THE EFFECTS OF VALUE CREATION PRACTICES IN BRAND TRUST AND BRAND AWARENESS: A STUDY OF FACEBOOK.

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EXECUTIVE SUMMARY

This study aims to research the relationships between the value creation practices and some important marketing factors like brand trust and brand awareness. More specifically social networking, impression management, community engagement, brand use and brand crowdsourcing were investigated in relation with brand trust and brand awareness. The platform in which the model was tested was the social network of Facebook.

A cross sectional research was conducted in the platform of Facebook. In order to implement the research 1000 Greek users were invited to participate in the research and fill the questionnaire of which 150 provided the results for this study.

Consistent with existing literature our findings indicate that only one of the value creation practices have a significance influence in brand trust and brand awareness. Social networking appeared to have a positive relationship with brand trust and brand awareness with high significance while the other value creation practices failed to present important levels of significance. These results verify the theory of Schau et al. (2009) that present almost every value creation practice like an apprentice, a method that has not yet created value due to small duration of existence but very likely to develop high significance in future.

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Throughout the implementation of this study many people supported me, without their help this research could not have completed.

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1. <u>Introduction</u>

The introduction of social networking in our lives is of great importance. New ways for communication were added. Easy methods to share and receive information made their appearance. This new trend has gone viral, making many aspects of our live involved with it. Nowadays the combination of networks and portable devices has made the use of social networking even easier. Anyone with a device that can be connected to wireless networks has the ability to be a part of a virtual society every single hour of the day.

Marketing and the processes of marketing is a sector pretty much connected with this trend. A huge number of companies use social networks like Facebook, Twitter or Google Plus to advertise and promote their products and services. The technique of using social networks to advertise and promote has made clear that any company that won't adopt will have a huge disadvantage. The fact that every company can use the force called internet, with minimal or no cost to approach million of future customers is very important. The number of companies using social networks is enormous varying from very well known brands to regional ones.

The use of this technique though doesn't guarantee successful results. The approach of new customers is not as easy as it seems. The customer has to be convinced of the products and the services offered to him. The effectiveness of marketing through social networking is a matter that has to be studied. Not every company markets itself successfully. The work presented here will study the method of marketing though social networks in relation with two important factors. Brand trust and brand awareness will be under the microscope of this research. We will study the effects of value creation practices applied to the above important factors of marketing. The results of this study will have practical implications to the marketers, a fact that gives the results great importance. We chose to apply this research to one of the biggest online communities, the community of Facebook. The dynamics of online marketing is associated with the dynamics of social media and networks making the study of social media and networks necessary. The aim of this study is to investigate factors that lead to brand trust and brand awareness through value creations practices. The research objectives of this study are the relationships of social networking, community engagement, impression management, brand use and brand crowdsourcing with brand trust and brand awareness. We want to investigate if these value creation practices have a significant relationship with brand trust and brand awareness and if so what kind of relation this is.

After this initial introductory chapter, chapter 2 reviews the existing literature about social media, brand trust, brand awareness, value creation practices and Facebook. Chapter 3 describes the research method of this

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study. This chapter describes the procedure that was followed for the implementation of this research. The sample is analyzed and the measures that were used. Finally chapter 3 presents the statistical analysis of the study. Next chapter presents the results of the statistical analysis. In chapter 5 a discussion takes place in order to analyze the results and conclude to some useful results. Chapter 6 mentions the theoretical and practical implications of this study. Chapter 7 analyzes the limitations of this research while chapter 8 includes interest topics for future search. Finally chapter 9 presents the reflection on learning, facts and emotions created during the implementation of this research.

2. <u>Literature Review</u>

Before the presentation of relative literature to the research topic there must be some reference about the social network marketing. The fact that all social network users who create profiles declare their interests and activities gives the opportunity to join groups with more similar users. This is main motive for social network marketing. These groups of people with similar interest are presented to marketers as huge opportunity. Social networks marketing can include many procedures as market research, general marketing, customer service, public relations, employee communication and new product development. The benefits presented by this kind of marketing are important. The increase of product/brand awareness is a possible benefit, the increase of customer loyalty also. The web traffic of the websites of the business advertised can be increased also through the use of links in the groups and fan pages. The success of launch of new products may also be increased through the interaction with the users. There are many methods for social network marketing. The most important of the methods are: the use of social networking websites, blogging, personal websites or blogs, email sending, video promotion.

The motive that led to the intention of studying the social network marketing is that almost every commercial enterprise exploits this tool, because social networks are already established communities ready to accept advertisement because of people with common interests (Leskovec et al, 2007). As Andreasen (2002) supports that marketing is associated with expensive costs because of the advertising campaigns that are needed. The social marketing though is a process that increases the opportunities and doesn't demand the cost of such great campaigns, sometimes it doesn't involve media advertising at all (Andreasen, 2002). Geiger and Martin support that (1999) that every company must have the internet marketing as an integral part of the marketing strategy and weigh its importance equally with the other marketing tools (Geiger and Martin, 1999).

Another important issue according to Huberman et al (2008) is the study of interaction between the users themselves or the users and the community generally. Huberman et al (2008) support that the fact of the existence of connections is not always connected with interaction. This research is going to examine if the users of social networks really interact and the percentage of this interaction. In addition to the above, Harridge-March (2004), claims that the non-existence of personal interaction between the organizations and the costumers in the internet may cause customer's dissatisfaction (Harridge-March, 2004). Social networks marketing is similar to this, because users can comment on the products but rarely there is an

interaction, or even if there is one it is very slow. It will be important to see how users of social networks are affected from this.

This study is going to examine the behavior of customers in the platform of Facebook, the most widespread social media in the world till now.

2.1 Why Facebook

The power and potential of Facebook is enormous. It is the most powerful example of socialized media. Many businesses are listed in Facebook and more are expected to be listed because of the shift of the market to the new era. A multiplier effect can be created in Facebook which increases audience, since the information is passed from one company's follower to their followers. Facebook also offers an easy to use and cost effective platform which brands can use in order to share information about their products and services. Another important issue about Facebook is that the companies that already use it have leverage in comparison with the ones that don't use it. Lastly and most important is the fact that Facebook offers the opportunity brands regardless of size and location providing a potential audience of 1 billion people in the near future (Khan and Khan, 2012).

The above state the importance of Facebook and the need is created for companies to be part of it. In addition to the above we have the study of Haigh and Brubaker (2012) that studied the behavior of the stakeholders in relation with Facebook. They concluded that if the information and the type of information presented in Facebook is clear and understandable to the stakeholders then these information impact the stakeholders. Their attitudes and perceptions are bolstered from Facebook. Many organizations use this tactic. Haigh and Brubaker (2012) make clear though that these information should be shared in a form that states and follows the corporate social responsibility communication strategy.

Facebook demographics

Before continue to the analysis of the hypothesis and past research done on them let's have a look in the demographics of Facebook users. As Khan and Khan (2012) support in their study:

- The average user has 130 friends and sends 8 friend requests every month

- These users visit the site of Facebook 40 times a month spending around 15 hours and 33 minutes per month

- The 55% are females and 45% are males

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- The average user is connected with around 80 pages, groups and events, he also creates 90 pieces of new content per month

- Over 200 million people visit Facebook every day using a mobile device and these people are twice more active than non mobile users.

- Facebook counts around 770 billion page visits per month

- Over 50% of Facebook users visit their account every day

- Most Facebook users are well employed in the market with good income something that constitutes them as main targets from the companies.

The study of Facebook towards brands and generally companies is a very important matter lately. Info-grafics made a study that shows that half of the Facebook and Twitter users are more likely to get involved with the products and services of a company after the engagement with this company through social media (Erdogmus and Cicek, 2012).

2.2 Brand Awareness

According to Brown and Hoyer (1990) the first time buyers have as most important criterion the brand awareness in order to decide if they will buy one product over another, when the brand distinction is clear. If the brand is not known or familiar to them then they change the criteria for the selection of a product (Brown and Hoyer, 1990). It is obvious that establishing brand awareness through advertising is vital for business. This fact creates the first hypothesis for the research. The use of Facebook can have as a result the company to promote the brand and create value for their products and services. As shown in the study of Witek and Grettano (2012) the "Like" function in Facebook posts is of significant importance. When someone presses the like button this is an indication that this user likes the original content of this post or furthermore the comments made below the original post made from the original poster. Either way pressing the like button indicates acknowledgement of the initial content and shows there is an approval for this content (Witek and Grettano, 2012). It is obvious that this may be of great importance for the awareness of brands and furthermore the "likes" is a strong indicator of a brand's awareness. Stone (2009) in his paper which studied awareness of social media in banks supports that using marketing through social media could have a result a more personal approach in the communication with the customers and this would have as a result a contribution to greater brand awareness (cited in Mitic and Kapoulas, 2012, p. 680). The importance of brand awareness is stated in the study of Huang and Sarigollu (2012) where the researchers investigate brand awareness from

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some various perspectives. They concluded that brand awareness has a positive association with brand equity. Referring brand equity we mean the value to have a well-known brand name that can contribute to more earnings than companies with a less known name (Huang and Sarigollu, 2012). Homburg et al. (2010) studied the relationship between the brand awareness and the market performance. They concluded that brand awareness significantly effects market performance. More specifically they found that regions with high degree of technological turbulence, homogenous products, great pressure time and homogenous buying centers are more associated with brand awareness as a major market performance force (Homburg et al, 2010). The above show the great importance of brand awareness.

The structure of Facebook is constantly changing. Facebook is a dynamic social media that is often updated to meet the new designs from newest forms of web programming. Currently there are many ways a company to promote the brand, products and services. One way is by creating pages that have similar functionalities as a friend in Facebook. Another way is creating groups that gather friends who like them and interact with them. A last way is by creating advertisements in the right window of Facebook.

The nature of brand awareness is a little complicated according Valkenburg and Buijzen (2005). They support that awareness can be divided in two main parts, recognition and recall. They state that there is a difference between recognition and recall. The recall part is associated with two steps, first searching in a memory unit to restore the information we seek and then determining if the memory unit we selected is the right one. On the other part recognition has to do with the second part, determining if the information selected is the right one. Valkenburg and Buijen (2005) state that both brand recognition and brand recall are very important to decide if we will purchase something. When we have to decide if we will buy a specific product from a specific brand then brand recognition is necessary, every other case demands brand recall.

Yildirim and Aydin (2012) studied brand awareness in association with TV programs. They support that the term brand can have various definitions. A brand may be connected with the name of the company or maybe with a logo, symbol. Sometimes a brand is defined with the combination of the name and the symbol. These symbols help the customers to identify the products of a company and distinguish them from other products. After defining the various aspects of a brand Yildirim and Aydin (2012) make a clear a definition of awareness. They support that awareness is the influence that a brand can create in the consumers. They state that awareness is the most important force concerning the communication process because it is essential and without awareness a company cannot achieve the effects of communication. They also support that awareness is not just knowing a brand's name, it's

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about be able to identify associations with a brand, with a brand's name and brand's symbols, all these element are created and combined in the minds of the consumers (Yildirim and Aydin, 2012).

Concerning the ways to measure brand's awareness Romaniuk et al. (2004) support that there are 3 measures of brand awareness. The first one is called top of mind, this measure is related to the first brand someone can recall when asked for a product category. The second measure is called spontaneous awareness and related with an unprompted recall of a brand name. The third measure is called aided awareness and it is related with the recognition of a brand when prompted or aided by someone (Romaniuk et al., 2004).

According to Gupta and Udupa (2011) social marketing supermarket can aid users to recall brands and has a positive relationship with brand awareness (Gupta and Udupa, 2011). Closing the subject of brand awareness to make clear the importance for studying it we will mention another research that indicates two important results, first that brand awareness is a very important factor for consumers when they have to make a new decision task and secondly the consumers that are aware of one brand in a choice set they will try fewer products of other brands before making the purchasing decision (Macdonald E. and Sharp B., 2000).

2.3 <u>Brand Trust</u>

The second importance issue of the study will be the brand trust towards social network marketing. As Ha (2004) supports in his paper, the relationship of brand trust influences the brand commitment, the greater the trust the more the company commits with the customers and tries to retain the quality of the products in order to satisfy the costumers. Another important issue noted by Ha is that the content of the website that hosts the advertisements is very influential for the build of brand trust for the costumers (Ha, 2004). Taking into consideration the above the connection of brand trust with the users is important. Another important dimension of brand trust according to Kietzmann et al (2011) is the fact that many brands are advertised in social networks and they are not aware of this! Brands may not have given permission to be advertised in this networks but the ability of fans making group and pages give them to opportunity to "unofficially" advertise their favorites brands (Kietzmann et al, 2011). This can be connected with trust, since the advertised products may not be the official ones. Finally the brand personality is an important factor that assists to increase of sales for commercial companies according to Purdy (Purdy, 2011). Another scope of this research thus is to examine the relationship between social networks marketing and brand trust.

An important key matter that has to be studied concerning brand trust is the trust that the social media platform receives. Pentina et al. (2013) showed that the trust towards brands in social media of Twitter is connected with the trust Twitter receives (Pentina et al., 2013). Taking into account that Facebook is similar to Twitter there must be some questions asked in Facebook users about Facebook trust. Brands are more likely to be trusted when hosted in trusted platforms. Another important factor connected with brand trust is brand reputation. Morgan-Thomas and Veloutsou (2013) showed that brand reputation is a very important antecedent of trust that can lead a user of Facebook to use the products and services more easily (Morgan-Thomas and Veloutsou, 2013). The reputation of brands in Facebook will be a determining factor to measure brand trust. Laroche et al. (2013) showed that the existence of well established brand communities is an important factor that plays important role for brand trust. If there is an organized community this strengthens the trust of the brand (Laroche et al., 2013).

In another important study Laroche et al. (2012) studied the effects of social media based brand communities concerning brand trust, brand loyalty and value creation. They concluded that all the social media based brand communities can affect brand trust, something that leads to brand loyalty and which have positive effects in value creation. More specifically Laroche et al. (2012) state that the brand trust is connected with four important factors, social networking, community engagement, impression management and brand use (Laroche et al., 2012). These will be the key factors that this research will study to see if there is a positive connection between Facebook marketing and brand trust.

2.4 Value creation practices

According to Laroche et al. (2012) the trend of social media has raised an important thread for study, the value creation practices. This new topic in literature studies the importance of practices that associates customers as co-creators of value, co-creators of innovation and co-creators of strategy, apart from their already established role being the final recipients of the products and services (Laroche et al., 2012).

Schau et al. (2009) identify four important value practices. The first one is social networking, the second one is impression management, the third one is community engagement and the forth one is brand use. The figure below shows the model of Schau et al. (2009), a very important model which we take one step further by adding another important value creating practice that we analyze further in the study.
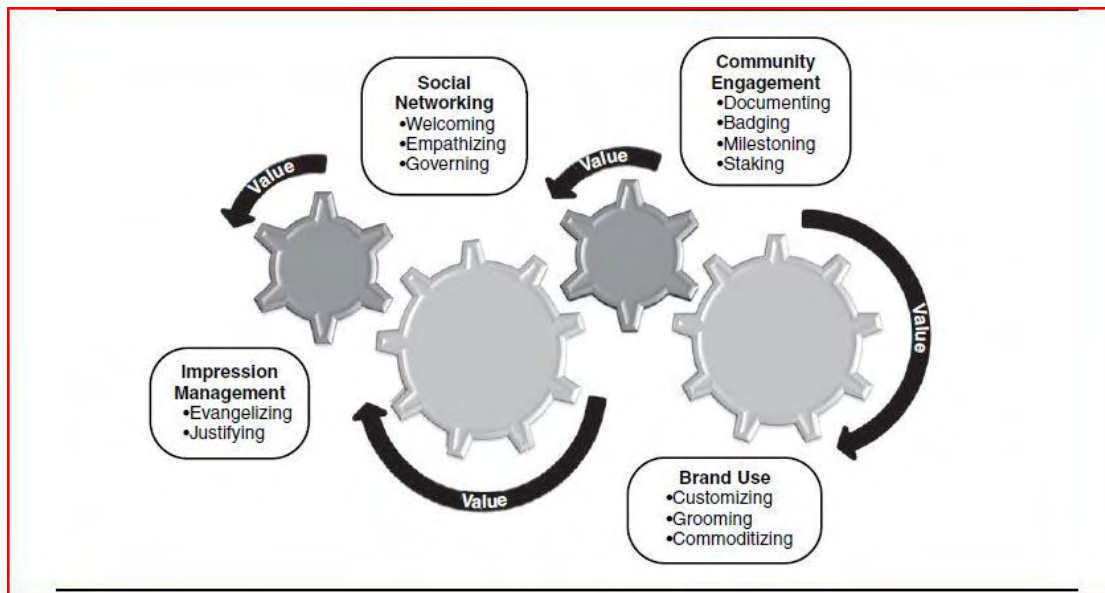
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Figure 1. The process of Collective Value Creation in Brand Communities (Schau et al., 2009, p. 36)

Social Networking practices. The main characteristic of social networking practices is the creation of ties between the member of a community, the enhancement of these ties and the endurance of these ties. The community welcomes, empathizes and governs all the members in order to create a group with high homogeneity and several similarities. These tactics can create tight bonds by affecting the emotions of the users and reinforce the already existing bonds (Schau et al., 2009). The study of Laroche et al. (2013) found that social networking practices have positive relation with brand loyalty. Altering the subject of research we will apply the social networking practices to brand trust and brand awareness, subjects strictly connected to brand loyalty.

So according to Laroche et al. (2013) research it is expected that:

H$_1$: Social Networking practices in Facebook have a positive influence on perceived brand awareness.

H$_2$: Social Networking practices in Facebook have a positive influence on perceived brand trust.

Impression Management practices. The main goal of these practices is to create favorable impressions of the brands. These practices aim to turn the costumers of the brand into brand enthusiasts and create a whole new further and enlarged brand community. The first way to engage in these practices is to evangelize the brand, expressing out the advantages of the products and services of these brand and highlight the potential of this brand. The second practice used in impression management is the justification of the above evangelizing. Costumers of the brand justify the reasons they are loyal to this brand and point out the main reasons for their devotion. These ambassadors

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of good will can create a huge dynamic to the brand's marketing by their advertising and promotion (Schau et al., 2009). In literature it was found that impression management practices have a positive influence in brand trust and brand loyalty (Laroche et al., 2012).

So according to Laroche et al. (2012) it is expected that:

H_3: *Impression Management practices in Facebook have a positive influence on perceived brand awareness.*

H_4: *Impression Management practices in Facebook have a positive influence on perceived brand trust.*

Community Engagement Practices. The community engagement practices are related with the reinforcement of engagement with the community of the brand. The main stages to achieve the reinforcement are staking, milestoning, badging and documenting. The staking is connected with declaring the goals of participating in the community and the reason they stay in the community. Milestoning is connected with the expression of brands experiences. Badging is a process that occurs when a costumer decides to connect personal info with a product or service of brand, for example putting a picture in a social media with himself with a Mini Cooper badge, after having bought this car. The last process of documenting is occurring when a costumer creates a log of all his staking goals, experiences with the brand and badges used in order to share it with the community (Schau et al., 2009).

It is expected that:

H_5: *Community Engagement practices in Facebook have a positive influence on perceived brand awareness.*

H_6: *Community Engagement practices in Facebook have a positive influence on perceived brand trust.*

Brand Use practices. These practices are related with the use of the brand, specifically they aim to improve the use of the products and services or create new use of them. The main practices are grooming, customizing and commoditizing. The grooming procedure is a practice that allows the customer to share homemade tools or advices, the customizing practices are involved with the change or alteration of the products to meet personal goals and commoditizing is connected with the community's ability to monitor the customizing and grooming in order to achieve the community's building by motivating the members to use the technology by restricted the price of all community based items and advices (Schau et al., 2009). In previous

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literature it was shown that Brand Use practices have a positive influence with brand trust and brand loyalty (Laroche et al., 2012).

So according to Laroche et al. (2012) study it is expected that:

H_7: Brand Use practices in Facebook have a positive influence on perceived brand awareness.

H_8: Brand Use practices in Facebook have a positive influence on perceived brand trust.

In order to make an additional step to the literature this study will insert a new value creation practice called Brand Crowdsourcing. The fact that this practice is newly studied stresses out the need to expand it more than the other practices in order to analyze it make clear the connections and effects that brand crowdsourcing can create. The below chapter is dedicated to explaining the definition of brand crowdsourcing and adopt it to the social media mechanics.

Brand Crowdsourcing Practices.

First of all an analysis of term brand crowdsourcing will take place. According to Howe J. (2010): " Crowdsourcing is the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call" (cited in Bucheler and Sieg, 2011, p. 328). Satzger et al. (2012) support that crowdsourcing is an approach which allows companies to receive solutions quickly with a low cost. It is an approach that helps companies to solve parts of business processes in-house. The main disadvantage of this approach may be the lack of quality control (Satzger et al., 2012). Alonso and Mizzaro (2012) state that crowdsourcing is a tool that has gained a lot of attention because this tool can be used for conducting evaluations. They support that this approach can help companies conduct information experiments very fast with a low cost reaching good results (Alonso and Mizzaro, 2012).

According to Ferguson (2008) this kind of marketing (social network marketing) that can be characterized as viral marketing also, offers the great potential of building platforms that can connect the brand department with the product development cycle. Big companies as Dell, American Express and Lego utilized the feedback from their customers in order to launch new products (Ferguson, 2008). Furthermore Kirtis and Karahan (2011) state that "from the point of marketing research, there's an opportunity to help create a brand via community of customers whose behavior and comments within the site can constitute valuable" (Kirtis and Karahan, p. 262, 2011). According to Hanna et al (2011) brand messages and meanings nowadays are influenced actively by consumers of social media through mobile devices and online

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"chatters", giving the opportunity to companies to determine future products (Hanna et al, 2011). The previous show the importance of study of crowdsourcing towards brand. The aim is to see if there is connection with the social network marketing in Facebook.

The comment area that lies below every post constitutes a contact zone for information, a place where behavior and practices can be illustrated with functionality (Witek and Grettano, 2012). This comment function can be used in Facebook to create feedback between the marketers and the users. The users can comment in every post made by the company with any kind of content. The comments can vary from positive feedback at best case and negative one. They can contain suggestions or concerning about the advertised products and services.

The importance of brand crowdsourcing is great for the companies. Beuker (2009) Gallaugher and Ransbotham (2010) state that some big companies like Nike, Coca-Cola, Dell and Starbucks use social media in order to receive feedback from the customers and create that way new products, services and offers that can strengthen the bonds with the customers and their loyalty. Online dialogue is usually used with the followers in order to achieve this (cited in Mitic and Kapoulas, 2012., p. 669). Aharony (2012) states in his study that Facebook is not just a marketing tool used for dissemination, he states that this social media should be treated as a tool for interactive dialogue (Aharony, 2012). A study from Emarketer (2011) showed that 64% of users in another important social media platform called Twitter are more likely to buy products or services from companies that answer to their questions or comment to their opinions (cited in Pentina et al., p. 1552, 2013).

Overall crowdsourcing is using a platform where all the available information can be gathered. Facebook is our crowdsourcing platform here. The functions of the site that allow to the users of this site to comment and state their opinion is of importance. In our case we will examine if the comments of the Facebook users are taken into account from the companies. More specifically we will examine if there is a communication between the users of the Facebook and the administrators of the pages and groups of the companies. Many products and services are advertised in pages and groups. The existence of users in these pages gives the opportunity to these users comment their opinion for this product/service. Most of the times there are proposals about ways to make the products and services better or comments about malfunctions observed. This approach, to take account these comments and making the product and service better instead of assigning this task to some employees in the company is the essence of crowdsourcing. An examination will be executed also towards negative comments and the administrators of the groups. Making positive comments to products is an indicator of a successful product for sure, the negative comments though tend

to be the one seeking for better performance from future products. As L. de Vries et al. (2012) support for the managers of the companies the negative comments are not necessarily bad, both positive and negative comments have as a result a discussion that aims the enhancement of future better characteristics of the products and services (L. de Vries et al., 2012)

The Brand Crowdsourcing practices according to the literature are related to communication of users and brand administrators. The two main techniques that are used here is feedback and administrator's interaction. Feedback is related with the information given from the users to the brand's administrators and the perception of users carry for the way their information is handled by the brand. Administrator's interaction is connected with the way administrators deal with the users.

It is expected that:

H_9: Brand crowdsourcing practices have a positive influence on perceived brand awareness.

H_{10}: Brand crowdsourcing practices have a positive influence on perceived brand trust.

The research of Laroche et al. (2012) about the effects of social media based brand communities has used the model of Schau et al. (2009). Especially the model that Laroche et al. created can be seen in Figure 2.
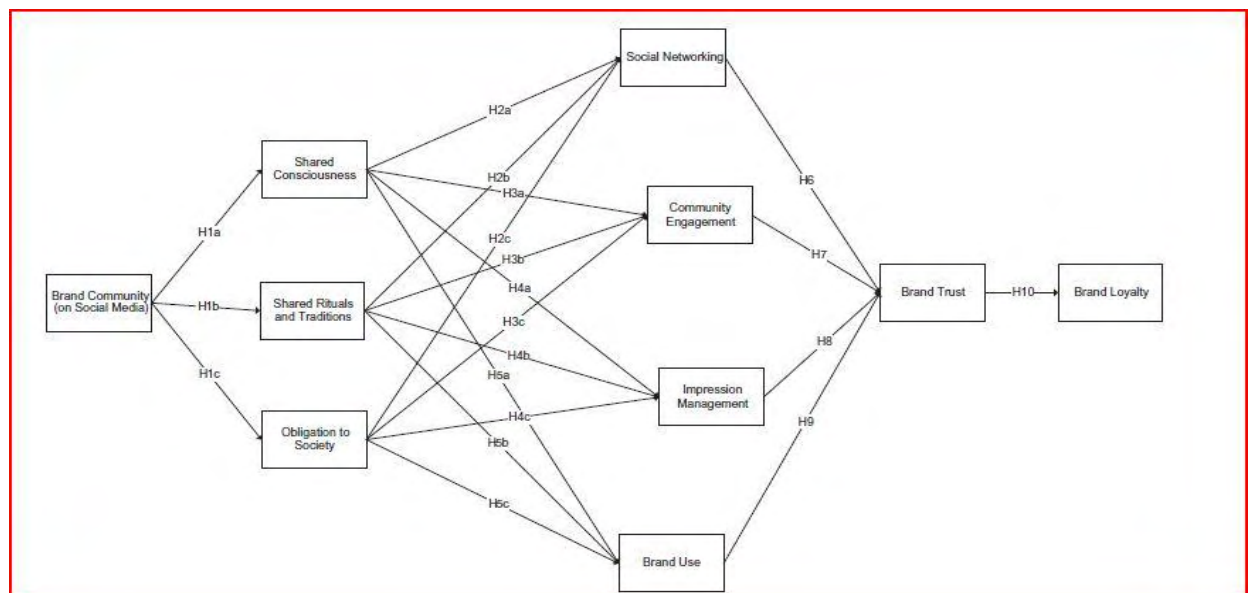
Figure 2. Model of the effects of brand community (Laroche et al., 2012, p. 1760)

The combination of Schau et al. (2009) research and Laroche et al. (2012) with the addition of brand crowdsourcing as a value creation practice allowed us to form a model that will test the relations between these value

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creation practice with brand trust and brand awareness in the social media of Facebook. The model for our study can be seen in figure 3.

Figure 3. Proposed Model of Study

3. Research Method

3.1 Sample and Procedure

This research was implemented through the collection of primary and quantitative data. The random, stratified sampling method was used. It is e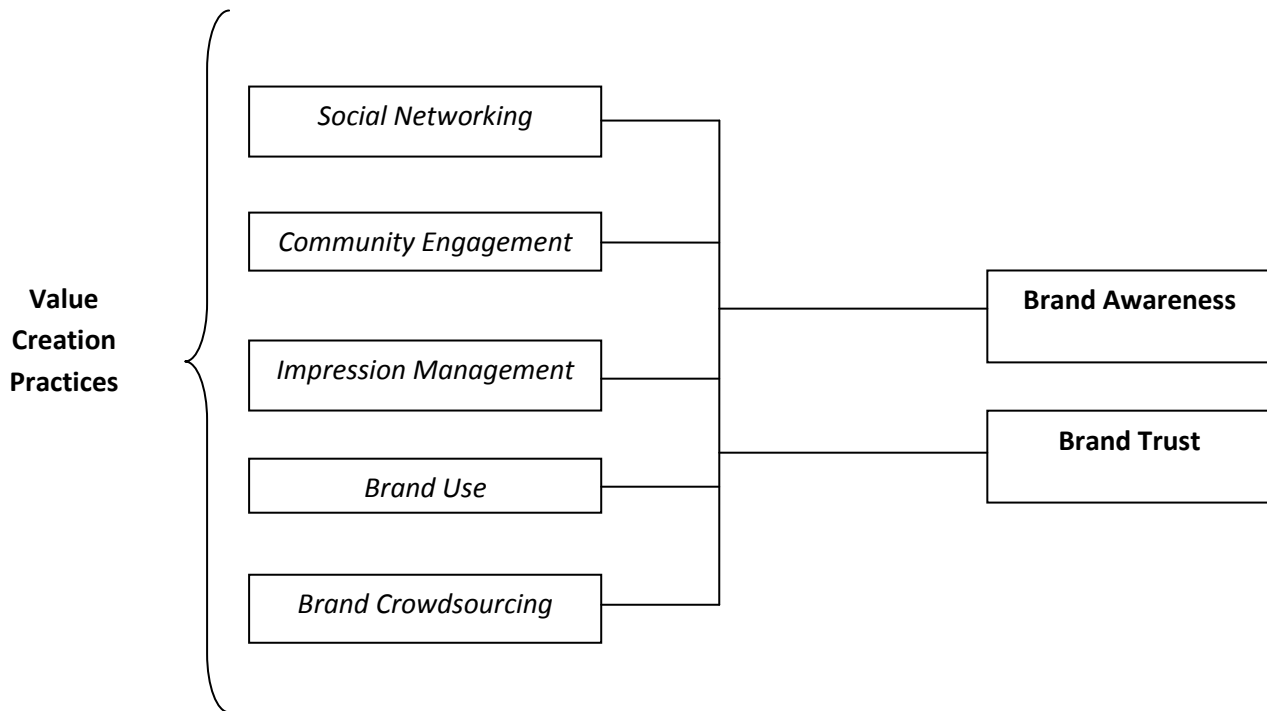stimated that the number of Greek Facebook users that consist our sample is around 3 million (http://www.scribd.com/doc/95843996/Greece-Facebook-Statistics). Another more accurate website that presents Facebook statistics refers that the Greek Facebook users in the end of 2012 were 3845820 while the population of Greece at the same time was 10767827 (http://en.wikipedia.org/wiki/Facebook_statistics). Of course this number cannot be estimated precisely as the number of users is increasing day by day.

As Saunders et al. (2000, p. 581) cites there is an equation that calculates the minimum size of the sample:

$$n = p * q * \left(\frac{z}{e}\right)^2$$

n: is the minimum size of the sample
p: the % of the proportion that belongs to the specified category
q: the % of the proportion that does not belong to the specified category
z: the corresponding value for the level of confidence
e: the margin of error

In order to form a representative sample with a 5% margin error (e = 5%), Saunders et al. (2000) states that z value is equal to 1.96. According to the above statistics p = 35.7% (the Greek Facebook users) and q = 64.3%. The equation filled with these values states that:

Minimum size of the sample is n = 352

In our research 1000 questionnaires were distributed to Greek Facebook users. In this stage we have to explain the sampling procedure.

First of all a new Facebook account was made for the implementation of this research. An event was created, in which 1000 were invited to answer an online questionnaire. The online questionnaire was implemented using the service Google Drive and more specifically Google docs. The selection of the users invited based to answer this questionnaire was based on the degree of the researcher's accessibility to them aiming the highest possible response rate. The subject and purpose of this research was thoroughly explained to

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the participants. Anonymity and confidentiality were assured to all the participants, so the participants may answer to the questions in the most honest way, achieving the highest validity of the results. Any participant could reach the researcher via personal message or through writing to the wall of the event for asking question about the procedure or any other explanations. Any respondent that expressed further interest for the research will have the ability to gain access to the results when they will be available.

Off the 1000 questionnaires that were distributed to the users invited to answer them, 150 were answered. This determines a response rate of 15%. Because of the nature of the questionnaire, all questions should be answered in order someone to complete it, thus all out of 150 were valid. Considering the demographics only age of the participants were required. As expected the majority of the participant lies within the range of 20 to 30 year old (50.6%).

Table 1. Demographic characteristics of the sample (N=150)

Variables	Number of participants	Frequency (%)
Age		
20-30	76	50.6
30-40	42	28
40-50	24	16
Over 50	08	5.3

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3.2 <u>Measures</u>

The research was implemented through instruments that have already been used in existing literature and have reported satisfactory levels of internal consistency and reliability. In addition some instruments have been altered to a small percentage for the needs of this research in relation with Facebook. The last scale of the research that is named as Brand Crowdsourcing was created by studying the literature thoroughly, something that had as a result some well-aimed questions that were tested with Cronbach test for reliability. 5-point Likert-type scales ranging from (1) "Strongly disagree" to (5) "Strongly agree" were used for all the constructs in the research. The reliability of the scales was assessed using Cronbach's alpha.

Brand Awareness. BA was assessed with an 8-item instrument developed by Aaker (1996) (cited in Homburg et al., 2010, p. 210). The original instrument was a seven-point scale from strongly disagree (1) to strongly agree (7). In order to form a more homogenous questionnaire the instrument was changed to five-point scale. This instrument recognizes and measures the degree a brand can be recognized from costumers (brand awareness).

Brand Trust. BT was assessed with a 3-item instrument developed by Chaudhuri and Hoolbrok (2001) (cited in Laroche et al., 2012, p. 1761). The original instrument was a five-point scale from strongly disagree to strongly agree, the same instrument was used in this study.

Social Networking. SN was assessed with an 8-item instrument developed by Hsieh,Chiu and Chiang (2005) (cited in Laroche et al., 2012, p. 1760). The instrument that is used in this study is a five-point scale from strongly disagree to strongly agree like the original instrument.

Community Engagement. CE was assessed with a 4-item instrument developed by Algesheimer et al. (2005) (cited in Laroche et al., 2012, p. 1761). The instrument uses a five-point scale from strongly disagree to strongly agree. This instrument is associated with the degree a user chooses to participate in the community in order to achieve some goals.

Impression Management. IM was assessed with a 4-item instrument developed by Schau et al. (2009). The instrument was a five-point scale from strongly disagree to strongly agree. This instrument measures the impression a user gets from the activity of the community in relation with the brand.

Brand Use. BU was assessed with a 3-item instrument developed by Schau et al. (2009). The instrument was a five-point scale from strongly disagree to strongly agree. This instrument measures the degree to which a user gets useful information about the use of the products of the brand from the community.

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Brand Crowdsourcing. BC was assessed with a 7-item instrument consisted by five-point scale from strongly disagree to strongly agree. The instrument was developed by studying thoroughly previous researches about brand crowdsourcing. The instrument measures the degree to which users understand the alteration or the recreation of products of the brand after taking into account the feedback of the users.

3.3 Translation of the measures

Translation of the original measures into Greek was achieved by the researcher and a group consisted by Greek citizens that are fluent in English. Afterwards the questionnaire was given to an English language teacher to back-translate it into English. Differences between the original English and the back-translated version were taken into consideration and were examined until mutual agreements were made regarding the most appropriate translation.

3.4 Statistical Analysis

It is shown above that the study is consisted by ten hypotheses. In order to test the hypotheses the internal reliability of the scales should be examined. In order to achieve the internal reliability Cronbach's alpha tests were applied to the scales to measure the reliability. In order to test hypotheses H_1, H_3, H_5, H_7 and H_9 a linear regression analysis took part. Brand awareness was set as the dependent variable and Social Networking, Community Engagement, Impression Management, Brand Use and Brand Crowdsourcing were set as the independent variables. The hypotheses H2, H_4, H_6, H_8 and H_{10} were tested with a second linear regression analysis. The dependent variable in this case was Brand Trust and the independent variables were Social Networking, Community Engagement, Impression Management, Brand Use and Brand Crowdsourcing. The implementation of statistical analysis was achieved by using SPSS 17. The level of statistical analysis was set to $p<0.05$.

4. <u>RESULTS</u>

Reliability

As we mentioned above we used Cronbach's alpha test to examine the reliability of the scales. Below there is a table that shows the internal reliability of each scale by presenting the Cronbach's alpha coefficients. The minimum acceptable reliability level is 0.70 (Flynn et al, 1990). As shown in the Table 2 all scale show excellent level of internal reliability. The Cronbach's alpha coefficients range between 0.711 (brand trust) and 0.883 (brand awareness). These levels prove that all the group questions measure the same thing and this is considered a strong evidence of validity thus there is no need to erase any question to achieve strong reliability.

Table 2. Reliability Statistics

Scales	Cronbach's alpha	Items
Brand Awareness	0.883	8
Brand Trust	0.711	3
Social Networking	0.846	8
Community Engagement	0.849	4
Impression Management	0.853	3
Brand Use	0.859	3
Brand Crowdsourcing	0.753	7

Determinants of Brand Awareness

Figure 4 shows the sub model for which regression liner analysis has been implemented for hypotheses H_1, H_3, H_5, H_7 and H_9.

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Figure 4: H_1, H_3, H_5, H_7, H_9

Social Networking		H_1	
Community Engagement		H_3	Brand Awareness
Impression Management		H_5	
Brand Use		H_7	
Brand Crowdsourcing		H_9	
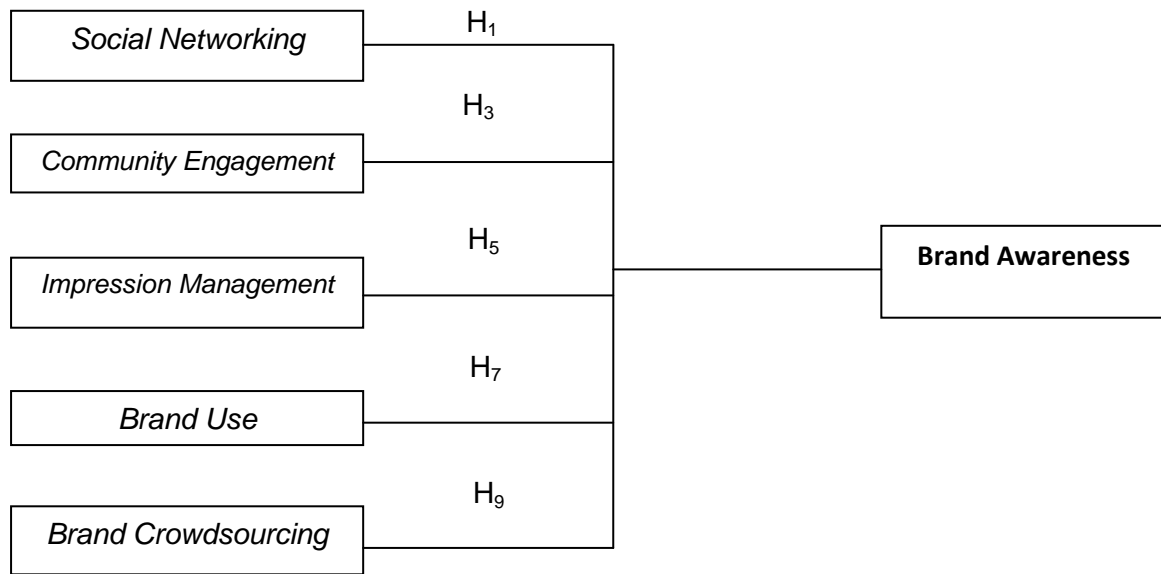
Results

As mentioned above a linear regression analysis took part in order to examine H_1, H_3, H_5, H_7 and H_9 hypotheses. The aim is to examine which variables are important predictors of Brand Awareness.

- The Adjusted R^2 of the model is equal to 20.5% (0.205) at a 0.000 level of significance. Adjusted R^2 measures the percent of variation on the criterion for which the independent variables are responsible (Kutzman, 2012). This means that the above variables are responsible for the 20.5% of the variation of Brand Awareness. The level of significance of 0.000 is important because it shows that the variation explained by the independent variables "is unlikely to have occurred by chance (Saunders et al., 2000, p. 366). The findings of this model are summarized in the below table.

Table 3. Model Summary

Model	Adjusted R^2	Significance F change
	0.205	0.000

- The regression analysis revealed also the coefficient beta of each independent variable. The coefficient betas express the effect of a change in any attribute according to Liao and Cheung (2002). The table below (Table 4) presents the coefficient beta and significance value of each independent variable. These values present that Social Networking is the only predictor of Brand Awareness with a significance value of 0.008 and a positive coefficient beta of 0.314 while the rest of the independent variables have significance levels above 0.050. This shows that there can't be safe conclusions of their effect in the dependent variable (Brand Awareness).
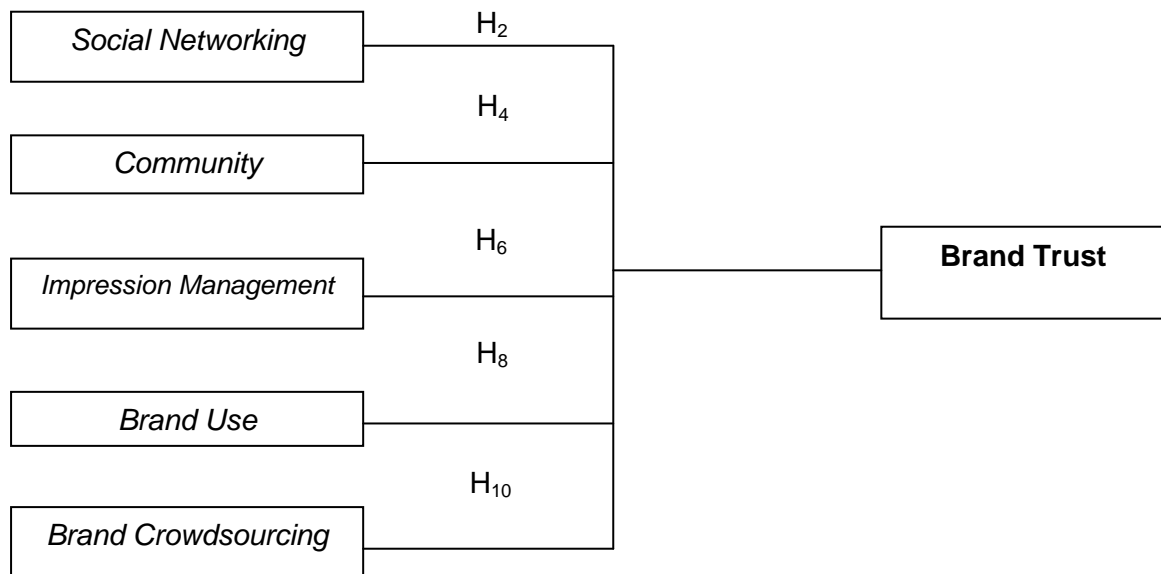
Table 4. Coefficient Betas

Model	Coefficient Betas	Significance
(Constant)		0.050
Social Networking	0.314	**0.008**
Community Engagement	0.015	0.893
Impression Management	0.166	0.142
Brand Use	0.003	0.978
Brand Crowdsourcing	0.048	0.608

- The findings above **confirm** hypothesis H_1 (*Social Networking in Facebook has a positive influence on perceived brand awareness*). On the contrary there can be no safe conclusions about the confirmation or not of the hypotheses H_3, H_5, H_7 and H_9 since their significance levels are above 0.050.

Determinants of Brand Trust

Figure 5 shows the sub model for which regression liner analysis has been implemented for hypotheses H_2, H_4, H_6, H_8 and H_{10}.

Figure 5: $H_2, H_4, H_6, H_8, H_{10}$

Social Networking	H_2	
Community	H_4	
Impression Management	H_6	**Brand Trust**
Brand Use	H_8	
Brand Crowdsourcing	H_{10}	

Results

As mentioned above a linear regression analysis took part in order to examine H_2, H_4, H_6, H_8 and H_{10} hypotheses. The aim is to examine which variables are important predictors of Brand Trust.

- The Adjusted R^2 of the model is equal to 16.3% (0.163) at a 0.000 level of significance. This means that the above variables are responsible for the 16.3% of the variation of Brand Trust. The findings of this model are summarized in the below table.

Table 5. Model Summary

Model	Adjusted R^2	Significance F change
	0.163	0.000

- The regression analysis revealed also the coefficient beta of each independent variable. The table below (Table 6) presents the coefficient beta and significance value of each independent variable. These values present that Social Networking is the most important predictor of Brand Trust with a significance value of 0.001 and a positive coefficient beta of 0.396 while the rest of the independent variables have significance levels above 0.050. This shows that there

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can't be safe conclusions of their effect in the dependent variable (Brand Trust).

Table 6. Coefficient Betas

Model	Coefficient Betas	Significance
(Constant)		0.050
Social Networking	0.396	**0.001**
Community Engagement	0.079	0.499
Impression Management	0.082	0.478
Brand Use	-0.058	0.643
Brand Crowdsourcing	-0.065	0.494

- The findings above **confirm** hypothesis H_2 (*Social Networking in Facebook has a positive influence on perceived brand trust*). On the contrary there can be no safe conclusions about the confirmation or not of the hypotheses H_4, H_6, H_8 and H_{10} since their significance levels are above 0.050.

A summary of the hypotheses with their confirmation or disconfirmation is shown in Table 7.

Table 7. Summary of the hypotheses

Hypotheses	Confirmed
H_1	✓
H_2	✓
H_3	-
H_4	-
H_5	-
H_6	-
H_7	-
H_8	-
H_9	-
H_{10}	-

5. **Discussion**

The main objective of this research is to advance the research about brands in socials media. Furthermore, the aim was to establish a research in a specific social media like Facebook that attracts the majority of the users using social media. The study was aiming to discover the relationship between brand trust and brand awareness regarding some important value creating practices like social networking, brand use, impression management, community engagement and brand crowdsourcing. It is a fact that there are few previous researches regarding this topic. Most of them study the relationship between brands and general social media. Using the literature we created a model and based on this model several hypotheses were created. The results showed that only one of the five value creating practices (social networking) contributes to brand trust and brand awareness. This is consistent with existing research and literature as Schau et al. (2009) mention in their research about how brand community practices create value. More specifically Schau et al. (2009) state that value creation practices can be characterized as apprentices and we have to take into account that apprentice's main characteristic is that they evolve over time (Schau et al., 2009). The fact that almost none but one practice fail to create any value to brand trust and brand awareness makes sense if we consider these practices like apprentices meaning their effects will evolve and get stronger over time. As long as the engagement of more and more consumers takes place, the more the practices will evolve to reach a point of adding significance and value. In conclusion it is possible that the effects of practices in social media and particularly in the platform of Facebook may not have involved enough to significantly affect brand trust and brand awareness. This is a rational verification since the phenomenon of social media is new. Facebook in particular is a platform that has been operating for about 9 years (http://en.wikipedia.org/wiki/Facebook). The effects of the above practices evolve and emerge as more and more people use social media.

In particular, we will examine the effects of the specific practices in other researches. In the research of Laroche et al. (2012), a study about the effects of value creating practices in social media brand communities, a similar research was conducted and showed results a little bit different than ours. An important note is that this research examined the managers of the brands that use these media. In our research the users of the social media were examined. Having mentioned this important detail we see in Laroche's et al. research that Brand Use and Impression management contributed to brand trust. In Laroche's et al. research similarly to our research not all practices showed great significance though (Laroche et al., 2012). There is a rational explanation about these two different results in the way simpler users advocate brand use and impression management and the way managers

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address these two practices. This is in fact a good avenue for a future research, the way managers understand value in social media and the way simple users do.

Of particular note though in the same research of Laroche et al. (2012) is the explanation of why Impression Management rationally should not contribute to adding value and this reason is that the fact a user has opinions and feelings is not a guarantee that they accept the ethos and the gospel of the community nor they will spread the ethos of the community to others (Laroche et al., 2012).

Regarding Social Networking, Laroche et al. (2013) in a newly research, they studied the way brand loyalty is affected by social media. In this research an important finding was made, that is in total line with our findings. Laroche et al (2013) found that social networking in social media is a user generated content called by many researchers as "people's web" or "people's media". The finding in their research showed that the interaction between people appears high coefficients regarding brand trust and brand royalty, something rational if we take into account that the aim of social media is to bring people together and make them interact (Laroche et al., 2013). This finding supports our finding that Social Networking has high significance and positive influence for both Brand Trust and Brand Awareness.

Regarding the other two value creating practices of community engagement and brand crowdsourcing there is no so sufficient literature to support or contradict our findings. Especially brand crowdsourcing is a newly studied technique and there are few studies that have relevant findings. Most studies are concentrated in explaining this technique in theoretical level. This makes clear that these two techniques may attract some future research in order to explain their effects towards trust, loyalty, awareness and other marketing factors.

6. __Theoretical and Practical Implications__

This study contributes to the existing brand trust and brand awareness knowledge and has theoretical implications. First of all this study extended the concept of brand trust and brand awareness in the fields of social media and particularly Facebook. Social media as a concept is a newly phenomenon that consists an important research domain. Furthermore the social network of Facebook is a rising domain of interest that attracts more and more researchers. Secondly this research created a network in order to achieve identifying the effects of value creating practices concerning brand trust and brand awareness. Previous researches have been conducted in order to identify these effects but this study modeled the literature of the previous studies in order to identify these effects in a specific online environment like Facebook. Lastly new scales were created to measure some of the constructs based on previous literature, scales that can be used by future researchers.

This study has important practical implications for managers. The main of characteristics of social media and networks such as popularity, low cost and the huge potential force any manager of any kind of company to use them. The adaption of social media by all managers is obligatory. This research helps managers to adopt and use social media since it displays insights for the utilization of this process. The existence of an important practice like social networking that adds value to brand trust and brand awareness shows that the existence of online marketing techniques can give some advantages to the brand. More specifically the study reveals that the existence of brands in social media does not guarantee adding value to the brands. There needs to be a constant surveillance of the groups, fan pages of the brands by the managers in order to achieve adding value effects. The managers have to support, encourage and promote social networking between the users and fans of the brand if they want to enhance brand trust and brand awareness according to the findings.

More specifically the managers and the administrators of the brands in Facebook must keep in touch with the community as much as they can. They have to provide the community with product information in order the users to start interact each other. There may be some special treatment even to the newly members of the community for further motivation. There should be activities that will encourage the creation of bonds between members of same regions. It is also very important that the user gets the impression that the community is concerned about his needs. It is of essential importance also that the administrators collect the opinions of the users. For optimal results the managers should recognize special occasions for each member of the community and make sure to make some actions about it, like sending

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greetings in birthdays etc. Lastly the managers must encourage in any way the users to share opinions with the community.

The managers though should not be restrained to promote social networking and neglect the other value creating practices. As we mentioned in the discussion of this study according to Schau et al. (2009) the other practices act like apprentices. Their effects of adding value may not be clear at present but in future they will evolve with a high probability of ending in value creating practices of high significance like social networking. Present demands social networking practices to de developed but near future is connected with newer practices. This implies that managers could enhance value in future by emphasizing and using community engagement, brand use, impression management and brand crowdsourcing techniques.

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7. <u>Limitations</u>

The goal of this study was to demonstrate how brand trust and brand awareness are affected by specific value creating practices. Towards this goal we tested our model in the context of Facebook, the most popular social media at the time this study was conducted. The fact that the model was tested in a random sample of users in Facebook allows us to have generalizable results. However the study is limited in specific practices, variables and scales. As Laroche et al. (2013) suggest in their research there are more variables like the culture of the brand, brand type and the characteristics of the social media used that can and must be included in future studies for deeper and more detailed results (Laroche et al., 2013).

Despite these contributions we acknowledge the limitations of this research. First of all this study was conducted at one specific point at time, it is a cross-sectional online survey that records effects of value creating practices. As we saw above the effects of those practices evolve and emerge over time, so a longitudinal study might better illustrate the effects in relation with brand trust and brand awareness.

Secondly we have to mention an important limitation that has to do with the community that was addressed to be part of this study. Many online users that have a decent level of use of internet use software that has as goal to minimize or extinct advertisements, brand promotions, marketing. The users of Facebook that were invited to participate in this research had the ability to address comments before answering the questionnaire. Many of them expressed that they use software that blocks marketing procedures and don't have access to advertisements or groups in Facebook. These ad-block (advertisement block) programs subtracted from the sample the percentage of these users that may have advanced technological knowledge and have higher possibilities to use on line purchases for products.

Lastly a minor but notable limitation that has to be mentioned if we want to generalize the findings for all social media is that Facebook has unique characteristics that make it a whole different social media towards Twitter, Linked-In, Google+ etc. Brand trust and brand awareness using different social media may reveal different effects towards the practices that were studied in this research. Another minor limitation is the fact that age was the only demographic that was needed from the participants to fill.

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8. <u>Future Research</u>

The findings of this study reveal the need for additional research that will examine the value creating practices towards brand trust and brand awareness over a longer period of time. We saw that these practices act like apprentices, so longitudinal studies could reveal more detailed and strong results. Especially community engagement and brand crowdsourcing are threads that have to be examined in depth since the level of literature that exists for these techniques proved to be inadequate for strong results and verifications.

Another important aspect for future research that was mentioned above is the study to discover the differences between managers and users in social media concerning the value creating practices. We showed that while in literature brand use and impression management showed significance for managers this didn't apply to our research too. All of the mentioned techniques above should be studied in order more differences to be revealed.

Another field of study that has to be studied in future is the consequences to a brand from non-effective practices that may lead to negative results from the community of the users. As Laroche et al. (2012) state in their research the community of users in social media is a difficult community to manage. The users interact each other easily and immediately while managers may have hard time to manage and process the information given to them by the users. This may lead to unwanted consequences like dissatisfaction of the users towards the brand (Laroche et al., 2012). This may lead to negative results for the brand. This stresses out the need for further research on this subject in order managers to achieve effective marketing.

Lastly there is need for further researches in the field of social media. The community of users has great dynamics and every social media has different characteristics. Longitudinal studies about Twitter, LinkedIn, Google+ and every newly formed social media or network that will come up must take place for every aspect of marketing.

9. <u>Reflection on Learning</u>

The main idea of my dissertation was to examine the dynamics of social media, especially the dynamics of marketing in Facebook. The use of social media has become viral. Being a user of social media the past few years I became a witness of many changes. Many changes have occurred due to the advance of technology. These changes brought insight new ways of marketing and taking advantage of communities of users. More and more companies started using these media in order to advertise and promote the products and services. It became obvious to me that this new trend will become of great importance. This led me to start a research and discover how Facebook can affect the brand of a company.

From the start of this research I discovered that this topic is studied the past few years because of the late appearance of social media. I tried to study the majority of articles associated with communities of users, social media and networks, Facebook and brands. This had as a result the development of a thorough study from my part regarding the existing literature. My goal was to take the studies about value creation practices one step further applying these practices to a specific social media.

Besides the theoretical part of the dissertation that is of great importance because it is the base of building our model, there is the practical part. The practical part includes the creation of a questionnaire, the distribution of the questionnaire, the gathering of the answers, the statistical analysis of the answers using statistical tools and the interpretation of the results. Even though the distribution of the questionnaire was implemented online since it was an online questionnaire aiming the Facebook users, the participation in filling the questionnaire was rather discouraging. Someone would expect that filling an online questionnaire would be an easy job for anyone to do because of their characteristics. The main characteristics of online questionnaires are that the time needed to fill an online questionnaire is shorter than that of a traditional research method, there are more accurate because they demand all questions to be answered (so no blank answers) and easy to use for the users. If we add to this the reassurance for confidentiality and anonymity then we can say that most users showed indifference when asked to fill the questionnaires, a fact that is reflected in the response rate of this research. Despite this minor disappointment and the unwillingness of users to help an academic research the study was able to gather a sufficient number of answers to export some useful results.

Having the chance to redo this study, I would prefer to conduct a longitudinal research about Facebook and the effects on brands because of the dynamic nature of this network and the frequent changes that occur in Facebook.

One thing is for sure, the implementation of this research demanded persistence and patience and great levels of inquiry. After all the acquisition of knowledge is a never ending process.

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Internet Links

http://www.scribd.com/doc/95843996/Greece-Facebook-Statistics

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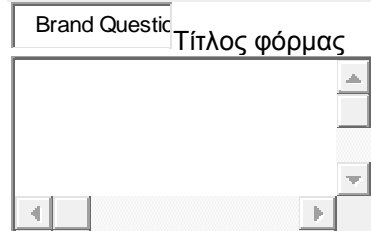http://en.wikipedia.org/wiki/Facebook_statistics

<u>Appendix</u>

<u>Questionnaire</u>

The questionnaire can be found in: https://docs.google.com/forms/d/1m-hl_z3M9Qc0Rx-E2aEo2LxfZ6aIb09Pbj7xYBFLJ5I/viewform

Brand Questionnaire EV

Σελίδα 1 από 8

Brand Questic Τίτλος φόρμας

State your age please. *Strictly personal questionnaire, all data secured

Προσθήκη στοιχείου

Μετά τη σελίδα 1

Συνέχεια στην επόμενη σελίδα

Σελίδα 2 από 8

Brand Awareness

I know what a brand stands for. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4
- 5

I have heard of brands advertised in Facebook. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4
- 5

I can name brands advertised in Facebook for a specific product class. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2

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- ○ 3
- ○ 4
- ○ 5

I have opinion for brands advertised in Facebook. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I can clearly relate a brand advertised in Facebook with a product category. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

When I think of a product category brands advertised in Facebook come often at the top of the mind. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

When I think of a product category brands advertised in Facebook come immediately at the top of the mind. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I can recognize if a brand is advertised in Facebook when I hear the brand. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4

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- ○ 5

Brand Trust

I expect that brands that are advertised in Facebook can give me everything that I expect from the product. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I rely on brands advertised in Facebook. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Brands advertised in Facebook never disappoint me. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Social Networking

The brand community keeps in touch with me with notifications. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3

- ○ 4
- ○ 5

At least some of members of my community know me. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I received special treatment after I became a member. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

The community provides with me product information. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

The community is concerned with my needs. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

The community collects my opinions about the services/product. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

The community recognizes special occasions and sends me greetings. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I share my opinions on the community. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Community Engagement

I benefit from following the community's rules. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I am motivated to participate in the activities because I feel good afterwards or because I like it. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I am motivated to participate in the community's activities because I am able to support other members. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3

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- ○ 4
- ○ 5

I am motivated to participate in the community's activities because I am able to reach personal goals. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Impression Management

Community encourages discussions related to company, brand or the product. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Members actively engage in discussions in order to justify their reasons for their affinity towards the brand. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Members actively defend/refute the actions of the company's management. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Brand Use

Members of my community share useful tips about better uses of the product or brand. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4
- 5

Members of my community share their experiences about their successful and unsuccessful attempts at customization of the product. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4
- 5

Members of my community monitor and foster the activities deemed to help community building. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4
- 5

Προσθήκη στοιχείου

Μετά τη σελίδα 7

Brand Crowdsourcing

I give feedback to brands for their products/services. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- 1
- 2
- 3
- 4

- ○ 5

I think it's not a waste of time to give feedback. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I think companies take into account the feedback they get. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I feel products and services have been created/ altered according to feedback they receive from users. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I have seen brand administrators answering to the users' comments. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

I have not seen brand administrators deleting negative posts. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Brand administrators communicate with users often. *Scaled answers, choose 1 if totally disagree, 5 if you agree or any of the intermediate answers

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

Προσθήκη αντικειμένου

Σελίδα επιβεβαίωσης

Εμφάνιση συνδέσμου για την υποβολή άλλης απάντησης
Δημοσίευση και εμφάνιση συνδέσμου στα αποτελέσματα αυτής της φόρμας σε όλους τους συμμετέχοντες
Να επιτρέπεται στους ερωτηθέντες η επεξεργασία των απαντήσεων μετά την υποβολή τους

Αποστολή φόρμας

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