Consumer motivations for social media usage and its impact on customers' trust and long-term relationships

A Doctoral Thesis
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Abstract

New challenges and opportunities have recently arisen for companies' relationships with customers as a result of the increasing prevalence of social media. By enabling companies to build online communities, social media allow marketers to access information about consumers, identify consumers' needs, and gain direct consumer feedback. Thus, social media can be a very important and helpful tool for interacting and communicating with customers. In order to sustain such relationships for the long term, however, efforts must be centred around building consumer trust and commitment.

This study investigates the role of social media based communities in building relationships with consumers, and the influence of such communities on consumers' attitudes and behaviours. Specifically, the study investigates whether such influences can lead to trust, commitment, and loyalty towards the organisation. Drawing on Uses and Gratification Theory, Consumption Values Theory, and the Commitment-Trust Theory, the study examines the relationship between consumers using social media channels, trusting these channels, and trusting the organisation that owns these channels.

Adopting a positivist deductive approach, quantitative data was collected via a survey strategy. A questionnaire targeting telecommunications company fan pages users in Saudi Arabia was distributed through Twitter and Facebook with help from people who have many followers/likes such as celebrities. More than 700 responses were collected, of which 522 were usable for factor analysis.

Based on the results, a cognitive behavioural model was established in relation to social media uses and gratifications, perceived values of social media fan pages,

organisational trust, commitment, and loyalty. Users who perceived utilitarian benefits from following a company's fan pages were likely to trust these pages, whereas perceived hedonic and social benefits did not have an influence on trust towards organization's fan pages. The findings additionally indicated that consumers who trusted the organization's fan pages were likely to trust the company. Therefore, telecommunication companies' fan page users who perceived trust were expected to be committed and loyal to the company, which would consequently, lead to more frequent and larger purchases. The findings contribute to marketing theory and suggest ways in which marketers can tailor companies' web presence for more effective communication and relationship-building with customers.

Keywords: *Social Media, Relationship Building, and Trust.*

Dedication

I dedicate this thesis to the memory of my uncle, Professor Mubarak Alsuliman, who passed away in 2014. My uncle's death after fighting with kidney cancer left a real pain and a hole in all hearts of all who knew him. He was kind hearted, helpful, supportive to everyone around him. He gave lots of help to charities especially to orphan charities. My uncle was very caring towards family and friends, he was intelligent, someone you could count on and who would always be there for you. He was my godfather and my very close friend. My uncle, I will miss your talk, advice, and guidance. I was not able to say goodbye or even tell you how much I love you. You will always have a special place in my heart. I will never forget you.

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Publications

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Chapter 1: Introduction

1.1 Research Background

In the era of social media individuals spend more time on different social media by consuming their contents. As Habibi et al. (2014a) claims, "Believe it or not, this is going to be our new reality" (p 123). Consumers have been offered many opportunities by the rapid evolution of the internet during the past two decades. In addition to the use of the internet to search for information and interact with others without limits, social media has made it possible for users to express their feelings and thoughts (Tsimonis and Dimitriadis, 2014). This is because social media are "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010, 61). Moreover, companies are using social media increasingly as an activity of their marketing and relationship building strategies (Gallaugher and Ransbotham, 2010), having been encouraged to do so, by the fast penetration of social media into societies (Tsimonis and Dimitriadis, 2014).

Social media present an ideal platform for interacting and building relationships with customers (O'Brien, 2011; Rufín et al., 2013). Consequently, marketing strategies are increasingly capitalising on applications such as Facebook, Twitter, You tube and Wikipedia (Kaplan and Haenlein, 2010) for interacting with customers (Klososky, 2010; Kwok and Yu, 2013). Organisations on social media are followed by more than 50% of social media users (Van Belleghem, 2010), and therefore, it is not surprising that organisation investment in social media is increasing. Social media usage is not just for promotions and advertising, but also for customer service and engagement

(Smith et al., 2012b; Solis, 2010), which help to build relationships with consumers by interacting and giving them a chance to engage with organisations and users.

The potential of social media in relationship building has been underestimated until recently (Woisetschläger et al., 2008). Despite this there is an interest of marketers showing how social media can be used to build relationships via online communities (Kane et al., 2009). However, there is a lack of research on social media based communities (fan pages), in particular, there is a dearth of research on whether or how such communities, using social media, may contribute to building trust towards organisations and in turn influence consumer attitude and behaviour.

Social media offer an opportunity for businesses to engage and interact with existing and potential customers, increase a sense of intimacy, and build important relationships, which are the key to relationship marketing (Mersey et al., 2010). In recent years, new challenges and opportunities have arisen for companies' relationships with customers, as a result of the increasing prevalence of social media. In order for marketers to strengthen their relationships with customers, they should take advantage of customer participation through active communication (Brown et al., 2007; Kozinets, 1999). Indeed, such rapidly increasing relationships are being redefined by social media (Harridge-March and Quinton, 2009), as leading commentators suggest that "as markets change, marketing theories must also change to accommodate them" (Kozinets et al., 2010, 71). In this case, development of consumer relationships will be through social experiences and messages to creators and users of online content (Daugherty et al., 2008). Thus, social media would represent an ultimate platform to develop consumer relationships.

Marketing practices have been considerably affected by the emergence of social media (Habibi et al., 2014b). It has been claimed that the former well established

practices of marketing are not very effective any longer and could sometimes fail (Fournier and Avery, 2011; Hennig-Thurau et al., 2013). Consequently, the need for more understanding of social media is increasing and more knowledge about the importance of social media for marketing is needed as well (Hennig-Thurau et al., 2013; Pentina et al., 2013; Gummerus et al., 2012).

The existence, quality and unique aspects of such communities on social media have been studied empirically (Zaglia, 2013; Habibi et al., 2014a). However, the current knowledge about online communities is not applicable to social media communities owned by the company (fan pages), and limited research has been done on these social media communities (Habibi et al., 2014a). This is a significant shortcoming, since it has been claimed that community building and engaging customers with the product is everything in the era of social media (Habibi et al., 2014b). There is a belief that a high context of communication between companies' fans, marketers and consumers can be produced easily by social media (Habibi et al., 2014a).

Investigations in the area of relationship marketing are growing, as a result of the strong competition that characterizes today's business environment (Ndubisi, 2007; Sheth and Parvatiyar, 2000; Morgan and Hunt, 1994; Vargo and Lusch, 2004). Well managed relationships give rise to opportunities for repeated purchases, cross sales, increased profits, increased customer retention, marketing productivity, quality products, satisfied customers, and customers' loyalty, which is why relationships are given so much importance in marketing (Hasouneh and Alqeed, 2010; Kotler, 1991; Sheth and Uslay, 2007; Vargo and Lusch, 2004; Grönroos, 1996a; Evans and Laskin, 1994). Particular importance is attached to the need to build trust, as the foundation for engagement (Doney and Cannon, 1997), co-operation (Patton and

Jøsang, 2004), and resource sharing (Smaliukienė, 2005, cited in Bagdoniene and Jakstaite, 2009).

New opportunities in this regard have been opened up by computer technology (Al-Khaffaf and Abdellatif, 2011). Currently, the concept of social media is taking a place at the top of many marketing strategies in organisations (Kaplan and Haenlein, 2010). Companies cannot afford to ignore this trend; as they cannot stop a conversation about their products or services on social media, it is better for them to engage with consumers. With this in mind, consultants and decision makers are concerned about finding various ways in which organisations can profitably use new technology, especially social media applications such as Facebook, Twitter, You tube and Wikipedia (Parsons, 2011; Kaplan and Haenlein, 2010; Ang, 2011). Different industries have paid considerable attention to social media (Laroche et al., 2012), for a variety of reasons; for example, the ability of such media to connect marketers directly to the consumers in a short time and at low cost (Kaplan and Haenlein, 2010), to influence perceptions and behaviour of customers (Williams and Williams, 2008), and to connect like minded people together (Hagel and Armstrong, 1997; Wellman and Gulia, 1999).

Despite the fact that customer relationships are considered to be particularly developed by social media platforms (Kane et al., 2009), the potential of social media in marketing practices has been underestimated until recently (Woisetschläger et al., 2008). Certainly, the need for customer engagement has been created by the increased role of social media (Bielski, 2008). As a result, how to facilitate and organise online communities has become a main concern of marketers (e.g., McAlexander et al., 2002; Schau et al., 2009; Zhou et al., 2011).

With the above considerations in mind, this research addresses the question: to what extent does social media communication influence consumers' trust towards an organisation, which leads to long term relationships?. This research, therefore, will contribute to the literature of social media and relationship marketing by taking a holistic perspective, considering all uses and aspects of motivations important to build relationships between customers and companies. The research also makes managerial contributions by pointing to ways in which marketing managers can apply the understanding of customers' needs and values in relation to social media to enhance consumer relationships. The study shows how, by tailoring the company's presence on social media in line with those perceived values, they can build fan page (social media-based communities owned by the company) trust, and hence trust for the organisation. For example, they can focus more on exactly what consumers want from these pages and try to improve the contents in order to meet their expectations and find better ways of presenting other values or gratifications that consumers think are currently not helping to build trust, which might help in the future for trust and relationship building.

In this chapter, (1) the research background is discussed; (2) the rationale for the research initiative is developed; (3) the research aims, objectives and hypotheses are presented; and, (4) the structure of the thesis is outlined.

1.2 Research Initiative and gaps

1.2.1 Social media as a potential tool for relationship building

Over the past few years, the popularity of social networking sites has grown immensely (Cheung et al., 2015). About 1.5 billion active users are using Facebook

monthly and about 315 million active users are using Twitter monthly (Statista, 2015). In regard to time consumption, it has been stated in statistical reports that people spend more time on social media than they spend on other online activities, and this means that using social networking sites has become the most popular activity online (Cheung et al., 2015).

Given the widely accepted potential for social media to have a powerful influence on organisations and individuals (Kietzmann et al., 2011), it has been suggested that companies that neglect this new way of communication and interaction may miss significant opportunities to improve their businesses (Macy and Thompson, 2010). Therefore, it is important for Marketing practitioners to make effective use of social media communications in order to enhance their relationship building capability (Briones et al., 2011).

Social media's higher level of efficiency compared to other channels of traditional communication has induced leaders of different industries to claim that, in order for companies to be successful in the online environment they must use Facebook, Twitter, and other platforms (Kaplan and Haenlein, 2010). Therefore, social media have been used by different industries in order to develop strategies, and follow others' directions and strategies (Williams and Williams, 2008). However, organisations have been called "uninvited crashers" of social media (Fournier and Avery, 2011, 193), on the premise that social media are for linking individuals, not organisations. Consequently, the question of whether or not social media are the right place for product activities has remained unanswered (Laroche et al., 2013). Therefore, this study aims to find out more about the suitability of social media for relationship building and to engage with consumers.

1.2.2 The restructuring of marketing practices

It is clear that the widespread popularity and uniqueness of social media have led to a restructuring of some practices of marketing, such as communications (Hanna et al., 2011). Consumer behaviour has been influenced by social media in satisfaction (Mangold and Faulds, 2009), and usage of the internet (Ross et al., 2009). Organisational communities are created, which comprise relationships and connections between organisation admirers (Muniz and O'Guinn, 2001; Laroche et al., 2012). Researchers have urged attention to the popularity, distinctive character and growing impact of social media in creating and sustaining relationships on social media as a distinctive research area (Hu and Kettinger, 2008; Laroche et al., 2012). Accordingly, this research investigates the role of social media based communities in building relationships with consumers.

The potential influence of social media and brand communities has persuaded companies to take advantage of them by using social networking sites in order to create and develop social media based communities (Kaplan and Haenlein, 2010; Laroche et al., 2012; Habibi et al., 2014a). Engaging in social networking sites is said to have benefits that have been recognised by consumers (Andrews et al., 2002; Grabner-Kräuter, 2009; Baird and Parasnis, 2011), although the influence of consumers' engagement on their behavioural intentions is still unanswered (Algesheimer et al., 2005; Baird and Parasnis, 2011; Gummerus et al., 2012). Thus, this study explores whether these social media based communities have influences on consumers' attitudes and behaviours. In particular, the study investigates whether such influences can lead to trust, commitment, and loyalty towards the company.

This is important because firms are forced by the rapid change of competitive environments to search for more flexible and creative ways of marketing in order to

win these competitions (Doney and Cannon, 1997). Accordingly, firms are seeking to build collaborative relationships with customers in response to these challenges (Dertouzos et al., 1989). Such relationships involve a relational exchange that depends on a high level of trust (Dwyer et al., 1987; Morgan and Hunt, 1994).

1.2.3 Trust in relationship building

Given the importance marketers attach to building long-term relationships, it has been assumed that trust plays a central role in the development of marketing theory (Dwyer et al., 1987; Morgan and Hunt, 1994; Doney and Cannon, 1997) and practice (Dertouzos et al., 1989; Doney and Cannon, 1997).

This is no less true of online interactions, which need trust to succeed (Coppola et al., 2004; Dwyer et al., 2007). The concept of trust is, indeed, even more important in online communities, mainly because online interactions are complex and diverse and therefore present high potential for dishonesty and unpredictable behaviour (Gefen et al., 2003). Although the significance of trust in online strategies has been emphasised and investigated in existing academic studies (Shankar et al., 2002; Bart et al., 2005; Porter and Donthu, 2008), there is a lack of studies investigating the relationship between the social media platforms and building and maintaining consumer trust (Arnone et al., 2009; Hair et al., 2009; O'Brien, 2011). There have been continuous calls for research on social media marketing (Hennig-Thurau et al., 2010; Hoffman and Novak, 2009; Kunz and Hogreve, 2011; Van den Bulte, 2010) and specifically the role of social media in building trust (Balasubramanian et al., 2003; Gefen et al., 2003; Gefen and Straub, 2004; Bart et al., 2005; Leimeister et al., 2005; Mäntymäki and Salo, 2010; Söllner et al., 2010; Wu et al., 2010b; Laroche et al., 2012; Habibi et al., 2014b; Kananukul et al., 2015), so this study responds to such calls.

Here, however, a challenge arises if companies seek to employ social media to build relationships with customers. The perceived trustworthiness and credibility of the sites and communications involved are crucial; mistrust in these may reflect badly on the company they represent; while conversely trust in the company's online presence and communications may be more likely to extend to the company itself (McKnight et al., 2002b; Lee and Lin, 2005; Kim et al., 2008).

In doing so, this research fills an important gap in theory; societies are said to be essentially influenced by social networking sites (Smith et al., 2012a), yet, the effects of social networking sites on consumer behaviour are not much covered and remain elusive, although millions of people are using them daily (Wilcox and Stephen, 2013). The Marketing Science Institute, in its research priority for 2012-2014, drew attention to the need for research into social media and their effect on trust toward institutions (www.msi.org). For this reason, it is paramount to understand why consumers use social media and fan pages related to different organisations. Although there are existing studies investigating different uses of social media in isolation (e.g. Dholakia et al., 2004; Nov, 2007; Cook, 2008; Weiss et al., 2008), they do not have a holistic perspective of different motivations underlying the use of social media and fan pages for understanding consumer perceived value propositions behind building relationships and trust through fan pages. Therefore, this study aims to investigate the different uses of social media and their impact on building consumer trust by employing the Uses and Gratifications (U&G) theory (Katz, 1959) which is considered to be one of the most valuable paradigms used in mass communication studies (LaRose and Eastin, 2004) and consumption experiences (Holbrook and Hirschman, 1982).

1.2.4 Significance of social media for building relationships

The impact of social media on marketing is a matter of current and topical discussion (Arnone et al., 2009; Gelles, 2009; Hair et al., 2009). Existing studies have investigated social media in terms of, for example, brand equity (Kim and Ko, 2012), new product adoption (Hinz et al., 2012), e-word of mouth (E-WOM) (Liang and Scammon, 2011), purchase intentions (Wang et al., 2012b), and information seeking behaviour (Park and Cho, 2012). Recent research reports growth in the marketing budget for social media, and this suggests that organisations' social media presence and interaction with fans are increased, potentially implying improved experiences of fans for better impact of marketing (Lipsman et al., 2012; Tsimonis and Dimitriadis, 2014). Despite this, however, there appears to be a relative lack of studies on the effect of social media on relationship marketing. O'Brien (2011,32) claims that "Due to the infancy of social media utilisation for businesses, most literature in the area of social media concerning relationship marketing is of very recent publication or in the process of being published. Furthermore there is a lack of literature on the topic". Moreover, Habibi et al. (2014b) argued that the role of social media-based communities on trust is under-researched in the literature. It has been claimed that most marketing and organisational studies on social media are descriptive and look at definitions, types, and some advice on how to use social media and overcome their challenges (Edelman, 2010; Kaplan and Haenlein, 2010; Hanna et al., 2011; Kietzmann et al., 2011). Research on social media-based communities (fan pages) is limited. As the importance of these communities is increasing for both practitioners and researchers, it is essential to have more research on them.

1.2.5 Summary of research gaps

It is clear from the above discussion that social media offer a very important marketing platform in today's marketplace, from which marketers are trying to benefit. Many writers have noted, however, that empirical research on social media is limited, even though there have been several calls for more research on this subject (Kunz and Hogreve, 2011; Hoffman and Novak, 2009; Van den Bulte, 2010; Hennig-Thurau et al., 2010), and there is a lack of academic studies that examine companies' fan pages' motivations and benefits, or the strategies which firms use to exploit them (Laroche et al., 2012; Kananukul et al., 2015; Gummerus et al., 2012; Habibi et al., 2014b; Tsimonis and Dimitriadis, 2014). This paucity of research has been attributed to social media still being a new research field (Jahn and Kunz, 2012). In particular, there has, as yet, been no empirical investigation of these widespread and influential media from the perspective of trust and commitment. In view of the practical and theoretical significance of this development, therefore, the purpose of this study is to investigate the potential use of social media marketing to enhance customers' trust, commitment, and loyalty toward organisations. This is an important development since (as will be discussed in more details in the conceptual review that follows shortly) research on social media has so far paid insufficient attention to its use for building trust between firms and customers, although trust is an important element for relationship marketing. This research, therefore, will contribute to the literature of social media and relationship marketing by filling this important gap in the literature. Moreover, there are existing studies investigating different uses of social media in isolation (e.g. Dholakia et al., 2004; Nov, 2007; Cook, 2008; Weiss et al., 2008). However, these studies do not have a holistic perspective of different motivations underlying the use of social media, especially fan pages. Therefore, this research will

contribute to the literature of social media by providing a holistic perspective of social media uses.

1.3 Research Objectives

Restating the purpose identified in the previous section, the aim of this study is to investigate different uses of social media marketing communications to enhance customers' trust, commitment, and loyalty towards organisations, as follows:

1. To find out the different values perceived by customers through social media communications on fan pages.

2. To investigate the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages.

3. To investigate the effect of different values perceived through social media communications on fan pages on trust towards organisations.

4. To investigate the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation.

1.4 Research Questions

1. What are the different values perceived by customers through social media communications on fan pages?

2. What is the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages?

3. What is the effect of different values perceived through social media communications on fan pages on trust towards organisations?

4. What is the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation?

1.5 Research Hypotheses

In order to achieve the objectives outlined in Section 1.4, a multi disciplinary literature relating to this research has been reviewed, and the following hypotheses were developed.

- H1: The utilitarian value is positively related to customers' trust towards fan pages.

- H2: The hedonic value is positively related to customers' trust towards fan pages.

- H3: The social value is positively related to customers' trust towards fan pages.

- H4: Trust in customers' fan page is positively related to trust towards the organisation.

- H5a: Trust towards the fan page is positively related to commitment towards the organisation.

- H5b: Trust towards the company is positively related to commitment towards the organisation.

- H6a: Trust towards the fan page is positively related to loyalty towards the organisation.

- H6b: Trust towards the company is positively related to loyalty towards the organisation.

1.6 Research Methodology

The approach of this study is a positivist approach within the scientific paradigm, following a hypothetic-deductive methodology. Related multi disciplinary literature has been reviewed to conceptualise the social media uses and gratifications, and value dimensions. Then the related hypotheses were developed. The data collection strategy employed for this research was a survey (including a panel of expert and respondents to a pilot survey). The participants for this research were 10 expert judges; 6 pilot survey questionnaires and 522 main survey respondents. The sample comprised consumers of telecommunication companies in Saudi Arabia (STC, Mobily, Zain) who are members of their social media fan pages.

The data from the survey was entered into SPSS 22 for the purification of the data, followed by confirmatory factor analysis to validate the data using AMOS 22. Finally, structural equation modelling analysis was used to test the hypotheses.

1.7 Research Context

This section gives details about the social media and the telecommunications industry in the Kingdom of Saudi Arabia (KSA).

1.7.1 Social Media in Saudi Arabia

Across the Middle East the year 2011 is considered as a change point, and the Internet has mirrored the social and political events taking place in the region. Across the Arab world there are few people who would deny the significant impact of the internet (Alexofarabia, 2011; Harb, 2011; Ghannam, 2011). In the Middle East about 60 per cent of the population are under thirty, and they tend to express themselves

and seek for news on the internet. The reason behind that is they find it more reliable and accurate and less controlled by the government (DeLong-Bas, 2012; Ghannam, 2011).

Saudi Arabia has undergone significant development in social media use. It has 10 million internet users; Facebook has more than 4 million users, and feeds of twitter are up more than 400 percent (Amos, 2011; Bond, 2012; Samin, 2012). The uprising in Tunisia has been the focus of many tweets and posts in Saudi Arabia. News updates and videos have been spread by Saudi's social media activists and the interest has remained. The unrest in Cairo, similarly, has been followed with great interest in Saudi Arabia (Amos, 2011; Bond, 2012; Samin, 2012).

The blogosphere of Saudi Arabia is considered as an alternative source of news and opinions in Saudi Arabia, not just by ordinary people, but government officials as well (Amos, 2011; Bond, 2012; Samin, 2012).Saudi Arabia has 4532300 Facebook users at this time, and this puts Saudi Arabia 31st in the ranking of all countries for Facebook users (Socialbakers.com, 2012).

The statistics of social networking by SocialBakers.com (2012) show that the penetration of Facebook in Saudi Arabia compared to the population is 17.61% and in relation to internet users is 46.25%. The number of Facebook users in the last six months of 2012 grew by 455220 (Socialbakers.com, 2012). These statistics demonstrate the growing importance of social media in Saudi Arabia and give some indication of the potential audience for relationship marketing via this channel.

1.7.2 Saudi Telecom Industry

The Saudi telecommunication market is the largest in the Middle East with more than 40 million consumers and the market value of purchased telecommunication services

reached around SR 59 billion in 2008. The rising population and continued expansion of the domestic economy is the reason behind the rapid market growth. The expansion, development and privatization of the sector is greatly emphasised by the five-year development plans of the Kingdom (Al-Shaikh et al., 2009).

According to the Communications and Information Technology Commission (CITC) and Global Research data, the partly state owned Saudi Telecom Company (STC) had been the only telecommunication services provider in Saudi Arabia. However, after Saudi Arabia joined the World Trade Organisation (WTO) a competition in the telecommunication sector was opened in 2002. International operators with at least five local companies were invited to bid for the second licence. This new competition has led to major advances in terms of service offerings, consumers' growth, service quality, customer care and price reduction (Correspondent, 2008).

Saudi Telecom Company (STC) is the market leader with about 80% market share, whilst the second entrant Mobily, accounts for about 18% and the third, Zain, has about 1%. The three telecommunication companies counted about SR 72 billion sales revenue from June 2008 to June 2009, which represents about 22% increase from that achieved in the whole of 2008. The growth of sales revenues is credited to the launch of new services and related facilities (Al-Shaikh et al., 2009).

Moreover, Saudi Arabia was the first country in the Arab region to apply mobile number portability in 2006 with no cost (Correspondent, 2008). This was one of the biggest factors that enabled telecommunication companies to build a good relationship with their customers in order to avoid losing them.

The researcher chose this sector because the telecommunication companies are at the forefront of technology and might be expected to be pioneers in social media use.

Moreover, growing competition in the sector gives a new importance to marketing strategies and customer relations. An added advantage is easy access to information, as the researcher used to work in this sector and has many connections, which helped in gaining much information, to provide a good result for the research.

1.8 Structure of the Thesis

In order to accomplish the objectives of this research, each chapter of this thesis is structured around the research hypotheses that build on each other to meet the research objectives. Table 1.1 illustrate the thesis structure.

Table 1.1: Theses structure

No.	Title of the chapter	Objectives of the chapter	Summary of the chapter
1	Introduction	• To show the aim and objectives of the research. • To discuss the research importance (research initiative). • To present the thesis structure.	In this chapter, the research background is discussed, the rationale for the research initiative is developed, the research aims and objectives are presented, and the structure of the thesis is outlined.
2	Literature review	• To investigate social media and types of social media. • To conceptualise the importance of social media marketing to relationship building.	Social media's evolution, nature, and types are discussed. Online communities, social media in the marketing context, their importance and benefits for marketing are highlighted. Relationship building is discussed as well; its evolution, importance, and finally relationship building in the context of services companies.
3	Conceptual framework and hypotheses	• To conceptualise the uses and motivations of social media and categorise them under value dimensions. • To investigate relationships between uses and motivations of social media, value dimensions, trust, commitment, and loyalty.	This chapter is designed to identify relevant hypotheses relevant to social media use and trust, commitment, and loyalty, and develop a conceptual model. Six hypotheses are developed.
4	Methodology and analysis strategy	• To present an overview of the research approach adopted in this study and outline the research design rationale. • To outline and justify the data collection strategy. • To present and justify the data analysis strategy.	The justification of the relevant research approach to this research and the data collection and analysis strategies are discussed in this chapter. Critical stages of the research design and contextual sittings are followed. Experts' panel judgment and pilot study are reported. The objectives and sample, methodology, and analysis strategy are discussed.
5	Findings and hypotheses testing	• To show the measures' development and validation. • To detail the validation steps of adopted measures. • To test the existence of a second-order structure for value dimensions. • To show the results of model testing.	The reliability and validity of the empirical study are discussed. EFA and CFA are used for reliability and validity of the data. Hypotheses are investigated and tested. Following a discussion of the process followed and a justification of the methodological decisions taken, the model specified is shown to produce a strong fit. Six out of the eight original hypotheses developed in chapter 3 are supported.

		• To test all developed hypotheses through structural equation modelling.	
6	Discussion	• To discuss results against relevant hypotheses.	Users who believed in receiving utilitarian benefits from following a fan pages were likely to trust these pages. However, perceived hedonic and social benefits did not have an influence on trust towards company fan pages in this research. The findings of the study additionally indicated that consumers who trusted company fan pages were likely to trust the company. Users who perceived trust were expected to be committed and loyal to the company, which would consequently, lead to frequent and quantity purchases.
7	Conclusion	• To classify the study's main contributions. • To reveal the study's limitations and name directions for further research.	Three theoretical contributions, one methodological contribution, and one managerial contribution are acknowledged and offered. A number of future research areas are identified for further investigation based on the limitations identified.

Chapter 2: Literature Review

2.0   Introduction

This research study focuses on consumers' uses of social media and their effect on building consumers' trust towards the company. As detailed in chapter 1 (section 1.2), this study empirically examines the effect of social media motivations on consumers' trust towards the company fan pages and how this can lead to trust, commitment and loyalty towards the company.

The objectives of this study are:

1. To find out the different values perceived by customers through social media communications on fan pages.
2. To investigate the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages.
3. To investigate the effect of different values perceived through social media communications on fan pages on trust towards organisations.
4. To investigate the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation.

This chapter is structured in order to address the following questions:

1. How are social media used in marketing?
2. What is the relationship between social media and relationship building?
3. How can social media influence trust?

This chapter is organised around these questions. The first section investigates social media, its evolution, its nature, and how it has been used and types of social media. The second section discusses social media in the marketing context, its importance and benefits for marketing. The third section considers relationship building, its evolution and importance, and the role of communication in relationship building. The third section discusses trust, its importance and its relationship to social media marketing. Section 2.5 introduces the Uses and Gratifications theory, as a potential way of understanding the motives that drive consumers' use of social media, which marketers could potentially exploit in order to make their online communities more effective in building customers relationships and trust. The final section concerns Consumers Value, which is the second theme of this thesis and one of the variables in the research model.

These sections in this chapter are to make a good base for the research framework and to show the importance of this study. An overview of the chapter organisation is presented in Table 2.1.

Table 2.1: Outline of chapter two

Section One Social media	Section Two Relationship building	Section Four Uses and Gratifications Theory
2.1 Social media	2.3 Relationship building	2.5 Uses and Gratifications Theory: origin and Evaluation
2.1.1 Social media evolution	2.3.1 Evolution of relationship building	2.5.1 The use of Uses and Gratifications Theory
2.1.2 Social media definitions, nature and use	2.3.2 Importance of relationship building	2.5.2 Criticism of the Uses and Gratifications Theory
2.1.3 Types of social media	2.3.3.1 Services companies and relationship building	2.5.3 Uses and Gratifications Theory and Social media
2.1.4 Online communication	2.3.3 The role of communication in relationship building	Section Five Consumer Value
2.2 Social media marketing	Section Three Trust	2.6 Consumer Value
2.2.1 Benefits of social media marketing	2.4 Trust and relationship building	2.6.1 Typology of Consumer perceived Value
2.2.2 Importance of social media marketing	2.4.1 Definitions of trust	2.6.2 Consumer Value and Social Media
2.2.3 Social media based communities	2.4.2 The importance of trust in customers relationship building	
2.2.3.4 Internet, social media and communication	2.4.3 Trust and social media marketing	
2.7 Summary		

2.1 Social Media

"Social Media describes any Website or service that facilitates using a piece of media to share an idea, advertise, promote, or deliver content. Media in this sense could be

documents (scribd.com), presentations (slideshare.com), photos (flickr.com), or videos (youtube.com.)" (Klososky, 2010,3).

Klososky (2010) stated that on a worldwide scale social media are an influential resource for transmission of information. Social media sites are being leveraged by those who have important things to make understood in order to "talk to" nearly two billion other people for free (Klososky, 2010). "Social Media is characterized by interactivity that enables participants freely to send, receive, and process content for use by others. Social media services include social networking, content producing, the distribution of services and websites that are collectively constructed by users ("wikis" such as Wikipedia), video and photo sharing services (such as YouTube and Flickr), virtual worlds (Second Life), and diary-type websites ("blogs")" (Aula, 2010,43).

The Usenet is a universal conversation system which allows users of the internet to post messages to the public. This system was created in 1979 by Tom Truscott and Jim Ellis from Duke University. This was a social networking site that collected writers of an online diary into a single society. The expression "Weblog", was first used at that time, and a year later shortened to "blog", when a blogger changed the noun "weblog" to the verb, "we blog". However, the phrase social media seems to be the umbrella term for all of these applications (Klososky, 2010).

Social Media is a forum that has popularity which cannot be ignored. The most attractive and fashionable social media services from the perspective of companies, which have become more and more important in business, include Facebook, the largest social networking service, the Twitter network service which lets its members send short blogs, and You Tube, which allows video sharing (Aula, 2010; van Noort et al., 2012; Weinberg, 2009; Shankar and Batra, 2009; Pehlivan et al., 2011; Heinrichs et al., 2011; Jahn and Kunz, 2012).

2.1.1 Social media evolution

The idea of social media as we understand it nowadays most likely started about 20 years ago, when "Open Diary" was founded by Bruce and Susan Abelson, as a joke. The increasing availability of speedy internet access added to the fame of the concept, leading to designing Social Networking sites like "Myspace" in 2003 and "Facebook" in 2004. This was followed by the coining of the expression "Social Media", and added to the fame that they have nowadays (Kaplan and Haenlein, 2009).

The internet's easy access to global consumers and ubiquity gave popularity to the quite recent phenomenon called social media (Castells, 2002). A move from traditional communication and media theory was involved in this shift (Katz and Lazarsfeld, 1955; McLuhan, 1962, 1964; McQuail, 1983, 1997), although older media have not been replaced by the new media but joined by other media (Lievrouw and Livingstone, 2002). In fact, it can be said that a remediation process of media is underway, where new media are constantly appropriating, reconstructing and absorbing older media (Bolter and Grusin, 1999). The communication and information possibilities of the past can be combined, remediated and expanded by the social web. Through the tools of social communication, users are adding to the content of new media.

In order to distinguish social media from general internet-based sites, a study by Piskorski and Mecall (2010) focused on five behaviours of broadcasting for blogging, managing social network profile, sharing photos, sharing videos and micro blogging. Consequently, kinds of social networking sites vary extensively and need to be differentiated, although there is common agreement that Facebook, Wikipedia, LinkedIn, You Tube, and Twitter all belong to the same large group.

Users' ability to contribute to and participate in the creation of content is emphasised by the use of the term "social media". Social media enabled the appearance of a participatory new digital sphere based on many to many communication, where users can collaborate and interact dialogically to create content that shapes the communication flow (Jenkins, 2006).

The relational and sharing feature of the media is emphasised by the term "social networking sites", defined as "a network of social interactions and personal relationships". Social media and social networking sites are currently viewed as a supportive tool for real social networks of people, and a supportive tool for the social identity analysis of others (Heinrichs et al., 2011).

2.1.2 Social media definitions, nature and use

Social media are defined as "a group of internet based applications that build on the ideological and technological foundations of web 2.0, that allow creation and exchange of user generated content" (Kaplan and Haenlein, 2010, 61). Wikipidia, Second life and Facebook are part of the group (Kaplan and Haenlein, 2010). However, more distinction of social media is needed in order to differentiate them based on their uses. For example, researchers have been using the term social media in studies of different areas such as online communities, peer to peer sharing, networked gaming, blogging, micro blogging, and virtual worlds (Markus et al., 2000; Wattal et al., 2010; Takhteyev et al., 2012). Social networking sites have been defined as "a web-based service that allows individuals to (1) construct a public or semi-public profile within a bounded system (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others within the system" (Boyd and Ellison, 2007, 211).

SixDegrees.com was the first social network site. It was launched in 1997 and was a website widely known to allow users to establish an online social network (Boyd and Ellison, 2007; Acar, 2008). The main aim of social networking sites is to give users the opportunity to construct their own connections. For instance, individuals can expand their connections in two ways, by making new friends and/or becoming a friend of their friends' friends and this can significantly help to extend the network (Boyd and Ellison, 2007). Pre-existing social networks are supported by most sites; however, some other networks help strangers to connect with each other based on their common interests and activities, and political views (Huberman et al., 2008). Some sites serve a varied audience, while some others serve based on shared language, common ethnicity, religion, and nationality based characteristics (Ellison et al., 2006). Sites incorporate new information and communication tools in a variety of ways, like mobile connectivity, blogging and content sharing (Lindley et al., 2008).

In the era of social media, the phrase social networking describes all websites or services that facilitate conversation and communication between people, one-to-one, or one-to-many. Social networking sites (SNS) allow users to join by creating profiles of personal information, invite friends and others to have access to these profiles, and send messages and emails to each other. Much information can be included in these profiles, such as photos, files, blogs, videos, and audios (Kaplan and Haenlein, 2010; Heinrichs et al., 2011). Examples include Facebook, LinkedIn, MySpace, Twitter, blogging, etc (Klososky, 2010; Pehlivan et al., 2011). Social networking is about connection via discussions between individuals independently or via companies speaking with a corporate voice (Klososky, 2010; Kwok and Yu, 2013). The use of social media is defined as the particular consumption of digital media. It supplies the audience with a mechanism to communicate, connect, and interact with each other and friends via social networking sites or instant messages (Correa et al., 2010).

2.1.3 Types of social media

Three types of social media have been distinguished by marketers (see Table 2.2): Paid media, Owned media and Earned media (Stephen and Galak, 2012; Goodall, 2009; Corcoran, 2009; Flores, 2013). (1) Paid Media refers to media activity produced by the company (Stephen and Galak, 2012; Corcoran, 2009), such as Facebook and Twitter advertising. (2) Owned media refers to media activity produced by the company through its own channels (Stephen and Galak, 2012; Corcoran, 2009), such as Facebook page or Twitter account. (3) Earned media refers to media activity not produced by the company, but by the customers (Stephen and Galak, 2012; Corcoran, 2009), such as Facebook posts and Twitter tweets.

Table 2.2: Types of social media

Types	Definitions	Examples
Paid social media	Media activity generated by Company	o Facebook ads. o LinkedIn sponsored updates. o Promoted Tweets. o Google Ad Words.
Owned social media	Media activity generated in channels controlled by Company	o Organisation blogs. o Organisation owned social channels: Facebook, Twitter, YouTube, etc. o Organisational apps.
Earned social media	Media activity generated by other entities such as customers or journalists not controlled by company	o content generated by users: ▪ Facebook likes, comments, shares. ▪ Retweets, mentions, hashtag use. ▪ Online ratings and reviews.

2.1.4 Online communities

Several studies have been done on online communities in order to understand their essential nature. However, as there is no agreement about the essential concept of online community, the term online community has been interpreted in different ways. For instance, virtual communities have been defined as "groups of people who communicate with each other via electronic media" (Romm et al., 1997, 261). They

have also been defined as "electronic networks of persons that typically lack "real" world, traditional communities' wide ranges of functions, duration, and and/or depth of interconnectedness and sharing" (Okleshen and Grossbart, 1998, 276). Another view of virtual communities is as "mediated social spaces in the digital environment that allow groups to form and be sustained primarily through ongoing communication processes" (Bagozzi and Dholakia, 2002, 3). Also they were defined as "groups of people with common interests and practices that communicate regularly and for some duration in an organized way over the Internet through a common location or mechanism" (Ridings et al., 2002, 273). Porter (2004) defined a virtual community as "an aggregation of individuals or business partners who interact around a shared interest, where the interaction is at least partially supported and/or mediated by technology and guided by some protocols or norms" (p. 2). Moreover, online communities have been defined as "groups of people who communicate with each other via electronic media, such as the Internet, share goals and ideas, and no geographical location nor ethnic origin constraints are imposed" (Hsu and Lu, 2007, 1644).

Taking into account the different opinions about the essential understanding of virtual communities, still there is an agreement about some key features, such as mediating the process of communication, interaction among groups of people, and shared interest (Bagozzi and Dholakia, 2002; Lee et al., 2003; Porter, 2004; Wang et al., 2002). Active communication by members on the net can lead to the existence of an online community, as the members' rational choice drives community participation (Bagozzi and Dholakia, 2002; Lee et al., 2003). This kind of active discussion can happen when group of individuals share the same interests and exchange information on particular topics (Ridings and Gefen, 2004). Active communication of members results in information and knowledge (Lee et al., 2003). Ultimately, discussions and

relationships of members need to be supported by computer based information technology (Ridings et al., 2002; Lee et al., 2003; Porter, 2004).

2.2 Social Media Marketing

Social media are categorised as innovative web-based applications in online marketing (Yang et al., 2008). they have been utilized by companies to create online communities in order to build new business models, using them as marketing channel for new products (Chung and Buhalis, 2008; Ulusu, 2010; Yang et al., 2008), and to build strong consumer relationships by conquering time and place limitations (Sigala, 2003; Bolotaeva and Cata, 2010).

Virtual communities, as a new channel of marketing, allow marketers to access information of consumers, either potential or existing, predict and identify consumers' needs by checking their usage of the community, and gain direct consumer feedback (Sigala, 2003). By observing community members' posts, a high level of customisation can be achieved by marketers and full understanding of customers' needs can be obtained and this information can be used to develop products or services. Moreover, marketers can effectively promote their offers to their targeted customers (Chung and Buhalis, 2008).

Marketers consider online communities as a useful platform for strong relationship building with consumers. This kind of relationship can be advanced to "stickiness" of a website. Website stickiness is known as the ability of the site to retain consumers by generating consumers' value, such as loyalty rewards, customised services or products, and trust (Zott et al., 2000). Attachment to a website promotes consumers' interaction with other members of the community and the company (Sigala, 2003).

By enabling companies to build online communities, social media give a chance to these companies to take advantage of a variety of marketing opportunities; however, privacy concerns might lead to negative outcomes (Spangler et al., 2006). Individuals are encouraged by social media to give personal information. However, some individuals might not be willing to take the potential risk of disclosing private information to the public, as such information could be misused either by employees or a third party (Han and Maclaurin, 2002).

However, despite these privacy concerns, social media is still perceived as a perfect channel for a company's online community, as it has a variety of advantages, as mentioned (Sigala, 2003). For the purpose of marketing via online communities, firms need to find their targeted consumers and find out what encourages them to visit their online community, in order to reap the benefit of these communities (Wang and Fesenmaier, 2004). Given the attractiveness and growing usage of online communities, firms cannot afford to ask whether they should have one or not, as if they do not, they might miss its advantages.

In the era of social media, the control of marketing managers over information content, timing, and incidence is being greatly eroded, because the platforms of different social media are totally independent of organisations or their agents, allowing consumers to connect to each other directly (Mangold and Faulds, 2009; Rashtchy et al., 2007; Vollmer and Precourt, 2008). All aspects of consumer behaviour have been deeply influenced by this trend, which gives consumers unprecedented power in the marketplace. This power should be recognised by marketing managers in the new communication phenomenon known as social media(Li and Bernoff, 2011).

With the current rise in social media, corporate communication has been democratised. Individuals and societies that create, share and consume blogs, tweets,

Facebook entries, movies, pictures, etc, have taken the power from those in marketing and public relations (Kietzmann et al., 2011; Berthon et al., 2012). With or without firms' permission, communication about them is happening. Thus, it is up to firms to decide whether to take social media seriously or just pay no attention to them. There is a remarkable impact from both these decisions (Kietzmann et al., 2011; Berthon et al., 2007).

2.2.1 Benefits of social media marketing

The guiding principle that organisations are following to communicate with their customers is Integrated Marketing Communications (IMC). Integrated Marketing Communications tries to manage and organise the different elements of the promotional mix like advertising, public relations, personal selling, direct marketing, sales promotion, and publicity, in order to create a unified customer-focused message, and, consequently, attain diverse objectives of the organisation (Boone and Kurtz, 2007; Schultz and Kitchen, 1997; Kitchen et al., 2004).

In order to develop IMC strategy in the traditional communication paradigm, promotional mix elements are brought together, and the organisation decides on the content, frequency, timing and communication media. The spread of information is restricted to individuals' communication face to face and/or by word of mouth, and due to its limited distribution, the marketplace dynamics are not highly impacted (Mayzlin, 2006). This paradigm helped in developing strategies of IMC for the period between World War Two and the 1970s (Muñiz and Schau, 2007). The high level of control over the process of communications appears to be the reason why it served for this long time (Mangold and Faulds, 2009).

However, this control of marketing managers over information content, timing, and frequency has been severely eroded in the era of social media. Information about services and/or products in the new paradigm is invented in the marketplace. The experiences of consumers are the base of this kind of information and the traditional promotion mix provides channels for them. However, social media channels, which are independent from organisations, are increasing the ability of consumers to communicate with each other. In this new paradigm of communication, the power of consumers and their critical discussion on social media, should be recognised by marketing managers (Mangold and Faulds, 2009).

With the emergence of social media, however, communications strategies and tools to communicate with customers have been changed considerably. This form of media "describes a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues" (Blackshaw and Nazzaro, 2006,2).

Macy and Thompson (2010) argue that there are a number of positive characteristics of social media. Firstly, Social Media encourage open, honest discussions with the public. Secondly, the sharing of all kinds of information and opinion by stakeholders makes customers' voice and the community's voice louder. Finally, Social Media platforms give an opportunity to users to express themselves in a mass of negative, positive, mixed, and neutral feelings. It is important that real time marketers learn to listen to these voices (Macy and Thompson, 2010), because doing so offers companies considerable opportunities. When social media are associated to marketing research, marketing content, and public relations strategies, they can assist corporations to enhance rankings of search engines, create relationships, convert leads to sales, trim down expenses, and control and strengthen products. When

companies set these activities in motion, they in addition boost efforts to place themselves as perceived leaders and innovators (Macy and Thompson, 2010).

It has been made possible for an individual to communicate with an unlimited number of other people and discuss companies and their products by means of internet based social media. Therefore, the effect of customer to customer communication has been greatly enlarged in the market. The contents, timing, and frequency of the social media-based discussions happening between customers are outside the direct control of managers. This stands in contrast to the paradigm of traditional marketing communications, whereby a high degree of control is present (Rashtchy et al., 2007; Mangold and Faulds, 2009; Kietzmann et al., 2011).

Conversations can take place in real time, with or without the company, about its products, the company, and its competitors. These are taking place currently around the world on the internet and on mobile platforms. Individuals and companies have less control over what people are saying about them than they used to have. However, an advantage is that the powers of social media conversations about organisations are redefining the art of conversation, and professionals are learning to master the new world of friend driven marketing (Macy and Thompson, 2010).

2.2.2 Importance of social media marketing

Consumers' attitudes, knowledge and behaviours are impacted by the use of new technology, especially communication technologies and this is shown by business history. Also, the roles of customers have changed; they are not passive receivers any more, since they can create virtual communities as information access is eased by the web, and companies need to reconsider the effectiveness of traditional marketing tools or strategies. In the 1950s, mass marketing was empowered by mass

communication media, like radio and TV. In the 1970s, the popular marketing tools were the advent of manufacturing technology and data analysis (Wang et al., 2000). A paradigm shift from transactional marketing to relationship marketing has been witnessed in the last few decades (Grönroos, 1996b). Increasing market share was the focus transactional marketing, while improving customer retention is the focus of relationship marketing. The development of relationship marketing has been facilitated by the Web, as an effective channel of distribution and communication medium (Wang et al., 2000).

By reviewing the literature on social media, it has been found that scholarly research on companies' use of social media covered the use of social media to monitor the marketplace (e.g. Berinato, 2010), increase the effectiveness of marketing communication (e.g. Dholakia and Durham, 2010; Kozinets et al., 2010; Trusov et al., 2009), spread word of mouth (e.g. O'Brien, 2011; Kozinets et al., 2010), for advertising (e.g. Berthon et al., 2008; Burmann, 2010; Muñiz and Schau, 2007; Pitt et al., 2006; Zeng et al., 2009), in public relations (e.g. Briones et al., 2011; Bortree and Seltzer, 2009; Diga and Kelleher, 2009; Kent, 2008; Smith, 2010; Waters et al., 2010; Men and Tsai, 2012), in non-profit organisations (e.g. Waters et al., 2009), impact on consumer behaviour (e.g. Algesheimer et al., 2005; Park and Cho, 2012; Chen et al., 2011), consumer engagement (e.g. Kwon and Sung, 2011; Kozinets et al., 2010), and peer communication (e.g. Wang et al., 2012a; Chan and Li, 2010). In addition, a few scholarly studies have investigated how firms can benefit from social media and most of these studies focused on social media as tools of marketing (Fischer and Reuber, 2011). Although there are extant researches on social media, Table 2.3 (page 37) summarises specifically research on social media marketing aimed at identifying the consequences of social media marketing on customers' attitude and behaviour.

Social media have been investigated in a wide range of terms, for example, brand equity. Kim and Ko (2012), in their study of how customer equity and purchase intention can be affected by social media marketing activities, claimed that social media activities have five constructs, which are word of mouth, interaction, entertainment, trendiness, and customization. These constructs have a significant positive effect on value equity, relationship equity, and brand equity. They found that brands' platforms give an opportunity for customers to engage with the brand and others, so actions of brands on social media positively affect brand equity and relationship equity. They conclude that their findings can make it easy for luxury brands to forecast their customers' future purchasing behaviour, which in turn can help them to manage their marketing activities.

Another theme has been customer acquisition (Park and Cho, 2012). O'Brien (2011), found that social media have changed the relationship between customer and business, as these platforms help in building relationships in terms of customer acquisition, but he claimed that it is more appropriate as a platform for customer retention and building bonds with stakeholders. Driessen et al. (2013) explored and described organisational structures and systems in order to manage issues arising from virtual stakeholders' dialogue. The popularity of brand posts was studied by de Vries et al. (2012) who found that brand posts' popularity is enhanced by positioning the brand post at the top of the brand fan page, but a variety of drives were found to affect the number of likes and the number of comments, such as vividness and interactivity characterizing brand posts.

Several studies have investigated customer behaviour on social media. Heinonen (2011) indicates that the influence of traditional marketing communications is reduced by the role of social media, and argues that companies should not rely on marketing

communication but should be more active participants in social media activities if they want to find out the impact of such media on their brand image. Chen et al. (2011) investigated the relationship between social media marketing variables (product, price, quality) and consumer review posting behaviour. They found that marketing variables affect consumer posting behaviour, the value and valence of postings has different relationship with each variable, and these relationships are different throughout the stages of the internet revolution. In a study of new product adoption, Hinz et al. (2012) confirmed that new product adoption behaviour is significantly driven by social contagion. Their results indicated that adoption can be driven in particular by the structural equivalence mechanism and by status consideration as well. Behaviour is affected by cohesion. Wang et al. (2012a) in their research proposed and demonstrated a new methodology in order to discover interest groups in social media. This methodology entailed combining web mining techniques and social networking analysis. They claimed that this methodology can be used by marketers for a variety of purposes such as advertising, recommendation system, and promotion and product trails. E- word of mouth was discussed by Liang and Scammon (2011) who analysed posted messages of discussion on a popular health social networking site. They found that on health social networking sites, types of support are provided by e-WOM, via messages full of personal experience which offer solutions to problems that seekers face in their everyday life. In relation to information seeking behaviour, Park and Cho (2012) found a positive relationship between commitment to social network online community and information seeking behaviour. They also found that when an individual is attached psychologically to the community, commitment will be developed. Evidence of the impact of social media activity on customers' behaviour is proposed by Dholakia and Durham (2010). They compared customers' behaviour before and after joining a Facebook fan page and found that customers' behaviour

changed for the better after joining the fan page. They generated more positive word of mouth, spent more on their visits to the store, and their number of visits increased as well.

This literature review shows the strength of academic interest in social media. However, it can be seen that trust and commitment, which are considered as cornerstones for relationship building, have not been investigated empirically. This research will investigate to what extent social media marketing can enhance customers' trust and commitment in order to build relationships.

Table 2.3: Research studies on social media marketing

Author	Objectives	Consequences of Social Media Marketing.
O'Brien (2011).	Investigate the impact of social media on traditional relationship marketing and how it affected the expectations of customers.	Customer acquisition, retention platform, and empowered consumers.
Driessen et al. (2013).	Explore and describe internal mechanisms that can be used by organisations to coordinate matters rising from stakeholder discussion, and adopt these mechanisms.	Create strong bonds with stakeholders, high degree of organisational identification, and high achievement of objectives.
de Vries et al. (2012).	Identify what makes brand posts popular.	Vividness, Interactivity, Informational content, Entertaining content, Position, and Valence of comments, help to make brand posts popular.
Heinonen (2011).	Examine consumers' motivations behind their activities on SM	SM can reduce the influence of traditional marketing communication, increase consumers' engagement and product awareness.
Kim and Ko (2012).	Identify social media marketing activities constructs and assess the effect of those activities on customer equity and purchase intention.	Positive effect on value equity, relationship equity, brand equity, and purchase intention.
Chen et al. (2011).	Investigate the relationship between consumers' posting and marketing variables.	Consumers' posting behaviours are affected by marketing variables (product, price, quality).
Hinz et al. (2012).	Identify target influential consumers.	New product adoption behaviour can be driven by social contagion.
Wang et al. (2012a).	Use highly developed techniques for successful marketing in virtual	Firms can discover interest groups for marketing.

		communities.	
Liang and Scammon (2011).	Investigate what types of social support can be found on health SNSs.	Health E-WOM provides (informational & emotional) support, and Personal experience that offer solutions for problems.
Park and Cho (2012).	Find out information seeking behaviour is affected by social networks.	Information seeking behaviour positively affected by commitment to online community.
Smith et al. (2012b).	Find out how consumer-produced brand communications can be affected by social media channels and marketing strategies.	Effects of interaction are promotional self-presentations, brand centrality, marketer-directed communication, brand sentiment, response to marketer action, and factual information about the brand.
Dholakia and Durham (2010).	Find out the effect of Facebook fan pages on customers' behaviour.	Fans' behaviours positively changed and produced positive WOM.
Wang et al. (2012b).	Find out the influence of social media peer communication on consumers' behaviour.	Purchase intentions are positively influenced.
van Noort et al. (2012).	Examine if the connection between receiver and sender of SNS campaign has an effect on receivers' response.	Attitudes of strongly connected members are positively affected.
Gummerus et al. (2012)	Study the effect of customer social media engagement behaviours on perceived relationship benefits and relationship outcomes.	Benefits received are behaviours largely influenced by customer social media engagement.
Kananukul et al. (2015)	Test perceived benefits of social networking sites and customer equity.	Practical benefit from SNSs does not predict brand trustworthiness.

2.2.3 Social media based communities (fan pages)

An organisational community is defined as a "specialized, non-geographically bound community, based on a structured set of social relations among admirers of [an organisation]" (Muniz and O'Guinn, 2001, 412). Gathering customers together is a potential advantage of organisational communities, and this would allow them to obtain organisational information from a variety of sources (Szmigin and Reppel, 2004).

Organisational communities are offering new ways of engagement between consumers and companies. Companies seek to engage loyal customers, influence perceptions of customers regarding the company, disseminate information, and learn about and from customers (Algesheimer et al., 2005). During that process, customers achieve value via different practices performed either online or offline (Schau et al., 2009). An online organisational community is a community built on the World Wide Web; however, social media is an addition to the activities of companies' marketing and branding (Kaplan and Haenlein, 2010). Brand communities on social media have been created and developed by companies attracted by the number of users and the capabilities of social media and organisational community (Gummerus et al., 2012; Kaplan and Haenlein, 2010; Laroche et al., 2012).

The organisation is supported by such communities in different ways, for example, sharing information, organisational history and culture dissemination, and consumer assistance. Moreover, such communities give a social structure to the relationships of customers and marketers, and support customer loyalty (Muniz and O'Guinn, 2001; Andersen, 2005; McAlexander et al., 2002). They enable companies to gain important market research that helps to develop new products (Von Hippel, 2005), and help in value creation with consumers (Schau et al., 2009).

Offline organisational communities are geographically restricted, as they need customers to be present physically (Muniz and O'Guinn, 2001; McAlexander et al., 2002). Nowadays, organisational communities are attached to media, and this enables organisations to transcend geography, as the media have already done (Muniz and O'Guinn, 2001), and technology has helped to make geographical restrictions unimportant. Individuals are closer than before because of the new technology such as mobile phones, the internet, and TV. Consequently, social media based

communities are responsible to help companies to gather existing and new or potential customers in a created environment that supports links between customers and the organisation and create ways to advance these relationships, without geographical restrictions (Kang et al., 2007). Hence, new technology emergence (the internet and social media) and the tendency of customers and marketers to take advantages of its benefits resulted in social media-based communities (fan pages).

The initial base for such communities was the Web 1.0 platform, on portals of companies (Jang et al., 2008). However, social media websites' popularity has convinced most companies to use such sites for the sake of social media-based communities formation (Muniz and O'Guinn, 2001; Kaplan and Haenlein, 2010). These new social media-based communities are different from the traditional ones where contents were passively consumed by individuals; here, community members are the creators of the contents by participation in the community based on social media.

The most important features of social media-based communities are creating and sharing of meaning (McAlexander et al., 2002), while creating and sharing of content are the important ones of social media (Kaplan and Haenlein, 2010). Hence, the integration of these two characteristics would be the ideal atmosphere for creating, negotiating, and sharing contents and values of like-minded consumers (i.e., page fans). It is believed that providing a high context of communication between page fans and other elements like other consumers and marketers is easy for social media (Habibi et al., 2014a).

Offline and online organisational communities have been researched. However, these social media-based online communities have not been included (Gummerus et al., 2012; Laroche et al., 2012). Therefore, as this kind of community is gaining huge

attention and becoming very important, it is essential for researchers and practitioners to investigate them further. Hence, this research study investigates the importance of this kind of community and finds out how they can help companies to build relationships with consumers.

2.2.3.1 Internet, social media and communication

The unique and powerful characteristics of the internet and the Web make them central to the paradigm shift in marketing (Blattberg and Deighton, 1996; Glazer, 1991; Glazer, 1993; Armstrong and Hegel, 1996; Martin, 1996; Rayport and Sviokla, 1995; Hoffman and Novak, 1996).

The importance of two-way communication has been emphasized in relationship marketing and interaction approach studies (Andersen, 2001; Fill, 1999; Duncan and Moriarty, 1998; Hakansson and Johanson, 1988; Grönroos, 2004; Dwyer et al., 1987; Olkkonen et al., 2000) indicating that today's relationships do not accept traditional one way communication and cannot be developed in this traditional way.

Sellers are allowed by the internet to launch a dialogue with customers, and get into shared knowledge among customers (Sawhney et al., 2005). Connections can be established using offline methods such as salespersons or online methods such as social networking. Connections with many firms and individuals are greatly facilitated by social media (Sashi, 2012).

The interest of managers who are seeking to better understand and serve their customers with new technologies has been captured by the evolution of the internet and especially social media, which have the ability to facilitate interaction between buyers and sellers. The opportunity to connect with customers is provided by social media (Thackeray et al., 2008). Not only is sellers' sharing and exchanging of

information with their customers allowed by the digital media and its interactive nature, but customers can do so with each other as well (Sashi, 2012).

Connections before the internet were limited and restricted by time and location, but after the emergence of social media, these restrictions disappeared and people can interact with each other worldwide (Sashi, 2012). The understanding of customers' needs can be improved by interactions between customers and sellers. Virtual world social interaction can be used by companies to connect with customers, share information and experiences, and obtain customers' input (Tikkanen et al., 2009).

Consequently the idea of social media is featuring in many business executives' plans nowadays. Consultants and decision makers are concerned about how to find ways in which organisations can profitably use applications such as Facebook, Twitter, You tube and Wikipedia (Kaplan and Haenlein, 2010). One potentially important area is in building consumers' trust (see section 2.4.3).

2.3 Relationship Building

This section explores the concept of Relationship Building, its evolution and its importance for service companies, and then considers the link between trust, communication and relationship building. The Relationship Building concept has appeared in the service marketing and industrial marketing fields (Christopher et al., 1991; Gummesson, 1987, 1991; Lindgreen et al., 2004; Jackson, 1985).

2.3.1 Evolution of relationship building

The topic of relationship Building has been extensively discussed by both academics and practitioners (Berry, 1995; Barnes, 1997; Egan, 2004; Christopher et al., 2013).

There is an argument about its origin, and it has been argued that Berry (1983) was the first to introduce it in the professional services' context (see Gronroos, 1990; Morgan and Hunt, 1994; Sheth and Parvatiyar, 1995; Buttle, 1996). However, the idea of promoting relationships with customers is not new, but is attracting renewed attention (Grossman, 1998). following a period when many large firms referred to the market on a mass scale (Grossman, 1998).

Marketing in the 1970s was dominated by transaction marketing, which made customers the major focus. The need to retain customers and consequent focus of research on the exchange phenomenon led to the marketing mix management approach and the 4Ps model (Grönroos, 1994). In the 1980s it was increasingly recognised that mutually satisfying long term relationships between customers and companies are a strategic asset (Webster, 1992). Subsequently, it has been claimed that the term "Relationship Marketing" was used first by Barbara Bund Jackson in the context of business to business, in contrast with transaction marketing (Christopher et al., 2002; Grönroos, 2004). However, it has been argued that relationship marketing's emergence in the 1980s was not a new finding but a rediscovery of an approach known as the focus of any successful business (Sheth and Parvatiyar, 2000). This interest in "relationship marketing" continued into the new millennium, attracting the label "paradigm shift" (Grönroos, 1994; Kotler, 1991, 1995). The term "relationship marketing" evolved during the 1990s into a general marketing term (Gronroos, 1990; Morgan and Hunt, 1994; Christopher et al., 2002). It has been used to cover a variety of marketing activities (Palmer, 2000), and therefore it is illustrated as a "new old" perception (Berry, 1995).

Marketing discussion is shifting away from the mass media thinking of the 4P's model, with buyer seller interactions increasingly the focus of marketers. Whilst exchanges

are still important, attention has broadened beyond the narrow focus of individual exchange to continued exchanges within a wider network of ongoing relationships in the marketplace between parties. This relational perspective states that well managed relationships are followed by opportunities for repeated purchases and cross sales; therefore relationships are considered as the most important marketing concept (Hasouneh and Alqeed, 2010; Kotler, 1991, 1994; Sheth and Parvatiyar, 2000; Morgan and Hunt, 1994; Sheth and Uslay, 2007; Vargo and Lusch, 2004). Being based on a relational exchange, not on a transactional exchange, relationship marketing has been generally discussed as the new paradigm of marketing. There is common agreement by researchers that a shift in marketing from short term transactions (interchangeably used with traditional marketing and marketing mix) to long term relations is the emphasis of the new paradigm (Morgan and Hunt, 1994; Dwyer et al., 1987; Lin et al., 2003; Palmer and Bejou, 1994; Kotler, 1992). The fast and radical change in the environment started it, as it became evident that product characteristics alone could not alone deliver a competitive advantage strategy; existing customers' satisfaction turned into the means to ensure corporate profitability (Aijo, 1996).

2.3.2 Importance of customer relationship building

The benefits of establishing long term relationships and retention of customers within markets of consumer services have been evidenced by several studies (e.g. Dwyer et al., 1987; Gronroos, 1990; Parasuraman et al., 1991; Berry, 1995). Furthermore, relationship marketing is a common sense approach to marketing as it helps the visibility of a significant phenomenon where marketers and consumers are seeking meaning (Gummesson, 2008). It has been stated that "relationship marketing

concerns attracting, developing, and retaining customer relationships" (Berry and Parasuraman, 1991, 133).

The benefits of creating and maintaining relationships with customers have been recognised by an increased number of businesses (Claycomb and Martin, 2002; Sheth and Uslay, 2007; Vargo and Lusch, 2004). The emphasis has begun to shift from discrete transactions to shaping long term, mutually beneficial exchange relationships. The belief that strengthening ties with existing customers increases the satisfaction of customers and the ability to serve customers is the foundation of this business philosophy. Both parties can in this way avoid the high cost which they might face to find a new partner (Claycomb and Martin, 2002; Kotler, 2000). Therefore, transactions of one purchase with limited profitability are transformed to continuous purchases with the possibility for long term profitability (Arndt, 1979; Dwyer et al., 1987; Jackson, 1985; Reichheld and Sasser, 1990; Claycomb and Martin, 2002).

It has been emphasised by the new paradigm that smart marketers have to think about existing customers as a great opportunity for growth (Chen and Popovich, 2003; Claycomb and Martin, 2002). Companies are enabled to interact, react, and effectively communicate in order to improve retention rates by having an enhanced understanding of existing customers (Claycomb and Martin, 2002; Chen and Popovich, 2003). The relationship marketing approach can benefit companies by increasing customers' retention and productivity of marketing (Hasouneh and Alqeed, 2010), since firms can benefit from higher sales volume, improved operating efficiency, positive word of mouth, improved feedback, and lower costs (Buttle, 1996; Reichheld and Sasser, 1990; Vavra, 1992).

Customers may benefit when their relationships with a company are developed. Dealing with one company might simplify purchasing, collection and processing of

information can be reduced and risk can be limited by increasing psychological comfort (Sheth and Parvatiyar, 1995). Added value can be received by customers through customized products and services (Hasouneh and Alqeed, 2010) and customers can benefit from improved value, enhanced quality and increased purchase satisfaction (File and Prince, 1993).

Developing relationships with consumers can be an opportunity for companies to gain a competitive advantage, as sometimes consumers are distrustful (Francis, 1994; Grossman, 1998). Companies which demonstrate that they can be trusted and seek to engage customers in relationships might discover a positioning that has not been exploited yet in their industry (Grossman, 1998).

Marketing works on the supposition that markets are segmented and customers are divided into target markets and all customers in the target market share similar characteristics. Although it is easier for marketers and more economical, it is not helpful for relationship building (Grossman, 1998). Establishing, maintaining and enhancing relationships with customers and other parties is the aim of relationship marketing (Grönroos, 1994). Rapp and Collins (1990) also proposed that creating and maintaining long lasting relationships between a company and its customers is the key for relationship marketing and to satisfy both parties. Furthermore, the need to enlarge the focus of firm customer interaction to comprise relational properties has been identified by the relationship marketing literature (Dwyer et al., 1987; Ndubisi, 2007), as in order to reduce transaction cost, customers make long term commitments (Crosby et al., 1990). This can be achieved by fulfilment of promises and mutual symbiosis (Ndubisi, 2003). Marketing is viewed as an interactive process in a social context by an interaction and network approach of industrial marketing and modern

services marketing approaches, of which relationship building and management are a very important foundation (Bagozzi, 1975; Webster, 1992).

Relationship marketing leads to customers' loyalty, which is defined as a commitment by the customer to buy again or re patronize a product or service, even though there are influences and efforts to switch behaviour (Oliver, 1999). This makes organisations invest in maintaining and developing quality relationships, whereby customers would trust the offers of the firm, counting on its commitment to serve and develop customers relationships, ability to handle conflict, and efficiency of communication with customers (Ndubisi, 2007).

In summary, it has been concluded that transactional marketing is in need of evaluation and it is time for a shift to a relationship-based approach. The general marketing approach includes relationship marketing (Kotler, 1992; Grönroos, 1994; Gummesson, 2008) and it has been believed that a paradigm shift in marketing is represented by relationship marketing (McKenna, 1990; Sheth and Parvatiyar, 1995; Aijo, 1996; Donaldson and O'Toole, 2007; Grönroos, 1996a; Morgan and Hunt, 1994). However, relationship marketing has been viewed by some other researchers as an alternative to transactional marketing rather than just a substitute (Möller and Halinen, 2000; Varey, 2002; Egan, 2004). Palmer et al. (2005) stated that "Even if relationship marketing has not attained the status of a new paradigm, it is at least a well-ordered and distinct concept" (p. 316).

2.3.2.1 Services companies and relationship building

The relationship marketing theory challenged the leading approach of transactional marketing. Service marketing was the inspiration for the relationship marketing concept (Aijo, 1996; Grönroos, 2007). The importance to service providers of creating

a long term relationship with customers has been emphasised by the relationship marketing literature (Berry, 1995). The validity of the concept of traditional marketing has been called into question as today's markets are gradually supporting relationships. Many researchers have criticised the '4Ps' marketing framework (Grönroos, 1994; Kent, 1986; Hollensen, 2003; Gummeson, 2000; Rafiq and Ahmed, 1995). Services marketing and business to business are too restricted by the framework of the '4Ps' as the key factors in differentiation between products are the consideration of the importance of customer services and intangible service characteristics (Grönroos, 1994; Gummesson, 2008). The characteristics of services are not incorporated in the '4Ps' (Cowell, 1984), and this framework has hardly ever discussed personal contact (Rafiq and Ahmed, 1995). It is agreed by a number of researchers that relationship marketing is more effective and much cheaper than traditional marketing (e.g. Reichheld and Sasser, 1990; Reichheld, 1992; Grönroos, 1994).

The areas of industrial and service marking and distribution channels have shown an obvious shift to relationship marketing (Grönroos, 1994). A simultaneous shift from brand values to customer values was clear, where the key object is the delivery of better customer value (Christopher, 1996). Service providers have specific objectives for "building customer relationships" and by learning what these objectives are, some indications of the phrase will be provided and will explain firms' motivation for doing what they are doing to build customer relationships (Claycomb and Martin, 2002; Ravald and Grönroos, 1996).

A study was conducted by Claycomb and Martin (2002) in order to find out companies' objectives in building customer relationships. The study was conducted by a mail survey which was sent to 1100 respondents representing 205 commercial service

companies in the USA. The respondents were asked in one part of the survey to rate their priority level of 42 possible objectives for building customer relationships, which were picked from a review of more than 300 articles. Although the ratings suggested that building relationships with customers means different things to managers, more than 80 per cent of the respondents assigned high priorities to seven objectives listed in the survey. "These seven items indicate that most marketing managers expect relationship-building programs to improve customers' memory of the business, enhance customer service, increase the likelihood of customers spreading positive word-of-mouth about the company, build customer trust in the company, and enhance customers' perceived value and enjoyment of conducting business with the firm" (Claycomb and Martin, 2002,618). It might be found by marketers who try to have serious relationships with customers that they could differentiate among customers by using a positioning of relationships. Whatever the reason for relationship development, in order to sustain relationships for the long term, efforts have to be centred around building trust and commitment (Grossman, 1998).

As a result of increased interactivity, marketing depends more and more on communication, which is one of the most important elements in building and managing relationships. A short term transaction and one way communication can be achieved by persuasion. However, marketing communication is not all designed to be persuasive, so brand messages are important. The emphasis on communication, collecting feedback, listening, taking action, and sharing information is becoming very important. Where the focus shifts to interactive relationships, customer retention and brand value increase (Duncan and Moriarty, 1998). A relationship is developed when the same way of thinking exists between customers and service provider or supplier and that is noticed by customers (Grönroos, 2000). This feeling should be supported by companies creating a communication and interaction process, but in the end, it is

customers who decide if the relationship has developed or not (Hasouneh and Alqeed, 2010).

Marketing focus shifts and developments in tools and technology are driving a transition phase in the marketing landscape. Companies want to have a dialogue with their customers, as they are not satisfied with just talking to them. They need this dialogue to get to know their customers better and in order to build lasting customer relationships. This leads to an increased amount of communication via direct media (Hasouneh and Alqeed, 2010), as one of the basic underpinnings of relationship marketing. The purpose and nature of such communication are governed by certain principles, which themselves are also key underpinnings of relationship marketing. These are all discussed in the next section in order to indicate their importance towards relationship building.

2.3.3 The role of communication in relationship building

It has been agreed by many scholars of relationship marketing that communication is a basic aspect of relationship development (Andersen, 2001). In any organisational setting communication is the essence of coordinating behaviour, and relationship marketing is no exception (Hutt and Speh, 1995; Andersen, 2001; Cummings, 1984). It is said that communication is the glue which holds an inter-organisational channel of distribution together (Mohr and Nevin, 1990).

In order to build a strong relationship among exchange partners, communication is a requirement (Anderson and Narus, 1990). The success of a relationship is influenced by the quality and sharing of information (Mohr and Spekman, 1994). Furthermore, exchange actors are informed by communication when developing their conception about exchange intentions of the prospective partner (Andersen and Sørensen, 1999).

Therefore, a decisive role may be played in the process of relationship marketing by a careful design of means and forms of communication (Andersen, 2001).

Marketing communication in the traditional parameter mix approach has been identified as persuasion, which involves a primarily one way mode of communication (Waterschoot and Bulte, 1992). However, persuasion in relationship marketing is not the only role that can be served by communication; it serves other roles such as listening, informing, and answering, which need interaction and two-way communication forms (Duncan and Moriarty, 1998).

Relationship marketing researchers indicated that communication has a direct impact on other aspects of relationship marketing, such as trust (Mohr and Nevin, 1990; Andersen, 2001), commitment (Andersen, 2001; Hakansson and Johanson, 1976), and coordination (McQuarrie, 2008; Andersen, 2001). New information technologies have made a greater contribution than ever to the use and application of communications strategies in the relationship marketing process (Honeycutt et al., 1998; Duncan and Moriarty, 1998).

The world of marketing has been impacted by the developments of information technology and communications (Maclaran and Catterall, 2002). It has been argued by marketing academics and practitioners that marketing will be transformed by the internet (Hamill, 1997; Quelch and Klein, 1996). Specifically it was argued that promises of relationship marketing, one to one marketing and mass communication will be allowed by the internet (Breitenbach and Van Doren, 1998; Cartellieri et al., 1997; Chiagouris and Wansley, 2000).

Bauer et al. (2002), presented an empirical and critical theoretical analysis of the internet's contribution to relationship marketing. Their study focused on whether the

key variables of relationship marketing, i.e., satisfaction, commitment and trust can be influenced by important characteristics of the World Wide Web, like constant information availability and its interactive contracture. They pointed out that there is a close connection between satisfaction, trust and commitment, and that customer satisfaction can be increased by the interactive potential of the internet as customer relations can be created by individualised communication. In their study, only representatives of the company were questioned. However, a dyadic approach, in which both customers and company are interviewed, may reveal important insights into their trust, commitment to each other and satisfaction with the relationship through the internet.

Another study, by Huang and Shyu (2009), demonstrated that personalised email can develop the relationship between customers and retailers and thereby enhance the quality of service and produce customer loyalty. They found that email is an effective tool in the relationship between customers and an e-retailer, which can offer social benefits. However, they stated that most firms are considering email solely as a communication medium, ignoring the power that it has in building customer relationship.

In the following section, the specific role of social media in facilitating communication as part of relationship marketing is discussed in details.

2.4 Trust and Relationship Building

The importance of trust went back to the top of marketing agenda in the 1990s (Doney and Cannon, 1997; Michell et al., 1998; Blois, 1999; Delgado-Ballester and Munuera-Aleman, 2001; Nicholson et al., 2001), although the original work on trust started in

the 1960s (Deutsch, 1960; Rotter, 1967). Trust has been investigated in a variety of settings (Rousseau et al., 1998; Morgan and Hunt, 1994) It has been believed that trust plays an essential role for the success of strategic associations (Sherman, 1992; Hunt et al., 2002), and plays a fundamental role for developing loyalty toward retailers (Berry, 1983; Ganesan, 1994). The IMP group sees it as pivotal to the modelling work (Ford, 1990). It is believed to be the cornerstone of strategic partnerships (Spekman, 1988; Zaheer et al., 1998), significantly supports successful relationships between service provider and consumer (LaBahn and Kohli, 1997; Moorman et al., 1993) and recently, has been viewed as important in the decision of enhancing risk related relationships (Selnes, 1998). Recent publications have shed light on the consumer-brand relationship and viewed consumers as capable of trusting brands (Aaker, 1996; Fournier, 1998; Garbarino and Johnson, 1999).

The trust literature has covered a variety of aspects, subjects and disciplines such as interpersonal relations and psychology (Deutsch, 1960; Rotter, 1967; Schlenker et al., 1973), relational exchange and channel relations (Dwyer et al., 1987), sales management (Swan et al., 1985; Swan and Nolan, 1985; Hawes et al., 1996; Rich, 1997), and relationship marketing (Morgan and Hunt, 1994).

Nonetheless, the main perspective in the existing literature emphasises that trust is a combination of two critical components, i.e. confident expectations and risk (Delgado-Ballester et al., 2003). For example, trust has been defined as one's confidence in another's likelihood of providing what is desired (Deutsch, 1977). Another definition was one's willingness to be vulnerable to others actions (Mayer et al., 1995), while Sabel (1993) defined it as "the mutual confidence that no party to an exchange will

exploit another's vulnerability" (p. 1133). Hence, for someone to be deemed trustworthy, he/she must show he/she can be relied on (Rempel et al., 1985).

The sources of risk in trusting situations are commonly associated with vulnerability and/or uncertainty regarding a result or outcome. Defective information was associated with risk perception by Blomqvist (1997) and he affirmed that "under total ignorance it is possible only to have faith and/or gamble, and under perfect information, there is no trust but merely rational calculation" (p. 272). In that case, the source of risk is produced by to the uncertainty as to whether another will act appropriately or not (Rousseau et al., 1998).

Accordingly, trust is interpreted as a psychological state based on 'perceived probability' (Bhattacharya et al., 1998), 'confidence' (Deutsch, 1977; Barney and Hansen, 1994; Garbarino and Johnson, 1999), and expectancy (Rempel et al., 1985) related to occurrence of some outcomes positive to the trusting body. The understanding of people towards their partners in terms of their acts, dispositions and motives that predict affirmative reaction is the basic notion of trust (Rempel et al., 1985). The motivational dimension is mainly focused on by trust research studies in the area of psychology. This aspect is related to the assumption that the behaviour of an exchange party is motivated and guided by good intentions towards the other party's interests (Andaleeb, 1992). Hence, this reflects that there is no intention to lie or take advantage of a partner's vulnerability. This dimension has been referred to by several terms, for example, 'altruism' (Frost et al., 1978), 'honesty' and 'benevolence' (Larzelere and Huston, 1980), and 'dependability' and 'fairness' (Rempel et al., 1985).

Trust is described in most studies inspired by interpersonal research, in terms of a set of motivational attributions, as it is viewed as a means to reduce the opportunism possibility in a relationship (Morgan and Hunt, 1994; Geyskens et al., 1996; Geyskens

et al., 1998). On the other hand, management and marketing studies differentiate the concept of a second group of attributions of a capability or technological nature (Delgado-Ballester et al., 2003). This idea is underlined by the reason that in business interactions, there must be a confident reliance on expected outcomes being delivered (Delgado-Ballester et al., 2003). Therefore, in order to be sure about someone's trustworthiness, knowing his/her capacity and abilities to carry out these outcomes is necessary (Andaleeb, 1992). Distinguishing this second dimension of the concept is believed to be appropriate by some researchers and to refer to it, a variety of terms are used (Delgado-Ballester et al., 2003). The expression 'reliability' in channel literature was used by Morgan and Hunt (1994), credibility was used by Doney and Cannon (1997) and Ganesan (1994), while the concept of ability was mentioned by Andaleeb (1992) and Mayer et al. (1995).

To sum up, the motivational dimension of trust depends on belief in a partner's concern for one's welfare and interests. The competence dimension of trust focuses on the partner's ability to perform the expected activity, fulfil the obligation and keep promises.

2.4.1 The definition of trust

Different academic fields have been discussing the concept of trust for decades, as can be seen from the table of trust definitions (Table 2.4); some placed emphasis more on willingness behaviour to rely on an exchange partner, while others emphasised the psychological aspect more strongly.

In the literature of trust, there has been a debate regarding an accurate definition, and the connection with other constructs. Perceived trustworthiness and the behaviour of trusting were correspondingly seen by Mayer et al. (1995) as results of trust. Hence,

the concept of trust was separated from these two concepts. They claimed that considering a partner trustworthy depends on three factors; ability, integrity, and benevolence. Based on these distinctions, Raimondo (2000) defined trust as "the willingness of one party to be vulnerable to the actions of the other party, on the basis of the expectation that the other one will carry out a particular action for the trustor, irrespective of the ability to control that party" (p. 6). Being vulnerable means taking a risk; however, the assumption of risk has not been represented by trust (Mayer et al., 1995), it was rather assumed by willingness. The difference between assuming the risk and the willingness to assume the risk is what distinguishes between trust and trust behaviour (Mayer et al., 1995). The definitions of trust show relevance for particular situations but the broad nature of trust is neglected. The trust creation process is not agreed on by scholars. Rousseau et al. (1998) claim it is derived from a psychological position, whereas Tyler and Kramer (1995) consider it the result of a cognitive estimation. Vulnerability has been perceived as vital for building trust by some authors, but it receives less emphasis from some others (Fukuyama, 1996). Accordingly, trust has been defined and used by different authors in different ways.

Table2.4: Trust Definitions

Author	Definition
Rotter (1967, 651).	"A generalized expectancy held by an individual that the word of another can be relied on".
Anderson and Weitz (1989, 312).	"One party's belief that its needs will be fulfilled in the future by actions undertaken by the other party".
Boon and Holmes (1991, 194).	"Confident positive expectations about another's motives with respect to oneself in situations entailing risk".
Moorman et al. (1993, 82).	"Willingness to rely on an exchange partner in whom one has confidence".
Morgan and Hunt (1994, 23).	"We conceptualize trust as existing when one party has confidence in an exchange partner's reliability and integrity".
Fukuyama (1996, 26).	"Trust is the expectation that arises within a community of regular, honest and cooperative behaviour, based on commonly shared norms, on the part of other members of that community".
Creed and Miles (1995, 17).	"Trust is both the specific expectation that an other's actions will be beneficial rather than detrimental and the generalized ability to take for granted, to take under trust, a vast array of features of the social order".
Doney and Cannon (1997, 36).	"The perceived credibility and benevolence of a target of trust".
Rousseau et al. (1998, 395).	"Trust is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behaviour of another".

2.4.2 The importance of trust in customer relationship building

Morgan and Hunt (1994) theorized that in order for successful relationship marketing, commitment and trust are required. Customers' trust is needed in order for organisations to build long term customer relationships (Dwyer et al., 1987; Ganesan, 1994; Doney and Cannon, 1997). In the online context, customers' trust is becoming more important as reliance on the internet for information and purchases is increasing (Shankar et al., 2003). Customers' trust in the service provider determines whether the customer will sustain a future relationship with the provider (Doney and Cannon, 1997) and what the value of the relationship will be (Gounaris, 2005). It has been pointed out that website users tend to participate more and carry out more business with the content provider if they develop a trust in the website (McKnight et al., 2002b),

perhaps because human cooperation is catalysed by trust (Patton and Jøsang, 2004). The greater the mutual trust between service provider and client, the greater the value they will place on their relationship (Bagdoniene and Jakstaite, 2009). Trust is therefore a key condition for the continuity of relationships (Sharma and Patterson, 1999; Doney and Cannon, 1997) and for their success as well (Tyler and Kramer, 1995). Open communication between partners is encouraged by trust, leading to sharing of resources and exchange of ideas (Smaliukienė, 2005, cited in Bagdoniene and Jakstaite, 2009). There is research evidence that recipients are more likely to use information that comes from a trusted source, which makes such information more valuable to them (Moorman et al., 1992). Thus, if customers trust a source of information used to convey messages about a company, they are more likely to value and use that information.

2.4.3 Trust and social media marketing

From the literature of relationship marketing, it is clear that relationships cannot be built without trust, as trust plays a very important role in relationship marketing. In addition, social media literature shows that such media can be a very important and helpful tool for interacting and communicating with customers. Relationship equity is effectively enhanced by social media marketing activities where customers are offered a novel value that traditional media cannot offer. Social media marketing activities can be considered as an effective marketing communication method as customers can engage through these platforms (Kim and Ko, 2012).

Involvement of parties to share information about needs that need to be satisfied and solutions that could be offered is required for successful development of a relationship. However, a distinction should be made between persuasion and sharing

information. Grönroos (2000) claimed that "relationship marketing frequently fails because marketers rely on relationship-like, but nevertheless manipulative, one-way communication, such as personally addressed and even personalized direct mail, to lure customers into business with the firms they represent without listening to their wishes and responding to the feedback they may give" (p. 6).

In contrast to such practice, it is believed that relationship marketing works most effectively when customers are highly involved in the service or product, there is an element of personal interaction, and customers are willing to engage in relationship building activities (O'Malley and Tynan, 2000; Leverin and Liljander, 2006). An effective relationship marketing dialogue should not focus only on making a sale with each contact. Relationships can be deepened by having an interesting conversation with customers and benefits can be reaped over time via increased loyalty (Peppers and Rogers, 1993; Hasouneh and Alqeed, 2010). A common platform of knowledge is developed by a dialogue which can be seen as an interactive process of thinking together. The aim of this process is to build shared meanings and create new knowledge, so the service provider will be enabled by this platform of knowledge to create additional value for customers (Peppers and Rogers, 2004; Hasouneh and Alqeed, 2010). In order for a company to apply the concept of relationship marketing, it has to show its customers that their needs and value systems are important and that it appreciates their feedback (Grönroos, 2004). To interact with consumers and respond to their feedback, social media presents an ideal platform (O'Brien, 2011).

As indicated previously, customers' trust in the service provider is necessary for continuation of the relationship with the provider (Doney and Cannon, 1997) and influences the value attached to that relationship (Gounaris, 2005). Evidence has been cited that website users tend to engage more and perform more business transactions

with content providers whose websites they trust (McKnight et al., 2002b). Trust is the basis of human cooperation (Patton and Jøsang, 2004). The level of mutual trust between service provider and client determines the value they will place on their relationship (Bagdoniene and Jakstaite, 2009). This highlights the centrality of trust for maintaining relationships (Sharma and Patterson, 1999; Doney and Cannon, 1997) that are mutually beneficial (Tyler and Kramer, 1995). Trust encourages open communication between partners, and in turn to the sharing of resources and exchange of ideas (Smaliukienė, 2005, cited in Bagdoniene and Jakstaite, 2009). Individuals place greater value on and make more use of information that comes from a trusted source (Moorman et al., 1992).

It was claimed that customers' behaviour is positively affected by social media, such as posting review, new product adoption and information seeking (Hinz et al., 2012; Chen et al., 2011; Dholakia and Durham, 2010). It seems that there is an agreement that customers' behaviour can be positively affected by social media. However, existing research, as given in Table 2.3 (page 37), shows that in the relationship marketing paradigm the construct of social media communication has not been empirically tested or investigated, especially in terms of trust and commitment. Therefore, these findings from the literature prompted the researcher to investigate the influence of social media marketing communications of such communities on building and enhancing consumers' trust and commitment.

2.5 Uses and Gratifications Theory: Origin and Evolution

It is assumed in this study that in order to understand the influence of social media marketing communications of companies' online communities, it is useful first to consider the values that consumers seek when using such media (Research

Questions). An effective basis for such understanding is effortless by Uses and Gratifications Theory, which defines these many types of motivations that drive customers' use of media. In this study, these motivations are employed in order to identify why customers engage with company fan pages, as a foundation for the development of the second research theme Consumer Value (section 2.6).

The perspective of uses and gratifications theory began in the 1940s when researchers started to investigate the media behaviour of individuals during activities such as reading newspapers (Berelson, 1949; Katz et al., 1973) and listening to the radio (Herzog, 1942; Warner and Henry, 1948). These studies were the first impetus for today's view of uses and gratifications. However, they were not able to link gratifications to their associated needs and failed to find the latent structure of media gratifications (Katz et al., 1973).

In the 1950s, the goal of uses and gratifications' research was to explain the social and psychological factors and the required gratifications of media use (Palmgreen et al., 1985). For instance, a deeper search into this model led Katz (1959) to define it as a functional approach that tries to understand audiences' use of media in order to satisfy specific needs. He wanted to demonstrate that persuasion is the least of media effects. He asserted that "the direction I have in mind has been variously called the functional approach to the media, or the 'uses and gratifications' approach. It is the program that asks the question, not 'What do the media do to people?' but, 'What do people do with the media?'" (Katz, 1959, 2).

In the 1960s, It was proposed that communication is essentially concerned with four functions: surveillance, coordinating actions, shared heritage, and entertainment (Katz et al., 1973). Afterwards in the 1970s, an attempt to examine the theory of uses and gratifications deeply found some shortcomings of previous research (Katz et al.,

1973). Firstly, qualitative methods were used and open ended responses were collected. Secondly, the connection between social and psychological factors was not identified. Finally, the reasons behind using specific media channels were ignored, which could have helped in identifying anonymous gratifications (Katz et al., 1973; Ruggiero, 2000). Thus, scholars started to study uses and gratifications of media in relation to social and psychological needs, and the motivations of audiences were studied carefully (Ruggiero, 2000).

It has been said that the uses and gratifications model is concerned with: ''(1) the social and psychological origins of (2) needs, which generate (3) expectations of (4) the mass media or other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintended ones'' (Katz et al., 1974, 20).

The uses and gratification theory is a psychological perspective of communication that focuses on choices and uses of individuals, emphasising that mass media can be used by different people for different purposes (Severin and Tankard, 2010). The audience is the focus of this theory, while the effects of mass media are the focus of most other mass communication theories (Windahl, 1981). The understanding of the process of mass communication has been considerably explained by uses and gratification theory, especially the psychological processes involved in audiences' exposure to different kinds of mass media (Swanson, 1987). Although different needs are satisfied by different media and different content within the same media, this theory's basic questions are still unchanged (Kaye and Johnson, 2004; Ruggiero, 2000). These questions are, "Why do people become involved in one particular type of mediated communication or another, and what gratifications do they receive from it?" (Ruggiero, 2000, 29).

Uses and gratification theory seeks to explain the psychological needs that form people's reasons to use media and motivate them to engage in specific use behaviours of certain media in order to gratify those intrinsic needs (Lin, 1999b; Rubin, 1994). This theory has three essential assumptions. First, the behaviour of media users is goal-oriented. Second, they are using media actively. Third, they are aware of their needs and select the media that gratify these needs. These assumptions have been criticized; however, many studies of uses and gratifications support the idea that users carefully select and choose media (Rayburn and Palmgreen, 1996).

2.5.1 The use of Uses and Gratifications Theory

The theory of uses and gratifications has been regarded as a self-evident theory whose principles are accepted in general and are applicable for different situations that involve mediated communication (Lin, 1999b). People are provided with different media and content by the emerging new media and mass media. It has been argued that this theory is one of the most successful paradigms to classify media experiences in studies of mass communication (LaRose et al., 2001). The evolution of uses and gratifications research has kept pace with communication technologies' development; the motivations and decisions of the audiences to use any kind of mediated communication tool have been examined by researchers every time new technologies emerge in mass communication (Elliott and Rosenberg, 1987). As a result, almost all traditional and non-traditional mediated communication tools have been considered in the uses and gratifications research, such as newspapers (Elliott and Rosenberg, 1987), radio (Dexter et al., 1964), television (Babrow, 1987), email (Dimmick et al., 2000), the World Wide Web (Ferguson and Perse, 2000; Korgaonkar and Wolin, 1999; Lin, 1999a; Papacharissi and Rubin, 2000) and social media (Joinson, 2008; Raacke and Bonds-Raacke, 2008; Park et al., 2009; Clavio and Kian,

2010; Chen, 2011). The studies of uses and gratifications have answered questions regarding reasons for use of a specific medium by individuals, descriptions of media users' sociodemographic characteristics, media behaviour and the relation between obtained and expected gratifications gained from the motivation of specific media use (Rubin, 1994). Uses and gratifications theory literature confirms that this theory is appropriate to use in order to understand uses of new media (Rosengren et al., 1985). Therefore, this research will employ this theory in order to find out why consumers engage in social media based communities (fan pages).

2.5.2 Criticisms of the Uses and Gratifications Theory

For a number of reasons this theory, like most other theories, has received its share of criticism. The first reason is that individuals are usually the analysis unit, leading to questioning of generalizability beyond the person studied (Severin and Tankard, 2010). Moreover, the social and cultural environment in media usage can be neglected by the uses and gratifications theory (McQuail, 1984). Secondly, the major concepts of the theory, like motives, needs and behaviour raise complication and uncertainty (Rubin, 1994), since these major concepts have no precise meaning, which might affect the uses and gratifications approach (Swanson, 1977). Thirdly, the assumption that audiences are active in selecting media is questioned, as this theory's research does not clearly investigate how the content and messages of media are interpreted and perceived by the audience. Therefore, Donohew et al. (1987) suggested that the exposure of an audience to mass media might not be, as expected, purposeful or deliberate. Finally, using self-reported data (a popular collection method in this theory) to measure mental states is difficult (Windahl, 1981; Blumler, 1979). However, the consistency and accuracy of this kind of data have been supported later by scale validation and use of experimental methods (Rubin, 1994).

In regard to these criticisms, many researchers of uses and gratifications have redeveloped the theoretical framework of the theory by adding and developing its concepts (Rubin, 1994). An attempt was made by Rubin (1994) to explore the link between contents of media and motivations; he argued that two types of media usage orientations (i.e. instrumental and ritual) can be the umbrella for a range of motivations. Moreover, he suggested that each orientation is linked to different kinds of media content. In accordance with this view, it is said that, even if it is thought that audiences are active in the process of communication, they are not equally actively at all times (Ruggiero, 2000). For example, the ritual orientation specifies the use of media more usually to spend time or to get away from a situation (Rubin, 1994). In accordance with this orientation in the case of watching TV, it is associated with the entertainment types of programmes. In contrast, an instrumental orientation involves using the content of media in a purposive way to seek information (Conway and Rubin, 1991). Hence, greater exposure to contents of news and information is related to this orientation.

Activities of the audience are an important concept of the perspective of uses and motivations; development of the theory has provided an advanced way to realize this concept. This can indicate that these orientations can help to more efficiently analyse forms of audience use of media and attitudes towards media (Rubin, 1994).

To sum up, the uses and gratifications theory offers explanations in regard to different reasons why individuals use specific communication media and has explained relations between gained and expected goals resulting from media use. Therefore, using this theory in the research study is adding value to the study and would help to attain reliable and helpful results.

2.5.3 Uses and Gratifications (U&G) theory and social media

The U&G theory aims to clarify the social and psychological needs behind individuals' media use patterns, and the subsequent attitudinal and behavioural effects. It argues that people use media to attain their goals and satisfy different desires (Jahn and Kunz, 2012; Lee and Ma, 2012; Diddi and LaRose, 2006; Lin, 2002; Armstrong and McAdams, 2009). The selection of a media channel, from the perspective of U&G theory, is an active process in which people evaluate the possible benefits of media usage (Lee and Ma, 2012).

Uses and gratifications theory is applicable to social media as it has roots in the literature of communication. Social media has been categorised as an instrument of communication that gives users opportunities to communicate with thousands of individuals worldwide (Williams et al., 2012). The foundation of uses and gratifications theory is that people will try to find media that can fulfil their needs and offer them an ultimate satisfaction (Lariscy et al., 2011). It has been shown that the gratifications received are an excellent way of interpreting media use (Palmgreen and Rayburn, 1979; Kaye and Johnson, 2002). Uses and gratifications theory has been used in different disciplines and can be very helpful in explaining social media uses (Ruggiero, 2000; Song et al., 2004; Ko et al., 2005; Sheldon, 2008; Raacke and Bonds-Raacke, 2008; Whiting and Williams, 2013). Recent researchers have successfully applied the U&G theory to areas such as online games, the web, blogging, and social networking sites like Twitter, Facebook, and MySpace, and it has been found to be a useful framework for Internet research (LaRose et al., 2001; LaRose and Eastin, 2004; Ko et al., 2005; Kaye, 2005; Raacke and Bonds-Raacke, 2008; Chung and Kim, 2008; Joinson, 2008; Bumgarner, 2007; Wu et al., 2010a; Hollenbaugh, 2010; Johnson and Yang, 2009). The existing literature on social media suggests that

consumers have a variety of motivations to participate in different social media applications. In essence, the literature reveals many goals or objectives that motivate people to use social media applications as summarised in Table 2.5 below:

Table 2.5: The literature of motivations to use social media

Motivation	Area of investigation	Author
Information	User-Generated Content: what motivates webloggers and videobloggers to produce user generated content.	Stoeckl et al. (2007).
	User-Generated Content: motivations to create user generated content.	Daugherty et al. (2008).
	Blogging: by asking the bloggers themselves through a telephone survey what, who, when, where, how.	Lenhart and Fox (2006).
	Blogging: investigating the content features of Polish blogs from the perspective of Uses and Gratifications theory.	Trammell et al. (2006).
	Microblogging: twitters' topological and geographical properties.	Java et al. (2007).
	Online Social Groups: social organisations want people to have different technology infrastructure, complete tasks of management and employ new members. So they asked why people would do so.	Butler et al. (2007).
	Online Virtual Community: reasons why people join these communities.	Ridings and Gefen (2004).
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	Web Forum: following enquiries for information, responses by information providers, and assessment by seekers of information assessment, where these responses came from providers they haven't met before.	Weiss et al. (2008).
	Social Networking Sites: factors behind joining SNSs.	Lin and Lu (2011).
Learning	Online Virtual Worlds: effectiveness of advertising on online virtual worlds and their use as an advertising medium.	Barnes (2007).
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	Internet: various aspects such as motivation to use internet, demographic links, cognitive and affective involvement, and dependency of internet.	Sun et al. (2008).
	Online Chatting: motivations effect and the gender factors in self disclosure.	Cho (2007).
Sharing	Microblogging: twitters' topological and geographical properties.	Java et al. (2007).

	User-Generated Content: what motivates webloggers and videobloggers to produce user generated content.	Stoeckl et al. (2007).
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
Entertainment	Online Virtual Community: reasons why people join these communities.	Ridings and Gefen (2004).
	Online Travel Community: investigating reasons behind members' active contributions to their communities.	(Wang and Fesenmaier, 2003)
	Online Virtual Worlds: effectiveness of advertising on online virtual worlds and their use as an advertising medium.	Barnes (2007).
	Virtual Community, group norms and social identity of virtual community participation, and their antecedents and mediators.	Dholakia et al.(2004).
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	User-Generated Content: what motivates webloggers and videobloggers to produce user generated content.	Stoeckl et al. (2007).
	Social Networking Sites: factors behind joining SNSs.	Lin and Lu (2011).
	Facebook: what factors drive students to use social networking sites.	Cheung et al. (2011).
	Facebook: users' gratifications and their relationships with these users' offline political and civic contribution.	Park et al.(2009).
	Blogging: by asking the bloggers themselves through a telephone survey what, who, when, where, how.	Lenhart and Fox (2006).
	Blogging: investigating the content features of Polish blogs from the perspective of Uses and Gratifications theory.	Trammell et al. (2006).
Escapism	Online Virtual worlds: effectiveness of advertising on online virtual worlds and their use as an advertising medium.	Barnes (2007).
	Wikipedia: reasons behind peoples' contribution to Wikipedia.	Kuznetsov (2006).
Passing time	User-Generated Content: what motivates webloggers and videobloggers to produce user generated content.	Stoeckl et al. (2007).
	Blogging: investigating the content features of Polish blogs from the perspective of Uses and Gratifications theory.	Trammell et al. (2006).

	Korean-Based "Cyworld" Weblog: investigating motivations and self presentation strategies in building Korean weblog.	Jung et al. (2007).
Trendiness	Korean-Based "Cyworld" Weblog: investigating motivations and self presentation strategies in building Korean weblog.	Jung et al. (2007).
	Social Technologies: blogs, social networking sites, YouTube, podcasts.	Li and Bernoff (2011).
Socialization	Online Virtual Community: reasons why people join these communities.	Ridings and Gefen (2004).
	Wikipedia: reasons behind peoples' contribution to Wikipedia.	Kuznetsov (2006).
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	Microblogging: twitters' topological and geographical properties.	Java et al. (2007)
	Online Social Groups: social organisations want people to have different technology infrastructure, complete tasks of management and employ new members. So they asked why people would do so.	Butler et al. (2007).
Companionship	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	Microblogging: twitters' topological and geographical properties.	Java et al. (2007).
	Online Virtual Community: reasons why people join these communities.	Ridings and Gefen (2004).
Altruism	User Contribution System: investigating how people from outside an organisation can be convinced to volunteer in order to help the organisation to increase its value.	Cook (2008).
	Wikipedia: reasons behind peoples' contribution to Wikipedia.	Kuznetsov (2006).
	Online Social Groups: social organisations want people to have different technology infrastructure, complete tasks of management and employ new members. So they asked why people would do so.	Butler et al. (2007)
	Electronic Communities: investigating why people in three electronic communities participate and share knowledge.	McLure Wasko and Faraj (2000).
	Online Travel Community: investigating reasons behind members' active contributions to their communities.	Wang and Fesenmaier (2003).

	Blogging: motivations, quality of social interactions, and relationships between bloggers and audience in individuals and small groups' blogs.	Nardi et al. (2004).
Community	Online Social Groups, such groups want people to do have different technology infrastructure, employ new members. Discussion must be carried by members. So they asked why people would do so.	Butler et al. (2007).
	Wikipedia: reasons behind peoples' contribution to Wikipedia.	Kuznetsov (2006).
	Blogging: by asking the bloggers themselves through a telephone survey what, who, when, where, how.	Lenhart and Fox (2006).
Communication	User Driven Content: factors of success from community members' perspective which inspire content production.	Stöckl et al. (2006).
	Online Social Groups: social organisations want people to have different technology infrastructure, complete tasks of management and employ new members. So they asked why people would do so.	Butler et al. (2007).
	User-Generated Content: motivations to create user generated content.	Daugherty et al. (2008).
	Blogging: by asking the bloggers themselves through a telephone survey what, who, when, where, how.	Lenhart and Fox (2006).
	Microblogging: twitters' topological and geographical properties.	Java et al. (2007).
Self esteem	Wikipedia: why people tend to share their time and knowledge with others.	Nov (2007).
	User-Generated Content: motivations to create user generated content.	Daugherty et al. (2008).
Influence and Impress others	Online Social Groups: social organisations want people to have different technology infrastructure, complete tasks of management and employ new members. So they asked why people would do so.	Butler et al. (2007).
	Wikipedia: why people tend to share their time and knowledge with others.	Nov (2007).
	Blogging: by asking the bloggers themselves through a telephone survey what, who, when, where, how.	Lenhart and Fox (2006).
	Internet: various aspects such as motivation to use internet, demographic links, cognitive and affective involvement, and dependency of internet.	Sun et al. (2008).

2.6 Consumer Value

As noted earlier, consumer value is the second theme of this thesis, and one of the variables of the research model, which is expected to influence the way consumers respond to social media communications of companies' online communities.

The literature of consumer value has been presented for decades and is attracting increased interest. This escalation in the interest is derived from a number of reasons, one of which is that consumer value is considered to be a source of competitive advantage (Woodruff, 1997). Hence it is fundamental to the social media based communities perspective. This has led marketing scholars to suggest that analysis of perceived value can help to understand consumer behaviour better (Ostrom and Iacobucci, 1995; Sasser et al., 1997).

Several different interrelated fields of study have contributed to the growth of the literature of value. Understanding of the value concept has been contributed by different fields such as economics including exchange, theories of labour value and utility, accounting and finance, and marketing (Payne and Holt, 2001; Woodall, 2003; Sigala, 2006). Moreover, the literature of organisational behaviour and strategy, psychology and social psychology has influenced its early advance (Payne and Holt, 2001; Sigala, 2006), and it has also been explored from a philosophical approach (Woodall, 2003).

The value concept can be understood from the angle of marketing in general and services marketing in particular; it is derived from the school of economics and is central to theories of exchange and utility (Woodall, 2003). It is consistent with the marketing core concept, as the key to marketing activity is claimed to be the process

of exchange: "The core concept of marketing is the transaction. A transaction is the exchange of values between two parties. The things-of-value need not be limited to goods, services, and money; they include other resources such as time, energy, and feelings" (Kotler, 1972, 48). This concept is consistent with the perspective of social media-based communities, central to relationships and the information exchange process. Consequently, it can be indicated that the concept of consumer value is not new to the marketing discipline.

Importantly, consumer value is also called perceived value and has been defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, 14). Moreover, "buyers' perceptions of value represent a trade-off between the quality of benefits they perceive in the product relative to the sacrifice they perceive by paying the price" (Monroe, 1990, 45). Consumer value is derived from the consumer research work in marketing. Consumer decision making is one strand of such work. As decision-making involves a problem solving process, thus, the means-end chain helps to understand the phenomenon. A simple scenario is suggested by Reynolds and Whitlark (1995) to explain the means-end chain: "In making decisions consumers select a course of action or means to reach an objective or end, [in a posting service], `on-time delivery' is an end while `reliability' provided by the express mail delivery service is a means" (p. 9). The means-end chain has been used by Zeithaml (1988) in order to define relationships between price, perceived quality and value.

However, the thought of considering value as a trade-off between sacrifice (price) and benefits (quality) was viewed as basic (Bolton and Drew, 1991). Consequently, the perceived benefits and sacrifices have been supplemented by other elements in order

to capture the richness (Jones, 1996) and composite nature (Smith and Colgate, 2007) of the construct.

2.6.1 Typology of consumer perceived value

In reviewing the literature of consumer value it was found that consumer perceived value is represented by a variety of typologies and this section will discuss these typologies.

Three basic consumer needs are seen as representing value dimensions; functional needs, symbolic needs, and experiential needs (Park et al., 1986). Functional needs were explained as needs that encourage the search for products that solve consumption problems. Symbolic needs encourage the search for products that serve internal desires such as self enhancement. Experiential needs encourage the search for products that give pleasure. It was argued that these three needs indicate functional value, symbolic value, and experiential value (Smith and Colgate, 2007).

A theory to explain consumer choices that derive consumers perceived value was developed by Sheth et al. (1991). In this theory, five consumption values were identified (see Table 2.6). This customer value typology did not consider the aspect of sacrifice in the customer value. Therefore, value is not considered as a trade-off between give and get.

Table 2.6: Consumption values developed by Sheth et al. (1991)

Value	Definition
Functional Value	"The perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes" (Sheth et al., 1991, 160).
Social Value	"The perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile of choice imagery" (Sheth et al., 1991, 161).
Emotional Value	"The perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating or perpetuating those feelings. Emotional value is measured on a profile of feelings associated with the alternative" (Sheth et al., 1991, 161).
Epistemic Value	"The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge" (Sheth et al., 1991, 162).
Conditional Value	"The perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies" (Sheth et al., 1991, 162).

Customer value was defined by Holbrook (2006) as: "An interactive relativistic preference experience. This means, that it involves an interaction between an object (e.g., a product) and a subject (e.g., a consumer)" (p 715). In his typology of customer value he suggested two main value dimensions, with their subdivisions: self-oriented (extrinsic, economic value and intrinsic, hedonic value), and other-oriented (social value and altruistic value). He defined these value dimensions as follows: economic value refers to "the case in which a product or consumption experience serves as a means to a consumer's own objectives". Social value "occurs when one's own consumption behaviour serves as a means to shaping the responses of others". Hedonic value "arises from my own pleasure in consumption experiences appreciated for their own sake as ends in themselves". Altruistic value "entails a concern for how

my own consumption behaviour affects others where this experience is viewed as a self-justifying end-in-itself" (Holbrook, 2006, 715-716).

Moreover, based on customer value managerial perspective (i.e. what value can be created and how it can be created by the company), four value dimensions were suggested by Smith and Colgate (2007); functional value, hedonic value, symbolic value, and sacrifice value.

From the above discussion, it can be noted that researches that accepted the subject of customer perceived value, proposed different dimensions of value based on the nature of the study and the context. However, it can be noted that the dimensions of utilitarian, hedonic, and social are mostly recruited in all these researches and there is almost an agreement on these dimensions. Thus, this research will employ these three dimensions (utilitarian, hedonic, and social). The next section will show the importance of consumer perceived value in using social media.

2.6.2 Consumer Value and social media

Generating contents, involvement and participating in social interactions are the keys to social media communities (Soroka and Rafaeli, 2006). Certainly, reaching and maintaining a great number of active users is essential for the success of social media communities and to achieve their higher expectations. Important motivational values can be offered by a community. The reason for joining a community could be different from the reason to participate. Millions of people are joining social media every day nowadays, in order to seek information and communicate with others.

However, there are a great number of passive information consumers (Fichter, 2005; Totty, 2007). These information consumers might change over time and start

providing and contributing information to a wide range of social media communities (Leuf and Cunningham, 2006; Baker and Green, 2008). There are many perceived values created and exchanged through engagement with and participation in any digital community (McKeachie and Svinicki, 2013). However, users of human-computer structure are goal-oriented, as they are performing certain actions in order to satisfy an internal entity (Rheingold, 1993; Bishop, 2007). Consequently, their engagement could be considered as purposive and the extent to which their purpose is gratified can affect the level of involvement. Hence, the growth of perceived values gained from a social media community is behind the success of its function. These values can be categorised as utilitarian, hedonic, and social.

The decision of an individual to participate in social media is determined by values (Grabner-Kräuter, 2009). It has been suggested that consumer attitude can be significantly predicted by consumer perceived values (Sweeney and Soutar, 2001). Three dimensions of consumer perceived value are combined together and represent the value framework: utilitarian, hedonic, and social (Sweeney and Soutar, 2001; Grabner-Kräuter, 2009). This value framework can be applied for attitude-behaviour study in the context of social media (Kim et al., 2011). The utilitarian and hedonic values are reportedly presented in social media (Dholakia et al., 2004; Sledgianowski and Kulviwat, 2008; Raacke and Bonds-Raacke, 2008; Subrahmanyam et al., 2008; Bonds-Raacke and Raacke, 2010; Hu et al., 2011; Ernst et al., 2013), and social values have been proposed as another important value dimension in the context of social media (Sweeney and Soutar, 2001; Sánchez-Fernández and Iniesta-Bonillo, 2007).

The hedonic and utilitarian elements of attitude have been investigated in various disciplines such as psychology, sociology, and economics (Voss et al., 2003), and the

social element has been mentioned in other research (e.g. Chandon et al., 2000; Rintamäki et al., 2006). Utilitarian value is task-related and rational (Batra and Ahtola, 1991; Sherry, 1990). It can be linked to perceptions such as functional benefits (Babin et al., 1994; Voss et al., 2003), task accomplishment (Babin et al., 2004), and thinking (Batra and Ahtola, 1991). In contrast, the hedonic dimension is related to feelings (Batra and Ahtola, 1991), emotions (Babin et al., 1994) and senses (Jones et al., 2006). This is more related to fun than task completion (Holbrook and Hirschman, 1982). Social value is defined as: "the perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups" (Sheth et al., 1991. 161). The hedonic and utilitarian dimensions can support each other or inhibit each other (Osgood et al., 1957; Babin et al., 1994; Sheth et al., 1991). The Social dimension is an independent dimension, although it can co-vary with the other two dimensions (Rintamäki et al., 2006). In this research, the researcher adopts this three dimensional conceptualization of consumer attitudes: Utilitarian, Hedonic, and Social, because these value dimensions are well established in the consumer behaviour literature (Arnold and Reynolds, 2003; Parsons, 2002) and are very applicable in investigating different motivations to use social networking sites.

From a theoretical perspective discussed in U&G theory, the various gratifications or uses identified previously (see Table 2.5) can be categorised based on value dimensions such as Utilitarian, Hedonic, and Social perspectives, as shown below in Table 2.7 (see also figure 2.1).

Table, 2.7: Categories of social media gratification

Utilitarian benefits:	Hedonic benefits:	Social benefits:	
1. Information 2. Learning 3. Sharing	1. Entertainment 2. Escapism 3. Passing time 4. Trendiness 5. Communication	1. Socialzation 2. Friendship 3. Altruism 4. Community	5. Self esteem 6. Influence and Impress others

Figure 2.1: Utilitarian benefits, Hedonic benefits, and Social benefits
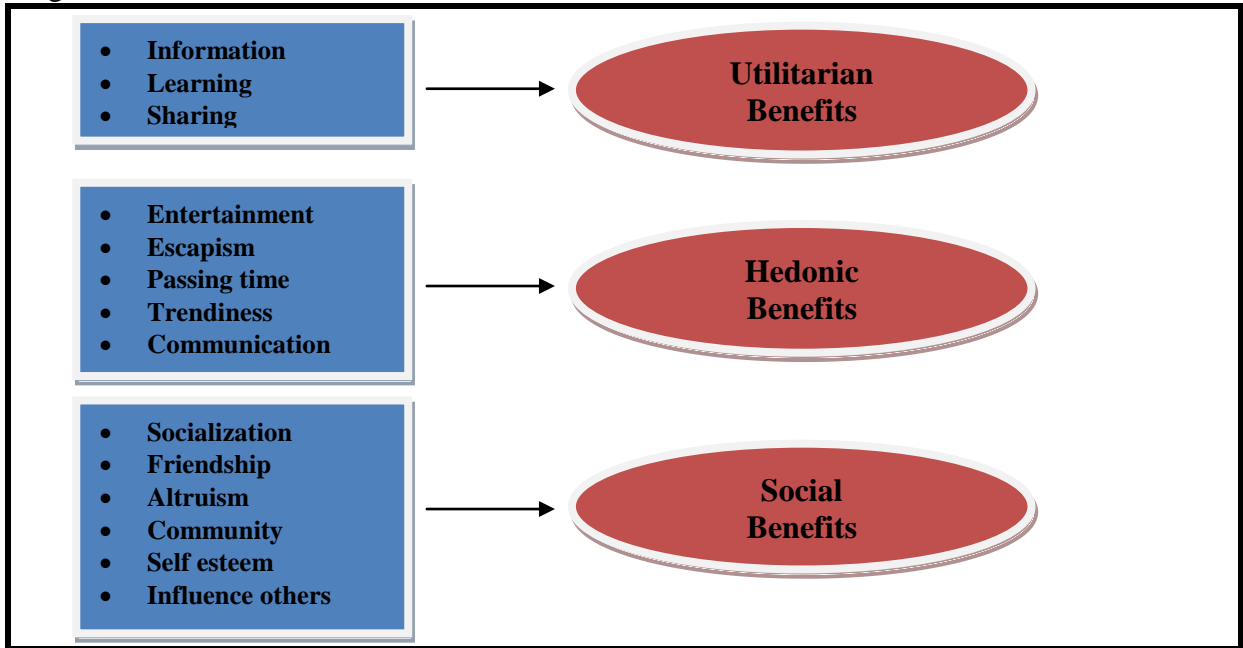
These perceived value dimensions (Utilitarian, Hedonic, and Social) and the categories of social media gratifications will be discussed further in the next chapter.

2.7 Summary

This chapter has addressed the following questions:

- How are social media used in marketing?
- What is the relationship between social media and relationship building?
- How can social media influence trust?

This chapter discussed social media, its evolution, the nature of it, and how it has been used and types of social media. Moreover, it discussed online communities, social media in the marketing context, its importance and benefits for marketing. Relationship building was discussed in this chapter as well; its evolution, importance, and relationship building in the context of services companies. The role of communication and the internet in relationship building were discussed as well. Trust was introduced and discussed as one of the main concepts in this study, the importance of trust, and its definitions were discussed. There followed an explanation of social media uses and gratifications, in other words, considering what motivates consumers to engage with social media and what aspects of gratifications they can gain. Then, these gratifications and motivations were categorised based on value dimensions (utilitarian, hedonic, and social).

This chapter provides the starting point for the conceptual framework in order to develop the conceptual model and hypotheses, which will be addressed in the next chapter.

Chapter 3: Conceptual Framework and Hypotheses

3.0   Introduction

The previous chapter (chapter 2), discussed the concept of social media, clarified how social media is involved in marketing, communications and the ways it could be used to enhance relationship building. The literature on consumer research is limited in identifying the effect of using social media to build customers' trust towards companies in order to enhance relationship building. This chapter aims to develop a conceptual model of the relationship between uses and motivations of social media and its impact on trust, commitment, and loyalty to organisations. The research hypotheses are then proposed based on these categories and the literature.

This chapter is organised around the main research questions:

1. What are the different values perceived by customers through social media communications on fan pages?
2. What is the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages?
3. What is the effect of different values perceived through social media communications on fan pages on trust towards organisations?
4. What is the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation?

3.1 Utilitarian value

Utilitarian value is defined as the value gained from accomplishing an instrumental purpose and refers to tangible or objective benefits (Chaudhuri and Holbrook, 2001; Dholakia et al., 2004). Capturing the more extrinsic reasons for engaging in an activity is not the only thing that this value component does; it directly relates to an individual's interiorised short and long term aims (Eccles and Wigfield, 2002).

Acquisition of new knowledge, creation of new ideas and solving problems are the best descriptions for Instrumental values, which are functional values (Arguello et al., 2006; Liang and Tsai, 2008). 'Information seekers' is the term used to refer to people who seek this type of value (Rood and Bruckman, 2009). That is to say, individuals mental desire is expressing cognitive needs (Ridings and Gefen, 2004; Ellison et al., 2007) in order to identify, learn, investigate and recognize (Maslow, 1943; Kim et al., 2007; Wang et al., 2008).

In the literature, accessing information is the most commonly cited reason for people to join online communities (Furlong, 1989; Jones, 1994). Joining an online community is mainly led by information exchange (Arsal et al., 2008). Gathering information and sharing can be categorised into two activities, solving problems and sharing information with others (Nishimura et al., 2006). By information search members of an online community can gain answers to their enquiries or distribute helpful information to others (Wang et al., 2002). Community sense encourages customers to share and solve problems regarding their experiences related to consumption (Bakos, 1998). The internet, by providing easy access to immeasurable information on customer-related issues, without temporal or geographic restrictions, supports the ideas of convenience and efficiency. Customers can easily and more efficiently search and exchange information as information is reachable within online communities (Wang et

al., 2002). The opportunities of social media gave the chance to consumers to share and create a wide range of contents relevant to consumer choices and analyse information regarding their product experiences (Simonson and Rosen, 2014; Broniarczyk and Griffin, 2014). Functional goals are achieved by satisfying a utilitarian value, which is appropriate for learners, dilemma solvers and clarification seekers (Holbrook and Hirschman, 1982; Wasko and Faraj, 2000; Hall and Graham, 2004; Pura, 2005; Law and Chang, 2008; Bishop, 2007; Rood and Bruckman, 2009). It is considered as extrinsic or instrumental, functional and practical (Babin et al., 1994).

Knowledge can be gained by online community members about products, services, group norms, specific language and community concepts (Kozinets, 1999). When customers have this kind of knowledge about the online community, they will have a wide understanding of it and feel a strong sense of belonging and affiliation, which will sequentially build up a stable sense of identification (Wang and Fesenmaier, 2004).

For organisations, knowledge sharing is considered as one of the key resources; in order to attain and sustain competitive advantages, sharing and creation of knowledge are essential for organisations (Tuan, 2012; Rufín et al., 2013). Sharing knowledge is a real motivation for individuals to participate in social media (Ridings et al., 2002; Wasko and Faraj, 2005). As soon as members identify themselves as community members, they can rely on information provided by the community (Anderson and Weitz, 1989). Behavioural intentions and switching behaviours can be influenced by this kind of value, as it is considered to be a functional value (Zeithaml et al., 1996). The sharing of timely and meaningful information is a predecessor of trust (Morgan and Hunt, 1994). Moreover, honesty, timeliness and quality of

information lead to trust (Moorman et al., 1993; Liberali et al., 2012; Urban et al., 2000).

Previous researches agreed on the positive relationships between utilitarian value and trust (Szymanski and Hise, 2000; Mathwick et al., 2001; Zeithaml et al., 2002). It has been posited that consumer actions and behavioural intentions are controlled by perceived values (e.g. utilitarian value) (Carver and Scheier, 1990). Utilitarian values has been identified as predictors of consumer behaviour in an online context (Bridges and Florsheim, 2008). Individuals' perceptions related to the online environment can be changed by utilitarian value, and a positive link has been confirmed between utilitarian value and trust (Cazier et al., 2007).

Hence, the researcher proposes that (see figure 3.1):

H1: The utilitarian value is positively related to building customers' trust towards fan pages.

Figure 3.1: Hypothesis 1
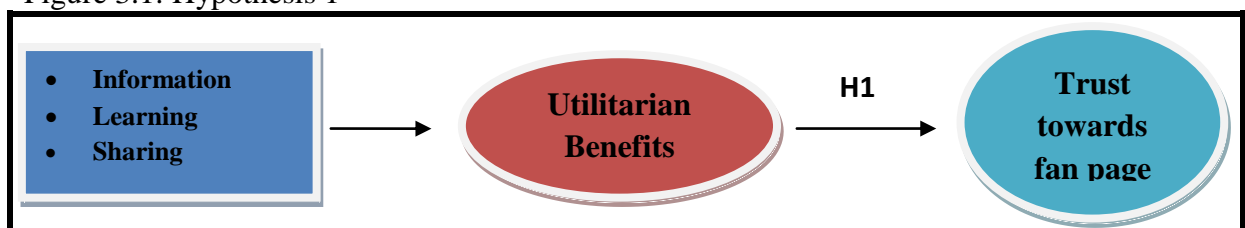
3.2 Hedonic value

Hedonic value is subjective and refers to an intrinsic motivation by doing things that are naturally interesting, entertaining and enjoyable (Preece, 1999; Wasko and Faraj, 2000; Ridings and Gefen, 2004; Johnson and Ambrose, 2006; Du and Wagner, 2006; Butler et al., 2007; Leitner et al., 2008). Such values have been described as a reason for enjoyment, playfulness, excitement, and happiness (Kim et al., 2007).

The hedonic value is related to human consumption aspects, where feelings of enjoyment and emotions play an essential role (Chaudhuri and Holbrook, 2001). The entertainment and emotion gained from an activity is reflected by the hedonic value and it is characterised as non instrumental (Sánchez-Fernández and Iniesta-Bonillo, 2007).

Members of online communities usually engage in activities that provide positive emotions, not just valuable information (Armstrong and Hagel, 1995). Some of these communities give the chance to members to play games or join a challenge or a test related to their interests and this leads to fun and entertainment (Wang and Fesenmaier, 2004). From the point of view of hedonic value, members of a community are pleasure seekers, who place greater value on experiential aspects of consumption than on other benefits (Vogt and Fesenmaier, 1998). Social networking platforms give interactive entertainment opportunities to individual members by creating and consuming affirmative experience through interaction (Bagozzi and Dholakia, 2002). Such communities are fun and enjoyable from their participants' point of view (Wasko and Faraj, 2000).

The internet is used by consumers for many reasons and one of these reasons is entertainment and enjoyment (Ganesan, 1994). Entertainment is derived from relaxation and fun (McKenna and Bargh, 1999). The greater the level of entertainment, the greater the trust in a website on the internet (Bart et al., 2005).

Social media are used for interaction and communication (Mäntymäki and Salo, 2010), and it has been claimed that this interactivity has a hedonic value (Koufaris et al., 2002). Customer participation is motivated by interaction. In a social media community, customers are motivated by the sponsor's facilitation to participate, and thereby enhance their sense of connection, and gain status (Dholakia et al.,

2004; Yoon, 2002). Hedonic benefits are more important than other benefits for some members of online communities (Hoffman and Novak, 1996). such benefits influence engagement with an online community, as the more benefits members derive, the higher their level of engagement (Dholakia et al., 2004). It has been suggested that repeated interaction with customers through social media is like a web of involvement which can lead to trust (McKnight and Chervany, 2002; Porter and Donthu, 2008; Ridings et al., 2002; Ring and Van de Ven, 1992; Zaheer et al., 1998; Ba, 2001).

Previous researches agreed on the positive relationships between hedonic value and trust (Szymanski and Hise, 2000; Mathwick et al., 2001; Zeithaml et al., 2002). It has been posited that consumer actions and behavioural intentions are controlled by perceived values (e.g. hedonic value) (Carver and Scheier, 1990). Hedonic value has been identified as a predictor of consumer behaviour in an online context (Bridges and Florsheim, 2008). Individuals' perceptions related to the online environment can be changed by hedonic value, and a positive link has been confirmed between hedonic value and trust (Cazier et al., 2007).

Thus it is proposed that (see figure 3.2):

H2: The hedonic value is positively related to customers' trust towards fan pages.

Figure 3.2: Hypothesis 2

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3.3 Social value

Social value is one of the vital perceived values in online communities (Baym, 1995; Haythornthwaite and Wellman, 2002; Arguello et al., 2006; Jin et al., 2007). The term "Human values" is interchangeably used with social values. Given the utility derived from the customer's association with specific social groups, becoming a part of the group by socializing and communicating is included in this value. An atmosphere encouraging communication is essentially created by these values (Leitner et al., 2008). Needs such as emotional, networking, and self-discovery are some components of the social values and are sustained through interactions.

Consumers' participation in social media is strongly motivated and influenced by social benefits (De Valck et al., 2009; Ellison et al., 2007). Participants join social media communities mostly for reasons such as meeting like-minded people, dismissing loneliness, and getting social support and companionship (McKenna and Bargh, 1999; Wellman and Gulia, 1999). Online communities' rapid growth around the globe points to the importance of enabling and fostering social interactions. Members of online communities spend more time on this (Walther, 1996). Such social interaction turns into a daily practice (Feenberg and Barney, 2004). Individuals from around the world can associate and share information and knowledge, as limitations of time and space on interaction and communication can be overcome by the internet (Chung and Buhalis, 2008).

Online networks' users usually join them to look for social support in different life aspects (Maloney-Krichmar and Preece, 2005; Law and Chang, 2008). These users could be short of this kind of support in their real life, or by some means have been isolated (Butler et al., 2007; Maloney-Krichmar and Preece, 2005). It has been stated that people's desire to increase their self esteem is a reason to encourage them to

engage in social media word of mouth, but not the offline form (Eisingerich et al., 2015; Mathur et al., 2016). Consequently, they are encouraged to find accessible alternatives for offline forms. Seekers of social value have opportunities to build and maintain social connections with others online, which help them to receive social support in a trusting atmosphere (Johnson and Ambrose, 2006; Preece, 1999).

The social value dimension is related to motivation theories that focus on individuals being altruistic, cohesive, seeking affection and acceptance in interpersonal relationships (Arnold and Reynolds, 2003; Grabner-Kräuter, 2009). What participants get from having acceptance and approval of other members of a social media community is the value of social enhancement (Baumeister, 1998; Dholakia et al., 2004). Networking and meeting with new people and building relationships by interacting is one of the goals of using social networking sites (Hagel and Armstrong, 1997; Wasko and Faraj, 2000; Du and Wagner, 2006; Law and Chang, 2008). Social interaction is the base for online communities, whose foundation is interaction and communication are their foundation (Misanchuk and Anderson, 2001; Stepich and Ertmer, 2003; Ridings and Gefen, 2004; Arguello et al., 2006; Johnson and Ambrose, 2006). Friendship is another reason for people to join online communities. These communities give the opportunity for people to find and communicate with others in order to build friendships more easily than in real life (Wellman and Gulia, 1999; Igbaria and Guimaraes, 1999). Generally, online platforms of social networks allow users to have support and social feelings through interaction with other community members.

It has been indicated in previous studies that customers' attitudes towards online communities are significantly influenced by social benefits (Wang and Fesenmaier, 2004; Chung and Buhalis, 2008). Building friendships with other members is a primary

reason for choosing to participate in online communities (Lampe et al., 2010). Once

online community members feel they share common interests with others, they tend to

stay longer and visit the community online more times in order to participate actively in

its activities (Kang et al., 2014). This creates "social presence", which in the online

context has been characterised as the website's ability to express a feeling of an

individual's kindness and sociability (Cyr et al., 2007; Mäntymäki and Salo, 2010). It

has been found that trust can be increased by social presence, and it has an impact to

increase electronic communication (Gefen and Straub, 1997). Hence, the research

third hypothesis is (see figure 3.3):

H3: The social value is positively related to customers' trust towards fan pages.

Figure 3.3: Hypothesis 3
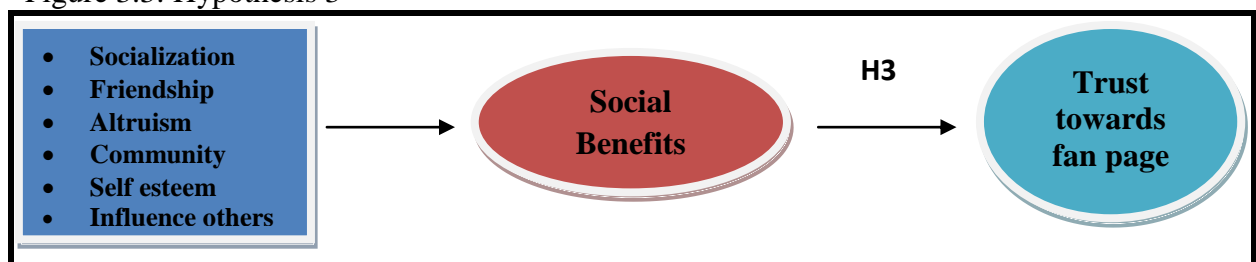
3.4 Trust and Social Media

Interpersonal exchange depends heavily on trust, which is a fundamental principle of

it, as repeated interaction helps to build it up steadily (Gefen, 2000; Leimeister et al.,

2005). Organisational trust has been defined as the belief of customers that a

company will achieve their expectation based on consumption (Ha and Perks,

2005; Pitta et al., 2006). Trust is important to reduce risk perception. Consumers

usually start to trust and build a relationship with a company if the product successfully

met the expected purpose (Butler and Cantrell, 1994). Interaction would not often

survive for long without trust (Gefen, 2000).

Engaging in an online community helps consumers to gain more information about product usage experience can be discussed by consumers and they can suggest how to improve products (Flavián et al., 2006). Consumers' confidence that the product will satisfy them will be increased by these interactions and engagement and therefore build trust (Ha and Perks, 2005). Online communities play the role of a bulletin board for consumers to post their opinions and suggestions and this information helps companies, as it can be considered in developing strategies and improving a product (Casaló et al., 2007). Online communities are used by companies as a vehicle for exchange of ideas, needs, and comments about a product or service. The continuous interaction between consumers and the company enhances and improves trust in the company and its products (Tung et al., 2001). Consumers usually expect their needs will be fulfilled or even will be exceeded based on this kind of interaction and communication. The level of trust towards the online community and the organisation might be increased when consumers are satisfied with their participation (Deighton, 1992).

Trust has been identified in many marketing researches as an essential predictor of long term relationships with customers and commitment to product (Morgan and Hunt, 1994; Garbarino and Johnson, 1999; Harris and Goode, 2004). Consumers' positive emotion towards a product is referred to as product commitment (Beatty and Kahle, 1988). As long as a product satisfies committed consumers, they are less likely to looking for other products, and this saves them time and effort (Garbarino and Johnson, 1999). Consumers' trust towards a company leads to positive emotions towards the company (Ha and Perks, 2005). Moreover, good behaviour and attachment towards a company is strengthened by organisational trust (Beatty and Kahle, 1988). Information about favourite products is relied on by loyal consumers and they tend to ignore alternatives (Pritchard et al., 1999).

Customers' trust is needed in order for organisations to build long term customer relationships (Dwyer et al., 1987; Ganesan, 1994; Doney and Cannon, 1997). In the online context, customers' trust is becoming more important as reliance on the internet for information and purchases is increasing (Shankar et al., 2003). Customers' trust in the service provider determines whether the customer will sustain a future relationship with the provider (Doney and Cannon, 1997) and what the value of the relationship will be (Gounaris, 2005).

Evidence has been cited that website users tend to engage more and perform more business transactions with content providers whose websites they trust (McKnight et al., 2002b). Website visits, recommendations, and repeat purchase are all supported by trust (Liu et al., 2004). Regular visiting to a website is referred to as stickiness (Wu et al., 2010b). Stickiness intention is mostly predicted by trust (Li et al., 2006). Customers usually show their stickiness by revisiting, repurchasing, and recommending (Hallowell, 1996). When a positive attitude is developed by consumers toward a website contents, stickiness will arise (Wu et al., 2010b).Hence, this research proposes that (see figure 3.4):

H4: Trust in customers' fan page is positively related to trust towards the organisation.

Figure 3.4: Hypothesis 4
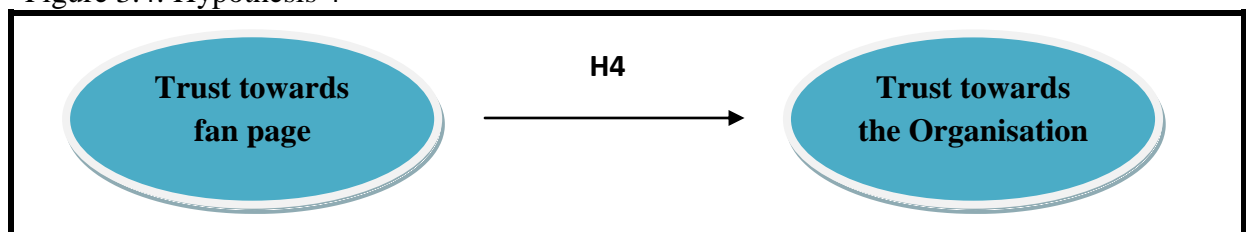
3.5 Commitment and Trust

Commitment in the relationship marketing literature has played a distinctive role (Morgan and Hunt, 1994; Wilson, 1995; Wetzels et al., 1998). Commitment has been defined as the wish to sustain an appreciated relationship (Moorman et al., 1992). The marketing literature has more traditional definitions, but they all indicate a party's wish to guarantee a continued relationship (Wilson, 1995; Wetzels et al., 1998).

Creating, developing, and continuing customers' long term relationships are relationally constructed effectively by commitment and trust (Morgan and Hunt, 1994; Harris et al., 2003). The volubility of relationship marketing strategies is indicated by the presence of commitment and trust (Egan, 2004). It has been argued that "Commitment and trust are "key" because they encourage marketers to (1) work at preserving relation-ship investments by cooperating with exchange partners, (2) resist attractive short-term alternatives in favour of the expected long-term benefits of staying with existing partners, and (3) view potentially high-risk actions as being prudent because of the belief that their partners will not act opportunistically. Therefore, when both commitment and trust-not just one or the other-are present, they produce outcomes that promote efficiency, productivity, and effectiveness. In short, commitment and trust lead directly to cooperative behaviours that are conducive to relationship marketing success." (Morgan and Hunt, 1994, 22). In other words, the contribution of cooperative behaviour to relationship marketing success is directly led by commitment and trust. The importance of commitment and trust in relationship marketing has been shown by the development of the model key mediating variable in their relationship marketing model (Morgan and Hunt, 1994).

Relationship commitment has been defined by Morgan and Hunt (1994) based on its conceptualisation in social exchange, marriage, and organisations as: "an exchange

partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it; that is, the committed party believes the relationship is worth working on to endure indefinitely" (p. 23). This definition is like the one developed by Moorman et al. (1992). It has been claimed that, in studies of the buyer-seller relationship, the main dependent variable employed is relationship commitment (Wilson, 1995). In the area of relationship marketing services, it has been argued that "relationships are built on the foundation of mutual commitment" (Berry and Parasuraman, 1991, 139). Accordingly, the importance of these concepts has been studied in the context of service based industries like telecommunication companies.

Due to the intangible nature of services in the telecommunication industry, trust is very important. Moreover, managers of telecommunication companies are facing a challenge, where they need to show their commitment to customer relationships and inspire the trust of their partners as well (Buttle, 1996). Trust has been identified by Morgan and Hunt (1994) as a key concept in their relationship marketing model. The influence of trust on commitment is crucial; there can be no commitment without trust.

Therefore, commitment and trust theory can be useful to the telecommunication industry for establishing, developing, and maintaining customers' long term relationships. By gathering different views of previous studies, this research distinguishes commitment and trust as fundamentals and outcomes of long term relationships. Active interactions between telecommunication companies and their consumers build up commitment and trust. Hence, it is proposed that (see figure 3.5):

H5a: Trust towards the fan page is positively related to commitment towards the company.

H5b: Trust towards the company is positively related to commitment towards the company.

Figure 3.5: Hypothesis 5
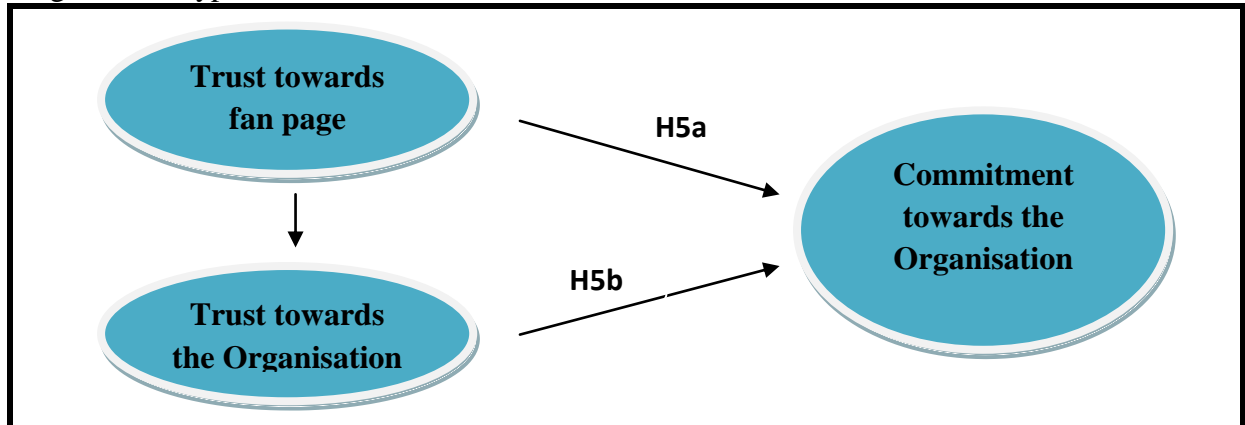
3.6 Loyalty

Customers' loyalty plays a vital role in relationship marketing success (Reichheld and Sasser, 1990; Morgan et al., 2000). It has been claimed that a key aim of relationship marketing is loyalty (Dick and Basu, 1994; Javalgi and Moberg, 1997; Bloemer and Ruyter, 1998; Diller, 2000).

Consumers' loyalty towards tangible goods is the main focus of research on costumers' loyalty (Gremler and Brown, 1996). The customer loyalty concept has been extended to service companies who offer rather intangible products.

There are two main perspectives on customer loyalty: behavioural and attitudinal (Dick and Basu, 1994; Javalgi and Moberg, 1997). Loyalty has been defined in behavioural terms as likelihood of customers to purchase again, and over time show product or service preference (Gremler and Brown, 1996; Javalgi and Moberg, 1997). Some researchers still measure loyalty exclusively by a behavioural dimension, while more recent scholars believe it involves more than this dimension (Gremler and Brown, 1996).

Alternatively, in the attitudinal approach, the focus is on the customers' purchasing and recommending intention, which is seen as a good indicator of customers' loyalty (Javalgi and Moberg, 1997). Hence, intentions to buy and recommend by a customer mean the customer is more likely to stay with the organisation. It has been claimed that a perception of satisfaction and positive attitude is the typical feeling of loyal customers (Diller, 2000). Therefore, it has been stated that both psychologically oriented and behaviourally oriented variables must be involved for solid relationship marketing in order to have loyal customers for the long term (Morgan et al., 2000).

The customer transaction-oriented view of marketing usually considers margin and value of sales, while long term relationship with loyal customers is the focus of the customer relationship-oriented view (Buttle, 1996; Gilbert et al., 1999). An increase of customers' loyalty by 0.05% can help to increase profit by 0.25%-0.85% (Reichheld and Sasser, 1990). In addition, decreased servicing cost, less sensitivity to price, more spending, and positive word of mouth to other potential customers are additional benefits gained by companies from loyal customers (Reichheld and Sasser, 1990). Hence, having loyal customers is a rational strategy of business. Morgan et al. (2000) defined relationships in terms of loyalty as meaning that "consumer will return/repurchase over time even when other alternatives are available and other firms competitively respond" (p. 78). Employees who create and build customers' feeling of being welcomed and looked after, is the basis for achieving customer loyalty (Lashley, 2000). Therefore, managing the quality of marketing and strategies of customer service is the challenge for organisations (Gummesson, 2008).

As discussed in the section on relationship building in service companies, it is obvious that service companies can be distinguished from other companies as they have unique characteristics. Service companies support opportunities for one to one

interactions and this can help loyalty to be developed (Parasuraman et al., 1985; Surprenant and Solomon, 1987). Feelings of satisfaction, positive attitudes and preference for a service or product are the basis for customers' decision to be loyal to the company (Diller, 2000). Customers usually give loyalty in exchange for the fulfilment of their expectations. Managers of services companies used to believe that satisfying customers alone would raise their profits (Morgan and Trivedi, 2007). However, recently studies show that satisfaction is not enough on its own, as satisfied customers are not guaranteed to repurchase services or products (Morgan and Trivedi, 2007). Therefore, it is a critical task to secure loyal customers, as this would help service companies' success. It has been claimed from a practical point of view that no exact theoretical framework exists at this time in order to name aspects that lead directly to developing customers' loyalty (Gremler and Brown, 1996). Nevertheless, some academics and practitioners believe in focusing on the requirements of customer loyalty, namely satisfaction, trust, and commitment (Cronin and Taylor, 1992; Gremler and Brown, 1996; Smith, 1998; Dorsch et al., 1998; Barnes, 2000; Diller, 2000; Liljander, 2000; Morgan et al., 2000). Trust and loyalty have been researched in diverse contexts and there is an agreement that trust is an antecedent of loyalty (Chaudhuri and Holbrook, 2001; Harris and Goode, 2004; Chiu et al., 2010; Zhou et al., 2011). Hence, it is proposed that (see figure 3.6):

H6a: Trust towards the fan page is positively related to loyalty towards the company.
H6b: Trust towards the company is positively related to loyalty towards the company.

Figure 3.6: Hypothesis 6
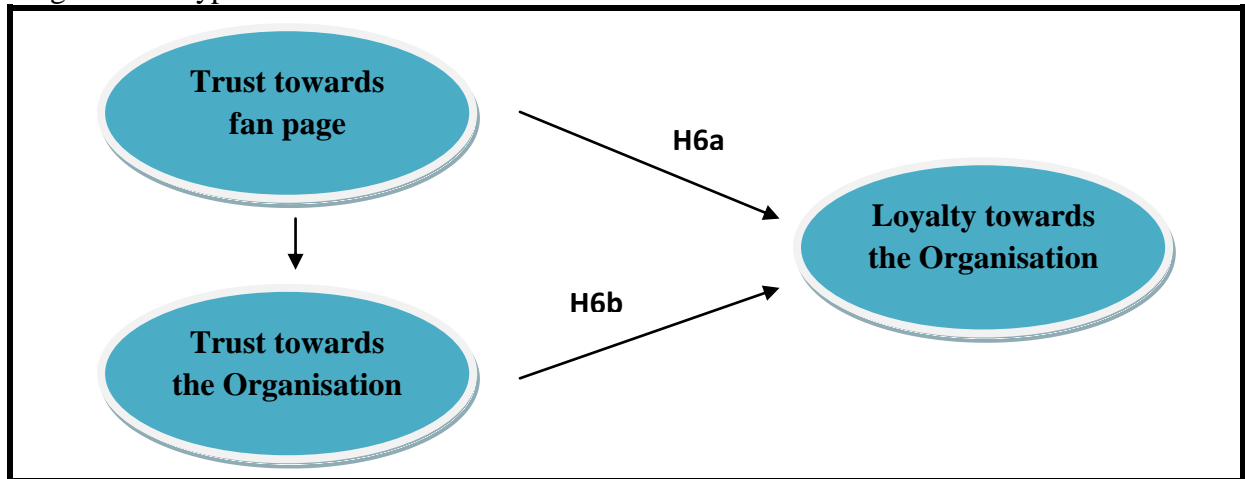
3.7   Summary

Based on the literature review and the theoretical framework, this chapter was designed to identify hypotheses relevant to social media use and trust, commitment, and loyalty, and develop a conceptual model. The developed hypotheses and the conceptual model (Figure 3-7) are summarised below;

H1: The utilitarian value is positively related to building customers' trust towards fan pages.

H2: The hedonic value is positively related to customers' trust towards fan pages.

H3: The social value is positively related to customers' trust towards fan pages.

H4: Trust in customers' fan page is positively related to trust towards the organisation.

H5a: Trust towards the fan page is positively related to commitment towards the company.

H5b: Trust towards the company is positively related to commitment towards the company.

H6a: Trust towards the fan page is positively related to loyalty towards the company.

H6b: Trust towards the company is positively related to loyalty towards the company.

Figure 3.7: Conceptual Model
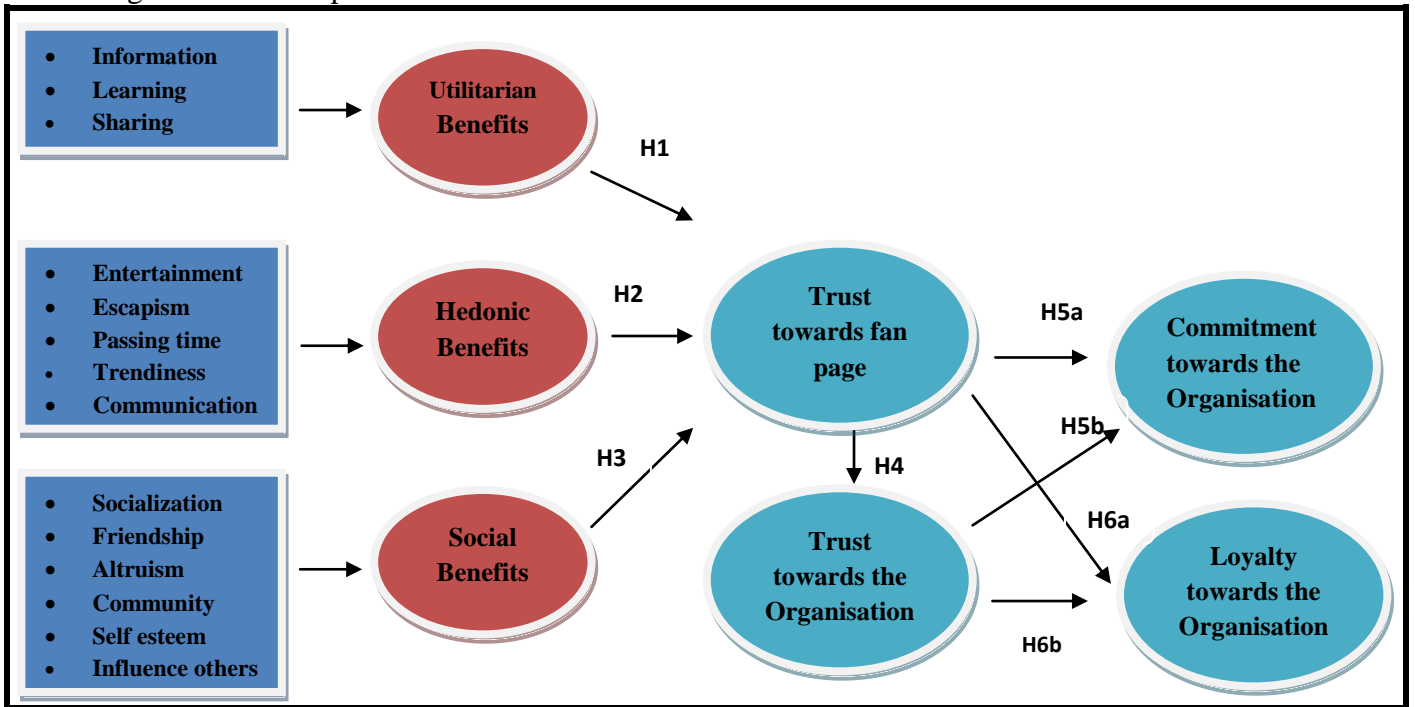
Chapter 4: Methodology and Analysis

Strategy

4.0   Introduction

The last chapter (chapter 3) developed a conceptual model of processed relationships between uses of social media, value dimensions, consumers' trust, consumers' commitment, and consumers' loyalty, and outlined hypotheses. These hypotheses are illustrated in Table 4.1.

Table 4.1: Hypotheses proposed to be measured in the study

H1	The utilitarian value is positively related to customers' trust towards fan pages.
H2	The hedonic value is positively related to customers' trust towards fan pages.
H3	The social value is positively related to customers' trust towards fan pages.
H4	Trust in customers' fan page is positively related to trust towards the organisation.
H5a	Trust towards the fan page is positively related to commitment towards the company.
H5b	Trust towards the company is positively related to commitment towards the company.
H6a	Trust towards the fan page is positively related to loyalty towards the company.
H6b	Trust towards the company is positively related to loyalty towards the company.

The methodology used to test the above hypotheses is discussed in this chapter. Primarily this chapter consists of two main Parts; the first part discusses the paradigm followed in this research. The second part presents a detailed discussion of data collection strategies, and the analysis strategy.

4.1 Research Philosophy

Research philosophy is a concept concerning how to collect and examine information regarding a phenomenon (Levin, 1988). In addition, it could be known as a unique theoretical view used by researchers in order to explain and explore an occurrence which looks strange to them (May, 2011). Moreover, Collis and Hussey (2003) defined research philosophy as "the process of scientific practice based on people's assumptions about the world and the nature of knowledge" (p. 45). Therefore, the researcher's attitude toward the research is the concern of research philosophy.

Having appropriate connection among the research's arguments, the tools used to construct the arguments and the philosophical view used to inform the techniques is essential to clarify something for a theoretical model (Ponterotto, 2005). Three assumptions need to be considered when developing research, as highlighted by Saunders et al. (2009): ontology, epistemology and axiology. When selecting the appropriate methodology each of these assumptions has a distinct role (Collis and Hussey, 2003). Saunders et al. (2009) and Guba and Lincoln (1994) view positivist, realist, interpretist, and pragmatist philosophies from positions of ontology, epistemology, and axiology. Nevertheless, "These philosophies are not entirely different. Put differently, they all share a common set of assumptions, and their commonalities identify these philosophies as examples of broader philosophies. However, whilst they share critical assumptions, they emphasize very different implications of those assumptions. And while they all focus on explaining methodological differences in research, they adopt different categorisation and classification" (Mkansi and Acheampong, 2012, 133).

4.1.1 Ontology

The nature of the reality being studied is the basic concern of ontology (Collis and Hussey, 2003). It has been viewed as the study of the nature of existence and the meaning of that existence (Taylor et al., 2006; Gray, 2013). As Greenfield (1974) explained, "The purpose of social science is to understand social reality as different people see it and to demonstrate how their views shape the action which they take within that reality" (p. 8).

The core ideology of ontology is divided into two main perspectives, Objectivist and Subjectivist, which are employed by researchers to create knowledge. Objectivism presents the idea that social entities exist independently in nature and human awareness of their existence has no effect (Saunders et al., 2007). Subjectivism is viewed as "the assumption that social phenomenon is created from the perceptions and consequent actions of those social actors concerned with their existence." (Saunders et al., 2007, 173).

4.1.2 Epistemology

How research is viewed by the researcher is the concern of epistemology (Collis and Hussey, 2003). The main question of epistemology as stated by Saunders et al. (2007) is "can the approach to the study of the social world […], be the same as the approach to studying the natural sciences?" (p. 108).

Two main epistemological stances are identified by methodologists: Positivism and Interpretivism. Positivism was defined as "an epistemological position that advocates the application of methods of the natural sciences to the study of social reality and beyond" (Bryman, 2004, 11). It has an ability to test and examine objects in a very

objective way (Crotty, 1998), and focus on what can be measured and observed (Collis and Hussey, 2003). Those who employ this paradigm assume that what is being studied is separate from the researcher (Bryman and Bell, 2007); thus the feelings of a researcher should not be involved, so in axiological terms, it advocates a value free method (Saunders et al., 2009). In this paradigm based on a solid and appropriate literature review of theories the research questions are well defined in advance (Gray, 2013). However, there is a criticism that relevant and interesting findings could be ignored by the highly structured design, although positivism can enable some degree of generalizability by covering a large sample (Collis and Hussey, 2003). Thus, during the research design the researcher should be aware of the proper methods to answer the research questions and clearly cover the research objectives.

On the other hand Walliman (2006) defined interpretivism as the idea that a constant state of change is the dominant characteristic of social phenomena, as a result of the influence on social interaction as they take place. Research questions cannot be answered by a definite yes or no and multiple realities exist (Lewis et al., 2009). The researcher needs to interpret the findings from his/her perspective (Saunders et al., 2007). Moreover, replicating the same study by another researcher can lead to different findings (Gray, 2013). Essentially, an inductive approach is required for this paradigm, involving looking for emerging patterns from data, which can be the basis for conclusions (Bryman and Bell, 2007).

4.1.3 Philosophy for the study

Theory and methodology have an important relationship as it is vital for the researcher to use the appropriate methodologies that are consistent with the aims and assumptions being viewed (Gephart, 2006). A paradigm is illustrated as a holistic

approach underlying a methodology of research (Kassim, 2001). In marketing there are two broad research paradigms (Kuhn, 2012). The leading paradigm is known as the empiricist or positivist view of knowledge, which tries to study consumer behaviour by applying the methods and principles of the natural science model (Hunt, 1993; Ehrenberg, 1988). The other paradigm is known as the interpretivist or social constructionist view; it defines consumer research as the interpreting of the inter subjective meaning through which consumers view the world (Buttle, 1996; Peter and Olson, 1989). The two philosophies can be differentiated in terms of the philosophical assumptions, aims and methods, each brings to the process of marketing management. According to Marsden and Littler (1996), positivism's common features are experimental, reductionist, explaining, homothetic, objective, quantitative, variables and hard, while interpretivism's common features are descriptive, holistic, understanding, idiographic, subjective, language based and soft.

A positivist approach was adopted in this research, which follows the hypothetical-deductive methodology, for a number of reasons. Positivism predominates in contemporary social science and consumer research (Hunt, 2001). Previous research on social media have been largely based on the scientific paradigm and greatly contributed to the discipline by investigating uses and antecedents related to social media consumption (e. g. Kaplan and Haenlein, 2010; Laroche et al., 2012; Kietzmann et al., 2011; Mangold and Faulds, 2009; Algesheimer et al., 2005; Habibi et al., 2014a), as this study aims to do. In addition, the research questions were based on previous theory found in the literature review and required a scientific approach where empirical knowledge is based on confirmable objectives. It looks for regular patterns of association and causation, which are assumed to be discovered by the operationalisation and measurement of variables. These variables and potential relationships between them are assumed to have an objective external existence that

is not influenced by the observations of the researches. The patterns of behaviour of interest in this research can be determined through a positivist approach, employing a scientific protocol for the investigation.

In this thesis the positivist philosophy was employed, which as stated by Crotty (1998) involves a strong belief in the capability to study and inspect evidence in an objective way. The research design components, as explained by Ponterotto (2005), flow from the adopted philosophy, as follows. Ontology means being, epistemology simply is knowing, Axiology is the values positioning in development of the study, Rhetorical structure is the used language in the study and Methodology is the way of examining the research subject.

Since the positivist philosophy was applied in this study, the applicable ontological assumption was that social reality is objective and external to the examiner, which means the researcher can only observe and examine it and cannot influence it, while believing in its particular reality. The epistemological assumption is that only what is measurable and observable can be treated as accurate knowledge. Since the goal of this research is to find out if owned social media can have an effect on customers' trust and this trust can lead to commitment, and loyalty, this phenomenon can be measured and observed because it reflects the social actors' existing perceptions of these owned social media and how can they be affected by them. The axiological assumption is that the research is value free because the researcher is examining customers' perceptions toward these social media and the relationship between these perceptions and trust and whether customers' commitment, and loyalty are influenced by their trust toward social media and the company. Rhetorically, the method adopted in order to match the aim of this study is a formal approach with usage of the passive voice (Ponterotto, 2005).

4.2 Research Approach

Saunders et al. (2009) explained that "The research approach refers to the extent to which the researcher is clear about the theory at the beginning of the research" (p. 124). Deductive and inductive are the main research approaches. The deductive approach involves "testing theory" while "building theory" is the concern of the inductive approach (Anderson, 2009, 104). The process of the deductive approach starts with visualising a theory and setting up questions and hypotheses based on the theory, then collecting data to test the theory. Quantitative methods are commonly used with this approach (Becker et al., 2012b).

Predicting the effect of constructs is possible for researchers holding this approach as long as an appropriate framework is used to design the constructs. The goal of science is to start with a theory, and then objectively understand phenomenon, free of traditions and assumptions (Slife and Williams, 1995). Four steps are involved in the scientific approach; expression of a problem, conjectural statement developing a relationship between two or more phenomena, speculating hypothesised relationships between factors, and lastly observing and testing in order to put the speculations to empirical test (Kerlinger and Lee, 1964).

On the other hand, observation and extracting a case is the starting point for inductive approach, then hypotheses are set and generating a theory is the final step (Collis and Hussey, 2003). The inductive approach is basically different from the deductive one, as qualitative methods (for example by means of interviews) are used to collect the data, and then analyse the data collected for the purpose of generating a theory. Engagement with the viewpoints of respondents and the possibility of amending part of the research during data collection in order to focus on emerged data are significant features of this research approach.

Consistent with the positivist paradigm and as this research is based on an extensive literature review, and draws heavily on three existing theories (Uses and Gratification Theory, Consumption Values Theory, the Commitment-Trust Theory) a deductive approach was followed. This gives the researcher a chance to adopt and test existing theories. In this the research the three theories mentioned were evaluated in order to investigate the relationship between using social media channels, trusting these channels, and trusting the company that owns these channels.

4.3 Quantitative and Qualitative Methods

Methodology has been defined as "the strategy, plan of action, process design lying behind the choice and use of particular methods and linking the choice and use of methods to the desired outcomes" (Crotty, 1998, 55). Methodology and methods are terms interchangeably used by writers; however, the two terms have been differentiated by Collis and Hussey (2003), who explain that the full research process is the methodology, while the way used to collect the data is the method, such as questionnaire and interviews.

Qualitative and quantitative methods are the main research methods (Bryman and Bell, 2007). "Quantitative research can be characterised as a linear series of steps moving from theory to conclusions" (Bryman and Bell, 2007, 26). "It is concerned with the numerical attributes of an individual or objects. Quantitative variables are divided into discrete quantitative variables and continuous quantitative variables" (Collis and Hussey, 2003, 153). The quantitative approach is helpful to measure variables and is connected with a deductive approach (Collis and Hussey, 2003). Quantitative methods of measurement are used for generalisation, replication and causality (Bryman and Bell, 2007). However, while it is easy and quick and might achieve generalisability to

collect data with quantitative methods, the approach has been criticised. Social attributes may fail to be reflected by quantitative methods. Accuracy and precision in the process of measurement may be lacking. Moreover, the relationship between the research and everyday life is distorted by the reliance on procedures and instruments (Bryman and Bell, 2007).

In contrast, non-numerical attributes are heavily relied on by the qualitative method. Bryman (2004) explained it as "a research strategy that usually emphasizes words rather than quantification in collecting and analysis of data, and that rejects the practice and norms of the natural scientific models" (p. 21). It is linked with the interpretive philosophy. It helps to collect rich data about participants' feeling, thoughts, experience and the meaning they attach to them. In this respect, it is useful for collecting information about social phenomena.

However, qualitative methods are time consuming and might be feasible only with small samples. In addition, a large amount of data, which is not in a standardised format, is produced by qualitative methods, so analysing and interpreting the data might be difficult (Bryman and Bell, 2007).

It is useful to use both methods in one study, as an accurate picture of the study situation will be given and gaps missed by one approach can be filled by the other. It is assumed that they complement each other (Howe, 1988). Combining quantitative and qualitative methods has been suggested for several reasons: (1) "to enable confirmation or collaboration of each other via triangulation", (2) "to elaborate or develop analysis; providing richer detail", and (3) "to initiate new lines of thinking through attention to surprises or paradoxes, providing fresh insight" (Rossman and Wilson, 1985, 631). However, in this research a quantitative method is used for the reasons mentioned, regarding the disadvantages of qualitative methods.

Consequently, the process and steps used to set a clear, organised, flexible plan for methodology should be well known by the researcher. Using the positivist paradigm needs well-established theory and appropriate measurement to present precious data, and then proper techniques to analyse the data, so a strong literature review is needed for the positivistic paradigm to support the research process. The current study employed scales that test evaluated theories as it adopted a positivistic approach.

4.4 Research Strategy

Methodology, according to Crotty (1998), is "the strategy, plan of action, process or design lying behind the choice and use of particular methods and linking the choice and use of methods to the desired outcomes" (p. 55). The label attached to a study is not the main concern; whether research objectives and questions will be answered by the strategy is the most important consideration (Saunders et al., 2009).

For this research, a survey strategy was employed in order to cover a large sample (Bryman, 2004; Saunders et al., 2007). Moreover, a cross sectional time horizon was adopted, where a "snapshot" (Saunders et al., 2009) was obtained. This quantifiable data strategy enables the researcher to spot connections amongst variables and objectives.

4.5 Data Sources

<u>Primary data:</u> based on a solid literature review, the study framework was developed.

Secondary data: previous works and measurements related to social media use, trust, commitment, and loyalty were obtained from academic journals, books and online academic resources.

4.6 Research Population

Especially in business research, the research population is a group of individuals with common characteristics or features, from whom the sample is chosen (Zikmund, 2003). The target population of this study included all customers of telecommunication companies in Saudi Arabia who follow at least one of the companies on Twitter and/or Facebook. This population was selected because these specific characteristics of the study population help to reach the aim of this research, that is, to find out the role of social media in building customers' trust, commitment and loyalty.

4.6.1 Sample size

The number of respondents determines the strength of factor analysis. It is said to be weak if there are fewer than 300 respondents, good with 300 respondents and very good with 400-500 respondents (Kline, 2011). The researcher was looking for about 450 respondents whose responses were usable for analysis. It is suggested that in order to avoid bias 400, respondents is ideal when conducting this kind of research approach and data analysis (Collis and Hussey, 2003). Moreover, it is stated that large sample size helps to minimise the possibility of errors associated with generalisability of findings, and generalising the research findings to the social media users in Saudi Arabia was a subsidiary objective of this study.

Moreover, it is advised that the ratio of responses to the number of items, to be scientifically significant, should be at least 1-4 to 1-10 (Hinkin, 1995). In view of the considerable length of the questionnaire in this study (111 items) the most suitable and feasible would be 1:4. Consequently, a sample size of 450-500 responses was targeted.

4.6.2 Sampling technique

Sample selection is an essential aspect of research (Collis and Hussey, 2003). Random samples (probability) and non random samples (non probability) are the two categories of sampling methods. Probability sampling has a unique feature, that is, the research population elements have an equal chance to be included in the sample (Sekaran, 2006). In contrast, non probability sampling depends on the personal judgement of the researcher (Malhotra et al., 2006). Probability sampling includes random, systematic, stratified and cluster sampling. Non-probability sampling includes convenience, judgement, quota and snowball sampling. This technique was used for reasons such as limited time frame and resources. Short term research projects usually select a sampling method that is less time consuming (Hair et al., 2006). Obtaining a complete list of population is too difficult and it was not possible to identify a suitable sampling frame. Probability sampling techniques can be ruled out if there is a lack of sufficient lists (Hair et al., 2006). Therefore, in this research convenience sampling was conducted by administering the questionnaires to the public on Facebook and Twitter and through key people on social media in Saudi Arabia.

4.7 Scale Development Procedure: Uses of Social Media

An original social media use scale was designed for this study following a procedure guided by Churchill's (1979) scale development model. The reason for following this paradigm was that previous researchers seeking the best steps to create measurement scales, such as Rapp et al. (2013); Huang et al. (2008); Hollebeek et al. (2014); Moorman et al. (1992); Gefen et al. (2003) have followed and employed this model.

4.7.1 Stage of identifying domain of constructs

As stated by Churchill (1979, 67), "The researcher must be exacting in delineating what is included in the definition and what is excluded". As mentioned earlier in this study the researcher used all possible and acceptable definitions for uses of social media and for value dimensions used in this study in order to arrive at suitable operational definitions for all dimensions and constructs used for the scale development. The specification of the domain of constructs was viewed as a crucial step in the whole process of building the scale measurement (Netemeyer et al., 2003). Table 4.2 below shows the constructs employed in this study, with their theoretical and operational definitions.

Table 4.2: Operational definitions of uses of social media dimensions

Construct definitions	Operational definitions
Information	
"Information is recorded and organized data that can be communicated" (Porat and Rubin, 1977, 3). "Information is data that has been processed into a form that is meaningful to the recipient" (Davis and Olson, 1985, 200). "Information is organized data (answering the following basic questions: What? Who? When? Where?)" (Zins, 2007, 482).	Information is a meaningful data organized and communicated to the target audience through the company fan pages which answer (What? Who? When? Where?) questions about the company, product, services, events and anything connected to the company.
Learning	

Knowledge that increases the ability of customers to discover how to do things and to find relevant information (Armstrong and Hegel, 1996). Learning was defined from the perspective of social network as combined and social outcome of seamless discussion, shared practices, and social connections (Brown and Duguid, 1991).. "Learning means the process of improving [behaviour] through better knowledge and understanding" (Fiol and Lyles, 1985, 803).	Learning is knowledge gained by the target audience through discussions, shared experiences and social connections via the company fan pages, which changes behaviours, understanding, and knowledge of how to do things.
Sharing	
Sharing in social media "represents the extent to which users exchange, distribute, and receive content" (Kietzmann et al., 2011, 245). "We define sharing as one centrally produced resource used by many" (Downes, 2001, 3). "formal means of circulation of knowledge (in the broader meaning of the word) among all and any subject-individual or institutional- that prove to be efficient to this effect and available and/or interested" (Caraça and Carrilho, 1996, 772). "We define sharing as the process by which new knowledge, routine, or behaviour becomes distributed among group members and members understand that others in the group posses that learning" (Wilson et al., 2007, 1044). "'giving up one's own resources to benefit another" (Tisak and Ford, 1986, 293).	Sharing is distribution or exchange of resources, knowledge, behaviours and habits through the company fan pages among members of the target audience, so they can have benefit from them.
Entertainment	
"Entertainment refers to the way social media serves as a means for entertaining and escaping pressure" (Lee and Ma, 2012, 333). "The pleasure the individual feels objectively when committing a particular behaviour or carrying out a particular activity" (Lin and Lu, 2011,1154). "positive affect that reflects generalized feelings such as pleasure, liking, and fun" (Scanlan and Lewthwaite, 1986, 32). "We define *entertainment* as a performance or spectacle that captures the interest or attention of individuals, giving them pleasure and/or amusement" (Singhal, 1990). "I would define entertainment as the means by which attention is attracted" (Roca, 2009, 136).	Entertainment is the feeling of pleasure, amusement and fun experienced by the target audience through interacting with each other and with the company through the company fan pages.
Escapism	
The escape from current stress, everyday pressure, and responsibilities (Quan-Haase and Young, 2010). Escapism in social networks is defined as people's effort to have a moment of being away from existing pressure (Xu et al., 2012) "Escapism can therefore be defined as simply relieving stress or breaking the mundane of daily life" (Warmelink	Escapism is the tendency by the target audience to get away from daily life, pressure, routine, and stress through engaging in the company fan pages.

et al., 2009, 1). "indulgent behaviour , for example, engaging in sex, drug use, and alcohol consumption recreationally" (Natale, 2008, 250).	

Passing time	
The way of occupying time when people have nothing to do, or have nothing better to do (Trammell et al., 2006). "collection of interlinked and associated activities that serve to occupy one's time and thoughts pleasantly" (Carter et al., 2014, 123).	Passing time is the target audience's engagement in the company fan pages to occupy their time pleasantly when they have nothing better to do.

Trendiness	
Following the latest trend, being fashionable, being a part of the peer group and part of large community trend (Quan-Haase and Young, 2010). "Prevailing styles and fashion" (Bloch, 1995, 22). "We define trendiness as an attribute [............] that deals with the degree to which the [............] follows the up-to-date styles and fashion [............]" (Blijlevens et al., 2013, 55).	Trendiness is the target audience efforts to look stylish and fashionable and to follow up-to-date activities by engaging with the company fan page.

Socialisation	
"Social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace" (Rheingold, 1993, 5). "The degree to which a person's basic social needs are gratified through interaction with others" (Thoits, 1982,147). "Socialisation can be defined as the process of guiding people into socially acceptable behaviour patterns through the distribution of information, approval, rewards, and punishments via interaction with significant individuals and institutions – essentially a process of human development and enculturation that is influenced by key social processes and enterprises" (Siegel and Welsh, 2000, 165). "The process of building group, cultural, and contra cultural values into individuals" (Hardert et al., 1974, 75).	Socialisation is the process of behavioural social interactions and discussions between the target audience and the company and with each other through the company fan page which will help to gratify individuals' social needs and shape their values.

Companionship	
The feeling of being with someone and being a part of group or group member and spending time jointly, and it is all about the value of being accompanied (Ridings and Gefen, 2004). "behaviours related to avoiding feelings of loneliness" (Smock et al., 2011, 2327). Companionship has been defined in the more general sense of persons spending time together (Tinari, 1998). Companionship is the act of "keeping company or associating with another person through some shared activity" (Brown, 1982). Companionship is "the alleviation of feelings of loneliness" (Greenberg, 1974).	Companionship is the attempt of the target audience to avoid feelings of loneliness and to feel part of a group by engaging with the company fan pages.

Alturism	
" social behaviour carried out to achieve positive outcomes for another rather than for the self" (Rushton, 1980, 8) "a motivational state with the ultimate goal of increasing another's welfare" (Batson and Shaw, 1991, 6). "voluntary behaviour that is intended to benefit another and is not motivated by the expectation of external reward." (Eisenberg, 1986, 1) defined in behavioural terms as "self-destructive behaviour performed for the benefit of others" (Wilson, 1975, 578).	Altruism is the target audience's behaviour of thinking, caring, and acting for the good of others in the company fan pages.
Community	
"A community is a group of people who are socially interdependent, who participate together in discussion and decision making, and who share certain practices that both define the community and are nurtured by it." (Bellah et al., 1985, 333). "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together" (McMillan and Chavis, 1986, 9). We define community as: "a group of people who are brought together to share and generate knowledge in a mutually supportive and reciprocal manner" (Misanchuk and Anderson, 2001, 6). "Community' generally describes groups of people (e.g., a town, a school) connected by a common interest and who define their identities by the roles they play and the relationships they share in the group's activity" (Riel and Polin, 2004).	Community is the target audience who are members of the company fan page, they share the feeling of belonging to this community, knowledge and support through the company fan pages.
Communication	
"information that enters a process and eventually leaves its inverse process" (Losee, 1999, 1). "the exchange of information between individuals" (Rogers, 1999, 61). "frequency of interaction and agreement on substantive issues" (Jennison and Johnson, 2001). "a type of speech in which the ties of union are created [and maintained] by a mere exchange of words" (Schneider, 1988, 14). "the transfer of meaning between sender and receiver." (Gibson and Hodgetts, 1986, 4). "shared meaning created among two or more people through verbal and nonverbal transactions." (Daniels and Spiker, 1987, 23). "the transfer of symbolic information" (Cushman et al., 1988, 57).	Communication is the process information transfer and interaction between the target audience and the company and among each other through the company fan pages.
Self esteem	
"A person's sense of adequacy or worth in his [....] social interaction with people in general" (Van Tuinen and Ramanaiah, 1979,18).	Self esteem is the overall feeling and belief of self worth and personal value experienced

"Self-esteem, defined as the degree of correspondence between an individual's ideal and actual concept of himself" (Cohen, 1959, 102). "Self-esteem, defined as the extent to which an individual believes himself or herself to be capable, significant, successful, and worthy" (Coopersmith, 1981). "Self-esteem, defined as a general feeling of self-worth" (Brockner, 1988). "Self-esteem, defined as a person's overall evaluation of his or her worthiness as a human being" (Rosenberg, 1979). "Self-esteem, defined as a generalized sense of self-worth or self-acceptance" (Wylie, 1979).	by members of the target audience arising from interaction through the company fan pages.
Influence others	
"We define influence simply and straightforwardly as the act of producing an effect on the behaviour of another without the use of coercion, authority, or political control" (Spaeth and Altfeld, 1985, 70). "We define influence in a way that clearly distinguishes it from power. Influence is the socially induced modification of a belief, attitude, or expectation effected without recourse to sanctions" (Willer et al., 1997, 573). "the changes in people caused by what others do" (Wrong, 1979, 4). Influence is "defined as the ability to persuade and to obtain adherence to an idea without appealing to external means, is unquestionably a form of power, but it is perceived as good power" (Falardeau and Durand, 2002, 138).	Influence others is a behaviour by a member of the target audience through the company fan pages, to affect the behaviour or thinking of other members.

4.7.2 Stage of generating a pool of items

The second step after the identification of the domains of these study measurements was generating a pool of items that develop dimensions (Netemeyer et al., 2003). A list of items was taken from previous studies of the uses of social media, such as Quan-Haase and Young (2010); Ridings and Gefen (2004); Lee et al. (2010); Grace-Farfaglia et al. (2006); Dholakia et al. (2004); Bonds-Raacke and Raacke (2010) in order to form scale dimensions to be used in later stages. The reasons behind compiling this list of items in this stage were that reliability of scale measurement is improved by multiple items, a construct cannot be sufficiently measured by one item,

and the attributes of a one-item scale would be hard to evaluate accurately (Churchill, 1979; Diamantopoulos and Souchon, 1999; Netemeyer et al., 2003).

The procedure of generating items involved two different methods, as advised by Churchill (1979). The researcher started with selecting items from previous related studies such as Algesheimer et al. (2005); Beerli et al. (2004); Bonds-Raacke and Raacke (2010); Butler et al. (2007); Casaló et al. (2007); Dholakia et al. (2004); Ellison et al. (2007); Garbarino and Johnson (1999); Gefen et al. (2003); Grace-Farfaglia et al. (2006); Joinson (2008); Kaye and Johnson (2002). This yielded 90 items that have been used and cited in the field of social media use. Although not all of these items fit with the operational definitions used for constructs and dimensions of this study, they were used in order to enhance the size of the potential item pool during the scale development (Netemeyer et al., 2003). The second method used to confirm items was by conducting an expert judgement exercise, which is recommended by Churchill (1979) "Experienced researchers can attest that seemingly identical statements produce widely different answers" (p. 68). The confirmed items for the uses of social media are shown in Appendix 2.

4.8 Expert Panel

This is the second method used in the stage of generating measurement items. In this step the researcher put all the items from the literature in a table and distributed it as a questionnaire to the panel of experts. The panel of experts included ten experts in marketing management: six PhD researchers and four lecturers. These experts were asked to evaluate the ability of each item of the items provided to be included in the measurement scale for the dimensions and constructs which meet the domain of this study, consistent with Churchill (1979). The number of knowledgeable people used in

this panel is almost the same as the number of experts recommended by Netemeyer et al. (2003) in order to enhance the reliability of the panel. The final list of items generated by this stage was rated quantitatively. The researcher kept items that were agreed on by 70% (seven experts) and regarded as representative items and rejected items that were agreed on by less than 70% and regarded as not representative items, as advised by Bearden et al. (2001). The expert panel step generated 74 items that were considered suitable for measuring uses of social media and generated the categories of value dimensions. The result of the expert judgement exercise is shown in Appendix 3.

4.9 Editing Items (Wording)

The item generation stage should end with item wording editing as suggested by Churchill (1979). Therefore the researcher distributed six surveys that included the final items to business researchers at the University of Hull Business School (HUBS). These researchers were asked to answer the questionnaire and mention any difficulties faced in completing the questionnaire. A few linguistic suggestions and some layout issues were reported by participants. The final step in this stage was recommended by Churchill (1979) and Netemeyer et al. (2003) in order to avoid ambiguous and unclear items and so improve item reliability.

4.10 Questionnaire Development

The scale development procedure to develop measures for the use of social media and categorise them into the value dimensions according to the paradigm of Churchill (1979) has been discussed in the previous sections, and this leads us to the next step

which is designing the questionnaire. This section will include the format of questions, and the technique of translating the questionnaire from English to Arabic.

4.10.1 Designing the questionnaire

Multiple choice questions were designed in this stage of methodology and assessed to collect demographic data. In order to measure the reason behind customers' use of companies' own social media, closed ended questions were used on a seven point Likert scale, as employing factor analysis and structural equation modelling are supported by Likert scales (Netemeyer et al., 2003). It is reported that seven point Likert scales have been widely used in marketing studies and it was argued that the reliability of the findings is enhanced by six or seven point Likert scales (Cox III, 1980; Kennedy et al., 1996; Weng, 2004; DeVellis, 2011). However, it was argued that the number of points is subject to the preference of researcher (Garland, 1991). The reason behind employing the seven point Likert scale in this study is that it was supported and used widely by marketing researchers (Cox III, 1980; Garland, 1991; Smith and Snell, 1996; Netemeyer et al., 2003; Dawes, 2008; Saunders et al., 2009; DeVellis, 2011). It is argued that the validity of findings is not enhanced by using scales with more than seven points (Dawes, 2008). Moreover, it was stated that participants' relaxation through the completion of the questionnaire will be improved by using a scale with seven points (Cox III, 1980). The seven point Likert scale used was: "(7) very strongly agree, (6) strongly agree, (5) agree, (4) neutral, (3) disagree, (2) strongly disagree, (1) very strongly disagree", as employed by Garland (1991) and Dillman (2000).

4.10.2 Questionnaire translation

English was the language used when developing the questionnaire. However, the questionnaire had to be translated into Arabic to make it easy for the participants and to make sure language would not be a barrier to participation in the survey. The back translation technique recommended by Usunier and Lee (2009) was used. The back translation technique is considered as an essential technique in order to create an equivalent translation, and according to Usunier and Lee (2009), "*The back-translation technique is the most widely employed method* for reaching translation equivalence" (p. 155). It aims to reduce the bias of translation and highlight any possible mistakes (Usunier and Lee, 2009).

In order to carry out the translation process, first the finalised questionnaire was distributed to a number of Arabic postgraduate students (6 PhD researchers) who had gained high scores in their English assessments (IELTS). The researcher grouped these researchers into two groups of three. The first group was given a questionnaire in English and they were asked to translate it into Arabic, and then give the translated one to the other group to translate it back into English. Afterwards, the back translated questionnaire was given to two Arabs who are English language lecturers in Saudi universities and they were asked to give comments about the translation and to make sure it represented the original English questionnaire, so that the questionnaire could be distributed in Arabic without changing the original meaning of the measures used in the questionnaire.

4.10.3 Possible questionnaire bias

Possible bias should be considered by any credible research that employs a survey, as possible bias is a common problem in surveys. For that reason, possible bias was

carefully considered by the researcher. Related literature stressed that the most likely bias types to arise with this kind of survey are acquiescence response style and non response bias.

4.10.4 Acquiescence response style bias

When a survey is answered in a cynical way by a participant, it is called acquiescence response (Hurd, 1999; Cheung and Rensvold, 2000). To avoid this kind of bias, a common suggestion is to include positive and negative items in the questionnaire (Churchill, 1979). However, it was suggested that negative items could require high cognitive reprocessing and that makes their factor analysis complicated (DeVellis, 2011). Moreover, factor analysis and structural equation model loadings could be negatively influenced by combining positive and negative items (Dillman, 2000; Netemeyer et al., 2003). In addition, responses of individual participants have been found to be damaged by combination of positive and negative items (Cox III, 1980; Creswell, 1998; Saunders et al., 2009). Thus, the researcher added two extra questions to make sure there was no bias with the instruction, "Please select "Strongly Disagree" as a response to this question". Anyone not selecting the right answer; was assumed not to have read the questions properly and their entire response was discarded.

4.10.5 Non response bias

Berg (2005) referred to non response as "a survey response that falls outside the range of responses that the survey designers consider to be valid" (p. 867). Non response could happen with some questions or items of the questionnaire. The researcher dealt with this matter by making answering a question or an item a

requirement for moving to the next question, as this survey was distributed on online software and this feature worked with the software.

4.11 Design of the Use of Social Media measuring items in the Questionnaire

The measures for the use of social media used in the scale development were gathered from relevant literature   Algesheimer et al. (2005); Bonds-Raacke and Raacke (2010); Butler et al. (2007); Dholakia et al. (2004); Ellison et al. (2007); Grace-Farfaglia et al. (2006); Joinson (2008); Kaye and Johnson (2002); LaRose and Eastin (2004); Lee et al. (2010); Lenhart and Fox (2006); Liu and Arnett (2000); Park et al. (2009); Quan-Haase and Young (2010); Ridings and Gefen (2004); Smock et al. (2011); Stoeckl et al. (2007); Sun et al. (2008); Wang and Fesenmaier (2003); Xu et al. (2012). See Table 4.3.

Table 4.3: The measures for the use of social media

information construct:	Learning construct:
1. To get my questions answered. 2. Because it provides access to up-to-date information and news. 3. Because it is easier to get information. 4. To get useful information about products and services. 5. Because they provide complete descriptions of products/services. 6. To keep up with current issues and events. 7. Because they provide relevant information to the customer. 8. To search for information. 9. Because it helps me find locations, required products, and services.	1. To talk out my problems with the company and get advice. 2. To learn about events and issues. 3. To learn about new technologies. 4. To learn about or keep up with telecommunications. 5. To learn about new things. 6. To get new and fresh ideas. Altruism construct: 1. To help other fans and customers. 2. To think about other fans and customers instead of myself. 3. To support the fan page.
Entertainment construct: 1. To enjoy the pleasure of interacting with the company and customers. 2. Because it is entertaining. 3. Because I enjoy it. 4. To have fun. 5. To have a good time.	Sharing construct: 1. To provide information. 2. To share practical knowledge or skills with others. 3. To share information that might be of interest to others. 4. To share my successes and failures with the company with others. 5. To share my knowledge of telecommunications with others.
Passing-Time construct: 1. Because it passes the time away when I'm bored. 2. Because it relaxes me. 3. To occupy my time. 4. Because it is a pleasant rest. 5. Because it helps me when I have nothing better to do.	Friendship construct: 1. Because it helps when there's no one else to talk or be with. 2. To find companionship. 3. To chat with people with similar interests. 4. Because it makes me feel less lonely. 5. Because it makes me feel like I belong to a group. 6. To interact with people with the same interests and values. 7. To find others like me.
Trendiness construct: 1. Because everybody else is doing it. 2. To not look old-fashioned. 3. To look trendy. 4. To look fashionable.	Escapism construct: 1. Because it helps me to forget about my problems. 2. Because it helps me to get away from what I am doing. 3. Because it helps me to get away from pressures (or responsibilities). 4. So I can get away from the rest of my family or others.

Community construct:	Socialization construct:
1. Because I am very attached to the fan page. 2. Because I feel I share the same objectives with the other fans. 3. Because my friendship with other fans means a lot to me. 4. Because I need someone to talk to or be with. 5. Because I see myself as part of the fan page. 6. To feel connected to the company and the customers.	1. To meet interesting people. 2. To get peer support from other customers and fans. 3. To give me something to talk about with others. 4. To give me something to talk about with others. 5. To build relationships with other fans and customers. 6. To belong to a group with the same interests as mine. 7. To meet new people.
Self-Esteem construct:	Influence-Others construct:
1. To feel that I'm a person of worth, equal with other customers and fans. 2. To feel that I have a number of good qualities. 3. To find others who respect my views. 4. To take a positive attitude toward myself. 5. Because it makes me feel I am able to do things as well as most other customers. 6. Because it makes me feel satisfied with myself.	1. To motivate customers and fans to feel participation. 2. To motivate other customers and fans to action. 3. To influence the way other customers and fans think.

4.12 Design of Other Constructs measuring Items in the Questionnaire

In regard to the measures of the other constructs (Trust towards fan page, Trust towards the company, Commitment towards the company, and Loyalty towards the company) the items were adopted consecutively from Gefen et al. (2003), Gefen et al. (2003), Beerli et al. (2004), and Garbarino and Johnson (1999). The scales of these constructs are summarised as follows in Table 4.4.

Table 4.4: The measures of the other constructs

Trust towards fan page construct:	Trust towards the company construct:
1. Based on my experience with the company's social media, I know it is honest.	1. Based on my experience with the company, I know it is honest.
2. Based on my experience with the company's social media, I know it cares about followers.	2. Based on my experience with the company, I know it cares about customers.
3. Based on my experience with the company's social media, I know it is not opportunistic.	3. Based on my experience with the company, I know it is not opportunistic.
4. Based on my experience with the company's social media, I know it is predictable.	4. Based on my experience with the company, I know it is predictable.
5. Based on my experience with the company's social media, I know it knows its field.	5. Based on my experience with the company, I know it knows its market.
Commitment construct:	Loyalty construct:
1. I am proud to belong to this company.	1. I do not like to change to another company because I value the selected company.
2. I feel a sense of belonging to this company.	
3. I care about the long-term success of this company.	2. I am a loyal customer of this company.
4. I am a loyal patron of this company.	3. I would always recommend this company to someone who seeks my advice.

Participants were asked to rate their own feelings level towards each item on a seven point Likert scale; "(7) very strongly agree, (6) strongly agree, (5) agree, (4) neutral, (3) disagree, (2) strongly disagree, (1) very strongly disagree". In this study the scale points direction of Garland (1991), Dillman (2000), and DeVellis (2011) aws used.

4.13 Questionnaire Piloting

The researcher has explained the development of scale measures for the use of social media and the categories of value dimensions, and presented the steps of constructing the survey. This part of the thesis will explain the last stage of administration of the survey, which was survey piloting, as recommended by scholars such as Churchill (1979), Cheung and Rensvold (2000), Dillman (2000), Bryman and Bell (2007), and Saunders et al. (2009). "The term 'pilot studies' refers to mini versions of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a particular research instrument such as a questionnaire or interview schedule" (van Teijlingen and Hundley, 2002, 1). Advantages of pilot study are to be warned in advance about any inappropriateness, deviation, and complexity which might lead to project failure (van Teijlingen and Hundley, 2002). van Teijlingen and Hundley (2002) listed reasons for conducting a pilot study as follows:

- "Developing and testing adequacy of research instruments.
- Assessing the feasibility of a (full-scale) study/survey.
- Designing a research protocol.
- Assessing whether the research protocol is realistic and workable.
- Establishing whether the sampling frame and technique are effective.
- Assessing the likely success of proposed recruitment approaches.
- Identifying logistical problems which might occur using proposed methods.
- Estimating variability in outcomes to help determining sample size.
- Collecting preliminary data.
- Determining what resources (finance, staff) are needed for a planned study.
- Assessing the proposed data analysis techniques to uncover potential problems.
- Developing a research question and research plan.
- Training a researcher in as many elements of the research process as possible.
- Convincing funding bodies that the research team is competent and knowledgeable.

- Convincing funding bodies that the main study is feasible and worth funding.
- Convincing other stakeholders that the main study is worth supporting." (p. 2).

In order to assess the validity and clarity of the items used to measure the motivation for using owned social media, a pilot study was conducted. In order to assure questionnaire clarity and ease of understanding this pilot questionnaire was distributed to a number of people in two stages.

4.13.1 Pilot test stage one

The researcher distributed 12 questionnaires to PhD researchers in the UK, and the researchers were asked to complete the questionnaire as potential participants. Face validity was the aim of this step, which refers to test "obviousness"; the purpose was to check whether measures were clear and unambiguous or not (Holden, 2010). There were some comments on the layout and content of items such as language, meaning and appearance and they were considered.

4.13.2 Pilot test stage two

The questionnaire was distributed to a group of potential participants in Saudi Arabia. They were selected based on the criteria for this research (Telecommunication company customer and following the company on Facebook or/and Twitter). They were asked to complete the questionnaire and report any issues they faced while filling the questionnaire. It was reported that the opening statement of the survey was not clear about the target sample. The researcher rewrote the opening statement in clearer language in order to make it understandable. There were some other issues relating to language and understanding of some questions, which were all dealt with properly. After these modifications and preparations, the final questionnaire was considered to be ready for administration.

4.14 Data Analysis Strategy

The research design, sampling, procedures, process of scale development and survey finalisation were discussed earlier in this chapter. The technique used for the data analysis will be outlined in this section. Before starting the data analysis, the full sample (n=522) was randomly split into two halves (261) using the SPSS version 20 and these halves were taken to represent calibration and validation samples (Churchill, 1979; Cudeck and Browne, 1983; Anderson and Gerbing, 1988; Hair et al., 1998). The first half of the data was used to purify measures and the second was for validation.

4.15 Measure Purification Strategies

Churchill's (1979) paradigm was followed in order to purify the measures. First, factor analysis was carried out on all items claimed to tap the different dimensions of a construct, in order to be sure all hypothesised dimensions were presented or to "suggest dimensions" (Churchill, 1979, 69) if items did not load as expected.

4.15.1   Reliability analysis

In the process of developing a scale, the first step, according to Churchill (1979) is the assessment of the internal consistency or the subscale reliability. When a scale gives comparable or repeatable outcomes with different samples, it is considered a reliable scale (Netemeyer et al., 2003). Therefore, a reliable scale's heart is the idea of internal consistency (Peter, 1979; Hair et al., 1998; Field, 2009).

The widely used measure for internal reliability is coefficient alpha (DeVellis, 1991; Deng and Dart, 1994; Hair et al., 1998; Malhotra and Birks, 2007). It has been

claimed that Cronbach's alpha is the "most useful formula for assessing the reliability of measures in marketing research" (Peter, 1979, 9). The alpha statistic indicates the interrelation of items proposed to measure a given object and whose variances are developed from a general source (Netemeyer et al., 2003). Hence, latent variables are measured by highly correlated items.

A new scale alpha score of 0.8 has been advocated by Robinson et al. (1991), while scores of 0.7-0.8, 0.8-0.9 and more than 0.9 respectively are considered decent, excellent or should lead to condensing the scale length (DeVellis, 1991). In addition, Nunnally and Bernstein (1978) believed that a score of 0.7 represents the minimum of adequacy whilst 0.8 and greater represent an addition to the reliability of a scale, a view supported by Clark and Watson (1995). However, it has been noted that construct validity is affected unfavourably by high reliability levels (Churchill and Peter, 1984). Moreover, it has been claimed that "increasing the internal consistency of a test beyond a certain point will not enhance its construct validity and, in fact, may occur at the expense of validity. One reason for this is that strongly intercorrelated items are highly redundant: Once one of them is included in the scale, the other(s) contribute virtually no incremental information" (Loevinger, 1954, 316).

4.15.2   Exploratory Factor Analysis

In the scale development process, exploratory factor analysis is the next stage after the reliability analysis, in order to determine the assumptions of measurement dimensionality (Churchill, 1979; DeVellis, 2011). Exploratory factor analysis assesses the degree to which a scale's items are represented by a number of underlying components called "factors".

The reason behind conducting a reliability test prior to exploratory factor analysis is that a pool of unreliable items being factor analysed can lead to the scenario, "garbage in garbage out" and be likely to end with identifying dimensions that are conceptually irrelevant (Churchill, 1979). Therefore, the initial reliability analyses were the base for exploratory factor analysis and assisted in categorising items into factors. Nevertheless, it is noted that factors suggested by exploratory factor analysis are not confirmed (Churchill, 1979); confirmatory factor analysis is the only way to establish a scale's unidimensionality (Gerbing and Anderson, 1988).

4.15.3   Internal and external consistency

Inter-item correlation was checked for each dimension separately, for the investigation of internal consistency. The assumption is that items in the same dimension have the same amount of "common core" (Churchill, 1979, 68). Consequently, a poor correlation between items means they do not have the same amount of 'common core' and cannot tap the same domain.

Hence, items with low item total correlation were deleted. Using both internal and external consistency methods was important as the external consistency is represented by the method of item total correlation, and many factors could display high item total correlation leading to high correlation between several constructs (Anderson and Gerbing, 1989).

Means and variances of items were investigated as well. High variance and a mean value close to the midpoint of the scale represent a healthy scale item (DeVellis, 1991). Consequently, the investigation considered individual items and related items of the same dimension.

4.15.4   Unidimensionality exploration

The cornerstone for theory of measurement is unidimensionality which means "That a set of items forming an instrument all measure just one thing in common is a most critical and basic assumption of measurement theory" (Hattie, 1985, 49). Although unidimensionality cannot be verified by exploratory factor analysis (Gerbing and Anderson, 1988), it is still usable as a first glance in order to identify any items tapping a separate construct. When analysing factor by factor, to be sure the items loaded on the expected factor, a construct is supposed to be reflected by all items. The extraction of a second factor led the researcher to study the items loaded on the second factor in order to make a decision on whether to retain the factor or reject it. If the factor was rejected, the items loaded on it were eliminated and the analysis rerun. Another EFA per construct was performed on the retained items in order to ensure items were loaded on the expected dimension. Items that loaded on more than one dimension or did not load were removed. Items loaded on a different dimension than the proposed one were reviewed alongside the operational definition of the new dimension, in order to be placed in the new dimension or removed.

4.15.5   The appropriateness of the sample for factor analysis

Suitability of the study's sample size should be examined before the conducting of factor analysis (Field, 2009; Pallant, 2010). It is advised that the sample size should not be less than 300 (Field, 2009). Moreover, Ferguson and Cox (1993) claimed that sample size should not be less than 200. The size of this study was 522 responses, which is almost the double the sizes advised in the related literature.

4.16 Measures Validation

The variables' new measures (i.e. Information, Learning, Sharing, Entertainment, Trendiness, Passing time, Socialization, Companionship, and Self-esteem) were validated by using the second split half (n=261) which was different from the one used in the purification stage.

4.16.1   Normality assessment

Confirmatory factor analysis (CFA) was used in the stage of measure validation. The skewness and kurtosis for each item were first analysed as CFA supposes normal distribution.

Normality in the data showed some problems. However, such small issues are common in social sciences (Hoyle, 1995). In general, it has been claimed that in large samples (i.e. above 200), skewness and kurtosis do not make a remarkable difference in analysis (Chou and Bentler, 1995; Curran et al., 1996).

4.16.2   Confirmatory Factor Analysis (Unidimensionality verification)

The initial paradigm (Churchill, 1979) for scale development based on Cronbach's alpha and exploratory factor analysis has been expanded by Gerbing and Anderson (1988) to comprise confirmatory factor analysis. The difference between confirmatory factor analysis and exploratory factor analysis, is that a factor structure is specified before statistical analysis. The extent of the model fit decides whither a measure is dimensional or unidimensional (Anderson and Gerbing, 1988; Floyd and Widaman, 1995; Kumar and Dillon, 1987).

All developed models were specified and each model's goodness of fit was tested. Standardised residuals were then examined. The value of residuals should be between +2.58 and -2.58 or misspecification will be indicated (Steenkamp and Van Trijp, 1991). It has been recommended that the values of skewness and kurtosis is between 2.00 and 7.00 (Hair et al., 1998). Another recommendation is that values of skewness and kurtosis should be between +/- 3.0 and +/- 10.0 (Kline, 2011).

Items with high or low residuals with other items from either the same or other scales may have been assigned to either the wrong or an undetected factor (Steenkamp and Van Trijp, 1991). Therefore, items with residual issues were either removed or reassigned to another factor, with consideration to face validity. This procedure was repeated until the unidimensionality of each scale was achieved.

4.16.3   Reliability assessment

Measuring reliability was next after the verification of measures' unidimensionality. The measure reliability is a sign that the measure is stable and internally consistent, which helps in assessing developed measures' goodness of fit (Sekaran, 2006). Reliability was assessed by using two common methods: first, individual items' reliabilities were estimated by multiple squared correlations. Second, the composite reliability was calculated, using the formula [CR = (Σ standardised loadings of 1st-order on 2nd-construct) 2 / (Σ standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order construct error variance)]. The composite reliability cut off point was 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008), 0.7 (Hair et al., 2010).

4.17 Content Validity Assessment

Content validity concerns the selection of proper and representative items that tap the concept. The more items represent the dimension, the more content validity is present. The panel of judges had agreed on the new developed measures. Face validity is an indication that the items proposed to measure the dimension represent the whole phenomenon. Following the recommendation of Churchill (1979), the final items for each domain were reconsidered in relation to the domain definition. This is an exchange between reliabilities and higher model fits on the one hand, and face validity on the other hand. The aim of this procedure was to keep items that represent the domain and improve model fit by removing unsatisfactory items.

4.18 Convergent Validity

Convergent validity is "a specific construct converge or share a high proportion of variance in common." (Hair et al., 2006, 771). It can be calculated by (1) Factor loading, (2) Average variance extracted (AVE), and (3) the squared root of Average variance extracted (SQRTAVE).

Factor loadings:

As indicated in the previous part all critical ratio were more than the threshold (1.96) and all standardised regression weights were more than the threshold (0.50). Thus, convergent validity is identified by these results.

Average variance extracted:

More than the half of variances is observed is the condition for AVE, which means the threshold of AVE value has to be more than (0.5) (Fornell and Larcker, 1981; Hair et

al., 2006). AVE = (Σ squared multiple correlations) / (the number of indicator measurement error).

The squared root of average variance extracted:

The threshold of SQRTAVE value should be greater than 0.5 (Hair et al., 2010). SQRTAVE = (Σ standardised regression weight) / (the number of indicator measurement error).

4.19 Discriminant Validity

Based on theory, when two variables are calculated to be uncorrelated then the discriminant validity is established (Sekaran, 2006), and consequently it was examined whether the new developed scales are different from others. Discriminant validity is "the degree to which two conceptually similar concepts are distinct" (Hair et al., 2010, 126). It confirms that the proposed scale is not equal to other similar concepts (Hair et al., 2006). It can be supported if first, the correlation between two variables takes the value 1.0; second, the correlation of a one construct model is separate from the two-construct model (Hair et al., 2010).

4.20 Existing Measures Assessment

These scales were adapted from previous studies, as mentioned previously in this chapter. With adopted scales, usually there is no purification of the scales as they have been used and purified before. However, with adapted scales the researcher found that it is better to do the purification stage as there might be some changes in the scales (e.g. Garbarino and Johnson, 1999; Beerli et al., 2004; Casaló et al., 2007).

Moreover, differences between scales' theoretical dimensions and the ones in the research for which they are adapted could be due to differences in industry or context (Babakus and Boller, 1992; Beerli et al., 2004). Therefore, the stages in this procedure were the same as for newly developed scales.

4.21 Development of Alternative Models

Developing a number of models is advisable in order to test the best fitted model that could explain the phenomenon. Consequently, based on the theoretical base for the dimensions of social media uses (i.e Information, Learning, Sharing, Entertainment, Trendiness, Passing time, Socialization, Companionship, and Self-esteem) several models were developed and are explained in the sections on reliability and validity.

4.21.1 Model identification

Each model was identified and verified by making sure that all parts of the model were identified, by linking observed variables to first order and first order to second order (Rindskopf and Rose, 1988).

4.21.2 Model specification and comparisons

The theoretical review was the base for developing the alternative models. Goodness of fit indices were used to evaluate the developed models. Moreover, in order to assess the model fit of the developed models, a series of indices were considered (see Table 4.5).

Table 4.5: Model Fit Indices and their cut off points

Model fit indices	Description	Acceptable Threshold Levels (P < .05)
CMIN/DF Chi-square (X2) (Browne and Cudeck, 1993).	Test the differences between matrices of covariance, which is the key in assessing good model fit. CMIN/DF < 2.83 (Hair et al., 2010). CMIN/DF < 3.00 (Garver and Mentzer, 1999).	CMIN/DF < 2.83
Goodness of fit (GFI) (Ping, 2004; Jöreskog and Sörbom, 1993)	A guideline to fit and a start effort in order to make a statistic fit. GFI ≥ .90 (Hair et al., 2010; Jöreskog and Sörbom, 1993). GFI ≥ .95 (Hooper et al., 2008; Schumacker and	GFI ≥ .90
Adjusted GFI (AGFI) (Ping, 2004; Jöreskog and Sörbom, 1993)	Lomax, 2004; Jöreskog and Sörbom, 1993). AGFI ≥ .80 (Hair et al., 2010). AGFI ≥ .95 (Hooper et al., 2008; Schumacker and Lomax, 2004; Jöreskog and Sörbom, 1993).	AGFI ≥ .80
Normed Fit Index (NFI) (Bentler and Bonett, 1980).	An incremental model fit index that measures fit relative to a baseline model. NFI ≥.90 (Hair et al., 2010; Bentler and Bonett, 1980). NFI ≥.95 (Hooper et al., 2008; Schumacker and Lomax, 2004).	NFI ≥.90
Comparative Fit Index (CFI) (Bentler, 1990).	An improved version of the NFI that measures the proportionate improvement in fit. CFI ≥ .90 (Hair et al., 2010). CFI ≥ .95 (Hu and Bentler, 1995; Hooper et al., 2008).	CFI ≥ .90
TLI	Conceptually it is comparable to the Normed Fit Index, but not normed. It takes into account to some degree model complexity. TLI ≥ .90 (Hair et al., 2010).	TLI ≥ .90
Root Mean Square Error of Approximation (RMSEA) (Steiger, 1990; Jöreskog and Sörbom, 1993)	Assesses the ability of fitted model to estimate the covariance matrix of population per degree of freedom. It is widely used to correct the tendency of X2 GOF test to reject models with a large sample or a large number of observed variables. RMSEA < .05 (Schumacker and Lomax, 2004; Browne and Cudeck, 1993). RMSEA < .06 (Hu and Bentler, 1995). RMSEA < .07 (Steiger, 1990). RMSEA < .08 (Hair et al., 2010).	RMSEA < .07

4.22 Models with Higher-order Constructs

A critical question has been asked by Cadogan and Lee (2013) about whether formative first order can reflect higher order constructs. It has been claimed that the second order can exist (Jarvis et al., 2003), although, "this kind of second-order factor

model has not been explicitly recognized in the literature" (Jarvis et al., 2003, 204). In order to define multidimensional constructs, they have to be derived from theory and the theory has to mention their relationship to the higher order construct (Becker et al., 2012a; Johnson et al., 2012; MacKenzie et al., 2011). Supporters of the use of second order constructs have stated that the higher order constructs give more theoretical thriftiness and decrease model complexity (Becker et al., 2012a).

Measure items (i.e. variables) are observed as indicators of the first order construct. Indicators and a first order construct have a relationship, which assumes that the indicators are driven by the construct (i.e. reflective relationship) (Ping, 2004). A second order construct has a different relationship, where constructs are indicated by another construct. Second order constructs can be combined if they are related, using structural equation modelling to represent a higher order construct. The strategy used to analyse second order constructs (utilitarian, hedonic, social) is discussed below, while their theoretical and operational definitions are depicted in Table 4.6.

Table 4.6: Operational definitions of value dimensions

Construct's definitions	Operational definitions
Utilitarian Value	
"Utilitarian value is defined as an overall assessment (i.e., judgment) of functional benefits and sacrifices" (Overby and Lee, 2006, 1161). Utilitarian value is defined as "an instrumental, functional and cognitive benefit based on the extent to which goods or services have useful and convenient characteristics, functions and performance" (Yoshida et al., 2013, 129). Utilitarian value is defined as "perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance" (Sheth et al., 1991, 160). Utilitarian value is the ability to perform functions in the everyday life of a consumer (Chaudhuri and Holbrook, 2001, 85).	Utilitarian value is the perceived functional benefits, task achievement, and cognitive benefits the target audience derive through convenience characteristics and performance of the company fan pages.
Hedonic Value	
"Hedonic value is defined as an overall assessment (i.e., judgment) of experiential benefits and sacrifices, such as entertainment and escapism" (Overby and Lee, 2006,	Hedonic value is related to pleasurable subjective feelings, emotions and senses which are

	more related to fun than task completion, which the target audience experience through engaging with company fan pages.
1161). Hedonic value is defined as "more subjective and personal than its utilitarian counterpart and results more from fun and playfulness than from task completion. Thus, hedonic shopping value reflects shopping's potential entertainment and emotional worth" (Babin et al., 1994, 646). "Hedonic value is defined in the current study as the non-instrumental, experiential and affective benefits generated from the utility of a good or the experience of a service" (Yoshida et al., 2013, 129). Emotional value is defined as value associated with the ability of the product or service to arouse certain feelings or affective states (Sheth et al., 1991, 161). We define hedonic value as the pleasure potential of a product class (Chaudhuri and Holbrook, 2001, 85).	
Social Value	
The social perspective of perceived value denotes that people perceive the multitude of sociable roles when they use the services (Belk, 1988). "perceived utility acquired from an alternative's association with one or more specific social groups" (Sheth et al., 1991, 161). "the utility derived from the product's ability to enhance social self-concept" (Sweeney and Soutar, 2001, 211).	Social value is the perceived value obtained from the company fan pages which enhance the member's social role and social self-concept.

4.22.1   Analysis of individual factor relationships

Factor relationships between the first and second order constructs were assessed in order to test the proposed relationships through parameter estimates and significance statistics.

4.22.2   Reliability assessment

Composite reliability can be calculated as:

CR = (Σ standardised loadings of 1st-order on 2nd-construct) 2 / (Σ standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order construct error variance).

4.22.3 Convergent validity assessment

Convergent validity is "a specific construct converge or share a high proportion of variance in common." (Hair et al., 2006, 771). It can be calculated by Factor loading, and Average variance extracted (AVE).

AVE = Σ (standardised loadings of 1st-order on 2nd-order construct) 2 / Σ (standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order error variance).

4.22.4 Discriminant validity assessment

Discriminant validity between the second-order factors was verified by checking if the squared root of average variance extracted (SQRTAVE) was more than the square of the correlation between any two variables. If so, discriminant validity is supported. It confirms that the proposed scale is not equal to other similar concepts (Hair et al., 2006). It can be supported if; first, the value for the correlation between two variables is one. Second, the correlation of one construct model is separate from the two-construct model (Hair et al., 2010).

4.23 Use of Structural Equation Modelling

Structural equation modelling (SEM) is "a family of statistical models that seek to explain the relationships among multiple variables" (Hair et al., 2010, 634). The relationships between dependent and independent variables can be examined and explored by structural equation modelling (Hair et al., 2010).

Employing confirmatory factor analysis was essential from the perspective of construct dimensionality for a number of reasons. First, to confirm the suggested construct

dimensionality by exploratory factor analysis (Floyd and Widaman, 1995). Second, to find out the unidimensionality of every subscale (Gerbing and Anderson, 1988; Anderson and Gerbing, 1988). Third, to tidy extra items (Shimp and Sharma, 1987; DeVellis, 1991; Floyd and Widaman, 1995; Hair et al., 1998; Netemeyer et al., 2003). Fourth, to examine the psychometric properties of the scales (i.e. convergent validity and discriminant validity) (Fornell and Larcker, 1981; Hair et al., 1998) and composite reliability (Fornell and Larcker, 1981). Furthermore, regression would not be helpful in order to conduct such tests.

The complete structural equation model was assessed to investigate the relationships between latent variables. SEM is the final step in the process of analysis and nomological validity was assessed in addition to the discriminant and convergent validity (Anderson and Gerbing, 1989).

A variety of model types are used by SEM (i.e. regression, path, confirmatory and structural) in order to represent observed variables' relationships in addition to the aim of providing statistical tests of theoretically proposed models (Schumacker and Lomax, 2004). Essentially, latent variables (indirectly observed constructs or factors) and observed or indicator variables are involved, where the observed variables explain the latent variables.

Two main characteristics are shared by all SEM techniques. First, some interrelated dependence relationships are estimated. Second, these relationships might include unobserved phenomena, where during estimation errors of measurement are taken into account (Hair et al., 1998).

SEM is preferred over regression analysis for various reasons. By comparing SEM to regression, in some ways it can be found that SEM is better than regression. For

example, the measurement error is considered in SEM but not in regression analysis and this can lead to a bias; one dependent variable can be estimated through regression, while with SEM a number of dependent and independent variables can be estimated at the same time (Hoyle, 1995). These are the reasons for employing SEM, not regression analysis, in this research.

4.24 Data Collection and Analysis Considerations and Limitations

Research can be negatively influenced by different aspects of errors and bias. This section discusses the main error types and considers them as limitations to this study.

4.24.1 Data collection considerations

The research process can have various errors, although there are some techniques to avoid them. Possible errors and steps taken to avoid them are presented below.

- For the data collection wrong data can be gathered, where the researcher might not have the appropriate definition of the problem. The steps taken to avoid such a situation were; first, reviewing the literature widely in marketing, consumer behaviour and psychology. Second, the conceptual model was revised and reviewed extensively from the perspectives of subjectivity and methodologically based on feedback received from some conferences the researcher has attended and from peers and experts. Third, data collection strategies were comprehensively described and implemented.
- Data analysis inappropriateness, such as, skipping some steps in the study, issues regarding interpretation, and using inappropriate techniques in the analysis. The steps taken to avoid such problems were; first, the analysis process has been explained in detail in order to make sure all steps in the analysis have been covered. Second, results and details of the complete analysis are provided in this report.

- Sampling errors like an unsuitable sampling frame and irrelevant response rate. The steps taken to avoid such errors were; first, the targeted population is represented by a sample frame which represents consumers of the telecommunication sector in Saudi Arabia. Second, the sample was representative from the perspective of demographic data (age, gender and qualification).

- Measurement process like reporting errors in questionnaires. The steps taken to avoid this were; first, excluding responses that had the same answer for most items; second, eliminating questionnaires with too many missing answers.

- Instrument bias like questions' ambiguity and difficulty. The steps taken to avoid this thing were; first, guidelines from the literature were used in developing the items. Second, in order to have a smooth flow, some items were edited in terms of wording. Third, the items for the developed scales were submitted to a panel of 10 experts in order to purify them. Fourth, the process of validation and scale development helped in eliminating confusing items.

- Respondent Errors, like tendency to generalise responses to items and errors of response by mistaking ideas, or expressing questions incorrectly. The step taken to avoid this was including tricky questions.

4.24.2   Data analysis considerations

A high level of rigour is required in academic research. The steps taken in order to ensure relevance in the analysis process are discussed in this section. In the analysis stage all effort possible was taken in order to make sure of reliability. Output consistency over time and across cases is called reliability. Conversely, genuineness of the cause (internal validity) and the generalizability of them to external environments (external validity) are estimated by validity. In order to measure validity in this research, various kinds of tests were employed (content validity, convergent validity, discriminant validity, and nomological validity). The complete assessment process of reliability and validity was conducted in the analysis with SPSS 20 via exploratory factor analysis, and with AMOS 22 via structural equation modelling.

4.25 Summary of Data Collection and Analysis

Data collection and analysis strategies used in this study are outlined in Table 4.7.

Table 4.7: Strategy of the data collection and analysis

Objective	Method	Strategy of analysis
Development of Measures	• Expert Judgement (n=10). • Pilot test 1 (n=12). • Pilot test 2 (n=20).	• Best items selection based on Judges' agreement percentage. • Obviousness test.
Purification of Measures	Data first half split (n=261).	• Inter item correlation analysis. • Total item correlation analysis. • Exploratory Factor Analysis
Validation of Measures	Data second half split (n=261).	• Confirmatory Factor Analysis. • Reliability and validity assessment.
Higher order testing	Main data (n=261).	Second order Confirmatory Factor Analysis.
Hypothesis testing	Main data (n=522).	Structural Equation Modelling.

4.26 Ethical Issues

There is no agreement on a specific ethical procedure that researchers have to follow and there is no wrong or right about it, but the researcher has to be ethical in the research in order to gain trustworthy and high quality results and to avoid any damage to the field of research (Saunders et al., 2003). "Ethics refers to the appropriateness of your behaviour in relation to the rights of those who become the subject of your work, or are affected by it" (Saunders et al., 2003, 129).

The researcher should obtain ethical approval before undertaken the research. This approval can be obtained from, for example, the university. This approval can be gained by the submission of an outline of the study nature, objectives, and aim of the study (Broome, 2006). "Ethical issues should be incorporated into the earliest stages

of study design. Initial stages of study design are critically important to maintaining high ethical standards because early choices made during the design process (e.g., about the study population, choice of control, or data collection procedures) influence the nature of ethical issues that will arise" (Laneader et al., 2007, 21). The researcher applied for ethical issues approval, and the business school research ethics committee at the University of Hull approved the application on 26 November 2013 (See Appendix 22).

Researchers need to pay attention to some issues during the data collection period. For example, participants need to be informed about the study before participating. Also, their privacy needs to be maintained. They have the right to stop whenever they want. In addition, confidentiality and anonymity should be offered in order to protect participants and obtain their trust, so they can provide accurate information (Saunders et al., 2009).

As in this research a questionnaire was employed, these issues were mentioned in the consent form at the beginning of the questionnaire (See Appendix 1). Moreover, in social and business studies, deception can be an issue and it is common (Saunders et al., 2007). In order to avoid that, the researcher presented the study truthfully in terms of methods and results.

4.27 Conclusion

The justification of the relevant research approach to this research and the data collection and analysis strategies were discussed in this chapter. Critical stages of the research design and the contextual settings were described. Experts' panel judgement and pilot study were included in the survey process. The objectives and sample,

methodology, and analysis strategy were discussed. The next chapter will present the results and discuss the findings obtained from the quantitative data and developed and purified scales.

Chapter 5: Findings and Hypothesis Testing

5.0 Introduction

Chapter four outlined the methodology adopted to address hypotheses in the study. The purpose of this chapter is (1) to present the used measures in the study, including the main stages of measures development and validation, (2) to detail the steps used to validate existing measures, (3) to state the psychometric strength of all measures, and (4) to test hypotheses.

This chapter starts with describing the characteristics of the sample. Then it describes how the data was cleaned, missing data checked, data prepared, and normality tested. It explains the development of scales based on the scale developing literature, and scale reliability and validity are explained. Then it outlines the hypothesis testing for the study.

5.1 Data Exploration

To analyse the data collected the statistical package SPSS 20 was used in order to show the demographical information for the sample. Variables can be linked through this package, which makes them testable in different ways. The package is also capable of verifying findings' reliability and indicating missing data. The collected data were entered in a coded SPSS sheet. The coded data were matched with the collected usable responses (N=522). The data were screened by frequency

distributions and descriptive statistics (mean, standard deviations, variance, kurtosis and skew). Field (2009) suggested this screening which enables the researcher to become familiar with the data, detect errors, check normality indication, identify outliers etc.

5.2 Descriptive Analysis

The data was collected online during the period 1st May until 31st October 2014. The questionnaire was distributed through Twitter and Facebook with help from key people on these channels in Saudi Arabia (i.e. people who have many followers/likes). This was done as it was not possible to identify a suitable sampling frame. The questionnaire was distributed to people fluent in Arabic in order to assess face validity. More than 700 responses were collected in order to run factor analysis. However, only 522 responses were usable and the others were excluded due to a high number of unanswered items, and failure to follow the test instructions (i.e. as evidenced by failure to respond correctly to the included check item: Please select "Strongly Disagree" in response). Socio demographic data and selected companies and social media channels were as follows:

5.2.1 Sample profile

Gender: Table 5.1 represents the frequency and percentage for gender. There were 353 males which represents 67.6% of the total sample (N=522) and 169 females, which represents 32.4% of the total sample.

Table 5.1: Gender frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	353	67.6	67.6	67.6
	Female	169	32.4	32.4	100.0
	Total	522	100.0	100.0	

Age: Table 5.2 illustrates the age groups of the participants. The researcher started with the age 15 and over as it is the age at which one can obtain an identity card and apply for telecommunication services. The age group 15-20 years contained 32 participants, which represents 6.1% of the sample (N=522). 230 participants were in the age group 21-30 years, representing 44.1% of the sample. The next age group 31-40 years had 205 participants, representing 39.3% of the sample. The age group 41-50 years had 48 participants, representing 9.2% of the sample. Seven participants were in the age group 51-65 years, which represents just 1.3% of the sample. The last age group was 66 years and over; however, there were no participants in this age group and so this age group is excluded from the table. It can be seen that most of the participants were between 21 and 40 years old; these two groups represent more than 80% of the sample. The mean for the age group total variable is 2.56 and the standard deviation is .797.

Table 5.2: Age frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	32	6.1	6.1	6.1
	21-30	230	44.1	44.1	50.2
	31-40	205	39.3	39.3	89.5
	41-50	48	9.2	9.2	98.7
	51-65	7	1.3	1.3	100.0
	Total	522	100.0	100.0	

N=522, Mean=2.56, SD=.797

Level of Education: Table 5.3 illustrates the education level of participants. 2.1% of the sample had less than high school qualification. The high school level of education in this sample represents 16.5% (N=522). 61.1% is the percentage of respondents with undergraduate level education (Bachelor degree or equivalent) while the postgraduate level is represented by 20.3% of the participants. It is obvious from table 5.3 that most of the participants had an undergraduate degree or higher, amounting to over 80%.

Table 5.3: Education level frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a high school graduate	11	2.1	2.1	2.1
	High school graduate	86	16.5	16.5	18.6
	Undergraduate degree	319	61.1	61.1	79.7
	Postgraduate degree	106	20.3	20.3	100.0
	Total	522	100.0	100.0	

Organisation or company: Table 5.4 shows the participants' organisation. Customers of STC represented 64.8% of the sample with 338 participants. 30% were Mobily customers (158 participants) while Zain had 26 participants (5%). This table show that STC accounted for the majority of the sample. The total variable produced a mean of 1.40 and so of 0.584.

Table 5.4: Organisation or company frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STC	338	64.8	64.8	64.8
	Mobily	158	30.3	30.3	95.0
	Zain	26	5.0	5.0	100.0
	Total	522	100.0	100.0	

N=522, Mean=1.40, SD=.584

The period of being a customer: Table 5.5 illustrates the time period for which participants had been customers of the companies. The less than a year group represents 4% of the sample with 21 participants. The 1-3 years group had 75 participants, 14.4% of the sample. The 4-7 years group had 138 participants, amounting to 26.4% of the sample. The 8 years and more group represented the biggest portion of the sample, with 55.2 percent and 288 participants. It can be seen that more than three quarters of the sample had been customers for 4 years or over and more than half had been customers for 8 years and more. The mean for the variable is 3.33 and standard deviation is 0.866.

Table 5.5: Period for being a customer frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	21	4.0	4.0	4.0
	1-3 years	75	14.4	14.4	18.4
	4-7 years	138	26.4	26.4	44.8
	8 years and over	288	55.2	55.2	100.0
	Total	522	100.0	100.0	

N=522, Mean=3.33, SD=.866

Social media channel: Table 5.6 illustrates the channels that customers used to follow their company or organisation. Facebook was used by 189 participants representing 36.2% of the total sample. Twitter had the largest proportion of participants, with 255, representing 48.9% of the sample. Customers who used both channels numbered 78, representing 14.9 % of the total sample. From these statistics Twitter can be seen as the channel most used by the participants. The total variable for channel type has a mean of 1.79 and the standard deviation is 0.683.

Table 5.6: Social media channel frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	facebook	189	36.2	36.2	36.2
	twitter	255	48.9	48.9	85.1
	facebook & twitter	78	14.9	14.9	100.0
	Total	522	100.0	100.0	

N=522, Mean=1.79, SD=.683

The period of following the channel: Table 5.7 represents the total period for which customers had used these channels. The less than 6 months group represents 25.3%. The group with 7-12 months' usage represents 31.6% of the sample, while the 12-24 months group is represented by 23%. The more than 24 months group represents 20.1% of the total sample. It can be noticed that all four groups have almost the same number of participants, with only small differences.

Table 5.7: Period for following the channel frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	132	25.3	25.3	25.3
	7 - 12 months	165	31.6	31.6	56.9
	12 - 24 months	120	23.0	23.0	79.9
	More than 24 months	105	20.1	20.1	100.0
	Total	522	100.0	100.0	

N=522, Mean=, SD=

Payment average: Table 5.8 illustrates the customers' average monthly spending on their services to the three telecommunication companies. 203 customers (38.9%) spent less than 300 SR per month. Customers who spent an average of 300-600 SR represented 36% of the respondents, with 188 customers. 86 customers spent an average of 600-900 SR per month, accounting for 16.5% of the sample. Another 34 customers spent an average of 1000-3000 SR, representing 6.5% of the total sample. A percentage of 2.1% from the total sample spent more than 3000 SR a month. It can be seen that most of the respondents spent an average of less than 600 SR a month.

Table 5.8: Payment average frequency and percentage of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 300 SR	203	38.9	38.9	38.9
	300-599 SR	188	36.0	36.0	74.9
	600-999 SR	86	16.5	16.5	91.4
	1000-3000 SR	34	6.5	6.5	97.9
	More than 3000 SR	11	2.1	2.1	100.0
	Total	522	100.0	100.0	

5.3 Missing Data and Non-response Bias

Missing data was not an issue in this research. If the missing data per item is less than 10% it is not considered as an issue (Roth and Switzer, 1995). Non response could happen with some questions or items of the questionnaire and this can lead to missing data. The researcher dealt with this matter by making answering a question or an item a requirement to move to the next question, as this survey was distributed on an online software (esurvey creator) and this feature works with the software.

5.4 Parametric Data Assumptions

Exploratory factor analysis and confirmatory factor analysis are statistical techniques that are based on parametric data (Field, 2005). The following tests were conducted in order to check the assumptions of parametric data.

5.5 Normality Analysis

It is advised by Churchill (1979) to explore the data first before exploratory factor analysis and confirmatory factor analysis. Therefore, the items were all tested using Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) tests, in addition to histograms. Those tests are regarded as important tests. The S-W test usually provides more accurate results than the K-S test (Field, 2005, 2009). Moreover, the S-W test is considered a more powerful normality test than the K-S test (Stewart et al., 2001). All items are outlined in Table 5.9. For both tests, the findings were significant (i.e. $p<0.000$). This indicates that the data was not normally distributed. These results were compared with the normal Q-Q items plots and histograms, where the observed actual values were not on a direct line, which revealed that the data was not normally distributed. However, such results are expected normal values (Hair et al., 1998; Field, 2005, 2009).

While normal distribution was not the case for scales in this study, a number of points regarding normal distribution should be noted. First and foremost, "Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) tests have their limitations because with large sample size it is easy to get significant results from small deviations from normality, and so a significant test doesn't necessarily tell us whether the deviation from normality is enough to bias any statistical procedures that we apply to the data" (Field,

2009, 144). This indicates that large sample sizes like this study's sample are commonly not normally distributed (N=522). Indeed, "real data sets in practice seldom follow normal distributions" (Bentler and Yuan, 1999, 184). Moreover, it has been noted that when using Likert scales, as in this research, normally distributed data is unlikely (Stewart et al., 2001; Nunnally and Bernstein, 1978; Clason and Dormody, 1994). The sample of this study (N=522) is considered large in regard to Hair et al. (1998) who noted that samples are regarded as large when they exceed 200.

Finally, skewness and kurtosis tests were conducted (Appendix 4) in order to be sure of the results of the normality tests. It has been recommended that the values of skewness and kurtosis should be between 2.00 and 7.00 (Hair et al., 1998). Another recommendation is that values of skewness and kurtosis should be between +/- 3.0 and +/- 10.0 (Kline, 2011). Based on these recommendations, the data of this research can be considered as normally distributed, as the values of skewness and kurtosis ranged between -.138 and 6.30.

5.6 Interval Data

Likert scales are ordinal measures. However, statistical techniques used for interval measures, like exploratory factor analysis and confirmatory factor analysis, can be employed for Likert scale data (DeVellis, 1991; Clark and Watson, 1995). It has been demonstrated that psychological distances on a Likert scale are unequal but very close (Kennedy et al., 1996). Consequently, the Likert scale (ordinal) has been treated as an interval measure and this is supported in the literature of marketing research (Hair et al., 2006; Aaker et al., 2012).

5.7 Scales Development

How the raw data was explored, management of missing data and consideration of parametric data assumptions have been outlined in the previous section. The next stage was developing scales. However, before starting the scale development the full sample (N=522) using SPSS 20 was split randomly into a calibration sample (n1=261) and validation sample (n2=261) (Churchill, 1979; Malhotra, 1981; Cudeck and Browne, 1983; Gerbing and Anderson, 1988; Clark and Watson, 1995; Hair et al., 1998; Netemeyer et al., 2003; Sin et al., 2005; Worthington and Whittaker, 2006; Iacobucci et al., 2007; Walsh and Beatty, 2007; DeVellis, 2011; Dawes, 2008). The calibration sample was used to purify the measures while the validation sample was used to validate the measures.

5.8 Measures Purification

5.8.1 Reliability Analysis

The scale development process involved calculating item to total correlations and coefficient alpha as a first step (Churchill, 1979). This step is to purify the measures by excluding items with corrected item total correlation lower than 0.3 (Nunnally and Bernstein, 1978; Hair et al., 1998). A score of 0.7 Cronbach's alpha is considered reliable for a scale (Nunnally and Bernstein, 1978; Clark and Watson, 1995). SPSS 20 was used in order to calculate Cronbach's alpha, Inter item and item total correlation, as was done in previous research (e.g. Nunnally and Bernstein, 1978; Diamantopoulos and Souchon, 1999).

5.8.1.1 Reliability analysis for the Information Scale

The reliability of this scale is strong as Table 5.10 illustrates that the Cronbach's alpha is 0.870, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha was close to 0.9 (DeVellis, 1991; Netemeyer et al., 2003), and this is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items of this factor were deleted, the reliability would range between 0.848 and 0.864, so deleting any item would not improve the reliability of the scale. Table 5.9 shows that the range of the inter item correlations was between 0.290 and 0.582. The item total correlations, as shown in Table 5.10 ranged between 0.506 and 0.692. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.9: Information scale Inter-Item Correlation Matrix

	Info 1.	Info 2.	Info 3.	Info 4.	Info 5.	Info 6.	Info 7.	Info 8.	Info 9.
To get my questions answered.	1.00	.290	.365	.397	.400	.308	.423	.398	.343
Because it provides access to up-to-date information and news.	.290	1.00	.431	.454	.511	.581	.407	.582	.409
Because it is easier to get information.	.365	.431	1.00	.462	.434	.401	.447	.499	.398
To get useful information about products and services.	.397	.454	.462	1.00	.441	.428	.515	.537	.394
Because they provide complete descriptions of products/services.	.400	.511	.434	.441	1.00	.450	.464	.496	.458
To keep up with current issues and events.	.308	.581	.401	.428	.450	1.00	.350	.478	.325
Because they provide relevant information to the customer.	.423	.407	.447	.515	.464	.350	1.00	.514	.371
To search for information.	.398	.582	.499	.537	.496	.478	.514	1.00	.386
Because it helps me find locations, required products, and services.	.343	.409	.398	.394	.458	.325	.371	.386	1.00

Table 5.10: Information scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To get my questions answered.	44.59	45.412	.506	.283	.864
Because it provides access to up-to-date information and news.	44.75	42.974	.652	.501	.851
Because it is easier to get information.	44.71	43.630	.605	.372	.856
To get useful information about products and services.	44.56	44.947	.642	.428	.853
Because they provide complete descriptions of products/services.	44.84	43.882	.650	.429	.852
To keep up with current issues and events.	44.83	43.528	.581	.403	.858
Because they provide relevant information to the customer.	44.69	43.747	.612	.409	.855
To search for information.	44.67	42.790	.692	.508	.848
Because it helps me find locations, required products, and services.	45.07	42.969	.536	.306	.864
Cronbach's Alpha	.870				

5.8.1.2 Reliability analysis for the Escapism Scale

The reliability of this scale is strong, as Table 5.12 illustrates that the Cronbach's alpha is 0.790, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.679 and 0.777 so deleting any item would not improve the reliability of the scale. Table 5.11 shows the range of the inter item correlations was between 0.375 and 0.595. The item total correlations as shown in Table 5.12 ranged between 0.514 and 0.720. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.11: Escapism scale Inter-Item Correlation Matrix

	ESC1.	ESC2.	ESC3.	ESC4.
Because it helps me to forget about my problems.	1.00	.581	.595	.515
Because it helps me to get away from what I am doing.	.581	1.000	.475	.375
Because it helps me to get away from pressures (or responsibilities).	.595	.475	1.00	.414
So I can get away from the rest of my family or others.	.515	.375	.414	1.00

Table 5.12: Escapism scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Because it helps me to forget about my problems.	7.59	11.751	.720	.520	.679
Because it helps me to get away from what I am doing.	6.93	10.915	.584	.368	.757
Because it helps me to get away from pressures (or responsibilities).	7.33	12.708	.608	.391	.735
So I can get away from the rest of my family or others.	7.74	13.763	.514	.288	.777
Cronbach's Alpha	.790				

5.8.1.3 Reliability analysis for the Trendiness Scale

The reliability of this scale is strong as Table 5.14 illustrates that the Cronbach's alpha is 0.807, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.723 and 0.783 so deleting any item would not improve the reliability of the scale. Table 5.13 shows the range of the inter item correlations was between 0.433 and 0.614. The item total correlations as shown in Table 5.14 ranged between 0.570 and 0.696. Consequently, according to the common guideline mentioned previously this scale can be considered reliable.

Table 5.13: Trendiness scale Inter-Item Correlation Matrix

	Tren1.	Tren2.	Tren3.	Tren4.
Because everybody else is doing it.	1.000	.459	.566	.498
To not look old-fashioned.	.459	1.000	.545	.473
To look trendy.	.566	.545	1.000	.592
To look fashionable.	.498	.473	.592	1.000

Table 5.14: Trendiness scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Because everybody else is doing it.	7.67	11.758	.611	.380	.777
To not look old-fashioned.	7.73	12.209	.588	.352	.786
To look trendy.	7.66	11.365	.703	.496	.732
To look fashionable.	7.64	12.088	.630	.409	.767
Cronbach's Alpha	.813				

5.8.1.4 Reliability analysis for the Entertainment Scale

The reliability of this scale is strong, as Table 5.16 illustrates that the Cronbach's alpha is 0.924, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeded 0.9 (DeVellis, 1991; Netemeyer et al., 2003), and this is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items of this factor were deleted, the reliability would range between 0.897 and 0.930 so deleting any item would not improve the reliability of the scale. Table 5.15 shows the range of the inter item correlations was between 0.551 and 0.794. The item total correlations as shown in Table 5.16 ranged between 0.668 and 0.858. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.15: Entertainment scale Inter-Item Correlation Matrix

	ENT1.	ENT2.	ENT3.	ENT4.	ENT5.
To enjoy the pleasure of interacting with the company and customers.	1.00	.632	.551	.609	.636
Because it is entertaining.	.632	1.00	.740	.783	.794
Because I enjoy it.	.551	.740	1.00	.753	.761
To have fun.	.609	.783	.753	1.00	.790
To have a good time.	.636	.794	.761	.790	1.00

Table 5.16: Entertainment scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To enjoy the pleasure of interacting with the company and customers.	22.57	28.538	.668	.457	.930
Because it is entertaining.	22.68	24.219	.846	.720	.897
Because I enjoy it.	22.75	25.370	.798	.659	.907
To have fun.	22.99	24.304	.842	.718	.898
To have a good time.	22.85	24.684	.858	.739	.895
Cronbach's Alpha	.924				

5.8.1.5 Reliability analysis for the Friendship Scale

The reliability of this scale is strong, as Table 5.18 illustrates that the Cronbach's alpha is 0.951, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeds 0.9 (DeVellis, 1991; Netemeyer et al., 2003), which is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items of this factor were deleted, the reliability would range between 0.938 and 0.945 so deleting any item would not improve the reliability of the scale. Table 5.17 shows the range of the inter item correlations was between 0.640 and 0.810. The item total correlations as shown in Table 5.18 ranged between 0.792 and 0.898. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.17: Friendship scale Inter-Item Correlation Matrix

	FRI1.	FRI2.	FRI3.	FRI4.	FRI5.	FRI6.	FRI7.
Because it helps when there's no one else to talk or be with.	1.00	.781	.717	.742	.733	.640	.674
To find companionship.	.781	1.00	.779	.782	.810	.793	.765
To chat with people with similar interests.	.717	.779	1.00	.701	.769	.773	.651
Because it makes me feel less lonely.	.742	.782	.701	1.00	.754	.701	.747
Because it makes me feel like I belong to a group.	.733	.810	.769	.754	1.00	.766	.709
To interact with people with the same interests and values.	.640	.793	.773	.701	.766	1.00	.682
To find others like me.	.674	.765	.651	.747	.709	.682	1.00

Table 5.18: Friendship scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Because it helps when there's no one else to talk or be with.	21.26	105.588	.804	.682	.946
To find companionship.	21.36	103.363	.898	.808	.938
To chat with people with similar interests.	21.06	104.673	.828	.712	.944
Because it makes me feel less lonely.	21.54	105.034	.835	.711	.943
Because it makes me feel like I belong to a group.	21.02	105.253	.861	.745	.941
To interact with people with the same interests and values.	20.82	104.756	.820	.716	.945
To find others like me.	21.18	107.666	.792	.653	.947
Cronbach's Alpha	.951				

5.8.1.6 Reliability analysis for the Learning Scale

The reliability of this scale is strong as Table 5.20 illustrates that the Cronbach's alpha is 0.857, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.824 and 0.848 so deleting any item would not improve the reliability of the scale. Table 5.19 shows the range of the inter item correlations was between 0.388 and 0.612. The item total correlations as shown in Table 5.20 ranged

between 0.570 and 0.698. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.19: Learning scale Inter-Item Correlation Matrix

	LEA1.	LEA2.	LEA3.	LEA4.	LEA5.	LEA6.
To talk out my problems with the company and get advice.	1.00	.464	.391	.513	.388	.483
To learn about events and issues.	.464	1.00	.552	.531	.597	.529
To learn about new technologies.	.391	.552	1.00	.612	.471	.440
To learn about or keep up with telecommunications.	.513	.531	.612	1.00	.532	.506
To learn about new things.	.388	.597	.471	.532	1.00	.545
To get new and fresh ideas.	.483	.529	.440	.506	.545	1.00

Table 5.20: Learning scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To talk out my problems with the company and get advice.	28.03	21.026	.570	.351	.848
To learn about events and issues.	28.47	19.573	.692	.500	.825
To learn about new technologies.	28.21	21.877	.632	.452	.837
To learn about or keep up with telecommunications.	28.15	20.176	.698	.518	.824
To learn about new things.	28.28	21.296	.655	.463	.832
To get new and fresh ideas.	28.43	20.138	.645	.429	.834
Cronbach's Alpha	.857				

5.8.1.7 Reliability analysis for the Passing Time Scale

The reliability of this scale is strong, as Table 5.22 illustrates that the Cronbach's alpha is 0.914, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeds 0.9 (DeVellis, 1991; Netemeyer et al., 2003), and this is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items of this factor were

deleted, the reliability would range between 0.885 and 0.901 so deleting any item would not improve the reliability of the scale. Table 5.21 shows the range of the inter item correlations was between 0.637 and 0.787. The item total correlations as shown in Table 5.22 ranged between 0.747 and 0.823. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.21: Passing Time scale Inter-Item Correlation Matrix

	PS1.	PS2.	PS3.	PS4.	PS5.
Because it passes the time away when I'm bored.	1.00	.637	.787	.646	.699
Because it relaxes me.	.637	1.00	.639	.713	.653
To occupy my time.	.787	.639	1.00	.687	.718
Because it is a pleasant rest.	.646	.713	.687	1.00	.656
Because it helps me when I have nothing better to do.	.699	.653	.718	.656	1.00

Table 5.22: Passing Time scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Because it passes the time away when I'm bored.	12.21	35.682	.799	.671	.892
Because it relaxes me.	12.59	41.427	.747	.587	.901
To occupy my time.	12.10	36.808	.823	.700	.885
Because it is a pleasant rest.	12.41	40.397	.767	.614	.897
Because it helps me when I have nothing better to do.	12.15	39.453	.781	.612	.894
Cronbach's Alpha	.914				

5.8.1.8 Reliability analysis for the Socialization Scale

The reliability of this scale is strong, as Table 5.24 illustrates that the Cronbach's alpha is 0.925, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeds 0.9 (DeVellis, 1991; Netemeyer et al., 2003), which is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items of this factor were

deleted, the reliability would range between 0.906 and 0.916 so deleting any item will not improve the reliability of the scale. Table 5.23 shows the range of the inter item correlations was between 0.617 and 0.734. The item total correlations as shown if table 5.24 ranged between 0.754 and 0.823. Consequently, according to the common guideline mentioned previously this scale can be considered reliable.

Table 5.23: Socialization scale Inter-Item Correlation Matrix

	SOC1.	SOC2.	SOC3.	SOC4.	SOC5.	SOC6.
To meet interesting people.	1.00	.464	.391	.513	.388	.483
To get peer support from other customers and fans.	.464	1.00	.552	.531	.597	.529
To give me something to talk about with others.	.391	.552	1.00	.612	.471	.440
To build relationships with other fans and customers.	.513	.531	.612	1.00	.532	.506
To belong to a group with the same interests as mine.	.388	.597	.471	.532	1.00	.545
To meet new people.	.483	.529	.440	.506	.545	1.00

Table 5.24: Socialization scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To talk out my problems with the company and get advice.	28.03	21.026	.570	.351	.848
To learn about events and issues.	28.47	19.573	.692	.500	.825
To learn about new technologies.	28.21	21.877	.632	.452	.837
To learn about or keep up with telecommunications.	28.15	20.176	.698	.518	.824
To learn about new things.	28.28	21.296	.655	.463	.832
To get new and fresh ideas.	28.43	20.138	.645	.429	.834
Cronbach's Alpha	.857				

5.8.1.9 Reliability analysis for the Self Esteem Scale

The reliability of this scale is strong, as Table 5.26 illustrates that the Cronbach's alpha is 0.854, which is above the appointed acceptable reliability of 0.70 (Hair et al.,

1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.805 and 0.828, so deleting any item would not improve the reliability of the scale. Table 5.25 shows the range of the inter item correlations was between 0.389 and 0.569. The item total correlations as shown in Table 5.26 ranged between 0.578 and 0.700. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.25: Self Esteem scale Inter-Item Correlation Matrix

	SE1.	SE2.	SE3.	SE4.	SE5.	SE6.
To feel that I'm a person of worth, equal with other customers and fans.	1.00	.499	.516	.429	.447	.553
To feel that I have a number of good qualities.	.499	1.00	.389	.509	.390	.569
To find others who respect my views.	.516	.389	1.00	.419	.493	.532
To take a positive attitude toward myself.	.429	.509	.419	1.00	.465	.550
Because it makes me feel I am able to do things as well as most other customers.	.447	.390	.493	.465	1.00	.431
Because it makes me feel satisfied with myself.	.553	.569	.532	.550	.431	1.00

Table 5.26: Self Esteem scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To feel that I'm a person of worth, equal with other customers and fans.	11.72	22.681	.643	.427	.817
To feel that I have a number of good qualities.	11.93	25.318	.612	.415	.822
To find others who respect my views.	11.70	23.766	.617	.408	.821
To take a positive attitude toward myself.	11.93	25.126	.615	.407	.821
Because it makes me feel I am able to do things as well as most other customers.	11.74	24.726	.578	.352	.828
Because it makes me feel satisfied with myself.	11.85	24.012	.700	.512	.805
Cronbach's Alpha	.854				

5.8.1.10 Reliability analysis for the Influence Others Scale

The reliability of this scale is strong, as Table 5.28 illustrates that the Cronbach's alpha is 0.932, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeds 0.9 (DeVellis, 1991; Netemeyer et al., 2003), which is an indication for item deletion according to attenuation paradox (Loevinger, 1954). If items of this factor were deleted, the reliability would range between 0.892 and 0.920 so deleting any item will not improve the reliability of the scale. Table 5.27 shows the range of the inter item correlations was between 0.802 and 0.852. The item total correlations as shown in Table 5.28 ranged between 0.835 and 0.873. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.27: Influence Others scale Inter-Item Correlation Matrix

	INO1.	INO2.	INO3.
To motivate customers and fans to feel participation.	1.00	.852	.802
To motivate other customers and fans to action.	.852	1.00	.806
To influence the way other customers and fans think.	.802	.806	1.00

Table 5.28: Influence Others scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To motivate customers and fans to feel participation.	6.98	14.823	.871	.764	.892
To motivate other customers and fans to action.	6.92	14.386	.873	.768	.890
To influence the way other customers and fans think.	6.97	14.988	.835	.698	.920
Cronbach's Alpha	.932				

5.8.1.11   Reliability analysis for the Sharing Scale

The reliability of this scale is strong, as Table 5.30 illustrates that the Cronbach's alpha is 0.897, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha is close to 0.9 (DeVellis, 1991; Netemeyer et al., 2003), which is an indication for item deleting accordion to the attenuation paradox (Loevinger, 1954). If items of this factor were deleted, the reliability would range between 0.865 and 0.906 so deleting any item would not improve the reliability of the scale. Table 5.29 shows the range of the inter item correlations was between 0.388 and 0.765. The item total correlations as shown in Table 5.30 ranged between 0.523 and 0.813. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.29: Sharing scale Inter-Item Correlation Matrix

	SH1.	SH2.	SH3.	SH4.	SH5.	SH6.
To provide information.	1.00	.445	.440	.477	.488	.388
To share practical knowledge or skills with others.	.445	1.00	.765	.621	.708	.712
To share information that might be of interest to others.	.440	.765	1.00	.609	.668	.642
To share my successes and failures with the company with others.	.477	.621	.609	1.00	.682	.570
To share my knowledge of telecommunications with others.	.488	.708	.668	.682	1.00	.640
To share enjoyment.	.388	.712	.642	.570	.640	1.00

Table 5.30: Sharing scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To provide information.	27.93	32.438	.523	.289	.906
To share practical knowledge or skills with others.	28.21	26.819	.813	.700	.865
To share information that might be of interest to others.	28.10	27.824	.775	.636	.872
To share my successes and failures with the company with others.	28.02	27.931	.721	.538	.880
To share my knowledge of telecommunications with others.	28.17	27.233	.790	.631	.869
To share enjoyment.	28.19	26.502	.725	.559	.881
Cronbach's Alpha	.897				

5.8.1.12 Reliability analysis for the Altruism Scale

The reliability of this scale is strong, as Table 5.32 illustrates that the Cronbach's alpha is 0.819, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.690 and 0.849 so deleting any item would not improve the reliability of the scale. Table 5.31 shows the range of the inter item correlations was between 0.266 and 0.810. The item total correlations as shown in Table 5.32 ranged between 0.447 and 0.803. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.31: Altruism scale Inter-Item Correlation Matrix

	ALT1.	ALT2.	ALT3.	ALT4.
To help other fans and customers.	1.00	.266	.437	.515
To think about other fans and customers instead of myself.	.266	1.00	.647	.558
To support the fan page.	.437	.647	1.00	.810
To support the company associated with this fan page.	.515	.558	.810	1.00

Table 5.32: Altruism scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To help other fans and customers.	12.12	22.146	.447	.268	.849
To think about other fans and customers instead of myself.	14.62	15.912	.591	.423	.812
To support the fan page.	13.32	15.527	.803	.712	.690
To support the company associated with this fan page.	12.95	17.213	.784	.690	.711
Cronbach's Alpha	.819				

5.8.1.13   Reliability analysis for the Community Scale

The reliability of this scale is strong, as Table 5.34 illustrates that the Cronbach's alpha is 0.921, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). However, the Cronbach's alpha exceeds 0.9 (DeVellis, 1991; Netemeyer et al., 2003), which is an indication for item deletion according to the attenuation paradox (Loevinger, 1954). If items for this factor were deleted, the reliability would range between 0.902 and 0.912 so deleting any item would not improve the reliability of the scale. Table 5.33 shows the range of the inter item correlations was between 0.580 and 0.749. The item total correlations as shown in Table 5.34 ranged between 0.737 and 0.813. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.33: Community scale Inter-Item Correlation Matrix

	CTY1	CTY2	CTY3	CTY4	CTY5	CTY6
Because I am very attached to the fan page.	1.00	.665	.654	.634	.688	.584
Because I feel I share the same objectives with the other fans.	.665	1.00	.721	.626	.673	.663
Because my friendship with other fans means a lot to me.	.654	.721	1.00	.720	.701	.649
Because I need someone to talk to or be with.	.634	.626	.720	1.00	.614	.580
Because I see myself as part of the fan page.	.688	.673	.701	.614	1.00	.749
To feel connected to the company and the customers.	.584	.663	.649	.580	.749	1.00

Table 5.34: Community scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Because I am very attached to the fan page.	26.55	35.633	.752	.584	.910
Because I feel I share the same objectives with the other fans.	26.56	35.663	.785	.628	.906
Because my friendship with other fans means a lot to me.	26.60	34.957	.813	.679	.902
Because I need someone to talk to or be with.	26.84	35.936	.737	.576	.912
Because I see myself as part of the fan page.	25.94	33.577	.808	.685	.902
To feel connected to the company and the customers.	25.39	35.685	.754	.617	.910
Cronbach's Alpha	.921				

5.8.1.14   Reliability analysis for the Communication Scale

The reliability of this scale is strong, as Table 5.36 illustrates that the Cronbach's alpha is 0.799, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.681 and 0.789 so deleting any item would not improve the reliability of the scale. Table 5.35 shows the range of the inter item correlations was between 0.384 and 0.812. The item total correlations as shown in

Table 5.36 ranged between 0.526 and 0.737. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.35: Communication scale Inter-Item Correlation Matrix

	CON1	CON2	CON3	CON4
To communicate with other customers and fans.	1.00	.388	.384	.812
To get a quick response from the company when I desire attention.	.388	1.00	.545	.427
In order to talk about my problems with the company.	.384	.545	1.00	.427
To communicate with likeminded customers and fans.	.812	.427	.427	1.00

Table 5.36: Communication scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
To communicate with other customers and fans.	18.01	8.685	.689	.663	.710
To get a quick response from the company when I desire attention.	17.54	11.557	.526	.345	.788
In order to talk about my problems with the company.	17.57	11.870	.527	.345	.789
To communicate with likeminded customers and fans.	17.85	8.689	.737	.681	.681
Cronbach's Alpha	.799				

5.8.2 Exploratory factor analysis

Reliability tests by Cronbach's alpha were employed in order to exclude items with poor correlations of internal reliability (Churchill, 1979). Next, exploratory factor analysis was conducted to determine construct dimensionality (Churchill, 1979; DeVellis, 2011).

5.8.2.1 Suitability of the sample size for factor analysis

The appropriateness of the sample size was considered before conducting exploratory factor analysis. Guidance on sample size for factor analysis has been provided by the literature. A sample size of 300 responses has been supported (Tinsley et al., 1980; Field, 2009; Tabachnick and Fidell, 2006) whilst some researchers consider 200 responses to be sufficient (Gorsuch, 1983; Hoelter, 1983; Ferguson and Cox, 1993). Moreover, a response items ratio of 10:1 has been recommended by Nunnally and Bernstein (1978), a minimum ratio of 5:1 is considered by Hair et al. (1998) whilst a minimum ratio of 5 to 10:1 up to 300 respondents is considered as an appropriate sample size by Tinsley et al. (1980). Consequently, the sample size of 261 in this study was considered suitable for exploratory factor analysis. The later exploratory factor analysis supported this decision.

5.8.2.2 Assessment of Multicollinearity and Singularity

In order to assess and identify items with high correlation (multicollinearity) or items with low correlation (singularity) R-Matrix was created (see. Tables 5.9, 5.11, 5.13, 5.15, 5.17, 5.19, 5.21, 5.23, 5.25, 5.27, 5.29, 5.31, 5.33, 5.35). Due to the non normality of the data, Spearman's correlation coffeicient was used. The importance of this inspectional step stems from the possibility of undesirable effects on regression estimation of coefficients (Gorsuch, 1983). Singularity is usually produced by item correlations of less than 0.2, while multicollinearity is usually produced by item correlations more than 0.9 (Floyd and Widaman, 1995; Davies et al., 2004; Walsh and Beatty, 2007; Field, 2009; Pallant, 2010). Based on the R-Matrix, this data has neither multicollinearity nor singularity.

5.8.2.3 Data factorability

The next step after assessing singularity, multicollinerarity and suitability of the data is to examine its factorability of it. SPSS 20 was used to test the data factorability by providing the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of Sphericity. These tests were conducted on all scales (Table 5.37). KMO values are considered acceptable when greater than 0.5 (Kaiser, 1960; Field, 2005). Moreover, they have been categorised as follows; mediocre when between 0.5 and 0.7, superior when between 0.7 and 0.8, great when between 0.8 and 0.9 and marvellous when they exceed the value of 0.9 (Kaiser, 1960; Hutchenson and Sofroniou, 1999; DeVellis, 2011). For these scales the KMO value was 0.665 for the communication scale and values ranged between .706 and .983 for the rest of the scales and these values give an indication that this data is appropriate for factor analysis. The results for Bartlett's Test of Sphericity were greater than 245.483 for the *approx. Chi-Square* and 3 and more for *df* and (*P<0.000*), and this is considered a significant Chi-Square. From these tests the data reflects a high level of factorability and can be expected to result in highly distinctive reliable factors.

Table 5.37: KMO and Bartlett's tests

Scales	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity		
		Approx. Chi-Square	df	Sig.
Information	.916	852.085	36	0.000
Learning	.865	621.054	15	0.000
Sharing	.896	911.361	15	0.000
Entertainment	.899	991.518	10	0.000
Escapism	.774	316.777	6	0.000
Passing Time	.875	887.472	10	0.000
Trendiness	.793	329.168	6	0.000
Communication	.665	440.627	6	0.000
Socialisation	.921	1085.746	15	0.000
Friendship	.938	1711.356	21	0.000
Altruism	.732	496.716	6	0.000
Community	.899	1073.424	15	0.000
Self esteem	.865	560.101	15	0.000
Influence Others	.762	643.864	3	0.000
Trust towards company's social media	.839	563.439	10	0.000
Trust towards the company	.843	613.150	10	0.000
Loyalty	.706	245.483	3	0.000
Commitment	.814	486.034	6	0.000

An additional test was the examination of the anti-image correlation matrix in order to assess the sampling adequacy of individual items. It was suggested that "It is important to examine the diagonal elements of the anti-image correlation matrix: the value should be above the bare minimum of 0.5 for all variables (and preferably higher)" (Field, 2009, 659). All variables were examined, diagonals were above 0.5 and most of them were higher than 0.8. Off diagonals inspection showed that the majority of item correlations were under 0.1, which indicates that the data are suitable for factor analysis.

5.8.2.4 Production of social media uses scales

After assessing the suitability and factorability of the data for factor analysis, exploratory factor analysis could be conducted. However, there are two kinds of factor analysis that we have to choose between, Principal Component Analysis (PCA) and

Common Factor Analysis (CFA). The choice between these two kinds is difficult; it has been claimed that factor analysis is correct from a theoretical point of view but is complicated as well (Field, 2005). However, from a practical point of view "the solutions generated from principal component analysis differ little from those derived from factor analysis techniques"(Field, 2000, 434). Data reduction is the main concern of PCA (Floyd and Widaman, 1995; Netemeyer et al., 2003). On the other hand, the focus of CFA is on dimensionality of constructs (Floyd and Widaman, 1995; Conway and Huffcutt, 2003; Costello and Osborne, 2005; Field, 2009). In this research PCA was used over CFA for several reasons, regardless of the support for CFA in the literature (Floyd and Widaman, 1995; Conway and Huffcutt, 2003; Field, 2009). Firstly, factors produced by CFA have a small number of items. Secondly, CFA yields structures of factors that are uniterpretable in theory. Thirdly, if the aim is forming dimensions based on common variance the CFA is suggested (Hair et al., 1998; Netemeyer et al., 2003; Coakes and Steed, 2009), but this was not the aim here. The literature supported the employment of PCA with non normally distributed data (Costello and Osborne, 2005; Fabrigar et al., 1999). Therefore, the principal component analysis was used with this calibration sample.

After the extraction of factors it can be difficult to name the factors based on their factor loadings. Principal component analysis has a principle that the maximum part of the variance is accounted for by the first factor, and this would guarantee that "most variables have high loadings on the most important factor, and small loadings on all other factors" (Field, 2000, 438). However, this difficulty can be resolved by factor rotation. Patterns of factor loadings can be changed by factor rotation and this helps in interpretation. There are two types of rotation oblique and orthogonal. Extracted factors do not correlate with each other in orthogonal rotation, while they do in oblique rotation (Floyd and Widaman, 1995). The selection between the two options is not

easy; "the choice of rotation depends on whether there is a good theoretical reason to suppose that the factors should be related or independent and also how the variables cluster on the factors before rotation" (Field, 2000, 439). The easy way to choose between the two is use both in the analysis, then "if the oblique rotation demonstrates a negligible correlation between the extracted factors then it is reasonable to use the orthogonally rotated solution" (Field, 2000, 439). The oblique rotations (PROMAX and direct Oblimin) were used. Moreover, at the stage of exploratory factor analysis, examining multiple factor solutions has been supported in the literature (Hair et al., 1998). In this analysis, the PROMAX rotation method gave a suitable solution with factor loadings >0.4; this factor structure was the most interpretable. There were also theoretical and practical reasons for this decision. Firstly, factors are allowed to correlate by orthogonal and oblique methods such as VARIMAX and PROMAX (Gorsuch, 1983; Floyd and Widaman, 1995). However, the use of oblique methods was advocated "because it more accurately reflects the underlying structure of the data than that provided by the more restrictive orthogonal solution" (Gerbing and Anderson, 1988, 189). Secondly, confirmatory factor analysis is not suited by orthogonal methods as it may result in an unidentified model because of forcing zero correlation (Kelloway and Santor, 1999; Netemeyer et al., 2003). Thirdly, some scholars claimed that unrealistic solutions may be forced by orthogonal rotation, as unlikely factors will correlate (Conway and Huffcutt, 2003; Hair et al., 1998; Costello and Osborne, 2005). Finally, the most interpretable solutions are given by oblique rotation (Conway and Huffcutt, 2003).

In order to identify underlying factors, multiple decision rules were used (Ford et al., 1986; Conway and Huffcutt, 2003). Firstly, factors were required to have eigenvalues more than 1 (Kaiser, 1960). Secondly, factors with a single item were removed, as there was a need to develop multi item measures (DeVellis, 1991; Netemeyer et al.,

2003). Indeed, it is suggested that no less than three items should be in the final factor, otherwise the chance of infeasible solutions increases (Ding et al., 1995). A latent variable has to have no less than two indicators in order for reliability to be attained (Hair et al., 1998). Finally, the total variance of extracted factors should account for 50%-60% of variance (Streiner, 1994; Hair et al., 1998). In the stage of analysing the uses and gratification scales, none of these rotations was used, as all the factor loadings for all scales of this study came up with one factor for each scale. So, according to what has been mentioned earlier, there was no need to employ any form of rotation, as the SPSS software did not accept it giving the result, *'Only one component was extracted. The solution cannot be rotated'*.

The item loadings were set to 0.4 for the EFA, as items with 0.4 and lower loadings would not significantly contribute to any factor (Churchill, 1979). The Eigenvalue was greater than 1 for the extraction and no limit was imposed on the number of factors of each scale. Items for all scales had acceptable communalities (see Appendix 5).

5.9 Simultaneous Analysis

Once all uses and gratifications scales had been factor analysed, all retained items of value dimensions were submitted to another exploratory factor analysis in order to be sure all items loaded on their expected scales. If an item loaded on more than one factor, or did not load on any factor, the item would be deleted, as items with these situations mean items do not tap one factor adequately and this would affect the measure unidimensionality and internal consistency. If an item loaded on a different factor than the expected one, the item was reviewed alongside the operational definition of the factor. It was retained to the new factor or removed, based on the face validity assessment.

5.9.1 Simultaneous analysis of the Utilitarian benefits Value Dimension

After the analysis of the social media uses and gratification constructs' scales that making up the utilitarian benefits value dimension (i.e. Information, Learning and Sharing) in the process of purifying each measure, the last step in the development process was to enter all retained items together into an exploratory factor analysis. The results are illustrated in Appendix 6. The indication of KMO test and Bartlett's Test of Sphericity is that the data are appropriate for exploratory factor analysis. The returned factors of the principal factor analysis with eigenvalue more than 1 were four factors that explain 63.907% of the total variance. However, item loadings were not exactly on the expected factors and there were some differences. The fourth factor had only item, and explained 4.418% of the total variance. This factor was discarded, as having just one loaded item is not acceptable (DeVellis, 1991; Ding et al., 1995; Hair et al., 1998; Netemeyer et al., 2003). The other three factors explained about 59% of the total variance, which is acceptable, as it has been claimed that 50%-60% of the variance should be explained (Streiner, 1994; Hair et al., 1998). Therefore, removing the fourth item will not affect the variable. The reason why a scree plot was not used, is because, as shown in Figure 5.1, the large number of factors made it difficult to interpret (Netemeyer et al., 2003).
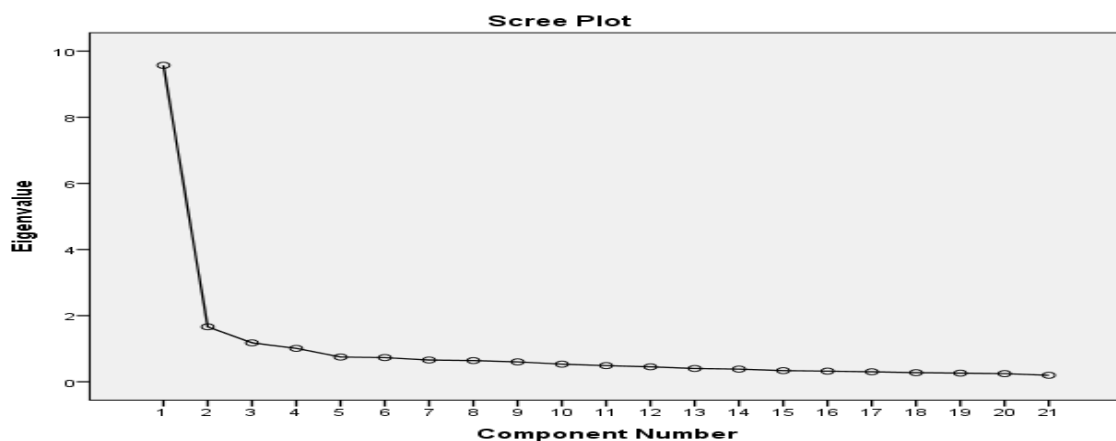
Figure 5.1: Utilitarian benefits Scree Plot for Exploratory Factor Analysis

All items from the Sharing scale (6 items) and two items from the Learning scale loaded on the first factor. This was labelled Sharing, given that the most items are from the Sharing scale and the meaning of the other two items can represent the sharing idea as well. The second factor contained eight items and they were all from the Information scale, so it was labelled Information. Factor 3 contained three items from the Learning scale and one item from the Information scale and was labelled Learning, as most of the items were from the Learning scale and the Information item can also represent the learning principle. Factor 4 contained one item from the Learning scale and this factor was discarded for the reasons mentioned earlier.

After rotation each item's communality was above 0.5 and this with the sample size (n=261) confirms that the calibration sample was suitable for exploratory factor analysis (MacCallum et al., 1999).

5.9.2 Simultaneous analysis of the Hedonic benefits Value Dimension

After the analysis of the social media uses and gratification constructs' scales making up the hedonic benefits value dimension (i.e. Entertainment, Escapism, Passing Time, Trendiness and Communication) in the process of purifying each measure, the last step in the developing process was to enter all retained items together into an exploratory factor analysis. The results are illustrated in Appendix 7. The indication of KMO test and Bartlett's Test of Sphericity is that the data are appropriate for exploratory factor analysis. The returned factors of the principal factor analysis with eigenvalue more than 1 were four factors that explain 68.537% of the total variance. However, item loadings were not exactly on the expected factors and there were some differences. The fourth factor had two items and explained 4.692% from the total variance, so it was discarded as having only two loaded items is not acceptable (DeVellis, 1991; Ding et al., 1995; Hair et al., 1998; Netemeyer et al., 2003). The other

three factors explained about 63% of the total variance, which is acceptable (Streiner, 1994; Hair et al., 1998). Hence, removing the fourth item will not affect the variable. The reason why a scree plot was not used was that, as shown in Figure 5.2, the large number of factors made it difficult to interpret (Netemeyer et al., 2003).
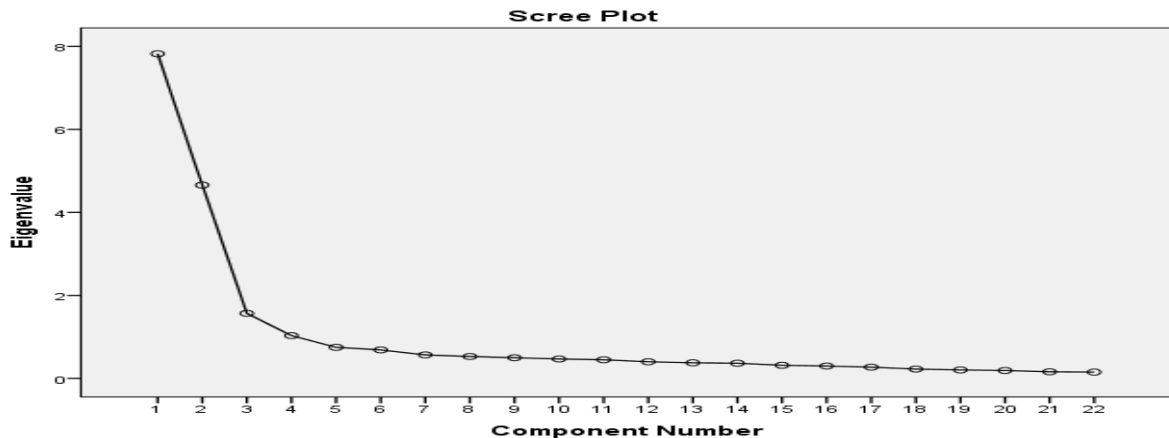
Figure 5.2: Hedonic benefits Scree Plot for Exploratory Factor Analysis

All items from the Entertainment scale (5 items) and two items from the Communication scale loaded on the first factor. This was labelled Entertainment, given that the most items are from the Entertainment scale and the meaning of the other two items can represent the entertainment idea as well. The second factor contained seven items, three from the Escapism scale and four from the Trendiness scale, so it was labelled Trendiness, as the escapism items were removed from this scale. Factor 3 contained five items from the Passing Time scale and one item from the Escapism scale and was labelled Passing time, as most of the items were from the Passing Time scale and the escapism item can represent the passing time principle. Factor 4 contained two items from the Communication scale and this factor was discarded for the reasons mentioned earlier.

After rotation each item's communality was above 0.5 and this with the sample size (n=261) confirms that the calibration sample was suitable for exploratory factor analysis (MacCallum et al., 1999).

5.9.3 Simultaneous analysis of the Social benefits Value Dimension

After the analysis of the social media uses and gratification constructs' scales making up the social benefits value dimension (i.e. Socialization, Friendship, Altruism, Community, Self esteem and Influence others) in the process of purifying each measure, the last step in the developing process was to enter all retained items together into an exploratory factor analysis. The results are illustrated in Appendix 8. Social benefits Pattern Matrix[a]. The indication of the KMO test and Bartlett's Test of Sphericity is that the data are appropriate for exploratory factor analysis. The returned factors of the principal factor analysis with eigenvalue more than 1 were three factors that explain 67.904% of the total variance, which is acceptable (Streiner, 1994; Hair et al., 1998). However, item loadings were not exactly on the expected factors and there were some differences. A scree plot was not used because, as shown in Figure 5.3, the large number of factors made it difficult to interpret (Netemeyer et al., 2003).
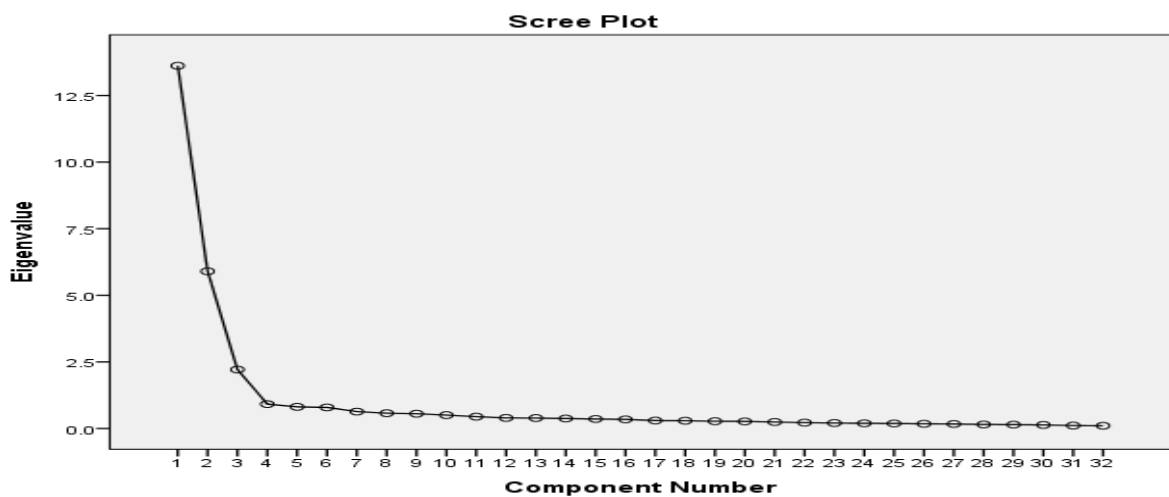

Figure 5.3: Social benefits Scree Plot for Exploratory Factor Analysis

All items from the Community scale (6 items), all items from the Socialization scale (6 items) and two items from the Altruism scale loaded on the first factor. This was labelled Community, given that all items of the Community scale were loaded on it and the meaning of the other items can represent the community idea as well. The second

factor contained twelve items: seven from the Friendship scale, two from the Altruism scale and three from the Influence others scale, so it was labelled Companionship, as all items from the Friendship scale are represented in the scale and the meaning of the other items can also serve the idea of companionship. Factor 3 contained six items from the Self esteem scale and was labelled Self esteem, as all the items came from the Self esteem scale.

After rotation, each item's communality was above 0.5 and this with the sample size (n=261) confirms that the calibration sample was suitable for exploratory factor analysis (MacCallum et al., 1999).

5.10 Measures Validation

5.10.1   Items' unidimensionality per construct

In order to test unidimensionality based on CFA five diagnostics should be followed: model fit, standardised regression weights, regression weights, standardised residual covariances and model fit indices, to find out cross-loadings between items. These steps allow the researcher to carefully judge items for construct validity(Hair et al., 2010).

5.10.1.1   Items identification for Information

In order to measure information for a unidimensionality test based on CFA, a total of six items were selected from previous studies.

Overall model fit was good based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 2.154. Other model fit data were GFI (0.977), AGFI (0.947), NFI (0.962), TLI (0.965) and RMSEA (0.067).

Model fit improvement should not be the only basis for the final decision for the CFA; other diagnostic measures should be considered such as factor loadings, regression weights, standardised residual covariances, and modification (Hair et al., 2010).

Consequently, the Information model was further examined with other diagnostic measures. Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight) which provides an initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices are examined next. All values of standardised residuals covariance were less than ±2.5.

Modification indices showed a high covariance between e5 and e8; this error term was 6.068. In order to reduce the chi-square and RMSEA values, the e5 error term in item INF5 6.068 and the e8 error term in item INF8 6.068 suggested these items were candidates for removal based on modification indices.

Item INF5 was chosen to be removed as it had a high correlation with other items and the CFA was rerun again.

Table 5.38: Model fit CFA indexes for Information

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.387	.990	.969	.981	.994	.989	.039

After the second run of CFA the overall model fit was a good fit (Table 5.38). The norm of Chi-square (CMIN/DF) was 1.387. Other model fit data were GFI (0.990), AGFI (0.969), NFI (0.981), CFI (0.994), TLI (0.989) and the RMSEA (0.039).

The Information model was further examined with other diagnostic measures, see Table 5.39.

Table 5.39: Estimated values for Information

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
INF2<-INF	1.000			.763	.582
INF3<-INF	1.054	.111	9.472	.666	.444
INF4<-INF	.967	.101	9.610	.678	.459
INF8<-INF	.753	.089	8.455	.589	.346
INF9<-INF	1.163	.127	9.130	.639	.409

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides an initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 8). No changes were needed based on these results and this can be a final model fit of CFA for Information.

5.10.1.2 Items identification for Learning

Three items were selected to test Learning unidimensionality, based on CFA. The results of model fit are shown in Table 5.40.

Table 5.40: Model fit CFA indexes for Learning

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	-	1.000	-	1.000	1.000	-	.556

The Chi-square and Degree of freedom values as were zero, indicating a perfect fit. The values of goodness of fit index (GFI), the normed fit index (NFI) and the comparative fit index (CFI) were one and this is considered as a perfect fit. Below is an explanation of the reason for the perfect fit.

The measurement model for Learning is a type of three item indicator called a just identified model (Hair et al., 2010) which means all free parameters can be assessed by just enough degrees of freedom presented. All measurement model information is used by the just identified model, which means the sample covariance matrix will be produced by CFA analysis as a perfect fit (Hair et al., 2010).

If there are no covariances between constructs or within a construct error variance in a measurement model, it is an indication that the model values are fixed at zero, as a perfect model. In this case, the measurement model is called congeneric, while a model with zero degrees of freedom is called saturated in the terminology of structural equation modelling (Hair et al., 2010). A just identified model in CFA can be referred to a fixed model at zero, because the number of unique variances can calculated if there are p measured items as "1/2[p (p+1)] = the number of unique variances/covariance" (Hair et al., 2010, 698).

In addition, in the model of CFA or SEM, in the observed covariance matrix for each unique variance and covariance one parameter can be estimated (Hair et al., 2010).

Thus, the calculation of the degree of freedom is "1/2[p (p+1)] – the number of measurement parameters = degree of freedom" (p. 698).

Consequently, the degree of freedom for the learning factor with three items would be zero as (1/2[3(3+1)] – 6 = 0).

It has been stated that a minimum of three items per factor is dictated by good practice (if possible four) in order to cover the minimum of the theoretical domain factor and sufficient recognition for the latent variable (Hair et al., 2010).

Other diagnostic measures should be considered, such as factor loadings, regression weights, standardised residual covariances, and modification; model fit improvement should not be the only basis for the final decision for the CFA (Hair et al., 2010). Consequently, the Learning model was further examined with other diagnostic measures, see Table 5.41.

Table 5.41: Estimated values for Learning

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
Lea5<-L	1.000			.789	.623
Lea2<-L	1.182	1.182	9.962	.817	.667
Lea6<-L	.853	.091	9.362	.649	.421

Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were also examined. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 9). No changes were needed based on these results.

5.10.1.3 Items identification for Sharing

In order to asses Sharing for unidimensionality based on CFA, a total of six items were selected from previous studies.

Overall model fit was good fit based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 2.046. Other model fit statistics were GFI (0.967), AGFI (0.933), NFI (0.972), TLI (0.978) and RMSEA (0.063).

The Sharing model was further examined with other diagnostic measures. Standardised loadings were checked. All estimated loadings were above 0.5 (except for item L1, which was .424) which is statistically significant (Standardized regression weight), and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, all values of standardised residuals covariance were less than ±2.5 and there was no need for changes.

The CFA test was rerun excluding item L1. Overall model fit was good, based on the results of all values of model fit. Standardised loadings were checked. All estimated loadings were above 0.5 (Standardized regression weight), and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

However, modification indices found high covariances between es1 and es5 (4.178), es1 and es2 (5.107). Removing the es1 error term in item SH1 9.285 (4.178+5.107), the es5 error term in item SH5 4.178, and the es2 error item in item SH2 5.107 can help decrease the chi-square and RMSEA values. Based on the modification indices, items SH1, SH2 and SH5 were nominated for elimination. Item SH1 was chosen to be removed first as it had higher correlations with other items.

After the third run of CFA the overall model fit was a good fit (Table 5.42). The norm of Chi-square (CMIN/DF) was 1.458. Other model fit statistics were GFI (0.989), AGFI (0.967), NFI (0.992), CFI (0.997), TLI (0.995) and RMSEA (0.042).

Table 5.42: Model fit CFA indexes for Sharing

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.458	.989	.967	.992	.997	.995	.042

The Sharing model was further examined with other diagnostic measures see Table 5.43.

Table 5.43: Estimated values for Sharing

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
SH2<-SH	1.000			.905	.820
SH3<-SH	.810	.045	17.950	.825	.681
SH4<-SH	.657	.050	13.120	.686	.470
SH5<-SH	.931	.049	18.855	.846	.717
SH6<-SH	.971	.054	17.947	.825	.681

Standardised loadings were checked. All estimate loadings were above 0.5, which is statistically significant (Standardized regression weight) which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices

(see Appendix 10). No changes were needed based on these results and this can be a final model fit of CFA for Sharing.

5.10.1.4   Items identification for Entertainment

The Entertainment factor was measured by seven items. With the CFA first run for these seven items, the model was not a good fit, based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 4.521. Other model fit statistics were GFI (0.934), AGFI (0.867), NFI (0.962), TLI (0.955) and RMSEA (0.116).

Other diagnostic measures were also considered, such as factor loadings, regression weights, standardised residual covariances, and modification (Hair et al., 2010).

Consequently, the Entertainment model was further examined with other diagnostic measures. Standardised loadings were all checked. All estimates loading were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices are examined next. All values of standardised residuals covariance were less than ±2.5. However, modification indices gave some significant results. By looking at the modification indices for error terms, some high covariance was found between eco1 and eco4, en5 and eco4, en5 and eco1, en4 and en5, en3 and eco4, en2 and eco1, and en1 and en4. These relationships indicate a high degree of covariance between items (Hair et al., 2010). Removing error term eco1 in item CON1 42.292 (28.557+7.443+6.292), error term eco4 in item CON4 37.734 (4.823+4.354+28.557), error term en5 in item ENT5 21.101 (4.823+7.443+8.835), and error term 4 in item ENT4 17.391 (8.835+8.556) decreased the values of chi-square

and RMSEA. Thus, the items COM1, COM4, ENT5 and ENT4 were nominated to be removed from the model.

As the item COM1 had the biggest correlation with other items, it was chosen to be eliminated first, then CFA was run for the second time.

After the second run of CFA the overall model fit was a good fit (Table 5.44). The norm of Chi-square (CMIN/DF) was 1.501. Other model fit data were GFI (0.985), AGFI (0.962), NFI (0.991), CFI (0.997), TLI (0.994) and RMSEA (0.044).

Table 5.44: Model fit CFA indexes for Entertainment

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.501	.985	.962	.991	.997	.994	.044

The Entertainment model was further examined with other diagnostic measures, see Table 5.45.

Table 5.45: Estimated values for Entertainment

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
ENT1<-ENT	1.000			.774	.599
ENT2<-ENT	1.216	.073	16.713	.920	.847
ENT3<-ENT	1.068	.070	15.349	.860	.740
ENT4<-ENT	1.115	.073	15.203	.856	.733
ENT5<-ENT	1.122	.074	15.173	.855	.731
CON4<-ENT	1.094	.076	14.326	.815	.664

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial

evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 11). No changes were needed based on these results and this can be a final model fit of CFA for Entertainment.

5.10.1.5 Items identification for Trendiness

Four items were selected to measure Trendiness unidimensionality, based on CFA.

Table 5.46: Model fit CFA indexes for Trendiness

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.041	1.000	.999	1.000	1.000	1.017	.000

The overall model fit was perfect, see Table 5.46. The (CMIN/DF) was 0.41. Other model fit statistics were GFI (1.000), AGFI (0.999), and NFI (1.000), all almost 1, indicated perfect fit, while TLI was 1.017, which is over 1. It has been indicated that TLI and NFI are similar, but TLI is not normed, and accordingly its values can be below 0 or above 1 while the CFI is normed so it has to be between 0 and 1 (Hair et al., 2010). Therefore, the TLI value of 1.001 was accepted and the CFI value of 1 shows a perfect fit. The value of RMSEA is zero, which is a perfect fit.

Table 5.47: Estimated values for Trendiness

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
TRE4<-TRE	1.000			.694	.482
TRE3<-TRE	1.226	.115	10.631	.825	.680
TRE2<-TRE	1.008	.107	9.442	.683	.466
TRE1<-TRE	1.101	.112	9.847	.719	.516

Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicted by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 12). No changes were needed based on these results.

5.10.1.6   Items identification for Passing time

In order to measure Passing time for unidimensionality based on CFA, a total of six items were selected from previous studies. Overall model fit was not good based on the results of all values of model fit. Chi-square (CMIN/DF) was 4.727, which is above the cut-off point 2.83. Other model fit data were GFI (0.949), AGFI (0.881), NFI (0.963), TLI (0.950) and RMSEA (0.120) which is above the cut-off point .80.

The Passing time model was further examined with other diagnostic measures. Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there was no need for changes.

However, the modification indices found high covariances between ept3 and ept5 (4.002).

ept3 and ept4 (13.173), ept2 and ept4 (16.317), ept1 and ept3 (10.353), ept1 and ept2 (5.018), and ees2 and ept1 (4.254).

Removing the error term ept3 in item PT3 33.492 (4.002+13.173+16.317), the error term ept4 in item PT4 29.49 (13.173+16.317), the error term ept5 in item PT5 4.002, the error term ept2 in item PT2 21.335 (16.317+5.018), the error term ept1 in item PT1 19.625 (10.353+5.018+4.254) and the error term ees2 in item ESC2 4.254 would decrease the chi-square and RMSEA values. Based on the modification indices, items PT1, PT2, PT3, PT4, PT5 and ESC2 were nominated for elimination.

Item PT3 was chosen to be removed first as it had higher correlations with other items.

The CFA test was rerun, excluding item PT3. Overall model fit was good based on the results of all values of model fit. Standardised loadings were checked. All estimated loadings were above 0.5 (Standardized regression weight), and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

However, the modification indices found high covariances between ees2 and ept1 (8.394) Removing ees2 error term in item ESC2 8.394 and the ept1 error term in item PT1 8.394 could decrease the chi-square and RMSEA values. Based on the modification indices, items ESC2 and PT1 were nominated for elimination.

Item ESC2 was chosen to be removed first, as it had higher correlations with other items.

After the third run of CFA the overall model fit was a perfect fit (Table 5.48). The norm of Chi-square (CMIN/DF) was 1.107. Other model fit data were GFI (0.996), AGFI (0.978), NFI (0.997), CFI (1.000). Those values almost approached 1 as a perfect fit. The Tucker-Lewis Index (TLI) was 0.999 and the RMSEA 0.020.

Table 5.48: Model fit CFA indexes for passing time

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.107	.996	.978	.997	1.000	.999	.020

The Passing time model was further examined with other diagnostic measures, see Table 5.49.

Table 5.49: Estimated values for passing time

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
PT1<-PT	1.000			.802	.643
PT2<-PT	.897	.056	15.997	.869	.755
PT4<-PT	.933	.056	16.772	.905	.819
PT5<-PT	.918	.064	14.401	.802	.644

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicted by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 13). No changes were needed based on these results and this can be a final model fit of CFA for Passing Time.

5.10.1.7   Items identification for Socialization

In order to measure Socialization for unidimensionality based on CFA a total of 14 items were selected from previous studies. Overall model fit was not good based on the results of all values of model fit. Chi-square (CMIN/DF) was 5.321, which is above the cut-off point 2.83. Other model fit statistics were GFI (0.807), AGFI (0.737), NFI (0.882), CFI (.901) TLI (0.883) which are all below the cut-off points and the RMSEA (0.120).

The Socialization model was further examined with other diagnostic measures. Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there was no need for changes.

However, the modification indices found high covariances between esc5 and esc6 (17.344), esc3 and esc5 (6.596), esc3 and esc4 (4.051), esc2 and esc4 (8.988), eso1 and esc6 (7.357), eso1 and esc5 (4.072), eso1 and esc3 (4.528), eso1 and esc2 (4.593), ect6 and esc2 (4.875), ect6 and eso1 (11.008), ect5 and ect6 (54.823), ect4 and esc3 (7.403), ect4 and esc2 (8.777), ect4 and eso1 (11.891), ect3 and esc3

(12.800), ect3 and esc2 (6.780), ect3 and eso1 (6.026), ect3 and ect4 (43.387), ect2 and esc6 (5.168), ect2 and esc4 (9.927), ect2 and ect5 (4.059), ect2 and ect3 (5.399), ect1 and esc5 (10.457), ect1 and esc2 (8.307), ect1 and ect5 (5.819), ect1 and ect4 (4.341), ect1 and ect3 (8.799), ect1 and ect2 (4.395), eal4 and esc4 (18.132), eal4 and eso1 (7.710), eal4 and ect6 (16.036), eal4 and ect2 (8.978), eal4 and ect1 (36.818), eal1 and esc5 (8.809), eal1 and esc4 (4.672), eal1 and esc3 (12.574), eal1 and esc2 (4.102), eal1 and ect3 (4.668), eal1 and ect2 (17.163), and eal1 and ect1 (5.855).

Based on the modification indices the 14 items had high correlations and the researcher needed to start removing items. Removing the error term ect3 in item CTY3 87.859 (12.800+6.780+6.026+43.387+5.399+8.799+4.668), the error term eal4 in item ALT4 87.67400 (18.132+7.710+16.036+8.978+36.818), the error term ect1in item CTY1 84.791 (10.457+8.307+5.819+4.341+8.799+4.395+36.818+5.855), the error term ect4 in item CTY4 75.79900 (7.403+8.777+11.891+43.387+4.341), the error term ect6 in item CTY6 70.706 (4.875+11.008+54.823) and the error term ect5 in item CTY5 64.701 (54.823+4.059+5.819) would improve the model fit.

These items were nominated first for elimination. Item CTY3 was chosen to be removed first as it had higher correlations with other items.

However, after the elimination of CTY3 the model fit was still not good and there were modification indicators as well. This model was run several times, with different items each time, in order to have a good fit with all other diagnostic measures. Items ALT4, CTY6, CTY5, CTY1, ALT1, SOC5 and SOC4 were removed based on their high covariances every time CFA was run.

After several runs of CFA, the overall model fit was a good fit (Table 5.50). The norm of Chi-square (CMIN/DF) was 1.028. Other model fit data were GFI (0.990), AGFI (0.974), NFI (0.992), CFI (1.000), TLI (1.000) and RMSEA (0.010).

Table 5.50: Model fit CFA indexes for Socialization

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.028	.990	.974	.992	1.000	1.000	.010

The Socialization model was further examined with other diagnostic measures, see Table 5.51.

Table 5.51: Estimated values for Socialization

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
CTY2<-SOC	1.000			.788	.621
CTY4<-SOC	1.058	.082	12.832	.751	.564
SOC1<-SOC	1.104	.072	15.272	.857	.734
SOC2<-SOC	1.107	.081	13.743	.782	.612
SOC3<-SOC	1.048	.072	14.516	.816	.666
SOC6<-SOC	1.125	.075	15.080	.841	.706

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides an initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 14). No changes were needed based on these results and this can be a final model fit of CFA for Socialization.

5.10.1.8   Items identification for Self esteem

In order to assess Self esteem for unidimensionality based on CFA, a total of six items were selected from previous studies.

Overall model fit was good based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 1.734. Other model fit values were GFI (0.980), AGFI (0.953), NFI (0.978), TLI (0.984) and RMSEA (0.053).

The Self esteem model was further examined with other diagnostic measures. Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5.

Modification indices showed a high covariance between e3 and e5; this error term was 9.039. In order to reduce the chi-square and RMSEA values, the e3 error term in item SE3 9.039 and the e5 error term in item SE7 9.039 were candidates to be removed based on modification indices.

Item SE3 was chosen to be removed, as it had higher correlation with other items and the CFA was rerun again.

Table 5.52: Model fit CFA indexes for Self esteem

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.733	.994	.983	.993	1.000	1.005	.000

After the second run of CFA the overall model fit was good (Table 5.52). The norm of Chi-square (CMIN/DF) was .733. Other model fit data were GFI (0.994), AGFI (0.983), NFI (0.993), CFI (1.000), TLI (1.005) and RMSEA (0.000).

The Self esteem model was further examined with other diagnostic measures, see Table 5.53.

Table 5.53: Estimated values for Self esteem

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
SE1<-SE	1.000			.750	.563
SE2<-SE	.762	.066	11.544	.750	.562
SE4<-SE	.805	.069	11.752	.763	.583
SE5<-SE	.728	.074	9.852	.642	.412
SE6<-SE	.862	.070	12.359	.806	.649

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals

covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 15). No changes were needed based on these results and this can be a final model fit of CFA for self esteem.

5.10.1.9 Items identification for Companionship

In order to measure Companionship for unidimensionality test based on CFA a total of 11 items were selected from previous studies. Overall model fit was not good based on the results of all values. Chi-square (CMIN/DF) was 3.700, which is above the cut-off point 2.83. Other values were GFI (0.887), AGFI (0.830), NFI (0.940), CFI (.955) and TLI (0.944), which are all below the cut-off points, and RMSEA (0.102).

The Companionship model was further examined with other diagnostic measures. Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there was no need for changes.

However, modification indices revealed high covariances between eino1 and eal2 (11.470), eino2 and eal2 (11.504), eino2 and eino1(51.618), efr6 and efr7 (14.451), efr5 and eal2 (11.012), efr3 and efr6 (11.040), efr2 and efr4 (13.811), eal2 and efr7 (9.146), eal3 and eal2 (7.512), efr4 and eino1 (4.158), efr4 and eino2 (8.707), efr3 and eino1 (5.273), efr2 and eino2 (7.694), and efr1 and efr2 (4.966).

Based on the modification indices the 11 items had high correlations and the researcher needed to start removing items. Removing the error term eino2 in item

INO2 79.523 (11.504+51.618+8.707+7.694), the error term eal2 in item ALT2 50.644 (11.470+11.504+11.012+9.146+7.512), the error term efr6 in item FR6 25.491 (14.451+11.040), the error term eal3 in item ALT3 7.512 would improve model fit. These items were nominated first for elimination. Item INO2 was chosen to be removed first as it had higher correlations with other items.

However, after the elimination of INO2 the model fit was still not good and there were modification indices as well. This model was run several times, with different items each time, in order to have a good fit with all other diagnostic measures. Items ALT2, FR6 and ALT3 were removed, based on their high covariances every time CFA was run.

After several runs of CFA the overall model fit was good (Table 5.54). The norm of Chi-square (CMIN/DF) was .988. Other model fit data were GFI (0.986), AGFI (0.971), NFI (0.992), CFI (1.000), TLI (1.000) and RMSEA (0.000).

Table 5.54: Model fit CFA indexes for Companionship

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.988	.986	.971	.992	1.000	1.000	.000

The Companionship model was further examined with other diagnostic measures, see Table 5.55.

Table 5.55: Estimated values for Companionship

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
FR1<-CIP	1.000			.849	.720
FR2<-CIP	1.038	.053	19.664	.901	.811
FR3<-CIP	.979	.058	16.826	.825	.680
FR4<-CIP	.960	.051	18.795	.879	.772
FR5<-CIP	1.010	.056	18.134	.861	.742
FR7<-CIP	.942	.057	16.470	.857	.735
INO1<-CIP	.973	.056	17.236	.837	.700

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 16). No changes were needed based on these results and this can be a final model fit of CFA for Companionship.

5.11 Development of Alternative Models

As mentioned in the methodology chapter, the validation and reliability of the measures were tested on a sample of 261, which was the second split half, independent from the first split half used for purification of measures. In this stage

Confirmatory Factor Analysis (CFA) using AMOS 22 was used. As a first step in this process, the researcher specified a number of different alternative models in order to ensure that the hypothesised measurement model was the best fitting model.

The steps discussed in this section will be specifying alternative models, evaluating model fit, selecting the model, modifying the model, and then testing of reliability and validity.

5.11.1　　Alternative model specification

The first step is to specify a model that has the best relationships between observed and latent variables. Testing the strength of relationships between items and their dimensions is the main purpose here. Therefore, some other different relationships were examined along with the hypothesised relationships. Model A is the hypothesised model with nine factors (Information, Learning, Sharing, Entertainment, Passing time, Trendiness, Socialization, Companionship, and Self esteem).

In the first alternative model B, the individual items were linked directly to the three constructs (Utilitarian, Hedonic, and Social), and are assumed to be first order constructs, which can be measured directly by the items.

Model C is the second alternative model, which was built based on two distinct types of constructs functional construct and non functional. The utilitarian construct is the functional one, while the hedonic and social constructs are non functional constructs.

The third model is model D, assuming that all items are reflective of one construct, social media use measurement. Therefore, all items are linked to a single first order construct (SMUM). All models are represented in figure 5.4.

Figure 5.4: Alternative measurement models
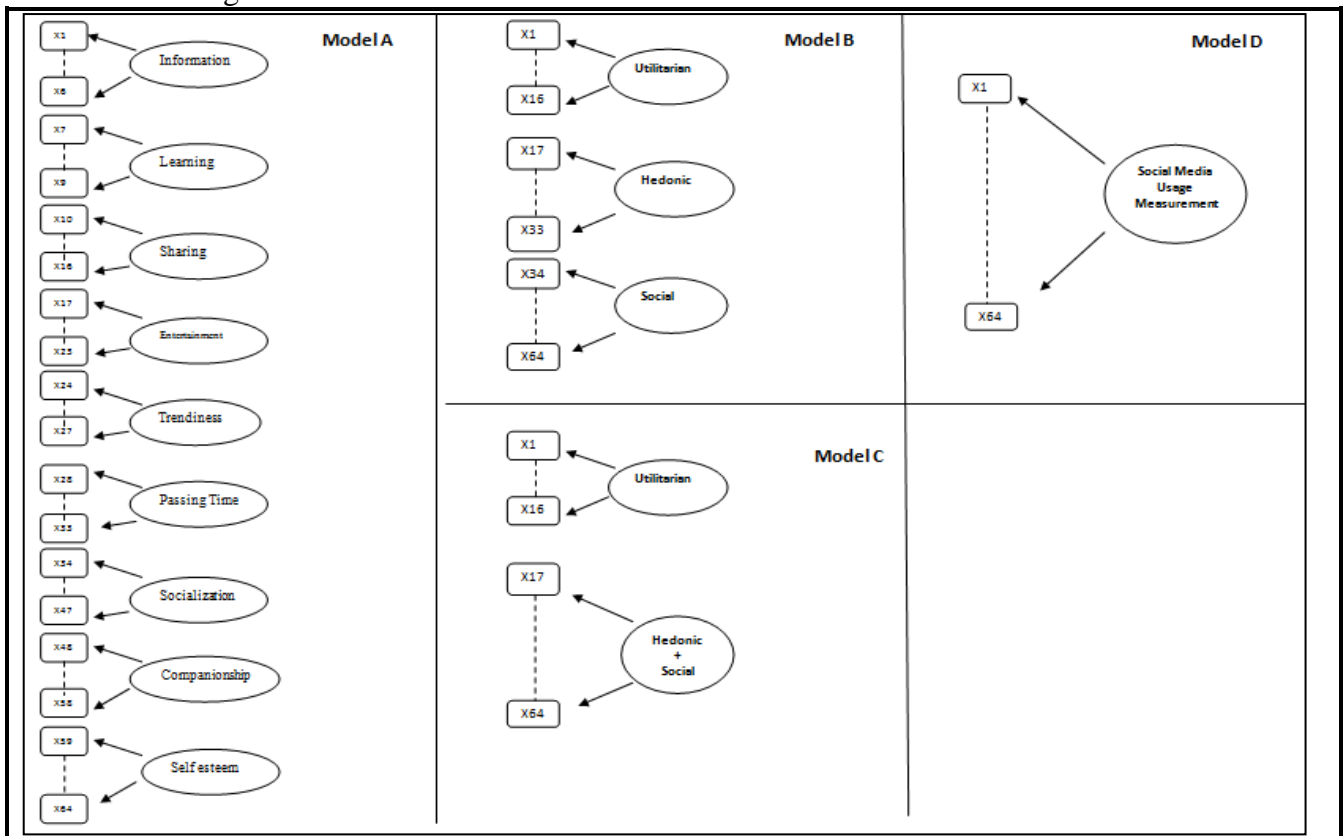
5.11.2 Model fit evaluation

Nested models are those restricted by conditions of another. Therefore, model B is nested in model A because it is model A when the correlations between Information, Learning, and Sharing; between Entertainment, Trendiness, and Passing time; between Socialization, Companionship, and Self esteem are set to 1. Model C is also nested in Model A because it is Model A when the correlations between Information, Learning, and Sharing on the one hand, and between Entertainment, Trendiness, Passing time, Socialization, Companionship, and Self esteem on the other hand, are set to 1. Finally, model D is nested in model A as it will represent model A if the correlations between the nine dimensions are set to 1.

Relative statistics related to the nested models through chi square are given in table 5.56.It can be seen that model A, the hypothesised model, has a better fit than the other models. The difference in the chi square is presented in Table 5.57.

Table 5.56: Goodness-of-fit indices of alternative measurement models

	χ^2	d.f.	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level			< 2.83	> 0.90	> 0.80	> 0.90	> 0.95	> 0.90	< 0.80
Model A (9 factors)	3941.94	1916	2.057	.661	.632	.767	.864	.857	.064
Acceptability of model A			Yes	No	No	No	No	Close	Yes
Model B (3 factors)	9018.06	1949	4.627	.219	.166	.468	.526	.510	.118
Acceptability of model B			No	No	No	No	No	No	No
Model C (2 factors)	9100.62	1951	4.665	.215	.163	.463	.521	.505	.119
Acceptability of model C			No	No	No	No	No	No	No
Model D (1 factor)	9221.35	1952	4.724	.215	.164	.456	.513	.497	.120
Acceptability of model D			No	No	No	No	No	No	No

Table 5.57: Chi-Square differences between models

Model	$\Delta \chi^2$	Δ d.f.
A-B	5076.12	33
A-C	5158.68	35
A-D	5279.41	36

5.11.3   Model modification

The hypothesised model A was selected for further modifications as it has the better model fit compared to the other three models. The model was modified based on identifying weak reliabilities and loading of items, reviewing items stated in the modification indices. The model showed a very good fit (Table 5.58) after removing some items (one item per run).

Table 5.58: Goodness-of-fit indices of measurement model

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.80
Default model	1.390	.901	.875	.929	.979	.975	.039

The measurement model has a very good fit. 1.390 was the value of CMIN/DF and that indicate good fit with a threshold of <2.83, the goodness of fit index is 0.901, adjusted goodness of fit index is 0.875, comparative fit index is 0.979, and the Trucker-Lewis Index is 0.975. These all indicate a very good model fit. The RMSEA value is 0.039 and this is a very good fit according to Hair et al. (2010) who indicated that RMSEA less than 0.05 is indication of good fit with large samples over 500 respondents.

Table 5.59: Estimated values measurement model

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
INF2<- INF	1.000			.740	.548
INF3<-INF	.856	.082	10.377	.738	.544
INF4<-INF	.797	.077	10.358	.736	.542
LEA2<-LEA	1.000			.836	.700
LEA5<-LEA	.830	.057	14.453	.792	.628
LEA6<-LEA	.853	.065	13.104	.737	.543
SH2<- SH	1.000			.894	.800
SH3<-SH	.825	.046	17.985	.830	.690
SH5<-SH	.947	.050	18.856	.851	.724
ENT1<-ENT	1.000			.784	.615
ENT2<-ENT	1.136	.071	16.049	.871	.759
ENT5<-ENT	1.044	.072	14.458	.806	.650
COM4<-ENT	1.150	.072	15.975	.868	.753
PT1<-PT	1.000			.825	.680
PT2<-PT	.862	.051	16.838	.858	.737

PT4<-PT	.892	.050	17.803	.890	.792
PT5<-PT	.904	.058	15.491	.812	.660
TR1<-TR	1.000			.728	.530
TR2<-TR	.927	.090	10.314	.700	.491
TR3<-TR	1.074	.092	11.623	.805	.648
TR4<-TR	.893	.088	10.183	.691	.477
FR3<-CIP	1.000			.806	.650
FR4<-CIP	.998	.059	16.867	.875	.765
FR5<-CIP	1.080	.063	17.069	.882	.777
FR7<-CIP	.989	.060	16.489	.861	.742
INO1<-CIP	1.012	.064	15.687	.832	.693
SOC2<-SOC	1.000			.769	.592
SOC3<-SOC	.960	.066	14.495	.814	.662
SOC6<-SOC	.993	.069	14.343	.807	.651
CTY2<-SOC	.974	.065	14.972	.835	.697
CTY4<-SOC	.965	.074	13.014	.746	.556
SE2<-SE	1.000			.743	.551
SE4<-SE	1.041	.091	11.396	.744	.554
SE5<-SE	.989	.098	10.059	.658	.433
SE6<-SE	1.160	.093	12.448	.818	.670

Regression weight values for this model were all above 0.79. Critical ratios were above the threshold (1.96). Consequently, according to Hair et al. (2010) the measurement model has good outcomes.

The next step after the confirmation of model fit is validity and reliability tests. The procedure used to check validity and reliability of the model will be reported in the next section.

5.12 Convergent Validity

Convergent validity is "the extent to which indicators of a specific construct converge or share a high proportion of variance in common." (Hair et al., 2006, 771). It can be calculated by (1) Factor loading, (2) Average variance extracted (AVE), and (3) The squared root of Average variance extracted (SQRTAVE).

Factor loadings:

As indicated in the previous part, all critical ratios were more than the threshold (1.96) and all standardised regression weights were more than the threshold (0.50). Thus, convergent validity is identified by these results.

Average variance extracted:

Explaining more than half of the variance observed is the condition for AVE, which means the threshold of AVE value has to be more than 0.5 (Fornell and Larcker, 1981; Hair et al., 2006). AVE = (Σ squared multiple correlations) / (the number of indicator measurement error). Table 5.60 shows the calculation for average variance extracted of the measurement model.

Table 5.60: The measurement model Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Information		
INF2<- INF	.548	
INF3<-INF	.544	
INF4<-INF	.542	
LEA2<-LEA	.700	
LEA5<-LEA	.628	
LEA6<-LEA	.543	
SH2<- SH	.800	
SH3<-SH	.690	
SH5<-SH	.724	
ENT1<-ENT	.615	
ENT2<-ENT	.759	
ENT5<-ENT	.650	
COM4<-ENT	.753	
PT1<-PT	.680	
PT2<-PT	.737	
PT4<-PT	.792	
PT5<-PT	.660	
TR1<-TR	.530	0.64
TR2<-TR	.491	
TR3<-TR	.648	
TR4<-TR	.477	
FR3<-CIP	.650	
FR4<-CIP	.765	
FR5<-CIP	.777	
FR7<-CIP	.742	
INO1<-CIP	.693	
SOC2<-SOC	.592	
SOC3<-SOC	.662	
SOC6<-SOC	.651	
CTY2<-SOC	.697	
CTY4<-SOC	.556	
SE2<-SE	.551	
SE4<-SE	.554	
SE5<-SE	.433	
SE6<-SE	.670	
Sum	22.504	

The squared root of average variance extracted:

The threshold of SQRTAVE value should be greater than 0.5 (Hair et al., 2010).

SQRTAVE = (Σ standardised regression weight) / (the number of indicator

measurement error). Table 5.61 shows the calculation for the squared root of average variance extracted of the measurement model.

Table5.61: The measurement model Squared Root of Average Variance Extracted

Construct	Standardized regression weight	The squared root of Average variance extracted
Information		
INF2<- INF	.740	
INF3<-INF	.738	
INF4<-INF	.736	
LEA2<-LEA	.836	
LEA5<-LEA	.792	
LEA6<-LEA	.737	
SH2<- SH	.894	
SH3<-SH	.830	
SH5<-SH	.851	
ENT1<-ENT	.784	
ENT2<-ENT	.871	
ENT5<-ENT	.806	
COM4<-ENT	.868	
PT1<-PT	.825	
PT2<-PT	.858	
PT4<-PT	.890	
PT5<-PT	.812	
TR1<-TR	.728	0.79
TR2<-TR	.700	
TR3<-TR	.805	
TR4<-TR	.691	
FR3<-CIP	.806	
FR4<-CIP	.875	
FR5<-CIP	.882	
FR7<-CIP	.861	
INO1<-CIP	.832	
SOC2<-SOC	.769	
SOC3<-SOC	.814	
SOC6<-SOC	.807	
CTY2<-SOC	.835	
CTY4<-SOC	.746	
SE2<-SE	.743	
SE4<-SE	.744	
SE5<-SE	.658	
SE6<-SE	.818	
Sum	27.982	

5.13 Discriminant Validity

Discriminant validity is "the degree to which two conceptually similar concepts are distinct" (Hair et al., 2010, 126). It confirms that the proposed scale is not equal to other similar concepts (Hair et al., 2006). It can be supported if; first, one is the value for the correlation between two variables. Second, the correlation of the one construct model is separate from the two-construct model (Hair et al., 2010).

Based on this, the discriminant validity was calculated and the results are as in Appendix 21.

The squared root of average variance extracted (SQRTAVE) (0.79) was more than the square of the correlation between any two variables (0.089). Consequently, all variables discriminant validity is supported.

5.14 Composite Reliability

Composite reliability should be greater than 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008) or 0.7 (Hair et al., 2010). Composite reliability can be calculated as: Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ measurement errors. Table 5.62 shows that all composite reliabilities are above 0.70.

Table 5.62: Critical Ratios, R square Values and composite reliability for the Measurement Model.

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
INF2<- INF	.740	.548	0.452	
INF3<-INF	.738	.544	0.456	
INF4<-INF	.736	.542	0.458	
LEA2<-LEA	.836	.700	0.300	
LEA5<-LEA	.792	.628	0.372	
LEA6<-LEA	.737	.543	0.457	
SH2<- SH	.894	.800	0.200	
SH3<-SH	.830	.690	0.310	
SH5<-SH	.851	.724	0.276	
ENT1<-ENT	.784	.615	0.385	
ENT2<-ENT	.871	.759	0.241	
ENT5<-ENT	.806	.650	0.35	
COM4<-ENT	.868	.753	0.247	
PT1<-PT	.825	.680	0.32	
PT2<-PT	.858	.737	0.263	
PT4<-PT	.890	.792	0.208	
PT5<-PT	.812	.660	0.34	
TR1<-TR	.728	.530	0.47	782.9/ (782.9+
TR2<-TR	.700	.491	0.509	12.46) = 0.98
TR3<-TR	.805	.648	0.352	
TR4<-TR	.691	.477	0.523	
FR3<-CIP	.806	.650	0.35	
FR4<-CIP	.875	.765	0.235	
FR5<-CIP	.882	.777	0.223	
FR7<-CIP	.861	.742	0.258	
INO1<-CIP	.832	.693	0.307	
SOC2<-SOC	.769	.592	0.408	
SOC3<-SOC	.814	.662	0.338	
SOC6<-SOC	.807	.651	0.349	
CTY2<-SOC	.835	.697	0.303	
CTY4<-SOC	.746	.556	0.444	
SE2<-SE	.743	.551	0.449	
SE4<-SE	.744	.554	0.446	
SE5<-SE	.658	.433	0.567	
SE6<-SE	.818	.670	0.33	
Sum	27.982		12.46	
Sum square	782.992			

5.15 Mediators, Moderators and Dependent Variables

In this section, the researcher will consider mediating and dependent variables. These scales were adapted from previous studies as mentioned in the methodology chapter. With adopted scales, usually there is no purification of the scales, as they have been used and purified before. However, with adapted scales, the researcher found that it is better to do the purification stage as there might be some changes in the scales (e.g. Garbarino and Johnson, 1999; Beerli et al., 2004; Casaló et al., 2007). Moreover, differences between these scales' theoretical dimensions and the ones in this research could be arise due to industry or the context differences (Babakus and Boller, 1992; Beerli et al., 2004). Therefore, the stages in this section will be the same as with developed scales.

5.16 Measures Purification

5.16.1 Reliability analysis for the Trust towards fan page Scale

The reliability of this scale is strong as Table 5.64 illustrates that the Cronbach's alpha is 0.862, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.681 and 0.789 so deleting any item would not improve the reliability of the scale. Table 5.63 shows the range of the inter item correlations was between 0.826 and 0.844. The item total correlations as shown in Table 5.64 ranged between 0.632 and 0.706. Consequently, according to the common guideline mentioned previously this scale can be considered reliable.

Table 5.63: Trust towards Fan Page scale Inter-Item Correlation Matrix

	TRS1	TRS2	TRS3	TRS4	TRS5
Based on my experience with the company's social media, I know it is honest.	1.00	.639	.547	.535	.546
Based on my experience with the company's social media, I know it cares about followers.	.639	1.00	.582	.521	.547
Based on my experience with the company's social media, I know it is not opportunistic.	.547	.582	1.00	.636	.450
Based on my experience with the company's social media, I know it is predictable.	.535	.521	.636	1.00	.545
Based on my experience with the company's social media, I know it knows its field.	.546	.547	.450	.545	1.00

Table 5.64: Trust towards Fan Page scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Based on my experience with the company's social media, I know it is honest.	23.10	14.933	.696	.502	.829
Based on my experience with the company's social media, I know it cares about followers.	22.99	15.350	.706	.520	.826
Based on my experience with the company's social media, I know it is not opportunistic.	23.07	15.353	.680	.504	.833
Based on my experience with the company's social media, I know it is predictable.	23.05	14.967	.686	.504	.831
Based on my experience with the company's social media, I know it knows its field.	22.93	16.034	.632	.422	.844
Cronbach's Alpha	.862				

5.16.2 Reliability analysis for the Trust towards Organisation Scale

The reliability of this scale is strong as Table 5.66 illustrates that the Cronbach's alpha is 0.866, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.820 and 0.871 so deleting any item would not improve the reliability of the scale. Table 5.65 shows the range of the inter item correlations was between 0.424 and 0.710. The item total correlations as shown in Table 5.66 ranged between 0.542 and 0.754. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.65: Trust towards Organisation scale Inter-Item Correlation Matrix

	TRC1	TRC2	TRC3	TRC4	TRC5
Based on my experience with the company, I know it is honest.	1.00	.667	.666	.601	.492
Based on my experience with the company, I know it cares about customers.	.667	1.00	.577	.544	.496
Based on my experience with the company, I know it is not opportunistic.	.666	.577	1.00	.710	.434
Based on my experience with the company, I know it is predictable.	.601	.544	.710	1.00	.424
Based on my experience with the company, I know it knows its market.	.492	.496	.434	.424	1.00

Table 5.66: Trust towards Organisation scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Based on my experience with the company's social media, I know it is honest.	22.82	15.305	.754	.585	.820
Based on my experience with the company's social media, I know it cares about followers.	22.74	16.322	.699	.511	.835
Based on my experience with the company's social media, I know it is not opportunistic.	22.70	14.927	.744	.602	.823
Based on my experience with the company's social media, I know it is predictable.	22.77	15.460	.704	.546	.833
Based on my experience with the company's social media, I know it knows its field.	22.59	17.758	.541	.306	.871
Cronbach's Alpha	.866				

5.16.3 Reliability analysis for the Loyalty towards Organisation Scale

The reliability of this scale is strong, as Table 5.68 illustrates that the Cronbach's alpha is 0.797, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.608 and 0.663 so deleting any item would not improve the reliability of the scale. Table 5.67 shows the range of the inter item correlations was between 0.546 and 0.622. The item total correlations as shown in Table 5.68 ranged between 0.369 and 0.450. Consequently, according to the common guideline mentioned previously this scale can be considered reliable.

Table 5.67: Loyalty towards Organisation scale Inter-Item Correlation Matrix

	LOY1	LOY2	LOY3
I do not like to change to another company because I value the selected company.	1.00	.546	.549
I am a loyal customer of this company.	.546	1.00	.622
I would always recommend this company to someone who seeks my advice.	.549	.622	1.00

Table 5.68: Loyalty towards Organisation scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I do not like to change to another company because I value the selected company.	11.75	4.713	.608	.369	.767
I am a loyal customer of this company.	11.51	5.151	.660	.447	.704
I would always recommend this company to someone who seeks my advice.	11.45	5.195	.663	.450	.703
Cronbach's Alpha	.797				

5.16.4 Reliability analysis for the Commitment towards Organisation Scale

The reliability of this scale is strong, as Table 5.70 illustrates that the Cronbach's alpha is 0.865, which is above the appointed acceptable reliability of 0.70 (Hair et al., 1998, 2006; Tabachnick and Fidell, 2006). If items of this factor were deleted, the reliability would range between 0.809 and 0.841 so deleting any item would not improve the reliability of the scale. Table 5.69 shows the range of the inter item correlations was between 0.571 and 0.618. The item total correlations as shown in Table 5.70 ranged between 0.486 and 0.592. Consequently, according to the common guideline mentioned previously, this scale can be considered reliable.

Table 5.69: Commitment towards Organisation scale Inter-Item Correlation Matrix

	CNT1	CNT2	CNT3	CNT4
I am proud to belong to this company.	1.00	.618	.589	.571
I feel a sense of belonging to this company.	.618	1.00	.601	.713
I care about the long-term success of this company.	.589	.601	1.00	.598
I am a loyal patron of this company.	.571	.713	.598	1.00

Table 5.70: Commitment towards Organisation scale Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am proud to belong to this company.	17.88	10.728	.680	.468	.841
I feel a sense of belonging to this company.	17.86	9.866	.758	.592	.809
I care about the long-term success of this company.	17.74	10.457	.685	.471	.839
I am a loyal patron of this company.	17.80	9.970	.733	.564	.819
Cronbach's Alpha	.865				

5.17 Measures Validation

5.17.1 Items unidimensionality per construct

In order to test unidimensionality based on CFA five diagnostics should be followed (model fit, standardised regression weights, regression weights, standardised residual covariances and model fit indices) to find out cross-loadings between items. These steps allow the researcher to carefully judge items for construct validity(Hair et al., 2010).

5.17.1.1 Items identification for Trust towards fan page

In order to test Trust towards fan page for unidimensionality based on CFA a total of five items were selected from previous studies.

Overall model fit was not good based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 5.166. Other model fit statistics were GFI (0.961), AGFI (0.882), NFI (0.974), CFI (0.979), TLI (0.957) and RMSEA (0.127).

The Trust towards fan page model was further examined with other diagnostic measures. Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight) which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5.

Modification indices showed a high covariance between e3 and e5 (9.125), e3 and e4 (14.599), and e2 and e5 (5.129). In order to reduce the chi-square and RMSEA values, the e3 error term in item TRF3 23.724 (9.125+14.599) and the e5 error term in item TRF5 14.254 (9.125+5.129) were candidates for removal based on modification indices.

Item TRF3 was chosen to be removed, as it had a higher correlation with other items and the CFA was rerun.

Table 5.71: Model fit CFA indexes for Trust towards fan page

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.493	.998	.990	.999	1.000	1.004	.000

After the second run of CFA the overall model fit was perfect (Table 5.71). The norm of Chi-square (CMIN/DF) was .733. Other model fit statistics were GFI (0.998), AGFI (0.999), NFI (0.999), CFI (1.000); they were all almost 1, which is a perfect fit. TLI was (1.004), which iss over 1, which occurs because TLI is not normed, unlike CFI (Hair et al., 2010). Therefore, the TLI value of 1.004 was accepted and the CFI value of 1 shows perfect fit. The value of RMSEA is zero, which is a perfect fit.

The Trust towards fan page model was further examined with other diagnostic measures, see Table 5.72

Table 5.72: Estimated values for Trust towards Fan Page

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
TRS1<-TRS	1.000			.904	.817
TRS2<-TRS	.878	.044	19.980	.882	.778
TRS4<-TRS	.902	.052	17.313	.815	.664
TRS5<-TRS	.770	.048	16.149	.783	.614

Standardised loadings were checked. All estimated loadings were above 0.5, which statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices

(see Appendix 17). No changes were needed based on these results and this can be a final model fit of CFA for Trust towards fan page.

5.17.1.2   Items identification for Trust towards organisation

In order to Trust towards organisation for unidimensionality based on CFA a total of five items were selected from previous studies.

Overall model fit was good based on the results of all values of model fit. The norm of Chi-square (CMIN/DF) was 2.598. Other model fit statistics were GFI (0.981), AGFI (0.943), NFI (0.984), CFI (0.990), TLI (0.980) and RMSEA (0.078).

The Trust towards organisation model was further examined with other diagnostics measures. Standardised loadings were checked. All estimates loadings were above 0.5 which is statistically significant (Standardized regression weight), which provides initial evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5.

Modification indices showed a high covariance between e3 and e5 (5.875). In order to reduce the chi-square and RMSEA values, the e3 error term in item TRC3 5.875 and the e5 error term in item TRC5 5.875 were candidates to be removed based on modification indices.

The item TRC3 was chosen to be removed as it had a higher correlation with other items and the CFA was run again.

Table 5.73: Model fit CFA indexes for Trust towards Organisation

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.255	.999	.995	.999	1.000	1.008	.000

After the second run of CFA the overall model fit was perfect (Table 5.73). The norm of Chi-square (CMIN/DF) was .255. Other model fit data were GFI (0.999), AGFI (0.995), NFI (0.999), CFI (1.000); they were all almost 1, representing a perfect fit. TLI was 1.008, which as noted previously is acceptable since TLI is not normed. (Hair et al., 2010). Therefore, the TLI value of 1.008 was accepted and CFI value of 1 shows a perfect fit. The value of RMSEA is zero, which is a perfect fit.

The Trust towards organisation model was further examined with other diagnostic measures, see Table 5.74

Table 5.74: Estimated values for Trust towards Organisation

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
TRC1<-TRC	1.000			.839	.704
TRC2<-TRC	1.089	.065	16.632	.885	.783
TRC4<-TRC	.965	.063	15.252	.819	.671
TRC5<-TRC	.696	.060	11.604	.668	.447

Standardised loadings were checked. All estimated loadings were above 0.5, which is statistically significant (Standardized regression weight), which provides initial

evidence of convergent validity, and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 18). No changes were needed based on these results and this can be a final model fit of CFA for Trust towards organisation.

5.17.1.3   Items identification for Commitment

Four items were selected to measure Commitment unidimensionality, based on CFA.

Table 5.75: Model fit CFA indexes for Commitment

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.625	.994	.968	.995	.998	.994	.049

The overall model fit was good, see Table 5.75. The CMIN/DF was 1.625. Other model fit values were GFI (.994), AGFI (0.968), NFI (.995) TLI (0.994) and RMSEA (0.49).

The Commitment model was further examined with other diagnostic measures, see Table 5.76.

Table 5.76: Estimated values for Commitment

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
CNT4<-CNT	1.000			.851	.723
CNT3<-CNT	.917	.061	15.117	.805	.647
CNT2<-CNT	.912	.059	15.482	.818	.670
CNT1<-CNT	1.007	.063	15.954	.836	.700

Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 19). No changes were needed based on these results.

5.17.1.4   Items identification for Loyalty

Three items were selected to measure Loyalty unidimensionality based on CFA. The results of model fit are shown in Table 5.77.

Table 5.77: Model fit CFA indexes for Loyalty

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	-	1.000	-	1.000	1.000	-	.660

Zeros for the Chi-square and Degree of freedom values reflect a perfect fit, as do the values of 1 space for the goodness of fit index (GFI), the normed fit index (NFI) and the comparative fit index (CFI).

The Loyalty model was further examined with other diagnostics measures, see Table 5.78.

Table 5.78: Estimated values for Loyalty

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
LOY1<- LOY	1.000			.850	.723
LOY2<- LOY	.893	.068	13.104	.810	.656
LOY3<- LOY	.854	.067	12.733	.774	.599

Standardised loadings were all checked. All estimated loadings were above 0.5, which is statistically significant and all items' critical ratios (t-value) were above 1.96. Therefore, an acceptable fit is indicated by these results.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5 and there were no suggestions in modification indices (see Appendix 20). No changes were needed based on these results.

5.18 Convergent Validity

As with the uses and gratification scales, convergent validity was calculated by (1) Factor loading, (2) Average variance extracted (AVE), and (3) the squared root of Average variance extracted (SQRTAVE).

Factor loadings:

As indicated in the previous part, all critical ratios were more than the threshold (1.96) and all standardised regression weights were more than the threshold (0.50). Thus, convergent validity is identified by these results.

Average variance extracted:

Explaining more than half of observed variances is the condition for AVE, which means the threshold of AVE value has to be more than (0.5) (Fornell and Larcker, 1981; Hair et al., 2006). AVE = (Σ squared multiple correlations) / (the number of indicator measurement error).

The squared root of average variance extracted:

The threshold of SQRTAVE value should be greater than 0.5 (Hair et al., 2010). SQRTAVE = (Σ standardised regression weight) / (the number of indicator measurement error).

5.18.1 Convergent validity for Trust towards fan pages

Table 5.79: Trust towards Fan Pages Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Companionship		
TRS1<-TRS	.817	
TRS2<-TRS	.778	
TRS4<-TRS	.664	0.71
TRS5<-TRS	.614	
Sum	2.87	

Table 5.80: Trust towards Fan Pages squared root of Average Variance Extracted

Construct	Standardized regression weight	The squared root of Average variance extracted
Companionship		
TRS1<-TRS	.904	
TRS2<-TRS	.882	
TRS4<-TRS	.815	0.84
TRS5<-TRS	.783	
Sum	3.38	

5.18.2 Convergent validity for Trust toward Organisation

Table 5.81: Trust toward Organisation Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Companionship		
TRC1<- TRC	.704	
TRC2<- TRC	.783	
TRC4<- TRC	.671	0.65
TRC5<- TRC	.447	
Sum	2.60	

Table 5.82: Trust toward Organisation squared root of Average variance extracted

Construct	Standardized regression weight	The squared root of Average variance extracted
Companionship		
TRC1<- TRC	.839	
TRC2<- TRC	.885	
TRC4<- TRC	.819	0.80
TRC5<- TRC	.668	
Sum	3.21	

5.18.3   Convergent validity for commitment

Table 5.83: Commitment Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Companionship		
CNT4<-CNT	.723	
CNT3<-CNT	.647	
CNT2<-CNT	.670	0.68
CNT1<-CNT	.700	
Sum	2.74	

Table 5.84: Commitment squared root of Average Variance Extracted

Construct	Standardized regression weight	The squared root of Average variance extracted
Companionship		
CNT4<-CNT	.851	
CNT3<-CNT	.805	
CNT2<-CNT	.818	0.82
CNT1<-CNT	.836	
Sum	3.31	

5.18.4   Convergent validity for Loyalty

Table 5.85: Loyalty Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Companionship		
LOY1<-LOY	.723	
LOY2<-LOY	.656	0.65
LOY3<-LOY	.599	
Sum	1.97	

Table 5.86: Loyalty squared root of Average Variance Extracted

Construct	Standardized regression weight	The squared root of Average variance extracted
Companionship		
LOY1<-LOY	.850	
LOY2<-LOY	.810	0.81
LOY3<-LOY	.774	
Sum	2.43	

5.19 Composite Reliability

Composite reliability should be greater than 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008), 0.7 (Hair et al., 2010). Composite reliability can be calculated as: Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ measurement errors. Tables 5.87-90, show that all composite reliabilities are above 0.70.

5.19.1   Composite reliability for Trust towards fan pages

Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ measurement errors.

Table 5.87: Trust towards Fan Pages Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Companionship				
TRS1<-TRS	.904	.817	0.183	
TRS2<-TRS	.882	.778	0.222	
TRS4<-TRS	.815	.664	0.336	11.42/ (11.42+ 1.12)= 0.91
TRS5<-TRS	.783	.614	0.386	
Sum	3.38		1.12	
Sum square	11.42			

5.19.2 Composite reliability for Trust towards Organisation

Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ

measurement errors.

Table 5.88: Trust towards Organisation Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Companionship				
TRC1<- TRC	.839	.704	0.296	
TRC2<- TRC	.885	.783	0.217	
TRC4<- TRC	.819	.671	0.329	10.30/ (10.30+ 1.39)= 0.88
TRC5<- TRC	.668	.447	0.553	
Sum	3.21		1.39	
Sum square	10.30			

5.19.3 Composite reliability for Commitment

Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ

measurement errors.

Table 5.89: Commitment Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Companionship				
CNT4<-CNT	.851	.723	0.277	
CNT3<-CNT	.805	.647	0.353	
CNT2<-CNT	.818	.670	0.33	10.95 / (10.95+ 1.26)= 0.89
CNT1<-CNT	.836	.700	0.3	
Sum	3.31		1.26	
Sum square	10.95			

5.19.4 Composite reliability for Loyalty

Composite reliability = (Σ standardized loadings) 2 / (Σ standardized loadings) 2 + Σ measurement errors.

Table 5.90: Loyalty Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Companionship				
LOY1<-LOY	.850	.723	0.277	
LOY2<-LOY	.810	.656	0.344	5.90/ (5.90+ 1.02)= 0.85
LOY3<-LOY	.774	.599	0.401	
Sum	2.43		1.02	
Sum square	5.90			

5.20 Higher Order Approach for Value Dimensions

The possible existence of a second order structure has a theoretical rationale developed in Chapter Two, where the conversances between attributes of Utilitarian benefits, Hedonic benefits and Social benefits would be explained by this structure. The feature of a second order structure is to position some theoretical-based constraints between the factors' relationships. The higher-order constructs will explain the correlation between factors instead of all factors correlating with each other without restraint. Explaining the relationships between variables in a parsimonious way is the main advantage of a second order structure.

In this stage, it was not possible to test alternative models due to the number of factors per construct (three factors). Therefore, no comparison of other alternative models was made and the second order model fit was investigated directly.

5.20.1 Second order model for Utilitarian benefits attributes

The all-latent variables (Information, Learning, Sharing) for the Utilitarian benefits construct were submitted to confirmatory factor analysis in order to confirm the factor structure for each variable. The model was found to be a good fit. All loadings were more than 0.5 and critical rations for all items were more than 1.96 (see Tables 5.91, 5.94).

Figure 5.5: Utilitarian construct
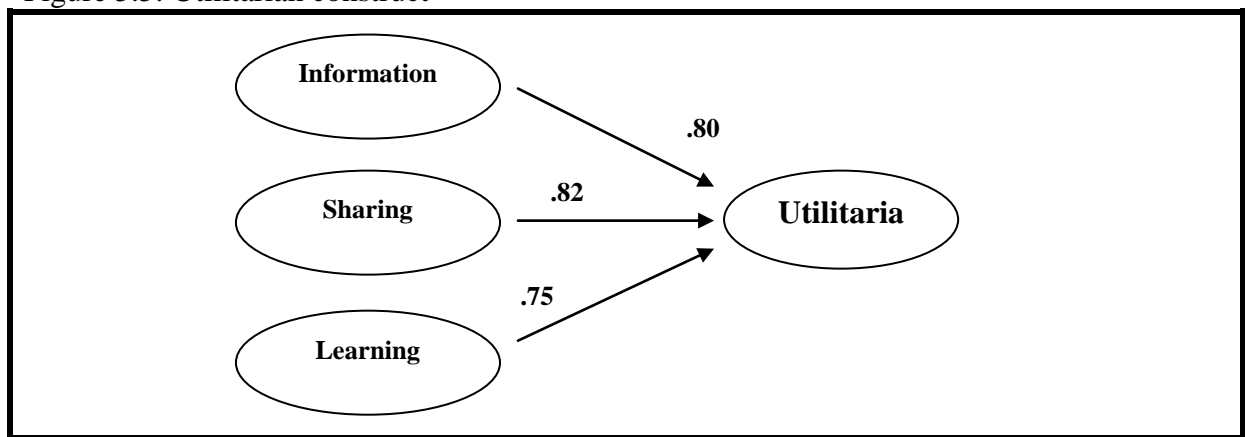
Table 5.91: Model fit CFA indexes for Utilitarian Benefits

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.461	.971	.945	.973	.991	.987	.042

Table 5.92: Estimated values for Utilitarian Benefits

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
Information<-Utilitarian	1.000			.796	.634
Learning<- Utilitarian	1.043	.084	4.427	.751	.564
Sharing<- Utilitarian	1.178	.086	3.693	.821	.675

5.20.1.1   Convergent Validity

The loadings of factors on the second order construct were significant and this determines the convergent validity (Anderson and Gerbing, 1988; Peter, 1981). All loadings were more than 0.5 and the critical ratios for all items were more than 1.96, representing convergent validity. The AVE was calculated next and reported 0.62, which is than the cut off point 0.5 (Fornell and Larcker, 1981), indicating convergent validity.

AVE = Σ (standardised loadings of 1st-order on 2nd-order construct) 2 / Σ (standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order error variance).

Table 5.93: Utilitarian construct Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Utilitarian		
Information<- Utilitarian	.634	
Learning<- Utilitarian	.564	0.62
Sharing<- Utilitarian	.675	
Sum	1.87	

5.20.1.2   Composite Reliability

The reliability for a second order model for Utilitarian benefits was calculated as 0.83, which is greater than the cut off point 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008), or 0.7 (Hair et al., 2010).

CR = (Σ standardised loadings of 1st-order on 2nd-construct) 2 / (Σ standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order construct error variance).

Table 5.94: Utilitarian construct Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Utilitarian				
Information<-Utilitarian	.796	.634	0.366	
Learning<-Utilitarian	.751	.564	0.436	5.56 / (5.56+ 1.12) = 0.83
Sharing<-Utilitarian	.821	.675	0.325	
Sum	2.36		1.12	
Sum square	5.56			

5.20.1.3 Discriminant Validity

Discriminant validity is "the degree to which two conceptually similar concepts are distinct" (Hair et al., 2010, 126). It confirms that the proposed scale is not equal to other similar concepts (Hair et al., 2006). It can be supported if, first, is the value of the correlation between two variables is one, second, the correlation of the one construct model is separate from the two-construct model (Hair et al., 2010).

Based on this, the discrimniant validity was calculated and the results are as in Table 5.95.

Table 5.95: Correlation Matrix for the Utilitarian Construct

	information	sharing	learning
information	0.739		
sharing	0.584	0.859	
learning	0.727	0.787	0.790

No Validity Concerns

The squared root of average variance extracted (SQRTAVE) was more than the square of the correlation between any two variables. Consequently, all variables' discriminant validity is supported.

5.20.2   Second order model for Hedonic benefits attributes

The all-latent variables (Entertainment, Passing time, Trendiness) for the hedonic constructs were submitted to confirmatory factor analysis in order to confirm the factor structure for each variable. CFA for the model was a good fit. All loadings were more than 0.5 and the critical ratios for all items were more than 1.96.

Regarding other diagnostic measures, standardised residuals covariance and modification indices were examined next. All values of standardised residuals covariance were less than ±2.5. However, the modification indices showed a high covariance between e5 and e12 (8.750). In order to reduce the chi- square and RMSEA values, the error term e5 in item ENT4 (8.750) and the error term e12 in item TR2 (8.750) were nominated for elimination.

The CFA for hedonic benefits was rerun without item ENT4. The model fit was good and all other diagnostics were acceptable. However, there were high correlations between the item ENT3 and the latent variable Trendiness, and between the item ENT3 and TR1.

Based on the modification indices, the item ENT3 was nominated for deletion.
The CFA was rerun. The model was a good fit. All loadings were more than 0.5 and critical ratios for all items were more than 1.96 (see Tables 5.96, 5.97).

Figure 5.6: Hedonic construct
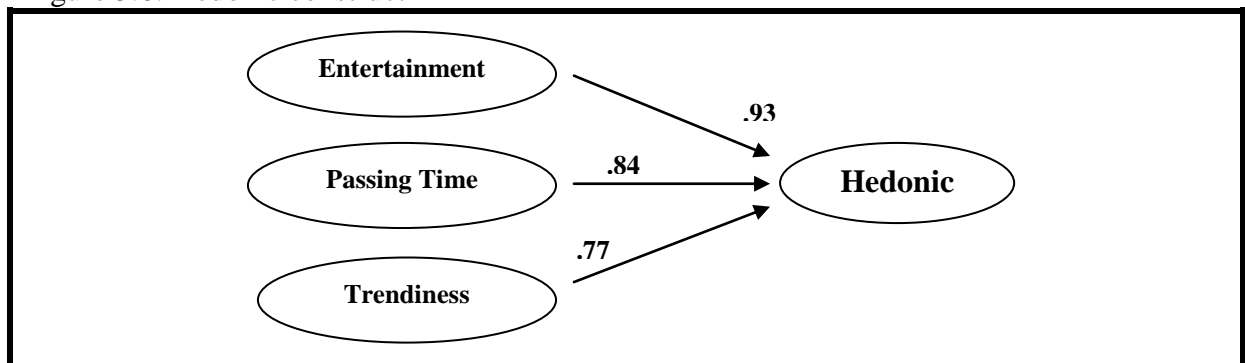
Table 5.96: Model fit CFA indexes for Hedonic Benefits

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	0.947	.971	.955	.974	1.000	1.002	.000

Table 5.97: Estimated values for Hedonic Benefits

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
Entertainment<-Hedonic	1.000			.930	.865
Passing Time<- Hedonic	.901	.047	9.204	.844	.713
Trendiness<- Hedonic	.814	.050	6.303	.774	.599

5.20.2.1 Convergent validity

The loading of factors on the second order construct was significant and this determines the convergent validity (Anderson and Gerbing, 1988; Peter, 1981). All loadings were more than 0.5 and critical ratios for all items were more than 1.96, indicating convergent validity. The AVE was calculated next and reported 0.71, which is that greater than the cut off point 0.5 (Fornell and Larcker, 1981), representing convergent validity.

AVE = Σ (standardised loadings of 1st-order on 2nd-order construct) 2 / Σ (standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order error variance).

Table 5.98: Hedonic construct Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Entertainment		
Entertainment<-Hedonic	.865	
Passing Time<-Hedonic	.713	0.71
Trendiness<-Hedonic	.599	
Sum	2.843	

5.20.2.2 Composite Reliability

The reliability of the second order model for the Hedonic benefits was assessed through the formula given previously. The composite reliability of Hedonic benefits was 0.90, which is greater than the cut off point 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008), or 0.7 (Hair et al., 2010).

CR = (Σ standardised loadings of 1st-order on 2nd-construct) 2 / (Σ standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order construct error variance).

Table 5.99: Hedonic construct Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Hedonic				
Entertainment<-Hedonic	.930	.865	0.135	11.31 / (11.31+ 1.15) = 0.90
Passing Time<-Hedonic	.844	.713	0.287	
Trendiness<-Hedonic	.774	.599	0.401	
Sum	3.364		1.15	
Sum square	11.31			

5.20.2.3 Discriminant Validity

The discrimniant validity was calculated and the results are as in Table 5.100.

Table 5.100: Correlation Matrix for the Hedonic Construct

	Passing Time	Entertainment	Trendiness
Passing Time	0.845		
Entertainment	0.252	0.843	
Trendiness	0.544	-0.016	0.733

No Validity Concerns

The squared root of average variance extracted (SQRTAVE) was more than the square of the correlation between any two variables. Consequently, all variables' discriminant validity is supported.

5.20.3   Second order model for Social benefits attributes

The all-latent variables (Companionship, Socialization, Self esteem) for the social constructs were submitted to confirmatory factor analysis in order to confirm the factor structure for each variable. The run of CFA for all variables of Social benefits showed the model was a good fit. All loadings were more than 0.5 and critical ratios for all items were more than 1.96 (see Tables 5.101, 5.102).

Figure 5.7: Social construct
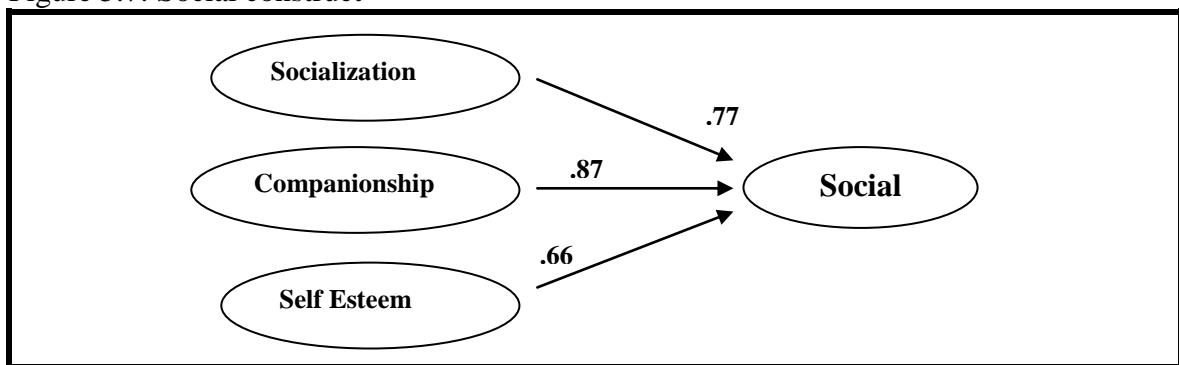
Table 5.101: Model fit CFA indexes for Social Benefits

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	1.183	.957	.938	.962	.994	.993	.027

Table 5.102: Estimated values for Social benefits

Structural relation	Regression weight	Standard error	Critical ratio (t-value)	Standardized regression weight	Squared multiple correlation
Significant value			Above 1.96	Above .5	
Socialization<-Social	1.000			.770	.769
Companionship <- Social	2.664	.044	4.317	.871	.758
Self Esteem <- Social	1.126	. 080	9.045	.665	.747

5.20.3.1　Convergent validity

The loadings of factors on the second order construct were significant and this determines the convergent validity (Anderson and Gerbing, 1988; Peter, 1981). All loadings were more than 0.5 and critical ratios for all items were more than 1.96, indicating convergent validity. The AVE was calculated next and reported 0.72, which is greater than the cut off point 0.5 (Fornell and Larcker, 1981), representing convergent validity.

AVE = Σ (standardised loadings of 1st-order on 2nd-order construct) 2 / Σ (standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order error variance).

Table 5.103: Social construct Average Variance Extracted

Construct	Squared multiple correlation	Average variance extracted
Social		
Socialization<-Social	.769	
Companionship <- Social	.758	0.72
Self Esteem <- Social	.747	
Sum	3.631	

5.20.3.2 Composite Reliability

The composite reliability of Social benefits was 0.79, which is greater than the cut off point, 0.6 (Bagozzi and Yi, 1988; Malhotra, 2008), or 0.7 (Hair et al., 2010).

CR = (Σ standardised loadings of 1st-order on 2nd-construct) 2 / (Σ standardised loadings of 1st-order on 2nd-order construct) 2 + (Σ 1st-order construct error variance).

Table 5.104: Social construct Composite Reliability

Construct	Standardized regression weight	Squared multiple correlation (R2)	1 – Squared multiple correlation (1-R2)	Composite Reliability
Social				
Socialization<-Social	.770	.769	0.231	
Companionship <- Social	.871	.758	0.242	5.31/ (5.31+ 1.36)= 0.79
Self Esteem <- Social	.665	.747	0.253	
Sum	2.306		1.36	
Sum square	5.317			

5.20.3.3 Discriminant Validity

Discrimniant validity was calculated and the results are as in Table 5.105

Table 5.105: Correlation Matrix for the Social Construct

	Socialization	Companionship	Self Esteem
Socialization	0.796		
Companionship	0.449	0.852	
Self Esteem	0.113	0.607	0.742

No Validity Concerns

The squared root of average variance extracted (SQRTAVE) was more than the square of the correlation between any two variables. Consequently, all variables' discriminant validity is supported.

5.21 Testing Hypotheses

In this section the hypothesised points or relationships will be tested, through the test of the developed structural equation model according to the conceptual model reproduced in Figure 5.8.

Figure 5.8: Measurement model- influences of uses of social media and their value dimensions on trust towards fan pages and the consequences on trust, loyalty, and commitment towards the organisation
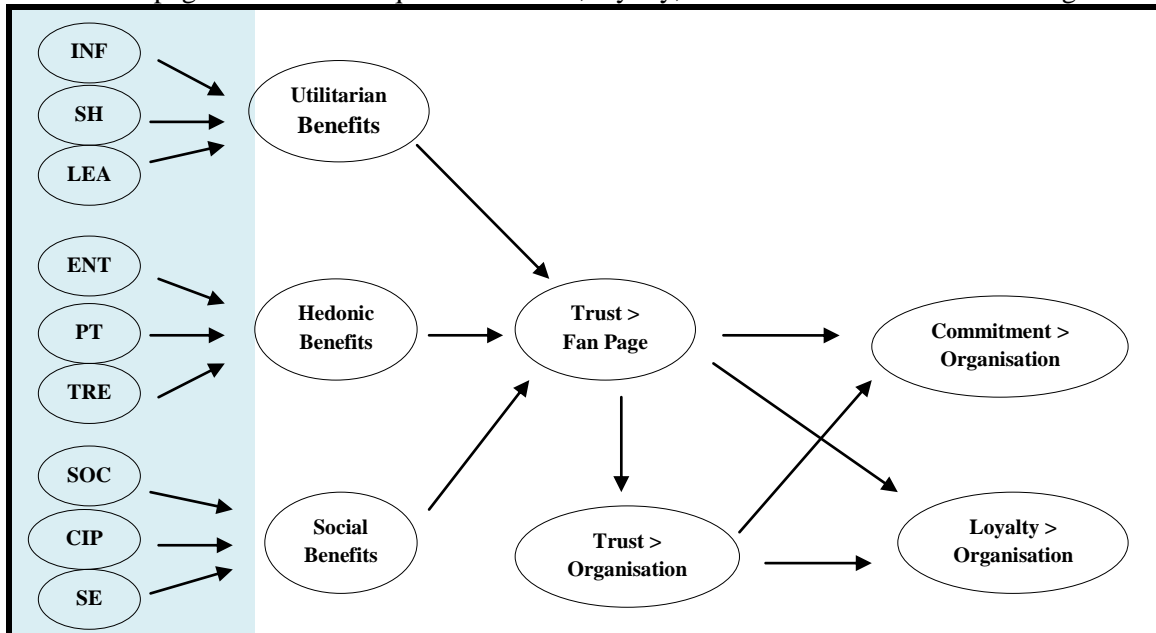
INF= information. SH= sharing. LEA= learning. ENT= entertainment. PT= passing time. TRE= trendiness. SOC= socialisation. CIP= companionship. SE= self esteem.

It was hypothesised that Utilitarian benefits is an antecedent to Trust towards fan pages (H1), Hedonic benefits is an antecedent to Trust towards fan pages (H2), Social benefits is an antecedent to Trust towards fan pages (H2), Trust towards fan pages leads to Trust towards the organisation (H5), Trust towards fan pages (H5a) and Trust towards the organisation (H5b) contribute to Loyalty towards the organisation, and finally Trust towards fan pages (H6a) and Trust towards the organisation (H6b) contribute to Commitment towards the organisation.

5.21.1 Process of hypothesis testing

The process followed to test the hypotheses was described in detail in the methodology chapter. The main steps are summarised in Table 5.106.

Table 5.106: Analysis strategy of structural model

Step	Methodology of analysis
Full sample (n=522)	
1. **Theoretical model development.**	• **Literature review** • **Hypotheses formation**
2. **Structural Path Model specification.**	• Structural Equation Modelling. • Goodness-of-fit indices, residuals evaluation. • **Re-specify based in the modification indices.**
3. **Final Model Evaluation and Interpretation.**	• **Structural Equation Modelling (Goodness-of-fit indices, path coefficients, t-values evaluations).**

5.21.2 Model specification

For the research questions the best method was structural equation modelling, as it has the ability to simultaneously test several relationships in a confirmatory mode (Hair et al., 2010). AMOS 22 was used to specify the SEM model. Relevant paths were represented by the hypotheses as illustrated in Figure 5.8. The SEM model was developed, purified and validated with the consideration of all measures discussed in this chapter.

5.21.3 Model evaluation

Goodness-of-fit indices (Table 5.107) were produced when the model was tested. The path model was verified with a perfect fit. In particular, the CMIN/DF at .210 is below the cut-off point of 2.83 (Browne and Cudeck, 1993). The CFI and NFI are all 1.000 which is greater than the cut-off point of .90 (Hair et al., 1998). The GFI and AGFI are almost 1.000 and greater than the cut-off point of 0.80 for AGFI and 0.90 for the GFI

(Hair et al., 1998). The RMSEA is .000 and the TLI is 1.004, which is above the cut-off

point, 0.90 (Hair et al., 2010).

Table 5.107: Structural model goodness-of-fit

Model	CMIN/DF	GFI	AGFI	NFI	CFI	TLI	RMSEA
Significant level	< 2.83	Above .90	Above .80	Above .90	Above .95	Above .90	<.08
Default model	.210	.999	.997	1.000	1.000	1.004	.000

5.21.4 Testing individual hypotheses

The research hypotheses were tested based on the structural equation model by

considering the standardised estimates and their t-values (critical ratios). The results

are represented in Figure 5.9 andTtable 5.108 and discussed below in more detail.

Figure 5.9: Measurement model- value dimensions and its effect on companies's trust, commitment, and loyalty
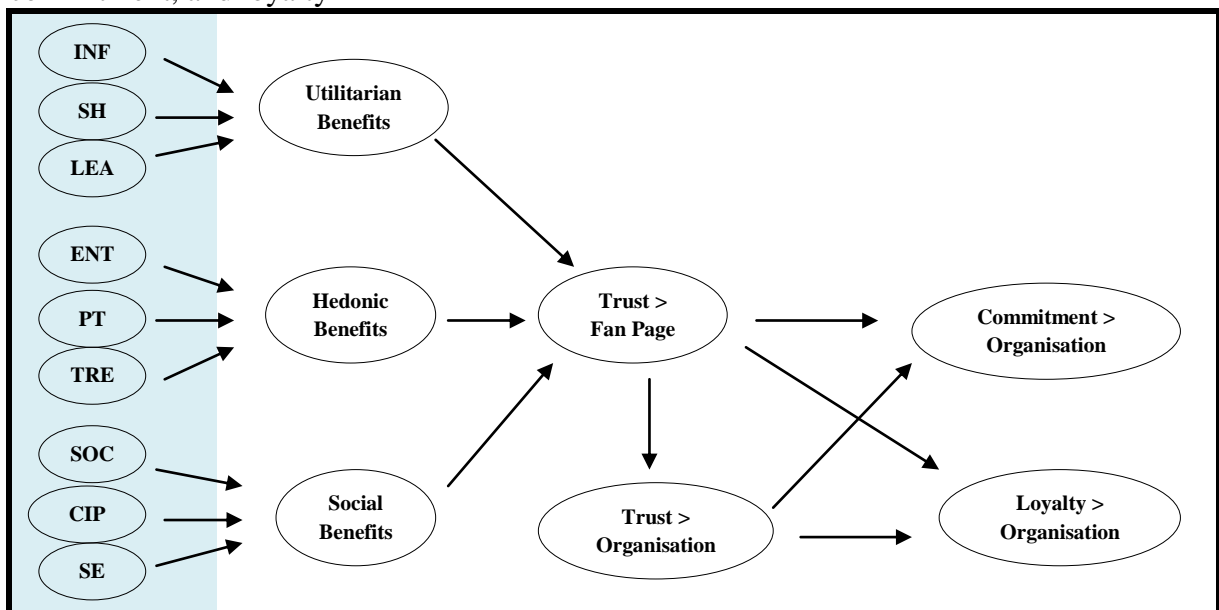
INF= information. SH= sharing. LEA= learning. ENT= entertainment. PT= passing time. TRE= trendiness. SOC= socialisation. CIP= companionship. SE= self esteem.

Table 5.108: Hypothesis tests

	Relationships	Estimate	t-value	Decision
H1	Utilitarian → trust towards fan pages	.824	24.621	Supported
H2	Hedonic → trust towards fan pages	-.114	-1.237	Rejected
H3	Social → trust towards fan pages	-.004	-.048	Rejected
H4	Trust towards fan pages → Trust towards organization	.942	32.382	Supported
H5a	Trust towards fan pages → Commitment towards organization	.412	8.625	Supported
H5b	Trust towards organization → Commitment towards organization	.593	12.784	Supported
H6a	Trust towards fan pages → Loyalty towards organization	.392	7.273	Supported
H6b	Trust towards organization → Loyalty towards organization	.547	10.492	Supported

Estimate = Standardized Regression Weights (path estimate).

In testing the hypotheses, t value above + 1.96 or less -1.96 was considered for the significance level at 0.05. Based on the statistics, the data supports hypotheses 1, 4, 5a, 5b, 6a, and 6b but not hypotheses 2 and 3.

Hypothesis 1 examined the relationship between Utilitarian Benefits and Trust towards fan pages. The standard path coefficient between Utilitarian Benefits and Trust towards fan pages was 0.824 with a t-value of 24.621. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H1.

Hypothesis 2 examined the relationship between Hedonic Benefits and Trust towards fan pages. The standard path coefficient between Hedonic Benefits and Trust towards fan pages was - 0.114 with a t-value of - 1.237. Based on the t-values, the null hypothesis cannot be rejected and therefore there is no evidence to support the H2.

Hypothesis 3 examined the relationship between Social Benefits and Trust towards fan pages. The standard path coefficient between Social Benefits and Trust towards fan pages was - 0.004 with a t-value of - 0.048. Based on the t-values, the null hypothesis cannot be rejected and therefore there is no evidence to support the H3.

Hypothesis 4 examined the relationship between Trust towards fan pages and Trust towards company. The standard path coefficient between Trust towards fan pages and trust towards company was 0.942 with a t-value of 32.382. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H4.

Hypothesis 5a examined the relationship between Trust towards fan pages and Commitment towards the company. The standard path coefficient between Trust towards fan pages and Commitment towards the company was 0.412 with a t-value of 8.625. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H5a.

Hypothesis 5b examined the relationship between Trust towards company and Commitment towards company. The standard path coefficient between Trust towards the company and Commitment towards the company was 0.593 with a t-value of 12.784. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H5b.

Hypothesis 6a examined the relationship between Trust towards fan pages and Loyalty towards the company. The standard path coefficient between Trust towards fan pages and Loyalty towards the company was 0.392 with a t-value of 7.273. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H6a.

Hypothesis 6b examined the relationship between Trust towards company and Loyalty towards the company. The standard path coefficient between Trust towards the company and Loyalty towards the company was 0.547 with a t-value of 10.492. Based on the t-values, the null hypothesis is rejected and therefore there is evidence to support the H6b.

5.21.5   Model strength

The overall explanatory strength of a model (and consequently, the strength of the theory it describes) can be discovered by considering the amount of variances in endogenous variables that explained by exogenous variables (Sharma, 1996). These are indicated by the values of squared multiple correlations presented by AMOS (see Table 5.109). All constructs (endogenous variables) have strong (R^2) (above 0.50) and this is an indication that a significant proportion of the theory and the model's variances are explained by the model and the theory.

Table 5.109: Squared Multiple Correlations for final model

Constructs (Endogenous variables)	R squared estimate (R^2)
Trust towards fan pages	**.587**
Trust towards organisation	**.741**
Commitment towards organisation	**.739**
Loyalty towards organisation	**.661**

5.22 Summary

This chapter discussed the reliability and validity considerations of the empirical study. Survey data were measured for reliability and validity through EFA and CFA. Then hypotheses were investigated and tested. Following a discussion of the process followed and a justification of the methodological decisions taken, the model specified produced strong fit. Six out of the eight original hypotheses developed in chapter 3 were supported. The next chapter discusses these findings and those from the last chapter in more depth, and considers their theoretical and managerial implications.

Chapter 6: Discussion

6.0   Introduction

The results of the empirical study (survey) have been discussed in the previous chapter. The hypotheses developed based on the conceptual review were tested. The key findings of this study are summarised in Table 6.1 and the model in Figure 6.1. This chapter aims to discuss and collate the results from the previous chapter with the conceptual review. The results are discussed in detail in this chapter by reflecting on how this research contributes to the knowledge of relationship marketing and social media marketing, especially in the area of owned social media and their impact towards company trust and commitment. In the data analysis, six main hypotheses were tested. Detailed discussion of all six hypotheses is presented in the following sections.

Table 6.1: Key findings

	Relationships	**Decision**
H1	**Utilitarian → trust towards fan pages**	**Supported**
H2	**Hedonic → trust towards fan pages**	**Rejected**
H3	**Social → trust towards fan pages**	**Rejected**
H4	**Trust towards fan pages → Trust towards organization**	**Supported**
H5a	**Trust towards fan pages → Commitment towards organization**	**Supported**
H5b	**Trust towards organization → Commitment towards organization**	**Supported**
H6a	**Trust towards fan pages → Loyalty towards organization**	**Supported**
H6b	**Trust towards organization → Loyalty towards organization**	**Supported**

Figure 6.1: The research model
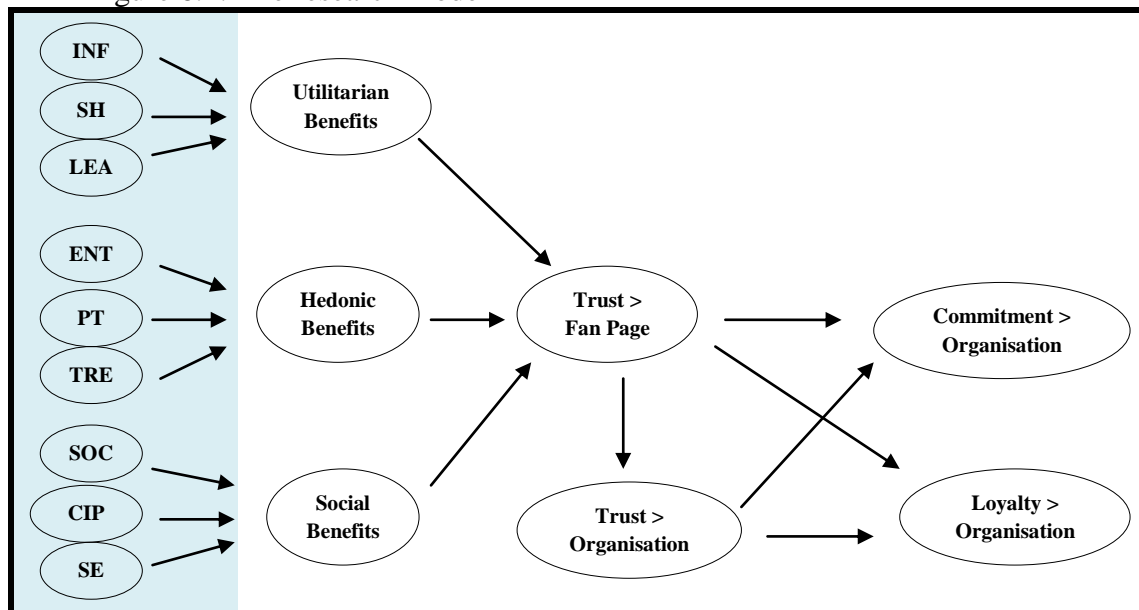
INF= information. SH= sharing. LEA= learning. ENT= entertainment. PT= passing time. TRE= trendiness. SOC= socialisation. CIP= companionship. SE= self esteem.

6.1 The Relationship between Utilitarian Benefits acquired from Social Media use and Trust towards Fan Pages

This hypothesis suggested a positive relationship between utilitarian benefits and trust towards fan pages. The data from the survey was used to test this hypothesis by measuring and specifying the structural equation model as detailed in chapter five. The statistical results showed a significant relationship, so the null hypothesis was rejected and therefore a relationship was evidenced between utilitarian benefits and trust towards fan pages. This relationship is consistent with consumer research literature.

The utilitarian value is associated with some functional values, such as knowledge acquisition, creating and sharing new ideas, and eliminating obstacles (Arguello et al., 2006; Liang and Tsai, 2008). The cognitive needs are expressed by the mental

desires of individuals (Ridings and Gefen, 2004; Ellison et al., 2007) to learn, investigate, and identify (Maslow, 1943; Kim et al., 2007; Wang et al., 2008). Thus, information, learning, and sharing were assumed in this research to represent utilitarian benefits. Information is the most common reason to join an online community (Furlong, 1989; Jones, 1994; Arsal et al., 2008). Information asymmetry and uncertainty can be decreased by the role of trust, which makes customers feel secure about their company or product (Doney and Cannon, 1997; Moorman et al., 1992; Gefen et al., 2003; Pavlou et al., 2006; Chiu et al., 2010). Thus, customers on social media can reveal information about their experiences and preferences with the product, give feedback and interact with the company. All this will help to decrease uncertainty, which will lead to customers' trust. Social media offer opportunities for consumers to share content linked to their preferences and experiences towards products (Simonson and Rosen, 2014; Broniarczyk and Griffin, 2014). In the literature, trust is said to be produced by repeated interaction (Holmes, 1991; Wang and Emurian, 2005). Sharing useful information is an antecedent of trust (Morgan and Hunt, 1994). Furthermore, honesty, timeliness and quality of information lead to trust (Moorman et al., 1993; Liberali et al., 2012; Urban et al., 2000). Therefore, the existence of a positive relationship between utilitarian benefits and trust towards fan pages on social media is supported by the literature and the results of this research analysis.

6.2 The Relationship between Hedonic Benefits acquired from Social Media use and Trust towards Fan Pages

This hypothesis suggested a positive relationship between hedonic benefits and trust towards fan pages. The data from the survey was used to test this hypothesis by

measuring and specifying the structural equation model as detailed in Chapter Five. The statistical results showed no significant relationship, so the null hypothesis is accepted and therefore no relationship was evidenced between hedonic benefits and trust towards fan pages.

The hedonic values in this research were described by motivations that are interesting, entertaining and enjoyable in nature (Preece, 1999; Wasko and Faraj, 2000; Ridings and Gefen, 2004; Johnson and Ambrose, 2006; Du and Wagner, 2006; Butler et al., 2007; Leitner et al., 2008). They have been described as reasons for enjoyment, playfulness, excitement, and happiness (Kim et al., 2007).

It was claimed that social media communities offer individuals interactive entertainment opportunities by interaction (Bagozzi and Dholakia, 2002). From participants' point of view, such communities are fun and enjoyable (Wasko and Faraj, 2000). It was posited that on an internet website, the higher the entertainment level, the greater will be the trust in the website (Bart et al., 2005). Moreover, claims have been made that repeated social media interaction is like website involvement and can lead to trust (McKnight and Chervany, 2002; Porter and Donthu, 2008; Ridings et al., 2002; Ring and Van de Ven, 1992; Zaheer et al., 1998; Ba, 2001). Therefore, this research posited that hedonic value on fan pages leads to trust towards the fan page. However, the data analysis of this research did not support this hypothesis that, perceived hedonic benefits influence trust towards fan pages. The respondents for this research did not think that the perceived hedonic benefits they gained from joining fan pages led them to trust the fan page. The characteristic of the fan page might be the reason for this result. In order for trust to evolve usually it takes time, and the nature of fan page consumption can be impulsive (Kuikka and Laukkanen, 2012).

6.3 The Relationship between Social Benefits acquired from Social Media use and Trust towards Fan Pages

This hypothesis suggested a positive relationship between social benefits and trust towards fan pages. The data from the survey was used to test this hypothesis by measuring and specifying the structural equation model as detailed in chapter five. The statistical results showed no significant relationship, so the null hypothesis is accepted and therefore no relationship was evidenced between social benefits and trust towards fan pages.

One of the very important perceived values in online communities is social benefits (Baym, 1995; Haythornthwaite and Wellman, 2002; Arguello et al., 2006; Jin et al., 2007). Consequently, needs like emotional, networking, and self-discovery are some components of the social values and are sustained through interactions. One of the most important motivations to participate in social media is social benefits (De Valck et al., 2009; Ellison et al., 2007). Some of the claimed reasons to join social media are meeting like-minded people, dismissing loneliness, and getting social support and companionship (McKenna and Bargh, 1999; Wellman and Gulia, 1999). Thus, these reasons represented the social benefits in this research. The rapid growth of online communities around the world helped to highlight the establishment and importance of social interaction. The time spent on these communities by members is increasing (Walther, 1996), involvement in them is becoming a daily practice (Feenberg and Barney, 2004). Social support is one of the main reason for members to join these communities (Maloney-Krichmar and Preece, 2005; Law and Chang, 2008). These users could be short of this kind of support in their real life, or by some means have been isolated (Butler et al., 2007; Maloney-Krichmar and Preece, 2005). It has been stated that people's desire to increase their self esteem is a reason to encourage them

to engage in word of mouth social media but not offline (Eisingerich et al., 2015; Mathur et al., 2016). Generally, online platforms of social networks allow users to have support and social feelings through interaction with other community members. Once online community members feel they share common interests with others, they tend to stay longer and visit the community online more times in order to participate actively in its activities (Kang et al., 2014). Moreover, It has been found that trust can be increased by social presence, and it has an impact to increase electronic communication (Gefen and Straub, 1997). However, this research shows no positive relationship between social benefits and trust towards fan pages. The respondents for this research did not think that the perceived social benefits they gained from joining fan pages led them to trust the fan page. Although a connection between social value and trust might be intuitively convincing, it has been revealed that they have a weak relationship or even no relationship (Van Lange et al., 1998). Some authors have claimed that social value and trust are rather independent (Van Lange et al., 1998; Kanagaretnam et al., 2009); the present study supports such a view.

6.4 The Relationship between Trust towards Fan Page and Trust towards the Company

The suggestion of this hypothesis is that trust towards fan pages leads to trust towards the company. The results of the statistics confirm the positive relationship between trust towards fan page and trust towards the company, so the null hypothesis is rejected.

Interpersonal exchange is a fundamental principle of trust, as repeated interaction helps to build it up steadily (Gefen, 2000; Leimeister et al., 2005). Thus, it can be said that fan page interaction leads to trust. Consumers can gain product information,

product experience and suggest product improvements by engaging in these communities (Flavián et al., 2006). Consequently, they can feel their engagement and value to the company. As a result of the confidence of consumers that their satisfaction with the company can be increased by this kind of engagement and interaction, trust will be built (Ha and Perks, 2005). This kind of interaction and communication give a sign to consumers that their needs will be at least fulfilled if not exceeded. It has been claimed that if consumers are satisfied with their participation in an online community, the level of trust towards the company might be increased (Deighton, 1992). McKnight et al. (2002b) evidenced that once consumers trust the content of a website they use, they will tend to engage and make business transactions with the website provider. Fan pages fulfil the same objective as a website here. Consumers' positive attitude towards online contents helps to raise stickiness to the website (Wu et al., 2010b). Stickiness intention is mostly predicted by trust (Li et al., 2006). Customers usually show their stickiness by revisiting, repurchasing, and recommending (Hallowell, 1996). Consequently, fans of a company fan page usually stay with it because they trust it, and this trust towards the fan page will lead to their purchasing, repurchasing and recommending the organisation. This research confirmed that trust towards the fan page can lead to trust towards the company.

6.5 The Relationship between Trust towards Fan Page, Trust towards the Company and Commitment towards the Company

Hypothesis 5a suggests a positive relationship between trust towards the fan page and commitment towards the company, while Hypothesis 5b suggests a positive relationship between trust towards the company and commitment towards the

company. The results acquired from the statistical data analysis confirm these suggested relationships, so the null hypotheses that there are no relationships are rejected.

Trust has been identified by Morgan and Hunt (1994) as a key concept in their relationship marketing model. The influence of trust on commitment is crucial; there can be no commitment without trust. Consumers' trust leads to positive emotions towards the organisation (Ha and Perks, 2005). Trust has been identified in many marketing researches as an essential predictor of long term relationships with customers and commitment to organisation (Morgan and Hunt, 1994; Garbarino and Johnson, 1999; Harris and Goode, 2004). Moreover, good behaviour and attachment towards an organisation is strengthened by organisational trust (Beatty and Kahle, 1988). The continuous interaction between consumers and the company enhances and improves trust in the company (Tung et al., 2001). Active interactions between and their consumers build up commitment and trust. From the discussion in the previous section and the above it can be seen that data analysis of this research supported the positive relationship between trust and commitment.

6.6 The Relationship between Trust towards Fan Page, Trust towards the Company and Loyalty towards the Company

Hypothesis 6a suggests a positive relationship between trust towards the fan page and loyalty towards the company, while Hypothesis 6b suggests a positive relationship between trust towards the company and loyalty towards the company. The results acquired from the statistical data analysis confirm these suggested relationships, so the null hypotheses that there are no relationships are rejected.

Fulfilling customers' expectations is usually reciprocated by customers' loyalty. However, recently studies show that satisfaction is not enough on its own, as satisfied customers are not guaranteed to repurchase services or products (Morgan and Trivedi, 2007). Therefore, it is a critical task to secure loyal customers, as this would help service companies' success. From a practical point of view, it was claimed by Gremler and Brown in 1996 that no exact theoretical framework existed at that time that could name aspects that lead directly to developing customers' loyalty. Nevertheless, some academics and practitioners have attempted to identify the prerequisites of customer loyalty, of which trust is one (Cronin and Taylor, 1992; Gremler and Brown, 1996; Smith, 1998; Dorsch et al., 1998; Barnes, 2000; Diller, 2000; Liljander, 2000; Morgan et al., 2000). Trust and loyalty have been researched in diverse contexts and there was an agreement that trust is an antecedent of loyalty (Chaudhuri and Holbrook, 2001; Harris and Goode, 2004; Chiu et al., 2010; Zhou et al., 2011). This research agreed with these previous studies and demonstrated that trust leads to loyalty. hence, it can be said that from previous discussion, the data analysis of this research supported the positive relationship between trust and commitment.

6.7 Brief answers to the research questions:

In this section the researcher will briefly answer the questions that this research start with in order to make sure everything has been covered in this thesis.

- What are the different values perceived by customers through social media communications on fan pages?

The results of this research illustrate that customers follow companies' fan pages for many motivations in order to gratify their needs and the values perceived based on these motivations are Utilitarian benefits, Hedonic benefits, and Social benefits.

- What is the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages?

This research started with some hypotheses and some of them were that utilitarian, hedonic and social benefits have a positive relationship with trust towards the companies' fan pages. However, the statistical results showed that utilitarian is the only value has a positive relationship with trust towards the companies' fan pages, while hedonic and social values have no relationships with trust towards the companies' fan pages.

- What is the effect of different values perceived through social media communications on fan pages on trust towards organisations?

The statistical results showed that utilitarian value has a positive relationship with trust towards the companies' fan pages and trust towards the companies' fan pages has a positive relationship with trust towards the company.

- What is the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation?

The statistical results showed that utilitarian value has a positive relationship with trust towards the companies' fan pages and trust towards the companies' fan pages has a positive relationship with trust towards the company. Both trust towards the company's

fan pages and trust towards the company have a positive relationship towards commitment, and loyalty towards the company.

6.8 Summary

A cognitive behavioural model was successfully established by this research in relation to social media uses and gratifications, perceived values of social media fan pages, organisational trust, commitment, and loyalty. Users who believed in receiving utilitarian benefits from following a company fan pages were likely to trust these pages. This finding is consistent with the studies of McKnight et al. (2002a; 2002b), Kim et al. (2008), and Kananukul et al. (2015), which emphasized the significant effect of consumers' perceived values in relation to social media fan pages (i.e. utilitarian benefit) on their trust towards the fan pages. However, perceived hedonic and social benefits did not have an influence on trust towards company fan pages in this research. The reason behind that may be that consumers of telecommunication companies in Saudi Arabia do not relate entertainment or social benefits with trustworthiness or reliability of the company fan pages. Accordingly, consumers of telecommunication companies in Saudi Arabia did not perceive the companies' fan pages as trustworthy if the only reasons for engaging in those fan pages were hedonic or social benefits. The findings of the study additionally indicated that consumers who trusted company fan pages were likely to trust the company. These findings are comparable with the findings of McKnight et al. (2002a; 2002b), which suggested that website trust leads to trust in the vendor. There is significant research evidence that organisational trust is an important antecedent of commitment (Morgan and Hunt, 1994; Garbarino and Johnson, 1999; Harris and Goode, 2004), and loyalty (Chaudhuri and Holbrook, 2001; Gilliland and Bello, 2002; Harris and Goode, 2004; Jansen et al.,

2009; Chiu et al., 2010; Zhou et al., 2011; Laroche et al., 2012; Pentina et al., 2013).

Therefore, as this research found, telecommunication companies' fan page users who

perceived trust were expected to be committed and loyal to the company, which would

consequently, lead to greater frequency and quantity of purchases.

Chapter 7: Conclusion

7.0   Introduction

Chapter 6 was devoted to the discussion of main findings based on the analysed data. Following the discussion, this chapter is intended to address two main objectives:

1. To identify the main contributions of the study.

2. To show the limitations of the study and suggest further research and directions.

An overview of the research is presented (section 7.1) first, before summarising the key findings (section 7.2) in order to make a link with the main research contributions (section 7.3). Then the study's limitations are acknowledged before pointing to avenues for future research (section 7.4).

7.1 Research Overview and Objectives

Social media give advantages to marketers to connect and network with existing and potential customers, raise a sense of closeness, and build important relationships, which are the key to relationship building (Mersey et al., 2010). Thus, for marketers to create and maintain strong relationship with consumers they should make use of customer participation through active communications (Kozinets, 1999; Brown et al., 2007). A growing interest, therefore, has arisen as to how this purpose is achieved through social media. The emergence of social media has significantly affected Marketing practices (Habibi et al., 2014b), by redefining consumer relationships. It has

been stated that the previous well established practices of marketing are no longer efficient and could sometimes fail (Fournier and Avery, 2011; Hennig-Thurau et al., 2013). Therefore, social media can facilitate communication, not only between customers and companies, but also among customers, outside the control of the company, potentially influencing perceptions of brands of the company itself. Social media have therefore been considerably recognised by different industries (Laroche et al., 2012), for a variety of reasons, such as that they have the ability to connect marketers directly to the consumers in a short time and at low cost (Kaplan and Haenlein, 2010), to influence perceptions and behaviour of customers (Williams and Williams, 2008), and connect like minded people together (Hagel and Armstrong, 1997; Wellman and Gulia, 1999) via the formation of companies' communities. It has been claimed that community building and engaging customers with the firm is everything in the era of social media (Habibi et al., 2014b), because there is a belief that a high context of communication between company fans, marketers and consumers can be produced easily by social media (Habibi et al., 2014a).

Despite the fact that customer relationships are considered to be particularly developed by platforms of social media (Kane et al., 2009), the potential of social media has been underestimated until recently (Woisetschläger et al., 2008). Certainly, the need for customer engagement has been created by the increased role of social media (Bielski, 2008). How to facilitate and organise organisational communities has therefore become a main concern of marketers (e.g., McAlexander et al., 2002; Schau et al., 2009; Zhou et al., 2011). This in turn invites a question of trust as a salient issue in forging and sustaining relationships. Given the importance to marketers in attempting to build long-term relationships, it is noted that trust plays a central role in the development of marketing theory (Morgan and Hunt, 1994) and practice (Doney and Cannon, 1997). This is no less true for online interactions, which need trust to

succeed (Coppola et al., 2004; Dwyer et al., 2007). The concept of trust is potentially even more important in online communities, mainly because online interactions are complex and diverse and therefore present high potential for dishonesty and unpredictable behaviour (Gefen et al., 2003). Such concerns prompted a focus in this study on the potential role of social media use, as a vehicle for active communication, in building trust, and in turn loyalty.

In investigating these issues, it was hypothesised that the outcomes of consumers' use of social media fan pages might be related to their initial motivations for using such pages. However, although people are said to be fundamentally influenced by social networking sites (Smith et al., 2012a), the effects of social networking sites on consumer behaviour are not much studied and still intangible, although millions of individuals are using them every day (Wilcox and Stephen, 2013). There is evidently a need, therefore, to understand why consumers use social media and fan pages related to different organisations. A potential way to do this, employed in this study, is through the U&G theory, which aims to illuminate the social and psychological needs behind individuals' media use patterns, and the subsequent attitudinal and behavioural effects. It argues that people use media to attain their goals and satisfy different desires (Jahn and Kunz, 2012; Lee and Ma, 2012; Diddi and LaRose, 2006; Lin, 2002; Armstrong and McAdams, 2009). Uses and gratifications theory is applicable to social media as it has roots in the literature of communication. Social media has been categorised as an instrument of communication that gives users opportunities to communicate with thousands of individuals worldwide (Williams et al., 2012). The insights afford by U&G theory have been further developed by linking them to the concept of value, since it is reported that the decision of an individual to participate in social media is determined by values (Grabner-Kräuter, 2009). It has been suggested that consumer attitude can be significantly predicted by consumer perceived value

(Sweeney and Soutar, 2001). Three dimensions of consumer perceived value are combined together and represent the value framework: utilitarian, hedonic, and social (Sweeney and Soutar, 2001; Grabner-Kräuter, 2009). This value framework can be applied for attitude-behaviour study in the context of social media (Kim et al., 2011). The aim of this study is to investigate different uses of social media marketing to enhance customers' trust, commitment, and loyalty toward organisations. In the light of these considerations, the study was designed around four main questions.

1. What are the different values perceived by customers through social media communications on fan pages?

2. What is the effect of different values perceived through social media communications on fan pages on trust towards a company's fan pages?

3. What is the effect of different values perceived through social media communications on fan pages on trust towards organisations?

4. What is the effect of different values perceived through social media communications on fan pages, on commitment, and loyalty towards the organisation?

7.2 Key Findings

The outcomes of the study reveal a number of important insights into social media based communities (fan pages), as discussed in detail in the last chapter. The key findings are summarised as follows:

1. Utilitarian benefits have a positive relationship with trust towards fan pages on social media.

2. Hedonic benefits have no effect on trust towards fan pages on social media.

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3. Social benefits have no effect on trust towards fan pages on social media.

4. Trust towards the fan page leads to trust towards the company.

5. Trust towards the fan page and trust towards the company lead to commitment towards the company.

6. Trust towards the fan page and trust towards the company lead to loyalty towards the company.

7.3 Contributions of the Study

This study offers five main contributions summarised in Table 7.1. This section highlights the theoretical, managerial and methodological contributions.

- **Theoretical contributions**

First, although there are existing studies investigating different uses of social media by individuals (e.g. Dholakia et al., 2004; Nov, 2007; Cook, 2008; Weiss et al., 2008) these studies do not investigate all possible uses of social media by individuals, and specifically from the marketing communications perspective. Therefore, this study, through a meta analysis looks at all possible uses of social media by consumers from a holistic perspective.

Second, the research has contributed to communications and marketing theory by identifying the main reasons that motivate consumers to engage in social media based communities (fan pages). Many reasons were mentioned in the literature why individuals use social media (section 3.1.1), but to the researcher's knowledge this has not previously been done for social media based communities (fan pages). Extending uses and gratification theory to the specific context of social media based communities provides new theoretical underpinnings to explain the claimed or

observed role for engagement. It helps in understanding how and why use of fan pages influences consumer attitude and behaviour.

Third, as a further theoretical contribution, this study used value dimensions (utilitarian, hedonic, and social) to categorise the motivations to engage in social media, based on the suggestion that analysis of perceived value can help to understand consumer behaviour better (Ostrom and Iacobucci, 1995; Sasser et al., 1997). This develops marketing theory by integrating two existing popular theories (U&G theory and value dimensions) into a new composite framework and demonstrating its validity.

Fourth, as mentioned in the research gap section regarding the lack of studies on social media and building relationships this study leads to better understanding of what aspects/ motivations are really important to build relationships through social media based communities (fan pages). The study examined the applications of uses and gratifications theory by application in a new context, as well as adding to relationship marketing theory. Doing this increases understanding of the diversity and complexity of motivations for social media use. It extends the literature on the role of social media based communities (fan pages) on trust, by emphasising the role of social media to build consumers' trust towards social media based communities and how this trust leads to trust, commitment, and loyalty towards the organisation.

- **Managerial contributions**

By highlighting the central role of utilitarian benefits in consumers' trust towards the social media based communities (fan pages); this study re-focuses the main challenge of social media channels in a manner which supports trust. In turn, this provides a managerial contribution, as the insights afforded by this study have practical

implications for marketers' conduct of online consumer relationships, such as the kind of context to provide a conducive environment for trust-building. It has practical utility since by looking at the gratifications involved in customers' use of social media and by finding out what value dimension(s) have a significant impact toward enhancing customers' trust and commitment, it will help to develop knowledge of how best to develop these values to build and enhance relationships. It shows how, by tailoring their web presence in line with those values, companies can build fan page trust, organisational trust, commitment and loyalty to the organisation. Specifically, the findings of this study suggest that, while consumers have Utilitarian, Hedonic and Social motivations for engaging in company fan pages, only the Utilitarian benefits received contribute to building trust, commitment and loyalty. This suggests that companies can exploit Hedonic and Social Benefits to attract users to their fan pages (for example by attractive competition games or other enjoyable and social activities) but this is not enough to build profitable relationships. To achieve this, companies need to ensure consumers' utilitarian needs are met, particularly through the provision of timely, relevant and credible information about the company and its products or services. However, this study was conducted in Saudi Arabia, in one specific sector (telecommunications). It is possible that consumers in other contexts may have different concerns. Nevertheless, by using the approach of this study to analyse customer motivations and attitudes, companies in other contexts can similarly identify the features that would be most likely to attract customers to their fan pages, and how to capitalize on customer interest in such pages to meet identified needs and concerns, and so build trust, commitment and loyalty.

- **Methodological contributions**

The first contribution leads to a methodological contribution by developing and validating scales to measure motivations to use social media based communities (fan pages) which can be useful in many ways in future academic endeavours. Using these scales can help researchers to achieve results simultaneously in a specific composite framework. Having a single comprehensive instrument would facilitate comparison between studies. It has been difficult to compare previous studies, because they have focused on different constructs, used different terminology and employed different measures. Removing such inconsistencies and confusion potentially enables comparison among studies to focus on, for example, similarities and differences in motivations across different media or different cultural contexts.

Table 7.1: Summary of the main contributions

Main contributions

- **Theoretical**
  1. Includes all possible motivations to use social media in order to have a holistic perspective of all uses from a marketing perspective.
  2. Identifies the main reasons that motivate consumers to engage in social media based communities (fan pages).
  3. Explains how consumers perceive uses and motivations of social media as perceived value.
  4. Emphasising the role of social media to build consumers' trust towards social media based communities (fan pages) and how this trust leads to trust, commitment, and loyalty towards an organisation.
- **Managerial**
  5. Provides a framework for marketers to rethink and develop their presence in the social media based communities (fan pages).
- **Methodological**
  6. Developed and validated a comprehensive scale to measure motivations to use social media.

7.4 Limitations and Future Research Directions

A number of different paradigms can potentially be employed for conducting a research; therefore, the researcher has to make a logical decision on the preferred approach. The researcher is conscious that different approaches can meet the same objectives. This study adopted a positivist approach rather than a phenomenological approach. However, a few limitations of the study are recognised and are discussed in this section, with their implications for suggested future research directions.

First, one of the main contributions was the identification of reasons or motivations for consumers to engage in social media based communities (fan pages). However, this study was conducted in the telecommunication sector and cannot be generalised. So for future directions, these motivations can be studied in different sectors to see whether the same motivations apply, or to what degree in different consumer contexts.

Second, the study confirmed the positive effect of utilitarian benefits on consumers' trust and showed that hedonic and social benefits have no effect on consumers' trust. However, work in this area is still in the initial stage and further development is needed. Future research can investigate whether the absence of hedonic and social benefits can have a positive or negative effect on the utilitarian benefits.

Third, the level of consumers' involvement in the fan pages has not been measured in this study. Future research should aim to explore involvement, ideally measuring the level of change during the navigation. This can be done with either an Experience Sampling Method that can be used for flow measure (Csikszentmihalyi and Csikszentmihalyi, 1992) or eye-tracking methods that can be used to measure physiological reactions to contents, which are attention symptomatic (Christianson et al., 1991) which can help in itself as an indicator of levels of involvement.

Fourth, the number of responses collected for the study was acceptable and met the recommendations for the analysis techniques used. However, the sample was relatively small. So, for future research, larger samples can help to confirm the presented findings. Moreover, the samples represented three companies in the sector. However, the responses of each company were not equal; maybe for two reasons. First the sampling technique was convenience sampling, as explained in the methodology chapter. Second the number of the companies' consumers is different as well. This leads to different rates of response; for example responses of STC customers represent about 65%, Mobily about 30%, and Zain 5%. These differences might have affected the findings. Future studies can employ a non random sampling technique to balance the sample in a way that could be more reflective of the context.

Fifth, this study essentially focused on the positive effects of value dimensions on consumers' trust, mainly to avoid analytical and conceptual convolution. Future research can investigate possible negative relationships and their effect on consumers' trust.

7.5 Conclusion

The study found an important research gap related to social media based communities (fan pages) through an interdisciplinary literature review and investigated how value dimensions (Utilitarian, Hedonic and Social) influence consumers' behaviour and affective organisational trust, commitment, and loyalty. The findings of this thesis were obtained from a dataset that was acquired quantitatively via questionnaires collected from consumers in the telecommunication sector in Saudi Arabia.

The findings indicated that utilitarian benefits positively influence consumers' trust towards fan pages or social media based communities, while hedonic and social benefits have no influence on consumers' trust towards fan pages or social media-based communities affective organisational commitment. These findings have important implications for understanding consumers' behaviour towards social media based communities and provide a complementary measure in evaluating relationship building effectiveness.

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Appendices

Appendix 1: Final Questionnaire in English and Arabic

Dear Sir/Madam

I am a PhD researcher at the University of Hull. For my research, I am examining the motivations to follow telecommunication companies' social media (Facebook, Twitter) and the effect of that on customers' trust and commitment. Because you are a customer of one of the telecommunication companies and following the company's social media (Facebook and/or Twitter), I am inviting you to participate in this research study by completing this questionnaire survey.

This questionnaire will require approximately 10 minutes to complete. All information will remain confidential. Please answer all questions as honestly as possible. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you in advance for your participation.

FOR ANY ENQUIRES PLEASE CONTACT ONE OF THE FOLLOWING:

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Section A:

With which telecommunication company are you a customer?

STC [ ]   mobily [ ]   zain [ ]

How long have you been a customer?

Less than a year [ ]   1-3years [ ]   4-7 years [ ]   8 years and **over** [ ]

How much is your average payment per month?

Less than 300 SR   300-599 SR   600-999 SR   1000-3000 SR   More than 3000 SR

[ ]   [ ]   [ ]   [ ]   [ ]

On which channel do you follow them on social media? (You can choose more than one if needed)

facebook [ ]   twitter [ ]

How long have you been following them on social media?

Less than 6 months [ ]   7 - 12 months [ ]   12 – 24 months [ ]   More than 24 months [ ]

Section B:

Please indicate the extent to which you agree with the following statements by choosing the most appropriate answer (very strongly disagree [1], strongly disagree [2], disagree [3], neutral [4], agree [5], strongly agree [6], and very strongly agree [7]). Please remember there are no right or wrong answers.

Note:
Fans mean Facebook page fans and Twitter account followers.
Social media means Facebook page and Twitter account.

The reasons behind following the company's social media (Facebook and/or Twitter):

	very strongly disagree	strongly disagree	disagree	neutral	agree	strongly agree	very strongly agree
To get my questions answered. [INF1]	1	2	3	4	5	6	7
Because it provides access to up-to-date information and news. [INF2]	1	2	3	4	5	6	7
Because it is easier to get information. [INF3]	1	2	3	4	5	6	7
To get useful information about products and services. [INF4]	1	2	3	4	5	6	7
Because they provide complete descriptions of products/services. [INF5]	1	2	3	4	5	6	7
To keep up with current issues and events. [INF6]	1	2	3	4	5	6	7
Because they provide relevant information to the customer. [INF7]	1	2	3	4	5	6	7
To search for information. [INF8]	1	2	3	4	5	6	7
Because it helps me find locations, required products, and services. [INF9]	1	2	3	4	5	6	7
Because it helps me to forget about my problems. [ESC1]	1	2	3	4	5	6	7
Because it helps me to get away from what I am doing. [ESC2]	1	2	3	4	5	6	7
Because it helps me to get away from pressures (or responsibilities). [ESC3]	1	2	3	4	5	6	7
So I can get away from the rest of my family or others. [ESC4]	1	2	3	4	5	6	7
Because everybody else is doing it. [TRE1]	1	2	3	4	5	6	7
To not look old-fashioned. [TRE2]	1	2	3	4	5	6	7
To look trendy. [TRE3]	1	2	3	4	5	6	7
To look fashionable. [TRE4]	1	2	3	4	5	6	7
To enjoy the pleasure of interacting with the company and customers. [ENT1]	1	2	3	4	5	6	7
Because it is entertaining. [ENT2]	1	2	3	4	5	6	7
Because I enjoy it. [ENT3]	1	2	3	4	5	6	7
To have fun. [ENT4]	1	2	3	4	5	6	7
To have a good time. [ENT5]	1	2	3	4	5	6	7

Section C:

Please indicate the extent to which you agree with the following statements by choosing the most appropriate answer (very strongly disagree [1], strongly disagree [2], disagree [3], neutral [4], agree [5], strongly agree [6], and very strongly agree [7]). Please remember there are no right or wrong answers.

Note:
Fans mean Facebook page fans and Twitter account followers.
Social media means Facebook page and Twitter account.

I follow the company's social media (Facebook and/or Twitter):

	very strongly disagree	strongly disagree	disagree	neutral	agree	strongly agree	very strongly agree
Because it helps when there's no one else to talk or be with. [CIP1]	1	2	3	4	5	6	7
To find companionship. [CIP 2]	1	2	3	4	5	6	7
To chat with people with similar interests. [CIP 3]	1	2	3	4	5	6	7
Because it makes me feel less lonely. [CIP 4]	1	2	3	4	5	6	7
Because it makes me feel like I belong to a group. [CIP 5]	1	2	3	4	5	6	7
To interact with people with the same interests and values. [CIP 6]	1	2	3	4	5	6	7
To find others like me. [CIP 7]	1	2	3	4	5	6	7
To talk out my problems with the company and get advice. [LEA1]	1	2	3	4	5	6	7
To learn about events and issues. [LEA2]	1	2	3	4	5	6	7
To learn about new technologies. [LEA3]	1	2	3	4	5	6	7
To learn about or keep up with telecommunications. [LEA4]	1	2	3	4	5	6	7
To learn about new things. [LEA5]	1	2	3	4	5	6	7
To get new and fresh ideas. [LEA6]	1	2	3	4	5	6	7
Because it passes the time away when I'm bored. [PT1]	1	2	3	4	5	6	7
Because it relaxes me. [PT2]	1	2	3	4	5	6	7
To occupy my time. [PT3]	1	2	3	4	5	6	7
Because it is a pleasant rest. [PT4]	1	2	3	4	5	6	7
Because it helps me when I have nothing better to do. [PT5]	1	2	3	4	5	6	7
To meet interesting people. [SOC1]	1	2	3	4	5	6	7
To get peer support from other customers and fans. [SOC2]	1	2	3	4	5	6	7
To give me something to talk about with others. [SOC3]	1	2	3	4	5	6	7
To build relationships with other fans and customers. [SOC4]	1	2	3	4	5	6	7

To belong to a group with the same interests as mine. [SOC5]	1	2	3	4	5	6	7
To meet new people. [SOC6]	1	2	3	4	5	6	7
Please select "Strongly Disagree" as a response to this question. [TEST1]	1	2	3	4	5	6	7
To feel that I'm a person of worth, equal with other customers and fans. [SE1]	1	2	3	4	5	6	7
To feel that I have a number of good qualities. [SE2]	1	2	3	4	5	6	7
To find others who respect my views. [SE3]	1	2	3	4	5	6	7
To take a positive attitude toward myself. [SE4]	1	2	3	4	5	6	7
Because it makes me feel I am able to do things as well as most other customers. [SE5]	1	2	3	4	5	6	7
Because it makes me feel satisfied with myself. [SE6]	1	2	3	4	5	6	7

Section D:

Please indicate the extent to which you agree with the following statements by choosing the most appropriate answer (very strongly disagree [1], strongly disagree [2], disagree [3], neutral [4], agree [5], strongly agree [6], and very strongly agree [7]). Please remember there are no right or wrong answers.

Note:
Fans mean Facebook page fans and Twitter account followers.
Social media means Facebook page and Twitter account.

I'm motivated to follow the company's social media (Facebook and/or Twitter):

	very strongly disagree	strongly disagree	disagree	neutral	agree	strongly agree	very strongly agree
To motivate customers and fans to feel participation. [INO1]	1	2	3	4	5	6	7
To motivate other customers and fans to action. [INO2]	1	2	3	4	5	6	7
To influence the way other customers and fans think. [INO3]	1	2	3	4	5	6	7
To provide information. [SH1]	1	2	3	4	5	6	7
To share practical knowledge or skills with others. [SH2]	1	2	3	4	5	6	7

To share information that might be of interest to others. [SH3]	1	2	3	4	5	6	7
To share my successes and failures with the company with others. [SH4]	1	2	3	4	5	6	7
To share my knowledge of telecommunications with others. [SH5]	1	2	3	4	5	6	7
To share enjoyment. [SH6]	1	2	3	4	5	6	7
To help other fans and customers. [ALT1]	1	2	3	4	5	6	7
To think about other fans and customers instead of myself. [ALT2]	1	2	3	4	5	6	7
To support the fan page. [ALT3]	1	2	3	4	5	6	7
To support the company associated with this fan page. [ALT4]	1	2	3	4	5	6	7
Because I am very attached to the fan page. [CTY1]	1	2	3	4	5	6	7
Because I feel I share the same objectives with the other fans. [CTY2]	1	2	3	4	5	6	7
Because my friendship with other fans means a lot to me. [CTY3]	1	2	3	4	5	6	7
Because I need someone to talk to or be with. [CTY4]	1	2	3	4	5	6	7
Because I see myself as part of the fan page. [CTY5]	1	2	3	4	5	6	7
To feel connected to the company and the customers. [CTY6]	1	2	3	4	5	6	7
Please select "Strongly Disagree" as a response to this question. [TEST2]	1	2	3	4	5	6	7
To communicate with other customers and fans. [CON1]	1	2	3	4	5	6	7
To get a quick response from the company when I desire attention. [CON2]	1	2	3	4	5	6	7
In order to talk about my problems with the company. [CON3]	1	2	3	4	5	6	7
To communicate with likeminded customers and fans. [CON4]	1	2	3	4	5	6	7

Please indicate the extent to which you agree with the following statements by choosing the most appropriate answer (very strongly disagree [1], strongly disagree [2], disagree [3], neutral [4], agree [5], strongly agree [6], and very strongly agree [7]). Please remember there are no right or wrong answers.

Note:
Fans mean Facebook page fans and Twitter account followers.
Social media means Facebook page and Twitter account.

Please respond to the following statements based on your opinion towards the company's social media (Facebook and/or Twitter).

	very strongly disagree	strongly disagree	disagree	neutral	agree	strongly agree	very strongly agree
Based on my experience with the company's social media, I know it is honest. [TRS1]	1	2	3	4	5	6	7
Based on my experience with the company's social media, I know it cares about followers. [TRS2]	1	2	3	4	5	6	7
Based on my experience with the company's social media, I know it is not opportunistic. [TRS3]	1	2	3	4	5	6	7
Based on my experience with the company's social media, I know it is predictable. [TRS4]	1	2	3	4	5	6	7
Based on my experience with the company's social media, I know it knows its field. [TRS5]	1	2	3	4	5	6	7
In general, I'm very motivated to participate in their social media. [PR1]	1	2	3	4	5	6	7
In general, I participate in order to stimulate their social media. [PR2]	1	2	3	4	5	6	7
I usually provide useful information to other customers. [PR3]	1	2	3	4	5	6	7
In general, I post messages and responses on their social media with great excitement and frequency. [PR4]	1	2	3	4	5	6	7

Section F:

Please indicate the extent to which you agree with the following statements by choosing the most appropriate answer (very strongly disagree [1], strongly disagree [2], disagree [3], neutral [4], agree [5], strongly agree [6], and very strongly agree [7]). Please remember there are no right or wrong answers.

Note:
Fans mean Facebook page fans and Twitter account followers.
Social media means Facebook page and Twitter account.

Please respond to the following statements based on your opinion towards the company.

	very strongly disagree	strongly disagree	disagree	neutral	agree	strongly agree	very strongly agree
Based on my experience with the company, I know it is honest. [TRC1]	1	2	3	4	5	6	7
Based on my experience with the company, I know it cares about customers. [TRC2]	1	2	3	4	5	6	7
Based on my experience with the company, I know it is not opportunistic. [TRC3]	1	2	3	4	5	6	7
Based on my experience with the company, I know it is predictable. [TRC4]	1	2	3	4	5	6	7
Based on my experience with the company, I know it knows its market. [TRC5]	1	2	3	4	5	6	7
I do not like to change to another company because I value the selected company. [LOY1]	1	2	3	4	5	6	7
I am a loyal customer of this company. [LOY2]	1	2	3	4	5	6	7
I would always recommend this company to someone who seeks my advice. [LOY3]	1	2	3	4	5	6	7
I am proud to belong to this company. [CNT1]	1	2	3	4	5	6	7
I feel a sense of belonging to this company. [CNT2]	1	2	3	4	5	6	7
I care about the long-term success of this company. [CNT3]	1	2	3	4	5	6	7
I am a loyal patron of this company. [CNT4]	1	2	3	4	5	6	7

Section G:

Demographic questions for classification purposes only. Please tick the appropriate box for your response.

1. Your Gender:

Female ☐   Male ☐

2. What age group do you belong to?

15-20 ☐   21-30 ☐   31-40 ☐   41-50 ☐   51-65 ☐   66 or more. ☐

3. What is the highest level of education you have completed?

Less than a high school graduate ☐   High school graduate ☐

Undergraduate degree ☐   Postgraduate degree ☐

Thank you for your effort and time

بسم الله الرحمن الرحيم

السلام عليكم ورحمة الله وبركاته

عزيزي/عزيزيتي

انا أحد طلاب الدكتوراه في جامعة هال. حاليا، أقوم بعمل بحث عن الأسباب الرئيسه وراء متابعة عملاء شركات الاتصالات في السعودية لشركاتهم على مواقع التواصل الإجتماعي (فيسبوك و تويتر) و أثرها على ثقة وإلتزام العميل. ولأنك أحد عملاء هذه الشركات ومتابع لهم على مواقع التواصل الاجتماعي، ارجو تعبئة هذا الاستبيان.

سوف تستغرق الاستبانة مايقارب 10 دقائق لإنهائها. سوف أحرص على سرية المعلومات لتكون لأغراض الدراسة فقط. يسعدني إجابتك على هذه الاستبانه بكل مصداقية وحرية قدر المستطاع. اجاباتك مساهمة فعالة وخطوة مشكورة للرقي بالبحث.

في حال وجود أي استفسار الرجاء التواصل عبر الهاتف أو البريد الإلكتروني الموضح أدناه.

الباحث:
علي القحطاني
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أنت عميل لشركة ....

الإتصالات السعودية	موبايلي	زين
STC ☐	mobily ☐	zain ☐

منذ متى وأنت عميل للشركة؟

8 سنوات و أكثر من ☐   7-4 سنين ☐   3-1 سنين ☐   أقل من سنة ☐

ماهو معدل إستهلاكك الشهري؟

أقل من 300 ريال	599-300 ريال	999-600 ريال	3000-1000 ريال	أكثر من 3000 ريال
☐	☐	☐	☐	☐

على أي من قنوات التواصل الإجتماعي تتابع الشركة؟ (يمكنك إختيار أكثر من إجابة)

فيسبوك	تويتر
facebook ☐	twitter ☐

كم قد مضى لك من الزمن في متابعتهم على قنوات التواصل الاجتماعي

اكثر من 24 شهر ☐   24-13 شهر ☐   12-7 شهر ☐   أقل من ستة أشهر ☐

يرجى تحديد مدى توافق وجهة نظرك مع العبارات التالية و ذلك باختيار الإجابة الأمثل (لا أتفق نهائيا (1), لا أتفق بشدة (2), لا أتفق (3), محايد (4), أتفق (5), أتفق بشدة (6), أتفق تماما (7)).
<u>ملاحظة:</u>
المقصود بالمعجبين هم المتابعين لصفحة الشركة على الفيسبوك أو المتابعين لحساب الشركة على تويتر.
المقصود بقنوات التواصل الإجتماعي هو صفحة الفيسبوك و حساب تويتر.

أسباب متابعتي لحساب الشركة في قنوات التواصل الأجتماعي (فيسبوك و-أو تويتر):

	لا أتفق نهائيا	لا أتفق بشدة	لا أتفق	محايد	أتفق	أتفق بشدة	أتفق تماما
لأجد إجابة لإستفساراتي	1	2	3	4	5	6	7
لأنها توفر لي الدخول إلى معلومات وأخبار حديثة	1	2	3	4	5	6	7
لأنها الطريقة الأسهل للحصول على معلومات	1	2	3	4	5	6	7
للحصول على معلومات مفيدة عن المنتجات و الخدمات	1	2	3	4	5	6	7
لأنها توفر وصف كامل للمنتجات والخدمات	1	2	3	4	5	6	7
لأكون على علم بأخر القضايا والأحداث	1	2	3	4	5	6	7
لأنها توفر معلومات تخص العملاء	1	2	3	4	5	6	7
للبحث عن المعلومات	1	2	3	4	5	6	7
لأنها تساعدني في إيجاد المواقع, المنتجات المطلوبة و الخدمات	1	2	3	4	5	6	7
لأنها تساعدني في نسيان مشاكلي	1	2	3	4	5	6	7
لأنها تساعدني في الإبتعاد عن ما أفعله وقتها	1	2	3	4	5	6	7
لأنها تساعدني في الإبتعاد عن الضغوطات أو المسؤليات	1	2	3	4	5	6	7
بهذا أستطيع الهروب من العائلة و الأخرين	1	2	3	4	5	6	7
لأن الكل يفعل ذلك	1	2	3	4	5	6	7
لكي لا أبدوا تقليديا	1	2	3	4	5	6	7
لأظهر بصورة عصرية	1	2	3	4	5	6	7
لأظهر بصورة مألوفة	1	2	3	4	5	6	7
للإستمتاع بالتفاعل مع الشركة و العملاء	1	2	3	4	5	6	7
لانها مسلية	1	2	3	4	5	6	7
لانني أستمتع بها	1	2	3	4	5	6	7
لأحصل على المرح	1	2	3	4	5	6	7
لأقضي أوقات جيدة	1	2	3	4	5	6	7

أنا أتابع حساب الشركة في قنوات التواصل الإجتماعي (فيسبوك و-أو تويتر):

	لا أتفق نهائيا	لا أتفق بشدة	لا أتفق	محايد	أتفق	أتفق بشدة	أتفق تماما
لأنها تساعد عندما لايكون هناك من أتحدث إليه	1	2	3	4	5	6	7
لأحصل على بعض الرفقة	1	2	3	4	5	6	7
للتحدث مع أشخاص لديهم نفس الإهتمامات	1	2	3	4	5	6	7
لأنها تجعلني أشعر بأني أقل انطواء	1	2	3	4	5	6	7
لأنها تجعلني أشعر وكأني أنتمي إلى مجموعة	1	2	3	4	5	6	7
للتفاعل مع أشخاص لديهم نفس الإهتمامات والقيم	1	2	3	4	5	6	7
لأيجاد أشخاص مثلي	1	2	3	4	5	6	7
لشرح مشاكلي مع الشركة أو العلامة التجارية للحصول على نصائح	1	2	3	4	5	6	7
للمعرفة عن الأحداث و القضايا	1	2	3	4	5	6	7
للمعرفة عن التقنية الجديدة	1	2	3	4	5	6	7
للمعرفة أو البقاء على علم بالأتصالات السلكية واللاسلكية	1	2	3	4	5	6	7
لتعلم أشياء جديدة	1	2	3	4	5	6	7
للحصول على أفكار جديدة	1	2	3	4	5	6	7
لأنها تساعد على تمضية الوقت عندما أكون ضجر	1	2	3	4	5	6	7
لأنها تجعلني أسترخي	1	2	3	4	5	6	7
لأشغل وقتي	1	2	3	4	5	6	7
لأنها تمثل إستراحة سعيدة	1	2	3	4	5	6	7
لأنها تساعدني عندما لا يكون هناك ماهو أهم لفعله	1	2	3	4	5	6	7
للتعرف على أشخاص مثيرين للإهتمام	1	2	3	4	5	6	7
للحصول على الدعم من العملاء والمعجبين بالشركة	1	2	3	4	5	6	7
لأنها تعطيني ما أستطيع نقاشة مع الآخرين	1	2	3	4	5	6	7
لبناء علاقات مع العملاء والمعجبين بالشركة	1	2	3	4	5	6	7
لأنتمي لمجموعة لديهم نفس إهتماماتي	1	2	3	4	5	6	7
للتعرف على أشخاص جدد	1	2	3	4	5	6	7
الرجاء إختيار (لا أتفق بشدة) كإجابة لهذا السؤال	1	2	3	4	5	6	7
لأشعر بأني شخص مهم ومتساوي مع العملاء والمعجبين الآخرين بالنسبة للشركة	1	2	3	4	5	6	7
لأشعر بأني أملك بعض الصفات الحسنة	1	2	3	4	5	6	7
لأجد أشخاص يقدرون وجهات نظري	1	2	3	4	5	6	7
لآخذ موقف إيجابي تجاه نفسي	1	2	3	4	5	6	7
لأنها تجعلني أشعر بأني أستطيع فعل أي شيء يفعله أغلب العملاء	1	2	3	4	5	6	7
لأنها تجعلني أشعر بالرضا تجاه نفسي	1	2	3	4	5	6	7

دافعي لمتابعة حساب الشركة في قنوات التواصل الإجتماعي (فيسبوك و-أو تويتر):

	لا أتفق نهائيا	لا أتفق بشدة	لا أتفق	محايد	أتفق	أتفق بشدة	أتفق تماما
لتحفيز العملاء والمعجبين بالشركة للشعور بالمشاركة	1	2	3	4	5	6	7
لتحفيز العملاء والمعجبين للتفاعل	1	2	3	4	5	6	7
للتأثير على طريقة تفكير العملاء والمعجبين	1	2	3	4	5	6	7
لتوفير المعلومات	1	2	3	4	5	6	7
لمشاركة العلوم المهنية والمهارات مع الآخرين	1	2	3	4	5	6	7
لمشاركة المعلمومات اللتي قد تكون مهمة للغير	1	2	3	4	5	6	7
لمشاركة الآخرين نجاحي و إخفاقي مع الشركة	1	2	3	4	5	6	7
لمشاركة الآخرين معرفتي عن الإتصالات	1	2	3	4	5	6	7
لمشاركة الآخرين المتعة	1	2	3	4	5	6	7
لمساعدة العملاء والمعجبين	1	2	3	4	5	6	7
للتفكير في العملاء والمعجبين الآخرين بدلا من التفكير في نفسي	1	2	3	4	5	6	7
لدعم الصفحة	1	2	3	4	5	6	7
لدعم الشركة صاحبة الصفحة	1	2	3	4	5	6	7
لأنني متعلق بالصفحة	1	2	3	4	5	6	7
لأنني أشعر بأنني أشارك المعجبين الآخرين نفس الأهداف	1	2	3	4	5	6	7
لأن صداقتي للمعجبين الآخرين تعني لي الكثير	1	2	3	4	5	6	7
لأنني أحتاج أن أتحدث أو أكون مع أي شخص	1	2	3	4	5	6	7
لأنني أشعر بأنني جزء من الصفحة	1	2	3	4	5	6	7
لأشعر بأني متصل بالشركة والعملاء	1	2	3	4	5	6	7
الرجاء إختيار (لا أتفق بشدة) كإجابة لهذا السؤال	1	2	3	4	5	6	7
للأتصال مع العملاء والمعجبين الآخرين	1	2	3	4	5	6	7
للحصول على رد سريع من الشركة عندما أحتاج	1	2	3	4	5	6	7
للتحدث عن مشاكلي مع الشركة	1	2	3	4	5	6	7
للتواصل مع من هم مثلي من العملاء والمعجبين الآخرين	1	2	3	4	5	6	7

القسم الخامس:

الرجاء الإجابة او الرد على النقاط التالية بناء على وجهة نظرك تجاه حساب الشركة في قنوات التواصل الإجتماعي (فيسبوك و-أو تويتر).

	أتفق تماما	أتفق بشدة	أتفق	محايد	لا أتفق	لا أتفق بشدة	لا أتفق نهائيا
بناء على خبرتي مع قنوات التواصل الإجتماعي للشركة أنا أعي أن مصداقيتها عالية	7	6	5	4	3	2	1
بناء على خبرتي مع قنوات التواصل الإجتماعي للشركة أعرف أنها تهتم لمتابعيها	7	6	5	4	3	2	1
بناء على خبرتي مع قنوات التواصل الإجتماعي للشركة أنا أعرف أنها ليست إنتهازية	7	6	5	4	3	2	1
بناء على خبرتي مع قنوات التواصل الإجتماعي للشركة أنا أعرف أنه يمكن التنبؤ بها	7	6	5	4	3	2	1
بناء على خبرتي مع قنوات التواصل الإجتماعي للشركة أنا أعرف أنها تعرف مجالها	7	6	5	4	3	2	1
عموما أنا متحفز للمشاركة على قنوات التواصل الأجتماعية للشركة	7	6	5	4	3	2	1
في العموم أنا أشارك من أجل تحفيز قنوات التواصل الإجتماعي للشركة	7	6	5	4	3	2	1
عادة ما أوفر معلومات قيمة للعملاء الآخرين	7	6	5	4	3	2	1
في العموم أنا أكتب و أرد على قنوات التواصل الإجتماعي للشركة تكرارا وبكثير من الإثارة	7	6	5	4	3	2	1

القسم السادس:

الرجاء الإجابة او الرد على النقاط التالية بناء على وجهة نظرك تجاه الشركة.

	أتفق تماما	أتفق بشدة	أتفق	محايد	لا أتفق	لا أتفق بشدة	لا أتفق نهائيا
بناء على خبرتي مع الشركة أنا أعرف أن مصداقيتها عالية	7	6	5	4	3	2	1
بناء على خبرتي مع الشركة أنا أعرف أنها تهتم لعملائها	7	6	5	4	3	2	1
بناء على خبرتي مع الشركة أنا أعرف أنها ليست إنتهازية	7	6	5	4	3	2	1
بناء على خبرتي مع الشركة أنا أعرف أنه يمكن التنبؤ بها	7	6	5	4	3	2	1
بناء على خبرتي مع الشركة أنا أعرف أنها تعرف سوقها	7	6	5	4	3	2	1
لا أحب الإنتقال لشركة أخرى لأنني أقدر هذه الشركة	7	6	5	4	3	2	1
أنا عميل مخلص لهذه الشركة	7	6	5	4	3	2	1
سأوصي دائما بهذه الشركة لأي شخص يطلب نصيحتي	7	6	5	4	3	2	1
أنا فخور لأنني عميل لهذه الشركة	7	6	5	4	3	2	1
أشعر بالإنتماء لهذه الشركة	7	6	5	4	3	2	1
أنا أهتم بنجاح الشركة على المدى البعيد	7	6	5	4	3	2	1
أنا داعم مخلص لهذه الشركة	7	6	5	4	3	2	1

إحصائية ديموغرافية لهدف التصنيف المتعلق بالأجابات فقط. يرجى إختيار الخانة المناسبة

الجنس

ذكر ☐   أنثى ☐

إلى أي فئة عمرية تنتمي

15-20 ☐   21-30 ☐   31-40 ☐   41-50 ☐   51-65 ☐   66 أو أكثر. ☐

ما هو أعلى مستوى تعليمي حصلت عليه؟

دون الثانوية العامة ☐   ثانوية عامة ☐

بكالوريوس ☐   دراسات عليا ☐

شكراً لك على وقتك وجهدك

Appendix 2: Generated items for the uses of social media

Information:	
I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To get my questions answered. 2. To search for information. 3. Because it's easier to get information. 4. To keep up with current issues and events. 5. To see what is out there. 6. Because they provide relevant information to the customer. 7. Because they provide complete description of products/services. 8. To get useful information about products and services. 9. Because it provides access to up-to-date information and news. 10. Because it helps me find locations, required products, and services.	1. Get my questions answered. (Butler et al., 2007) 2. Search for information (Sun et al., 2008) 3. It's easier to get information (Sun et al., 2008) 4. Keep up with current issues and events (Sun et al., 2008) 5. See what is out there (Sun et al., 2008) 6. Relevant information to the customer (Liu and Arnett, 2000) 7. Complete products/services description (Liu and Arnett, 2000) 8. To get useful information about product and services (Park et al., 2009) 9. Because it provides access to up-to-date information and news (Lee et al., 2010) 10. Because it helps me find locations, required products, and services (Lee et al., 2010).
Learning:	
I follow their fan pages on Facebook and/or Twitter	Original items
1. To learn about or keep up with telecommunications. 2. To get new and fresh ideas. 3. To learn about new things. 4. To learn about new technologies. 5. To learn about events and issues.	1. Learn more about or keep up with the topic. (Butler et al., 2007). 2. To get new ideas. (Ridings and Gefen, 2004) 3. To learn about new things. (Ridings and Gefen, 2004). 4. To learn about new technologies for my business. (Ridings and Gefen, 2004). 5. To learn about events (Bonds-Raacke and Raacke, 2010).
Sharing:	
I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To share information that might be of interest to others. 2. To provide information. 3. In order to talk about my problems with the company. 4. Because I need someone to talk to or be with. 5. To share practical knowledge or skills with others.	1. To share information that may be of use to others. (Stoeckl et al., 2007). 2. To provide information. (Stoeckl et al., 2007). 3. Because I just need to talk about my problems sometimes (Quan-Haase and Young, 2010). 4. Because I need someone to talk to or be with (Quan-Haase and Young, 2010).

6. To share my knowledge of telecommunications with others.	5. To share practical knowledge or skills with others (Lenhart and Fox, 2006).
7. To share my successes and failures with the company with others.	6. To share my knowledge of woodworking with others. (Ridings and Gefen, 2004).
8. To share enjoyment.	7. To share my successes and failures with home-schooling with others. (Ridings and Gefen, 2004).
	8. Sharing enjoyment (Wang and Fesenmaier, 2003).

Entertainment:	
I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To have fun.	1. To have fun (Xu et al., 2012).
2. To enjoy the pleasure of interacting with the company and customers.	2. To enjoy the pleasure of interacting with people (Xu et al., 2012).
3. To have a good time.	3. To have a good time (Xu et al., 2012).
4. Because it is entertaining.	4. Because it is entertaining (Xu et al., 2012).
5. Because I enjoy it.	5. Because I enjoy it (Xu et al., 2012).
6. To find interesting things	6. Find interesting things (Grace-Farfaglia et al., 2006).

Escapism:	
I follow their fan pages on (Facebook and/or Twitter)	Original items
1. Because it helps me to get away from what I am doing.	1. To get away from what I am doing (Xu et al., 2012).
2. Because it helps me to put off something I should be doing.	2. To put off something I should be doing (Xu et al., 2012).
3. Because it helps me to forget about my problems.	3. To forget about my problems (Xu et al., 2012).
4. Because it helps me to get away from pressures (or responsibilities).	4. To get away from pressures (or responsibilities) (Xu et al., 2012).
5. Because it helps me to experience things I can't in the real world.	5. Experiencing things you can't in the real world (Grace-Farfaglia et al., 2006).
6. Because it helps me in trying out new identities.	6. Trying out new identities (Grace-Farfaglia et al., 2006).
7. So I can get away from the rest of my family or others.	7. So I can get away from the rest of my family or others (Smock et al., 2011).

Passing Time:	
I follow their fan pages on (Facebook and/or Twitter)	Original items
1. Because it passes the time away when I'm bored.	1. Because it passes the time away when bored (Stoeckl et al., 2007).
2. Because it helps me when I have nothing better to do.	2. When I have nothing better to do (Stoeckl et al., 2007).
3. To occupy my time.	3. To occupy my time (Stoeckl et al., 2007).
4. Because it relaxes me.	4. Because it relaxes me (Quan-Haase and Young, 2010).
5. Because it is a pleasant rest.	

	5. Because it is a pleasant rest (Quan-Haase and Young, 2010).

Trendiness:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To not look old-fashioned. 2. To look trendy. 3. To look fashionable. 4. Because everybody else is doing it. 5. Because it is the thing to do.	1. To not look old-fashioned (Quan-Haase and Young, 2010). 2. To look stylish (Quan-Haase and Young, 2010). 3. To look fashionable (Quan-Haase and Young, 2010). 4. Because everybody else is doing it (Smock et al., 2011). 5. Because it is the thing to do (Smock et al., 2011).

Socialisation:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To become known to other fans and customers. 2. To build relationships with other fans and customers. 3. To talk out my problems with the company and get advice. 4. To belong to a group with the same interests as mine. 5. To enjoy answering other customers' and fans' questions. 6. To get peer support from other customers and fans. 7. To meet interesting people. 8. To meet new people. 9. To find others who respect my views. 10. To give me something to talk about with others.	1. Become known to list members. (Butler et al., 2007) 2. Build relationships with list members. (Butler et al., 2007) 3. To talk out my problems and get advice. (Ridings and Gefen, 2004) 4. Belong to a group with the same interests as mine (Sun et al., 2008) 5. I enjoy answering other people's questions. (Sun et al., 2008) 6. To get peer support from others (Park et al., 2009) 7. To meet interesting people (Park et al., 2009) 8. To meet new people (Smock et al., 2011) 9. Find others who respect my views (LaRose and Eastin, 2004) 10. to give me something to talk about with others (Kaye and Johnson, 2002)

Companionship:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To interact with people with the same interests and values. 2. To chat with people with similar interests. 3. To find others like me. 4. Because it helps when there's no one	1. To talk with people with the same interests and values. (Ridings and Gefen, 2004) 2. To chat with people with similar interests. (Ridings and Gefen, 2004) 3. To find others like me. (Ridings and

else to talk or be with.	Gefen, 2004)
5. Because it makes me feel less lonely.	4. When there's no one else to talk or be with. (Smock et al., 2011)
6. To find companionship.	5. Because it makes me feel less lonely. (Smock et al., 2011)
7. Because it makes me feel like I belong to a group.	6. Find companionship (Grace-Farfaglia et al., 2006)
	7. Feel like I belong to a group (Grace-Farfaglia et al., 2006)

Altruism:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To help other fans and customers.	1. Help other people.
2. To think about other fans and customers instead of myself.	2. Think about others instead of myself.
3. To support the company associated with this fan page.	3. Support the real world community associated with this topic.
4. To support the fan page.	4. Support this list community.
5. To promote the topic or issue of the fan page.	5. Promote the topic or issue of the group. (Butler et al., 2007)

Community:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. Because I am very attached to the fan page.	1. I am very attached to the community.
2. Because I feel I share the same objectives with the other fans.	2. Other brand community members and I share the same objectives.
3. Because my friendship with other fans mean a lot to me.	3. The friendships I have with other brand community members mean a lot to me.
4. Because if the fans planned something, I'd think of it as something "we" would do rather than something "they" would do.	4. If brand community members planned something, I'd think of it as something "we" would do rather than something "they" would do.
5. Because I see myself as part of the fan page.	5. I see myself as a part of the brand community. (Algesheimer et al., 2005)

Communication:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To communicate with other customers and fans.	1. To communicate with others. (Stoeckl et al., 2007)
2. To keep in touch with other customers and fans.	2. To keep in touch with others. (Stoeckl et al., 2007)
3. To post my feelings to attain other customers' and fans' attention quickly.	3. To post my feelings to attain others' attention quickly and easily (Xu et al., 2012)
4. To post my feelings to attain other customers' and fans' attention easily.	4. To get a quick response from others when I desire attention(Xu et al., 2012)
5. To get a quick response from the company when I desire attention.	5. To feel connected (Bonds-Raacke and Raacke, 2010)
6. To feel connected to the company and the customers.	6. Communication with likeminded people(Joinson, 2008)
7. To communicate with likeminded	

customers and fans. 8. To have something to do with others.	7. To have something to do with others(Dholakia et al., 2004)

Self Esteem:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To feel that I'm a person of worth, equal with other customers and fans. 2. To feel that I have a number of good qualities. 3. Because it makes me feel I am able to do things as well as most other customers. 4. To take a positive attitude toward myself. 5. Because it makes me feel satisfied with myself.	1. I feel that I'm a person of worth, at least on an equal plane with others 2. I feel that I have a number of good qualities 3. I am able to do things as well as most other people 4. I take a positive attitude toward myself 5. On the whole, I am satisfied with myself (Ellison et al., 2007)

Influence Others:

I follow their fan pages on (Facebook and/or Twitter)	Original items
1. To motivate other customers and fans to action. 2. To influence the way other customers and fans think. 3. To motivate customers and fans to feel participation. 4. To show customers and fans encouragement.	1. To motivate other people to action (Lenhart and Fox, 2006) 2. To influence the way other people think (Lenhart and Fox, 2006) 3. Motivate customers to feel participation. (Liu and Arnett, 2000) 4. To show others encouragement (Quan-Haase and Young, 2010).

A Summary of Constructs' Definitions, Measures, References and Modifications

Adapted Constructs	Definitions/References	Measures	Reference	Adaptation
Trust towards fan page	The customer's belief and reliance on the integrity, benevolence, ability, and predictability of the company fan page. Set of specific beliefs dealing primarily with the Integrity, Benevolence, Ability, and Predictability of another party (Doney and Cannon, 1997; Ganesan, 1994; Gefen and Silver, 1999; Giffin, 1967; Larzelere and Huston, 1980; Gefen et al., 2003).	1. Based on my experience with the online vendor in the past, I know it is honest. 2. Based on my experience with the online vendor in the past, I know it cares about customers. 3. Based on my experience with the online vendor in the past, I know it is not opportunistic. 4. Based on my experience with the online vendor in the past, I know it is predictable. 5. Based on my experience with the online vendor in the past, I know it knows its market.	(Gefen et al., 2003)	1. Based on my experience with the company's social media, I know it is honest. 2. Based on my experience with the company's social media, I know it cares about followers. 3. Based on my experience with the company's social media, I know it is not opportunistic. 4. Based on my experience with the company's social media, I know it is predictable. 5. Based on my experience with the company's social media, I know it knows its field.
Trust towards the company	The customer's belief and reliance on the integrity, benevolence, ability, and predictability of the company. Set of specific beliefs dealing primarily with the Integrity, Benevolence, Ability, and Predictability of another party (Doney and Cannon, 1997; Ganesan, 1994; Gefen and Silver, 1999; Giffin, 1967; Larzelere and Huston,	1. Based on my experience with the online vendor in the past, I know it is honest. 2. Based on my experience with the online vendor in the past, I know it cares about customers. 3. Based on my experience with the online vendor in the past, I know it is not opportunistic. 4. Based on my experience with the online vendor in the past, I know it is predictable. 5. Based on my experience with the online vendor in the past, I know it knows its	(Gefen et al., 2003)	1. Based on my experience with the company, I know it is honest. 2. Based on my experience with the company, I know it cares about customers. 3. Based on my experience with the company, I know it is not opportunistic. 4. Based on my experience with the company, I know it is predictable. 5. Based on my experience with the company, I know it knows its market.

	1980; Gefen et al., 2003).	market.		
Loyalty towards the company	The strong commitment by the customer to be a customer for the company in the future, regardless of any influences might cause switching to another company. "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." (Oliver, 1999,35).	1. I do not like to change to another bank because I value the selected bank. 2. I am a customer loyal to my bank. 3. I would always recommend my bank to someone who seeks my advice.	(Beerli et al., 2004)	1. I do not like to change to another company because I value the selected company. 2. I am a loyal customer of this company. 3. I would always recommend this company to someone who seeks my advice.
Commitment towards the company	The customer's continuing wish to have a relationship with the company. "an enduring desire to maintain a valued relationship" (Moorman et al., 1992,316)	1. I am proud to belong to this theater. 2. I feel a sense of belonging to this theater. 3. I care about the long-term success of this theater. 4. I am a loyal patron of this theater.	(Garbarino and Johnson, 1999)	1. I am proud to belong to this company. 2. I feel a sense of belonging to this company. 3. I care about the long-term success of this company. 4. I am a loyal patron of this company.

Appendix 3: The result of the expert judgment exercise

Information: [INF]	
Items	Result of EJE
1. To get my questions answered.	100%
2. Because it provides access to up-to-date information and news.	100%
3. Because it's easier to get information.	90%
4. To get useful information about products and services.	100%
5. Because they provide complete descriptions of products/services.	100%
6. To keep up with current issues and events.	80%
7. Because they provide relevant information to the customer.	100%
8. To search for information.	100%
9. Because it helps me find locations, required products, and services.	100%
Escapism: [ESC]	
Items	Result of EJE
1. Because it helps me to forget about my problems.	100%
2. Because it helps me to get away from what I am doing.	100%
3. Because it helps me to get away from pressures (or responsibilities).	100%
4. So I can get away from the rest of my family or others.	100%
Trendiness: [TRE]	
Items	Result of EJE
1. Because everybody else is doing it.	70%
2. To not look old-fashioned.	100%
3. To look trendy.	100%
4. To look fashionable.	100%
Entertainment: [ENT]	
Items	Result of EJE
1. To enjoy the pleasure of interacting with the company and customers.	90%
2. Because it is entertaining.	100%
3. Because I enjoy it.	100%
4. To have fun.	100%
5. To have a good time.	100%
Companionship: [CIP]	
Items	Result of EJE
1. Because it helps when there's no one else to talk or be with.	100%
2. To find companionship.	90%
3. To chat with people with similar interests.	90%
4. Because it makes me feel less lonely.	100%
5. Because it makes me feel like I belong to a group.	100%
6. To interact with people with the same interests and values.	70%
7. To find others like me.	100%

Learning: [LEA]	
Items	Result of EJE
1. To talk out my problems with the company and get advice.	80%
2. To learn about events and issues.	100%
3. To learn about new technologies.	100%
4. To learn about or keep up with telecommunications.	100%
5. To learn about new things.	100%
6. To get new and fresh ideas.	100%

Passing time: [PT]	
Items	Result of EJE
1. Because it passes the time away when I'm bored.	100%
2. Because it relaxes me.	70%
3. To occupy my time.	100%
4. Because it is a pleasant rest.	70%
5. Because it helps me when I have nothing better to do.	100%

Socialization: [SOC]	
Items	Result of EJE
1. To meet interesting people.	90%
2. To get peer support from other customers and fans.	70%
3. To give me something to talk about with others.	80%
4. To build relationships with other fans and customers.	90%
5. To belong to a group with the same interests as mine.	90%
6. To meet new people.	90%

Self-esteem: [SE]	
Items	Result of EJE
1. To feel that I'm a person of worth, equal with other customers and fans.	90%
2. To feel that I have a number of good qualities.	100%
3. To find others who respect my views.	70%
4. To take a positive attitude toward myself.	100%
5. Because it makes me feel I am able to do things as well as most other customers.	100%
6. Because it makes me feel satisfied with myself.	100%

Influence others: [INO]	
Items	Result of EJE
1. To motivate customers and fans to feel participation.	80%
2. To motivate other customers and fans to action.	90%
3. To influence the way other customers and fans think.	90%

Sharing: [SH]	
Items	Result

	of EJE
1. To provide information.	80%
2. To share practical knowledge or skills with others.	100%
3. To share information that might be of interest to others.	90%
4. To share my successes and failures with the company with others.	80%
5. To share my knowledge of telecommunications with others.	100%
6. To share enjoyment.	80%

Altruism: [ALT]

Items	Result of EJE
1. To help other fans and customers.	70%
2. To think about other fans and customers instead of myself.	70%
3. To support the fan page.	70%
4. To support the company associated with this fan page.	70%

Community: [CTY]

Items	Result of EJE
1. Because I am very attached to the fan page.	90%
2. Because I feel I share the same objectives with the other fans.	80%
3. Because my friendship with other fans means a lot to me.	90%
4. Because I need someone to talk to or be with.	90%
5. Because I see myself as part of the fan page.	90%
6. To feel connected to the company and the customers.	90%

Communication: [CON]

Items	Result of EJE
1. To communicate with other customers and fans.	100%
2. To get a quick response from the company when I desire attention.	70%
3. In order to talk about my problems with the company.	70%
4. To communicate with likeminded customers and fans.	80%

Appendix 4: Tests of Data Normality

Items	Kolmogorov-Smirnov[a]			Shapiro-Wilk			Skewness		Kurtosis	
	Statistic	df	Sig.	Statistic	df	Sig.	Statistic	Std. Error	Statistic	Std. Error
Info 1.	.179	522	.000	.813	522	.000	-1.349	.107	3.624	.213
Info 2.	.221	522	.000	.813	522	.000	-1.498	.107	3.702	.213
Info 3.	.202	522	.000	.821	522	.000	-1.406	.107	3.814	.213
Info 4.	.192	522	.000	.826	522	.000	-1.118	.107	3.573	.213
Info 5.	.209	522	.000	.859	522	.000	-1.064	.107	2.354	.213
Info 6.	.227	522	.000	.823	522	.000	-1.403	.107	3.327	.213
Info 7.	.203	522	.000	.815	522	.000	-1.430	.107	3.982	.213
Info 8.	.200	522	.000	.818	522	.000	-1.213	.107	3.846	.213
Info 9.	.243	522	.000	.841	522	.000	-1.267	.107	1.963	.213
ESC1.	.210	522	.000	.837	522	.000	1.079	.107	.980	.213
ESC2.	.175	522	.000	.890	522	.000	.681	.107	-.463	.213
ESC3.	.194	522	.000	.867	522	.000	.946	.107	.945	.213
ESC4.	.232	522	.000	.820	522	.000	1.161	.107	1.187	.213
Tren1.	.187	522	.000	.873	522	.000	.912	.107	.364	.213
Tren2.	.190	522	.000	.870	522	.000	.992	.107	.850	.213
Tren3.	.186	522	.000	.881	522	.000	.868	.107	.475	.213
Tren4.	.174	522	.000	.892	522	.000	.770	.107	.298	.213
ENT1.	.237	522	.000	.769	522	.000	-1.682	.107	2.976	.213
ENT2.	.268	522	.000	.755	522	.000	-1.683	.107	2.467	.213
ENT3.	.236	522	.000	.770	522	.000	-1.695	.107	2.972	.213
ENT4.	.238	522	.000	.806	522	.000	-1.436	.107	1.857	.213
ENT5.	.230	522	.000	.799	522	.000	-1.492	.107	2.054	.213
FRI1.	.166	522	.000	.900	522	.000	.394	.107	-1.021	.213
FRI2.	.162	522	.000	.895	522	.000	.444	.107	-.998	.213
FRI3.	.152	522	.000	.911	522	.000	.191	.107	-1.220	.213
FRI4.	.159	522	.000	.890	522	.000	.538	.107	-.776	.213
FRI5.	.134	522	.000	.920	522	.000	.170	.107	-1.153	.213
FRI6.	.143	522	.000	.924	522	.000	.057	.107	-1.148	.213
FRI7.	.140	522	.000	.919	522	.000	.186	.107	-.976	.213
LEA1.	.225	522	.000	.775	522	.000	-1.748	.107	4.553	.213
LEA2.	.268	522	.000	.783	522	.000	-1.658	.107	3.593	.213
LEA3.	.219	522	.000	.786	522	.000	-1.575	.107	5.270	.213
LEA4.	.212	522	.000	.786	522	.000	-1.686	.107	4.642	.213
LEA5.	.213	522	.000	.826	522	.000	-1.406	.107	3.657	.213
LEA6.	.256	522	.000	.805	522	.000	-1.514	.107	3.334	.213
PS1.	.196	522	.000	.865	522	.000	.480	.107	-1.176	.213
PS2.	.207	522	.000	.865	522	.000	.945	.107	.322	.213
PS3.	.170	522	.000	.897	522	.000	.367	.107	-1.121	.213
PS4.	.176	522	.000	.902	522	.000	.627	.107	-.428	.213
PS5.	.191	522	.000	.904	522	.000	.544	.107	-.744	.213
SOC1.	.232	522	.000	.878	522	.000	-.893	.107	1.010	.213
SOC2.	.239	522	.000	.813	522	.000	-1.420	.107	2.070	.213
SOC3.	.254	522	.000	.782	522	.000	-1.672	.107	3.173	.213
SOC4.	.276	522	.000	.820	522	.000	-1.312	.107	1.412	.213

SOC5.	.309	522	.000	.811	522	.000	-1.369	.107	2.083	.213
SOC6.	.293	522	.000	.835	522	.000	-1.196	.107	1.440	.213
SE1.	.203	522	.000	.842	522	.000	.995	.107	.306	.213
SE2.	.207	522	.000	.832	522	.000	1.273	.107	2.260	.213
SE3.	.209	522	.000	.861	522	.000	1.017	.107	.654	.213
SE4.	.191	522	.000	.856	522	.000	1.018	.107	1.141	.213
SE5.	.202	522	.000	.869	522	.000	1.003	.107	.811	.213
SE6.	.183	522	.000	.853	522	.000	1.040	.107	1.215	.213
INO1.	.162	522	.000	.899	522	.000	.414	.107	-1.047	.213
INO2.	.162	522	.000	.898	522	.000	.318	.107	-1.185	.213
INO3.	.166	522	.000	.890	522	.000	.477	.107	-1.012	.213
SH1.	.210	522	.000	.787	522	.000	-1.591	.107	5.420	.213
SH2.	.267	522	.000	.780	522	.000	-1.646	.107	3.021	.213
SH3.	.243	522	.000	.779	522	.000	-1.736	.107	4.013	.213
SH4.	.222	522	.000	.792	522	.000	-1.635	.107	3.490	.213
SH5.	.244	522	.000	.784	522	.000	-1.653	.107	3.053	.213
SH6.	.250	522	.000	.784	522	.000	-1.554	.107	2.174	.213
ALT1.	.248	522	.000	.796	522	.000	-1.579	.107	2.767	.213
ALT2.	.205	522	.000	.852	522	.000	.590	.107	-1.023	.213
ALT3.	.143	522	.000	.937	522	.000	-.138	.107	-.885	.213
ALT4.	.154	522	.000	.924	522	.000	-.554	.107	-.133	.213
CTY1.	.272	522	.000	.843	522	.000	-1.204	.107	1.513	.213
CTY2.	.304	522	.000	.823	522	.000	-1.226	.107	2.025	.213
CTY3.	.288	522	.000	.832	522	.000	-1.233	.107	1.833	.213
CTY4.	.267	522	.000	.858	522	.000	-1.064	.107	1.042	.213
CTY5.	.274	522	.000	.767	522	.000	-1.650	.107	2.409	.213
CTY6.	.280	522	.000	.669	522	.000	-2.036	.107	3.799	.213
CON1.	.247	522	.000	.763	522	.000	-1.626	.107	2.250	.213
CON2.	.239	522	.000	.721	522	.000	-2.081	.107	5.919	.213
CON3.	.248	522	.000	.724	522	.000	-2.122	.107	6.300	.213
CON4.	.259	522	.000	.748	522	.000	-1.716	.107	2.645	.213
TRS1.	.213	522	.000	.813	522	.000	-1.445	.107	2.773	.213
TRS2.	.218	522	.000	.807	522	.000	-1.552	.107	3.518	.213
TRS3.	.249	522	.000	.802	522	.000	-1.573	.107	2.799	.213
TRS4.	.227	522	.000	.813	522	.000	-1.511	.107	2.754	.213
TRS5.	.194	522	.000	.804	522	.000	-1.502	.107	3.590	.213
PR1.	.226	522	.000	.786	522	.000	-1.651	.107	3.207	.213
PR2.	.225	522	.000	.789	522	.000	-1.561	.107	2.426	.213
PR3.	.234	522	.000	.774	522	.000	-1.721	.107	3.508	.213
PR4.	.220	522	.000	.782	522	.000	-1.495	.107	1.901	.213
TRC1.	.229	522	.000	.826	522	.000	-1.408	.107	2.829	.213
TRC2.	.234	522	.000	.778	522	.000	-1.759	.107	4.069	.213
TRC3.	.233	522	.000	.793	522	.000	-1.609	.107	2.942	.213
TRC4.	.209	522	.000	.822	522	.000	-1.448	.107	2.809	.213
TRC5.	.205	522	.000	.811	522	.000	-1.495	.107	4.022	.213
LOY1.	.233	522	.000	.816	522	.000	-1.435	.107	2.067	.213
LOY2.	.225	522	.000	.785	522	.000	-1.689	.107	3.765	.213
LOY3.	.211	522	.000	.786	522	.000	-1.631	.107	3.486	.213
CNT1.	.253	522	.000	.777	522	.000	-1.728	.107	3.490	.213

CNT2.	.232	522	.000	.786	522	.000	-1.624	.107	3.124	.213
CNT3.	.228	522	.000	.755	522	.000	-1.807	.107	3.942	.213
CNT4.	.262	522	.000	.743	522	.000	-1.876	.107	3.925	.213

a. Lilliefors Significance Correction

Appendix 5: Factors Extraction and Loadings for all used scales

Information scale Pattern Matrix[a]

	Component 1	Communalities
To get my questions answered.	.603	.364
Because it provides access to up-to-date information and news.	.744	.554
Because it is easier to get information.	.700	.490
To get useful information about products and services.	.735	.540
Because they provide complete descriptions of products/services.	.738	.544
To keep up with current issues and events.	.683	.466
Because they provide relevant information to the customer.	.710	.504
To search for information.	.782	.612
Because it helps me find locations, required products, and services.	.634	.402
Eigenvalue	4.477
% of Variance	49.740
Cronbach's Alpha	.870

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Learning scale Pattern Matrix[a]

	Component 1	Communalities
To talk out my problems with the company and get advice.	.693	.481
To learn about events and issues.	.804	.647
To learn about new technologies.	.755	.570
To learn about or keep up with telecommunications.	.808	.653
To learn about new things.	.772	.596
To get new and fresh ideas.	.761	.579
Eigenvalue	3.526
% of Variance	58.763
Cronbach's Alpha	.957

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Sharing scale Pattern Matrix[a]

	Component 1	Communalities
To provide information.	.635	.403
To share practical knowledge or skills with others.	.882	.778
To share information that might be of interest to others.	.854	.730
To share my successes and failures with the company with others.	.813	.660
To share my knowledge of telecommunications with others.	.865	.747
To share enjoyment.	.817	.667
Eigenvalue	3.986	
% of Variance	66.432	
Cronbach's Alpha	.897	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Entertainment scale Pattern Matrix[a]

	Component 1	Communalities
To enjoy the pleasure of interacting with the company and customers.	.772	.596
Because it is entertaining.	.906	.822
Because I enjoy it.	.873	.763
To have fun.	.904	.817
To have a good time.	.914	.836
Eigenvalue	3.832	
% of Variance	76.649	
Cronbach's Alpha	.924	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Escapism scale Pattern Matrix[a]

	Component 1	Communalities
Because it helps me to forget about my problems.	.867	.751
Because it helps me to get away from what I am doing.	.772	.597
Because it helps me to get away from pressures (or responsibilities).	.793	.628
So I can get away from the rest of my family or others.	.716	.512
Eigenvalue	2.488	
% of Variance	62.188	
Cronbach's Alpha	.790	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Passing time Pattern Matrix[a]

	Component 1	Communalities
Because it passes the time away when I'm bored.	.874	.764
Because it relaxes me.	.840	.706
To occupy my time.	.889	.790
Because it is a pleasant rest.	.855	.732
Because it helps me when I have nothing better to do.	.862	.744
Eigenvalue	3.735	
% of Variance	74.699	
Cronbach's Alpha	.914	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Trendiness scale Pattern Matrix[a]

	Component 1	Communalities
Because everybody else is doing it.	.768	.590
To not look old-fashioned.	.754	.569
To look trendy.	.849	.721
To look fashionable.	.814	.662
Eigenvalue	2.542	
% of Variance	63.545	
Cronbach's Alpha	.807	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Communication scale Pattern Matrix[a]

	Component 1	Communalities
To communicate with other customers and fans.	.840	.705
To get a quick response from the company when I desire attention.	.725	.526
In order to talk about my problems with the company.	.723	.523
To communicate with likeminded customers and fans.	.866	.749
Eigenvalue	2.503	
% of Variance	62.579	
Cronbach's Alpha	.799	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Socialization scale Pattern Matrix[a]

	Component 1	Communalities
To meet interesting people.	.830	.688
To get peer support from other customers and fans.	.848	.719
To give me something to talk about with others.	.856	.733
To build relationships with other fans and customers.	.858	.736
To belong to a group with the same interests as mine.	.882	.778
To meet new people.	.848	.720
Eigenvalue	4.374	
% of Variance	72.905	
Cronbach's Alpha	.925	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Friendship scale Pattern Matrix[a]

	Component 1	Communalities
Because it helps when there's no one else to talk or be with.	.857	.735
To find companionship.	.928	.862
To chat with people with similar interests.	.875	.766
Because it makes me feel less lonely.	.881	.776
Because it makes me feel like I belong to a group.	.901	.811
To interact with people with the same interests and values.	.869	.756
To find others like me.	.847	.718
Eigenvalue	5.425	
% of Variance	77.494	
Cronbach's Alpha	.951	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Altruism scale Pattern Matrix[a]

	Component 1	Communalities
To help other fans and customers.	.645	.416
To think about other fans and customers instead of myself.	.766	.586
To support the fan page.	.913	.833
To support the company associated with this fan page.	.905	.820
Eigenvalue	2.655	
% of Variance	66.375	
Cronbach's Alpha	.819	

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

Community scale Pattern Matrix[a]

	Component 1	Communalities
Because I am very attached to the fan page.	.830	.688
Because I feel I share the same objectives with the other fans.	.856	.733
Because my friendship with other fans means a lot to me.	.876	.768
Because I need someone to talk to or be with.	.819	.670
Because I see myself as part of the fan page.	.872	.761
To feel connected to the company and the customers.	.831	.690
Eigenvalue	4.310	
% of Variance	71.829	
Cronbach's Alpha	.921	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Self Esteem Pattern Matrix[a]

	Component 1	Communalities
To feel that I'm a person of worth, equal with other customers and fans.	.765	.585
To feel that I have a number of good qualities.	.744	.554
To find others who respect my views.	.740	.547
To take a positive attitude toward myself.	.746	.557
Because it makes me feel I am able to do things as well as most other customers.	.705	.497
Because it makes me feel satisfied with myself.	.814	.662
Eigenvalue	3.402	
% of Variance	56.706	
Cronbach's Alpha	.845	

Extraction Method: Principal Component Analysis.

Influence Other Pattern Matrix[a]

	Component 1	Communalities
To motivate customers and fans to feel participation.	.944	.890
To motivate other customers and fans to action.	.945	.893
To influence the way other customers and fans think.	.926	.857
Eigenvalue	2.640	
% of Variance	88.016	
Cronbach's Alpha	.923	

Extraction Method: Principal Component Analysis.

a.   1 component extracted.

Trust towards fan page scale Pattern Matrix[a]

	Component 1	Communalities
Based on my experience with the company's social media, I know it is honest.	.816	.666
Based on my experience with the company's social media, I know it cares about followers.	.823	.677
Based on my experience with the company's social media, I know it is not opportunistic.	.802	.644
Based on my experience with the company's social media, I know it is predictable.	.807	.651
Based on my experience with the company's social media, I know it knows its field.	.764	.584
Eigenvalue	3.221	
% of Variance	64.418	
Cronbach's Alpha	.862	

Extraction Method: Principal Component Analysis.

a.   1 component extracted.

Trust towards organisation scale Pattern Matrix[a]

	Component 1	Communalities
Based on my experience with the company, I know it is honest.	.857	.735
Based on my experience with the company, I know it cares about customers.	.817	.667
Based on my experience with the company, I know it is not opportunistic.	.849	.721
Based on my experience with the company, I know it is predictable.	.819	.671
Based on my experience with the company, I know it knows its market.	.682	.466
Eigenvalue	3.260	
% of Variance	65.209	
Cronbach's Alpha	.866	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Loyalty scale Pattern Matrix[a]

	Component 1	Communalities
I do not like to change to another company because I value the selected company.	.820	.673
I am a loyal customer of this company.	.858	.735
I would always recommend this company to someone who seeks my advice.	.859	.738
Eigenvalue	2.145	
% of Variance	71.514	
Cronbach's Alpha	.797	

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Commitment scale Pattern Matrix[a]

	Component 1	Communalities
I am proud to belong to this company.	.820	.672
I feel a sense of belonging to this company.	.873	.762
I care about the long-term success of this company.	.823	.677
I am a loyal patron of this company.	.857	.735
Eigenvalue	2.847	
% of Variance	71.163	
Cronbach's Alpha	.865	

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 6: Utilitarian benefits with 3 Factors Extraction and Loadings

Pattern Matrix[a]

		Component			communalities
		1	2	3	
To talk out my problems with the company and get advice.	LEA1	.600			.651
To provide information.	SH1	.489			.542
To share practical knowledge or skills with others.	SH2	.815			.808
To share information that might be of interest to others.	SH3	.778			.731
To share my successes and failures with the company with others.	SH4	.852			.679
To share my knowledge of telecommunications with others.	SH5	.891			.759
To share enjoyment.	SH6	.623			.695
Because it provides access to up-to-date information and news.	INF2		.482		.666
Because it is easier to get information.	INF3		.707		.534
To get useful information about products and services.	INF4		.735		.599
Because they provide complete descriptions of products/services.	INF5		.600		.573
Because they provide relevant information to the customer.	INF7		.529		.540
To search for information.	INF8		.734		.643
Because it helps me find locations, required products, and services.	INF9		.651		.440
To get new and fresh ideas.	LEA6			.670	.640
To learn about events and issues.	LEA2			.735	.712
To learn about new things.	LEA5			.781	.699
Eigenvalue		9.571	1.662	1.177	
% of Variance		45.574	7.913	5.606	
Cronbach's α		.903	.828	.791	

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 11 iterations.
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: .943
Bartlett's Test of Sphericity= 3056.887, df=210, p=.000
Total variance explained: 59.093%
Sample size – n=261.

Appendix 7: Hedonic benefits with 3 Factors Extraction and Loadings

Pattern Matrix[a]

		Component			communalities
		1	2	3	
To enjoy the pleasure of interacting with the company and customers.	ENT1	.749			.624
Because it is entertaining.	ENT2	.904			.798
Because I enjoy it.	ENT3	.864			.734
To have fun.	ENT4	.866			.769
To have a good time.	ENT5	.852			.807
To communicate with other customers and fans.	CON1	.895			.779
To communicate with likeminded customers and fans.	CON4	.842			.744
Because everybody else is doing it.	TRE1		.761		.541
To not look old-fashioned.	TRE2		.763		.538
To look trendy.	TRE3		.840		.639
To look fashionable.	TRE4		.773		.641
Because it helps me to get away from what I am doing.	ESC2			.481	.580
Because it passes the time away when I'm bored.	PT1			.816	.747
Because it relaxes me.	PT2			.899	.712
To occupy my time.	PT3			.869	.786
Because it is a pleasant rest.	PT4			.904	.738
Because it helps me when I have nothing better to do.	PT5			.869	.726
Eigenvalue		7.821	4.657	1.568	
% of Variance		35.552	21.168	7.125	
Cronbach's α		.943	.807	.913	

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 6 iterations.
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: .921
Bartlett's Test of Sphericity= 3781.987, df=231, p=.000
Total variance explained: 63.845%
Sample size – n=261.

Appendix 8: Social benefits with 3 Factors Extraction and Loadings

Pattern Matrix[a]

		Component			communalities
		1	2	3	
To help other fans and customers.	ALT1	.801			.645
To support the company associated with this fan page.	ALT4	.502			.612
Because I am very attached to the fan page.	CTY1	.754			.722
Because I feel I share the same objectives with the other fans.	CTY2	.771			.650
Because my friendship with other fans means a lot to me.	CTY3	.831			.707
Because I need someone to talk to or be with.	CTY4	.783			.619
Because I see myself as part of the fan page.	CTY5	.908			.742
To feel connected to the company and the customers.	CTY6	.902			.683
To meet interesting people.	SOC1	.693			.666
To get peer support from other customers and fans.	SOC2	.836			.641
To give me something to talk about with others.	SOC3	.818			.667
To build relationships with other fans and customers.	SOC4	.893			.735
To belong to a group with the same interests as mine.	SOC5	.832			.712
To meet new people.	SOC6	.796			.699
Because it helps when there's no one else to talk or be with.	FR1		.820		.692
To find companionship.	FR 2		.902		.853
To chat with people with similar interests.	FR 3		.808		.720
Because it makes me feel less lonely.	FR 4		.875		.746
Because it makes me feel like I belong to a group.	FR 5		.837		.772
To interact with people with the same interests and values.	FR 6		.837		.715
To find others like me.	FR 7		.793		.670
To think about other fans and customers instead of myself.	ALT2		.830		.671
To support the fan page.	ALT3		.599		.613
To motivate customers and fans to feel participation.	INO1		.935		.801
To motivate other customers and fans to action.	INO2		.918		.773
To feel that I'm a person of worth, equal with other customers and fans.	SE1			.580	.582
To feel that I have a number of good qualities.	SE2			.751	.568
To find others who respect my views.	SE3			.664	.538
To take a positive attitude toward myself.	SE4			.770	.573
Because it makes me feel I am able to do things as well as most other customers.	SE5			.719	.505

Because it makes me feel satisfied with myself.	SE6			.857	.682
Eigenvalue		13.615	5.901	2.213	
% of Variance		42.548	18.441	6.915	
Cronbach's α		.959	.961	.845	

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 6 iterations.
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: .949
Bartlett's Test of Sphericity= 7473.589, df=496, p=.000
Total variance explained: 67.904%
Sample size – n=261.

Appendix 8: Information scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Information9	Information8	Information7	Information5	Information4
Information9	.000				
Information8	.664	.000			
Information4	-.401	.432	.000		
Information3	.490	-.699	-.306	.000	
Information2	-.359	-.225	.222	.254	.000

Modification Indices (Group number 1 - Default model).

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 9: Learning scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Learning2	Learning5	Learning 6
Learning2	.000		
Learning5	.000	.000	
Learning6	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 10: Sharing scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Sharing6	Sharing5	Sharing4	Sharing3	Sharing2
Sharing6	.000				
Sharing5	.187	.000			
Sharing4	-.257	.100	.000		
Sharing3	-.408	.017	.498	.000	
Sharing2	.156	-.125	-.180	.075	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 11: Entertainment scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	CON4	ENT5	ENT4	ENT3	ENT2	ENT1
CON4	.000					
ENT5	-.202	.000				
ENT4	.086	.000	.000			
ENT3	-.269	.241	.204	.000		
ENT2	.060	.049	.007	-.136	.000	
ENT1	.440	-.331	-.494	.170	.089	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 12: Trendiness scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Trendiness4	Trendiness3	Trendiness2	Trendiness1
Trendiness4	.000			
Trendiness3	-.039	.000		
Trendiness2	-.006	.045	.000	
Trendiness1	.076	-.003	-.074	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 13: Passing Time scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Passingtime5	Passingtime4	Passingtime2	Passingtime1
Passingtime5	.000			
Passingtime4	-.095	.000		
Passingtime2	-.074	.090	.000	
Passingtime1	.339	-.052	-.136	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 14: Socialization scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	SOC6	SOC3	SOC2	SOC1	CTY4	CTY2
SOC6	.000					
SOC3	.128	.000				
SOC2	-.023	.122	.000			
SOC1	.081	-.021	.037	.000		
CTY4	.125	-.228	-.419	.000	.000	
CTY2	-.422	-.004	.286	-.124	.499	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 15: Self Esteem scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Selfesteem6	selfesteem5	Selfesteem4	Selfesteem2	Selfesteem1
Selfesteem6	.000				
selfesteem5	-.178	.000			
Selfesteem4	.157	-.073	.000		
Selfesteem2	.259	-.043	-.335	.000	
Selfesteem1	-.317	.364	.165	.032	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 16: Companionship scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	FR7	INO1	FR5	FR4	FR3	FR2	FR1
FR7	.000						
INO1	-.062	.000					
FR5	.123	.234	.000				
FR4	-.032	-.110	.110	.000			
FR3	.161	-.037	.031	-.293	.000		
FR2	-.108	-.046	-.285	.306	-.004	.000	
FR1	.000	.056	-.070	-.177	.134	.088	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 17: Trust towards Fan Page scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Trustfanpage5	Trustfanpage4	Trustfapage2	Trustfanpage1
Trustfanpage5	.000			
Trustfanpage4	-.116	.000		
Trustfapage2	.152	-.068	.000	
Trustfanpage1	-.066	.100	-.027	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 18: Trust towards Organisation scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	Trust Organisation5	Trust Organisation4	Trust Organisation2	Trust Organisation1
Trust Organisation5	.000			
Trust Organisation4	.201	.000		
Trust Organisation2	-.037	-.038	.000	
Trust Organisation1	-.121	-.025	.048	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 19: Commitment scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	CommitOrganisation4	CommitOrganization3	CommitOrganisation2	CommitOrganisation1
CommitOrganisation4	.000			
CommitOrganization3	.267	.000		
CommitOrganisation2	-.088	-.215	.000	
CommitOrganisation1	-.138	-.106	.271	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 20: Loyalty scale standardised residuals covariance and modification indices

Standardized Residual Covariances

	LoyalOrganisation2	Loyaloeganization3	LoyalOrganisation1
LoyalOrganisation2	.000		
Loyaloeganization3	.000	.000	
LoyalOrganisation1	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change

Appendix 21: Correlation Matrix for the measurement model

	INF2	INF3	INF4	LEA2	LEA5	LEA6	SH2	SH3	SH5	ENT1	ENT2	ENT5	COM4	PT1	PT2	PT4	PT5	TR1	TR2	TR3	TR4	FR3	FR4	FR5	FR7	INO1	SOC2	SOC3	SOC6	CTY2	CTY4	SE2	SE4	SE5	SE6
INF2	.000																																		
INF3	.012	.000																																	
INF4	.002	.008	.000																																
LEA2	.022	.056	.007	.000																															
LEA5	.009	.023	.078	.009	.000																														
LEA6	.010	.045	.052	.040	.007	.000																													
SH2	.032	.006	.022	.020	.085	.073	.000																												
SH3	.003	.061	.085	.022	.025	.046	.008	.000																											
SH5	.006	.006	.042	.057	.038	.033	.096	.044	.000																										
ENT1	.005	.084	.031	.025	.023	.058	.059	.059	.009	.000																									
ENT2	.078	.025	.025	.010	.050	.037	.088	.055	.047	.000	.000																								
ENT5	.057	.003	.008	.039	.008	.035	.078	.004	.019	.010	.080	.000																							
COM4	.039	.047	.013	.097	.020	.057	.069	.064	.085	.011	.014	.030	.000																						
PT1	.067	.062	.013	.071	.058	.096	.043	.062	.036	.013	.041	.010	.010	.000																					
PT2	.085	.075	.049	.050	.025	.079	.086	.063	.043	.090	.009	.049	.003	.012	.000																				
PT4	.039	.064	.016	.066	.007	.019	.078	.015	.031	.060	.039	.069	.098	.027	.030	.000																			
PT5	.003	.001	.010	.043	.012	.012	.045	.016	.021	.010	.013	.069	.049	.068	.018	.036	.000																		
TR1	.020	.050	.050	.004	.093	.055	.025	.020	.068	.044	.039	.033	.038	.004	.065	.007	.036	.000																	
TR2	.031	.008	.016	.085	.029	.038	.098	.095	.033	.062	.029	.030	.046	.076	.050	.032	.052	.014	.000																
TR3	.008	.059	.089	.006	.027	.063	.071	.007	.076	.062	.091	.058	.047	.040	.093	.064	.084	.011	.039	.000															
TR4	.026	.076	.033	.099	.094	.030	.001	.007	.075	.011	.003	.010	.036	.016	.070	.051	.048	.009	.032	.026	.000														
FR3	.041	.046	.029	.086	.035	.064	.090	.011	.059	.053	.059	.042	.074	.005	.024	.040	.029	.021	.085	.022	.044	.000													
FR4	.064	.032	.055	.047	.081	.036	.073	.005	.012	.091	.050	.056	.009	.093	.002	.023	.034	.005	.008	.021	.037	.010	.000												
FR5	.007	.035	.001	.095	.002	.055	.085	.068	.029	.087	.042	.007	.007	.006	.085	.084	.035	.020	.083	.021	.049	.044	.046	.000											
FR7	.056	.036	.037	.067	.028	.050	.087	.017	.015	.002	.002	.009	.023	.066	.049	.063	.004	.105	.011	.063	.032	.003	.014	.087	.000										
INO1	.053	.003	.094	.014	.029	.057	.050	.043	.005	.089	.065	.002	.021	.053	.051	.046	.069	.020	.014	.109	.032	.030	.075	.009	.015	.000									
SOC2	.040	.013	.015	.003	.082	.046	.044	.045	.098	.054	.099	.004	.069	.031	.063	.044	.091	.012	.073	.023	.019	.071	.011	.022	.080	.036	.000								
SOC3	.095	.002	.055	.008	.059	.089	.006	.027	.063	.071	.026	.076	.033	.099	.094	.030	.001	.007	.075	.011	.003	.010	.007	.007	.006	.085	.084	.000							
SOC6	.085	.084	.035	.020	.083	.021	.049	.002	.055	.085	.068	.029	.087	.042	.043	.012	.012	.045	.016	.021	.043	.059	.053	.059	.042	.074	.059	.053	.000						
CTY2	.028	.050	.087	.017	.015	.028	.050	.087	.068	.029	.087	.042	.007	.007	.006	.085	.084	.035	.020	.083	.021	.094	.014	.029	.057	.050	.043	.094	.014	.000					
CTY4	.089	.006	.027	.063	.071	.007	.076	.062	.091	.058	.047	.040	.093	.064	.084	.089	.006	.085	.068	.029	.087	.042	.043	.012	.012	.045	.011	.003	.010	.036	.000				
SE2	.098	.095	.033	.062	.029	.030	.046	.076	.098	.095	.033	.001	.095	.102	.055	.085	.068	.029	.087	.042	.007	.007	.006	.085	.001	.095	.002	.055	.085	.011	.004	.000			
SE4	.011	.003	.010	.036	.016	.011	.004	.093	.055	.025	.020	.068	.044	.039	.033	.038	.004	.065	.007	.004	.093	.098	.054	.099	.004	.069	.031	.063	.044	.091	.012	.073	.000		
SE5	.089	.006	.027	.063	.071	.007	.076	.062	.091	.058	.047	.040	.093	.064	.084	.011	.039	.089	.006	.027	.063	.071	.057	.003	.008	.039	.008	.035	.078	.004	.119	.057	.003	.000	
SE6	.046	.076	.098	.095	.033	.085	.075	.049	.050	.025	.079	.086	.063	.043	.090	.009	.049	.085	.075	.049	.050	.015	.003	.082	.046	.044	.045	.098	.054	.099	.104	.015	.003	.082	.000

Appendix 22: Ethical Research Approval

UNIVERSITY OF Hull

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Ref: HUBSREC 2013/44

1 December 2013

Dear Ali

Re: Consumer motivations for social media usage and its impact on customers' trust and long-term relationships.

Thank you for your research ethics application.

I am pleased to inform you that on behalf of the Business School Research Ethics Committee at the University of Hull, Dr Wen-Ling Liu has approved your application on 26 November 2013.

I wish you every success with your research.

Yours sincerely,

Hilary Carpenter
Secretary,
Research Ethics Committee

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