Q15. **How often do you shop online?**

No.	Comments:
1	When necessary
2	1-3 times a month
3	Once every two months
4	3-4 times a year
5	5-10 times a year
6	1 time a month
7	Once every 4 months
8	1-5 times a month
9	Less than once for half a year
10	I don't know
11	1-2 times a month
12	Once every other months
13	Couple times a month
14	1-2 times a month
15	I online shop a few times a month
16	Once a week
17	Once a month
18	Once a month
19	1 time a month
20	2-4 times a month
21	Approx. once a month
22	At Christmas time and birthdays
23	Once a year
24	2 times a month
25	Less
26	1-2 every third month
27	Approx. every other months
28	Once a month
29	1-3 times a month
30	Approx. once a month
31	1 times a month
32	0-1 times a month
33	Once a week
34	1-2 a month
35	2 times a month
36	A couple of times a year
37	Once a month
38	3-4 times a month
39	Only twice a year
40	1-3 times a month
41	Don't know
42	1-2 times every 4 months

43	Approx. once a month
44	Don't know
45	5-10 times a year
46	1-2 times every 3 months
47	It can be two times a week or one a month depending on what we need at home
48	Once a month or 2
49	Don't know
50	0-2 times a month
51	Once every other months
52	Once a season probably
53	Don't know
54	Rarely, under 5 times a year, not including music from iTunes
55	Once a month
56	0-1 times a month
57	Maybe 1 time a month
58	2-3 times a month
59	3-4 a year
60	Every second month aprx.
61	1-4 times a month
62	Once per month
63	1-2 times a month
64	A couple of times a year
65	Few times a month
66	Once in several (3-4) months
67	1 time a month
68	Once a month
69	1-3 times a month
70	1-2 times a month
71	5-10 times per year
72	1-5 every 5 months
73	2-3 times per year

Appendix IId

Q16. Why do you shop online?

No.	Comments:
1	I mainly buy flight tickets and train tickets online. Train tickets are usually cheaper this way, and most flights have to be booked online + it's easier than calling the airlines
2	Just became a mom so it is easier to shop timewise
3	Wide supply
4	Bigger variety
5	Makes it easier to compare products and find reviews
6	Because of the 24-hour access - I can browse/buy even at 2 am.
7	No time to shop
8	I don't wish to pay more for getting some lousy, stressful and annoying service in

	return. Fucking hate shops
9	The supply it more wider

Appendix IIe

Q17. **Before shopping online where do you get your inspiration/information?**

No.	Comments:
1	Email
2	Papers
3	Physical stores
4	People on the street
5	Magazines
6	Catalogues (e.g. H&M) or I just click around at the website to see what I like
7	Reviews online
8	TV commercials
9	Instagram because of pictures from people I follow, I have bought a jacket and a t-shirt
10	Imagination
11	Google
12	Print Magazines
13	Search
14	Shops
15	Communities
16	I know what I want and then I google it
17	I am a frequent ebay user

Appendix IIf

Q18. **What do you shop online?**

No.	Comments:
1	Makeup
2	Shoes
3	Hobby
4	Toys and wine
5	Sport outfit, horse equipment
6	Vitamins and proteins
7	Cosmetics, shoes
8	Concert tickets
9	Wine
10	It varies
11	Beauty products
12	Concert tickets
13	Hair care products

14	Health and beauty products
15	Cosmetics
16	Accessories

Appendix III

Figure 1 The Social Technographics Ladder

Source: http://ericaholt.com/wp-content/uploads/2009/09/picture-3.png