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MASTERS IN MARKETING

MASTERS FINAL THESIS

INTERACTION OF BRAND COMMUNITY AND PURCHASE INTENTIONS

JOÃO PEDRO GOMES ROGADO QUINTINO

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João Pedro G.R. Quintino

TABLE OF CONTENTS

João Pedro G.R. Quintino

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

With the proliferation of online communities, we have seen a migration from real-world social relationships to virtual-world relationships, prompting companies and brands to view social media—and Facebook in particular—as a potential tool for marketing actions. Many companies and brands have created their own Facebook brand community page as a communication tool to reach customers.

The main purpose of this research is to investigate if the interactions of Facebook users via different types of Facebook brand community content have a positive impact on purchase intentions. In addition, this study investigates whether there are any similarities and differences between Facebook users residing in Portugal and the United States.

For this research, six hypotheses were developed and addressed using a quantitative statistical research model. For data collection, an online questionnaire was used, and 400 responses were obtained from a convenience sample.

The findings from this research indicate that Facebook content, such as information on products or services as well as promotions, has a positive impact on purchase intention, with information being the more influential of the two. These findings held true when studying the residents of Portugal and the United States as distinct groups. There are some differences between the two groups. For example, participation in games has a significant effect on purchase intentions for individuals residing in the United States, but not for the residents of Portugal. On the other hand, participation in sweepstakes has a significant influence on purchase intentions for residents of Portugal, but not for residents of the United States.

Finally, this study discusses the limitation of this research and offers some directions for future research.

Keywords: *Web 2.0 Social Media; Facebook Pages; Interaction; Brand Community; Facebook Content; Purchase Intentions.*

João Pedro G.R. Quintino

1. INTRODUCTION

1.1. Relevance of Social Media

Web 2.0 and social media platforms have dramatically changed the way individuals communicate and interact, and the rapid growth of web-based platforms have likewise dramatically changed the nature of human behavior, habitats, and activities (Tiago & Verissimo, 2014). Since the introduction of social media in the early 1990s, and with the proliferation of online communities, we have seen a migration from the real-world social relationship to the virtual-world relationship, whereby individuals are able to share knowledge and experiences across different cultures (Tiago & Verissimo, 2013). Social media encompass a broad range of online platforms, such as Facebook, Twitter, YouTube, Instagram, blogs, and podcasting. According to a survey conducted by the Pew Research Center (2013), Facebook remains the dominant player in the social networking world; 42% of online adults use multiple social networking sites, and Facebook remains the platform of choice.

Social media has assumed an important role in today's society, especially among youngsters. It is a place any individual can join by creating a private profile. According to Gangadharbatla (2010), there are many reasons why people want to join social media platforms; we as human beings have a need for cognition, a need to belong to a community, and a need to establish our identity—and that is exactly what Facebook provides their members.

Many individuals join Facebook mainly to stay in touch and interact with friends and relatives and to experience entertainment.

The way businesses and organizations communicate with consumers has changed from one-on-many to one-on-one (Michahelles & Cvijikj, 2011). Businesses and organizations were traditionally in total control of their brand value and were able to dictate their terms to the consumer. However, the scenario has changed; the power is now on the consumer's side.

With the increasing popularity of Facebook among Internet users, companies and organizations have come to recognize its potential for marketing activities, and one type of marketing activity that Facebook provides for business is the creation of brand communities (Weman, 2011).

Facebook offers companies and brands the possibility to create a Facebook brand community page to be used as a marketing tool to communicate with customers. Facebook brand community pages are Facebook pages created by companies and brands that are, in a sense, "owned collectively" by the community connected to it.

The primary aim of this research is to establish whether different types of consumer interaction (e.g., information, promotions, participation in games, participation in sweepstakes, and level of interactivity) on brand fan pages have a positive impact on purchasing.

The secondary aim is to study if engagement content on Facebook brand community pages has a different impact on the purchasing intentions of individuals residing in Portugal versus those in the United States.

João Pedro G.R. Quintino

2. LITERATURE REVIEW

2.1. *Web 2.0 Social Media Platforms*

With the introduction of Web 2.0 technology, broadcast media monologues (one to many) were transformed into social media dialogues (many to many) (Berthon et al., 2012). Many businesses are now using Web 2.0 social media platforms, such as Facebook and Twitter, to improve their internal operation and to interact with customers, business partners, and suppliers (Culnan, Mchugh, & Zubillaga, 2010). A survey conducted by McKinsey (2009) that involved nearly 1,700 executives from around the world suggested that Web 2.0 social platforms are effective: 69% of respondents reported that their companies had positive, measurable results from the use of Web 2.0 social media applications.

2.2. *Facebook Pages for Businesses, Organizations, and Personalities*

These pages are different from the standard pages used as personal profiles, and they can be created by any user of Facebook in order to promote businesses, brands, products, services, political figures, or celebrities (Facebook, 2013). Companies and brands can post messages, videos, games, information, and other materials for members to express their feelings about, comment on, and share (de Vries, Gensler, & Leeflang, 2012).

2.3. Social Media Brand Communities

A brand community consists of a geographically diverse group of individuals who engage in a relationship with a brand. This relationship always goes beyond the relationship with the brand; it also leads to relationships among consumers, but always with a focus on the brand (Muniz Jr. & O'Guinn, 2001). According to Muniz Jr. and O'Guinn (2001), consumers who are members of a brand community tend become more loyal to that brand and have an active voice in the brand community. The authors noted that "things that are publicly consumed may stand a better chance of producing communities than those consumed in private." Researchers of brand communities agree that the main function of the brand communities is to cultivate customers' loyalty to the brand (Mcalexander, Schouten, & Koenig, 2014; Muniz Jr. & O'Guinn, 2001; Schau, Muñiz Jr, & Arnould, 2009).

Social media brand communities include Facebook fan pages, where users join by clicking on the "Like" link. When users of Facebook become a fan of a page, they are connecting with that organization or public figure and will be able to interact with that organization or public figure.

According to Larocheet et al. (2012), many Internet users join virtual communities to identify themselves with the brand and to fulfill their social need for self-identity. According to Mclaughlin and Lee (2004), more than half of consumers join brand communities to learn more about the brand within the community. Economic benefits, such as discounts and promotions, are also one of the possible reasons that consumers join a social media brand community (Weman, 2011).

2.4. Interaction Involvement (Brand Relationship)

In the last few years, customer engagement has being a topic of great interest to marketers in several areas of business, as is evident by the large numbers of recent publications, blogs, and forums on the subject (Sashi, 2012).

Brands and companies have been changing their traditional way of communicating from a one-to-many to a one-to-one approach, providing assistance and information through social networks such as Facebook (Michahelles & Cvijikj, 2011). Through social networking, companies and organizations can also acquire better knowledge of consumer needs and views through members' feedback and by observing and monitoring members' engagement and interaction within the brand community (Michahelles & Cvijikj, 2011).

Brand community members participate in social media games via interactive features, which add crucial value that may lead to a purchase (Huang, 2012).

Consumers who engage in a more emotional relationship with an organization identify themselves more with the organization than with their products or services; these individuals often end up purchasing products or services from these companies even though sometimes the quality is slightly below their expectations (Bhattacharya & Sen, 2003).

Consumer-to-consumer communication is an important element of social media engagement, where consumers are able to interact with the brand, expressing their opinions and criticism. Therefore, marketers must be

aware of such discussions on the social media platform in order to be able to properly intervene and attempt to steer those discussions more in line with the organization's missions and goals (Mangold & Faulds, 2009).

2.5. Social Media Content

Several researchers have employed uses and gratification (U&G) theory to understand costumers' goals and motivations toward engagement with different contents (Cvijikj & Michahelles, 2013).

The benefits users can experience from social media content can be categorized into hedonic and utilitarian consumption benefits. Hedonic values are related to social media enjoyment and playfulness, and utilitarian values are based on goal achievement, cognitive needs, values, and interests (Cotte, Chowdhury, & Ricci, 2006).

According to Jahn and Kunz (2012), the most important drivers for attracting users to join and interact via brand community fan pages are valuable entertainment and innovative content. Brand community Facebook pages provide their members with various types of content, including watching videos, viewing photos, playing games, commenting on and creating posts, and participating in contests and sweepstakes (Lin & Lu, 2011).

To be successful in social media, post content should focus not only on products or services but also and mostly on engaging with consumers regarding subjects that would inform and help customers know the people and personality of the business. As a result of such an engagement approach, consumers feel more comfortable doing business with the brand (Gordhamer,

2009). According to Mangold and Faulds, (2009) consumers go to social media to get information and to stay current with the brand's products and promotional campaigns.

A successful social media marketing strategy should provide consumers with relevant and up-to-date content and provide a means for consumers to submit feedback. Feedback can come as criticism, approval, and helpful suggestions (Mangold & Faulds, 2009).

2.6. Purchase Intentions

According to the American Marketing Association (2013), purchase intentions is defined as "the decision plan to buy a particular product or brand created through the choice/decision process."

To better understand how consumers form their purchase decisions, marketers need to identify who is responsible for the purchase decision. Thus, people can be classified as imitators, users, influencers, deciders, approvers, buyers, or gatekeepers. Each of these profiles needs to be addressed differently (Kotler & Keller, 2009, p. 188).

The main purpose of marketing is to strength customer relationships, with the ultimate goal of influencing purchase intentions (Kim & Ko, 2012). Over the years, marketers have utilized different marketing strategies to positively influence purchase intentions.

Social media is becoming a major factor in influencing several aspects of consumer behavior, including purchase behavior (Mangold & Faulds, 2009). Activities, such as games, are a powerful way to induce interaction within a fan

page. In addition, they are a great marketing tool to influence customer behavior and help maintain customer satisfaction and loyalty, therefore triggering customer purchase intentions (Shang & Lin, 2013). Promoting sweepstakes on Facebook fan pages is also a great marketing strategy to increase customers' interaction within Facebook fan pages. According to a study conducted by Bushelow (2012), sweepstakes were the third main motivation for consumers to join a Facebook fan page, which indicates the importance of this activity for increasing interaction and, ultimately, purchase intentions.

3. CONCEPTUAL MODEL

According to Cotte et al. (2006), users experience social media content based on either hedonic or utilitarian values. Hedonic values are related to social media enjoyment and playfulness, whereas utilitarian values are based on goal achievement, cognitive needs, values, and interests.

Many researchers have used hedonic and utilitarian values to measure the outcomes of customers' interaction with the brand community. Pöyry, Parvinen, and Malmivaara (2012) employed a model where hedonic and utilitarian values were used to measure the relationship between customers' browsing and purchase intention on a Facebook brand community page. Jahn and Kunz (2012) used a model to measure the functional and hedonic content values as drivers of brand community members' participation.

In this research, we utilize hedonic and utilitarian values of the four types of Facebook content—information on products and/or services,

promotions, participation in games, and participation in sweepstakes—and the level of interaction to measure their effects on purchase intention.

The model used in this research (Fig. 1) is an adaptation of a conceptual framework proposed by Bond (2010), which analyzes a relationship between social media participation/engagement and behavioral outcomes, such as purchased intention. Bond (2010) applies the Use-and-Gratification theory (Calder et al., 2009) to explain behavioural outcomes as a result of social media engagement, and addresses the following behavioral outcomes: "Brand Awareness", "Satisfaction with Social Media", "Word of Mouth" and "Purchase Intention". The model for this research uses only "Purchase Intention", as behavioral outcomes.

Based on the literature review, six hypotheses have been developed (Fig. 1). For the primary aim of the research, five hypotheses are proposed in order to test whether the dependent variable of purchase intention will be positively affected by the independent variables relative to four different activities (i.e., types of content) and also by the level of engagement within the Facebook brand community. To test whether members of Facebook brand community pages residing in Portugal and in the United States respond differently to the type of engagement content referred to in the five aforementioned hypotheses, a sixth hypothesis is proposed.

João Pedro G.R. Quintino
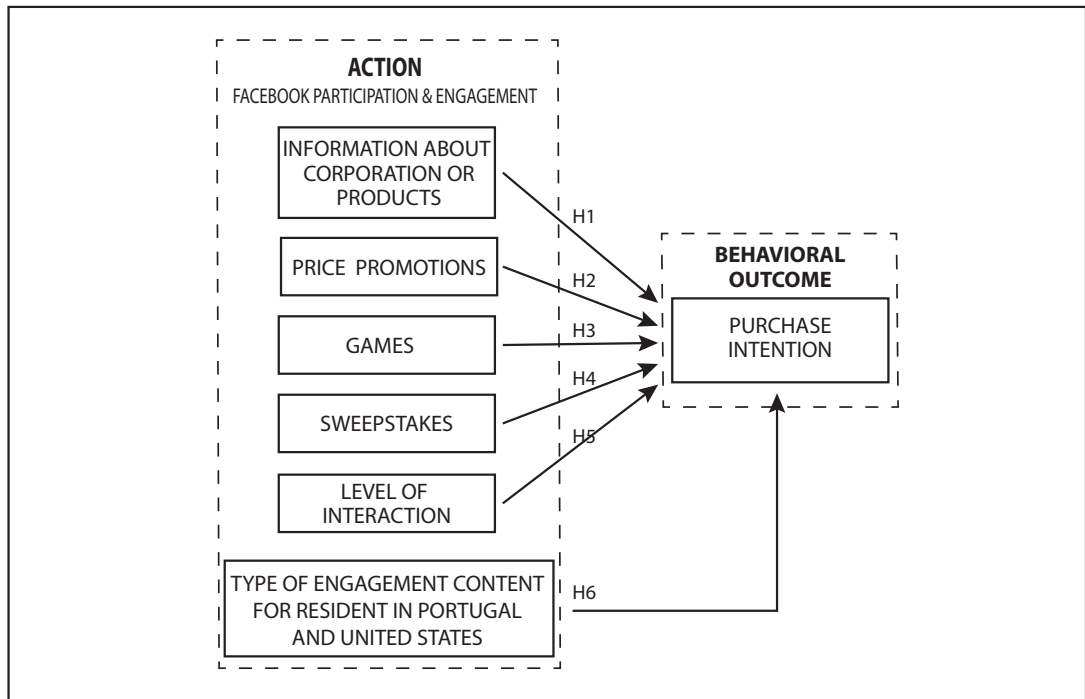
Fig. 1—Adapted conceptual framework (Bond, 2010): Relationships between content type and purchase intention, and between level of interaction and purchase intention.

3.1. Hypotheses

Based on the literature review, six hypotheses have been developed for this research.

It is well known that most consumers rely on social media to find information and to stay current with brands' products and promotion campaigns (Mangold & Faulds, 2009). As a result of such an engagement approach, consumers feel more comfortable doing business with the brand (Gordhamer, 2009). Therefore, hypothesis 1 states:

H1. *Information about products on brand fan pages has a positive impact on purchasing intention.*

Financial reward–based marketing strategies, such as promotions, are a way to build a stronger relationship between consumers and companies

(Lee, 2009). According to the study conducted by Mclaughlin and Lee (2004), about one-third of the consumers who join social media brand community pages do so to take advantage of promotions, such as discounts and coupons. Therefore, hypothesis 2 states:

H2. *Brand fan page promotions, such as discounts and coupons, have a positive impact on purchasing intentions.*

It is important for community fan pages to deliver interesting, entertaining, and innovative content, such as games and sweepstakes, in order to promote greater engagement among members of the brand community (Jahn & Kunz, 2012).

Games are a powerful way to induce interaction within a fan page and to influence customer behavior, ultimately contributing to customer satisfaction and loyalty (Shang & Lin, 2013). These customers' behavior will potentially trigger purchase intentions. Therefore, hypothesis 3 states:

H3. *Participation in brand fan page games has a positive impact on purchasing intentions.*

According to a study conducted by Bushelow (2012), sweepstakes were the third main motivation for consumers to join a Facebook fan page, which indicates the importance of this activity for increasing interaction and, ultimately, purchase intention. Therefore, hypothesis 4 states:

H4. *Participation in brand fan page sweepstakes has a positive impact on purchasing intentions.*

Consumers who have a considerable level of engagement with an organization very often purchase the products and services of that company,

even when the quality of the products and services is below their initial expectations (Bhattacharya & Sen, 2003). Therefore, hypothesis 5 states:

H5. A *higher level of interactivity in an online brand community positively affects purchasing intentions*.

In order to compare the way members of Facebook brand community pages residing in Portugal and the United States respond to the various types of engagement content (i.e., information, promotions, participation in games, participation in sweepstakes, and level of interactivity) referred to in the previous hypotheses, we have formulated hypothesis 6:

H6. *The content of Facebook brand community pages has a different impact on the purchasing intentions of individuals residing in Portugal compared to those in the United States.*

4. METHODOLOGY

For this study, empirical research was conducted using a quantitative approach and a non-probabilistic convenience sampling method. The data for this research was collected via an online survey with a self-administered questionnaire.

4.1. Description and Justification of the Methods

Through this research, we intended to study the way Facebook users residing in Portugal and the United States relate with brands on the Facebook platform.

The primary aim of this research is to establish the impact on purchase intentions of different types of consumer interaction (i.e., engagement behavior) within Facebook brand community pages.

The secondary aim is to study whether the engagement content on Facebook brand community pages has a different impact on the purchase intention of individuals residing in Portugal versus in the United States.

4.2. Research Procedure

The data collected were processed and analyzed using the statistical analysis program Statistical Package for the Social Sciences (SPSS)—version 21 for Mac.

The sample and the issues related to Facebook and Facebook brand community page usage habits were characterized using absolute and relative frequencies (in percentages). The mean and the standard deviation were utilized for the characterization of the scale scores.

The data was tested for normality using Skewness and kurtosis coefficients. According to West, Finch, & Curran (1995), for absolute values of skewness and kurtosis below 3 and 7 respectively, normality of the data is not violated. In this study, the highest value for skewness was 0.65, and for kurtosis was 0.67, therefore data normality can be assumed.

The internal consistency or reliability of the scales was analyzed using Cronbach's alpha coefficient.

The Student's *t*-test for independent samples was used in the comparison of the scale scores of the Portuguese and American samples. The

purpose of this test is to determine whether the means of two independent samples are significantly different (Marôco, 2011).

Linear regression models were used to analyze the relations between continuous variables. These models were chosen because they allow the study of functional dependency relations between one or more independent variables and one dependent variable (Marôco, 2011). The requirements for use of linear regression models were verified through analysis of the graphical representations of residuals (normality and homogeneity of variances) and variance inflation factor (VIF) (multicollinearity).

A significance level of 5% was determined as the decision-making threshold for the results of the statistical tests.

4.3.   *Questionnaire Design*

Data for this research was acquired through a structured questionnaire with closed-ended questions. Some of the survey questions were adapted from previous studies (Jahn & Kunz, 2012; Lee, 2009; Wilimzig, 2011). Each dimension includes various items presented with responses in a 5-point Likert scale. The calculation of each sub-scale's score was obtained from the mean of the items that it comprises, and could vary between a minimum of 1 and a maximum of 5.

Table 1— Measurement scales.

Information (Information on Product).	Facebook Fan page improves the quality of my purchase decision. (1) Using a Facebook Fan page gives me better knowledge (information) of the product. (2) I find information provided by a Facebook Fan page to be relevant. (3) Facebook Fan page enables me to make product comparisons. (4) Given that I have access to a Facebook Fan page, I intend to invest my time and effort to learn more about the product through it. (5) I refer to a Facebook Fan page whenever I need information on companies or products. (6)	Wilimzig (2011)
Promotion (discounts and savings coupons)	I am a member of a Facebook Fan page to try to get discounts or coupons (1) I am a member of a Facebook Fan page because I enjoy getting deals (2) Promotions on a Facebook Fan page is important (3) Promotions on a Facebook Fan page is valuable (4) Promotions on a Facebook Fan page is relevant (5)	Zaichkowsky (1994)
Participation on Games	Games in a Facebook Fan page are fun (1) Games in a Facebook Brand Community page are exciting (2) Games in a Facebook Brand Community page are pleasant (3) Games in a Facebook Brand Community page are entertaining (4)	Zaichkowsky (1994)
Participation on Sweepstakes	Sweepstake in a Facebook Fan Page is fun (1) Sweepstake in a Facebook Fan Page is exciting (2) Sweepstake in a Facebook Fan Page is pleasant (3) Sweepstake in a Facebook Fan Page is entertaining (4)	Zaichkowsky (1994)
Level of Interaction (How often to you…)	Watch videos (1) View photos (2) Write on the page's wall (post) (3) Comment (on posts, photos, videos) (4) Share (posts, photos, videos) (5) Participate in games/entertainment (6) Participate in sweepstakes (contests) (7)	Bushelow (2011)
Purchase Intention	Facebook Fan Page affects my intention to make a purchase. (1) I intend to make a purchase after searching product information in a Facebook Fan Page. (2) Facebook Fan Page affects my choice of product. (3) I intend to use Facebook Fan Page while making a purchase decision. (4) I am likely to purchase a product recommended on a Facebook Fan Page. (5) Being a member of a Facebook Fan Page makes me more likely to purchase that brand. (6)	Wilimzig (2011)

* All scales were measured on a 5-point scale, ranging from 1 to 5

João Pedro G.R. Quintino

The questionnaire was administered through the Internet, using the Qualtrics platform. This medium was considered to be a highly effective and quick way to reach a larger number of respondents.

Before the final administration of the questionnaires, a pretest was conducted on 10 people to certify if the questionnaire was well written and if the questions were well understood by respondents. We realized that some individuals were not familiar with the term *Facebook brand community page*, but they understood the meaning of Facebook fan page, which is similar but not quite a synonym for the term *Facebook brand community page*. Therefore, on the questionnaire beside the term *Facebook brand community page*, we added the term *Facebook fan for brand* in parentheses. In addition, we provided an example in the second question, which was a "skip logic" question: *"Do you 'Like' any Facebook brand community page (Facebook fan page for brand) (e.g., Nike, Chanel, Starbucks, etc.)?"* Other minor adjustments were also made to the final questionnaire.

For the final administration of the questionnaire, several methods were used to encourage users of Facebook to take the survey. Data collection was carried out in August 2014 for a duration of 15 days.

4.4. Target Population and Sampling Design

The population for this research are members of Facebook residing in Portugal and in the United States, who have "liked" at least one Facebook brand community page (Facebook fan page). The reason behind the decision to study and compare the above two countries, on one hand has to do with the

fact, that United States was the birthplace of Facebook, and it is still, with no big surprise, the number one country in the world in numbers of Facebook users (Social Baker, 2014). On the other hand, Portugal has historically shown great aptitude to adopt the new technologies (Conde, 2013). And according to the site Social Baker (2014), Portugal has 4.7134 million Facebook users, which makes Portugal the 39th country with more users in the largest social network in the world. Therefore, it seems valuable to compare Facebook users from Portugal with Facebook users from United States, which is the number one country in the world, in terms of Facebook users.

For this research, a convenience sample was used to collect data for quantitative analysis using SPSS. For the Portuguese population, emails and Facebook messages with a link to the Qualtrics online survey, were send, and the Graduate Office of ISEG at Lisboa University, also sent emails to the university database inviting students to take the survey. For the United States residents, emails and Facebook messages with a link to the Qualtrics online survey were also sent to invite recipients to take the survey.

4.5. Internal Consistency

The questionnaire includes seven dimensions related to users' interaction with Facebook brand community pages and to their purchase intentions toward those brands' products.

The internal consistency or reliability of the dimension was analyzed using Cronbach's alpha coefficient. According to Pestana and Gajeiro (2008), the internal consistency of a set of questions is the proportion of variability in

the answers that results from differences between respondents (i.e., the answers differ not because the questionnaire is confusing and leads to differing interpretations, but because the respondents have different opinions).

The Cronbach's alpha coefficient presented in Table 1, and according to Pestana and Gajeiro (2008), lead to the conclusion that all dimensions register high levels of internal consistency. Only the "level of Interaction" dimension registered Cronbach's alpha coefficient below 0.9, but above 0.8, signifying good internal consistency. All other dimensions have Cronbach's alpha coefficient above 0.9, leading to the conclusion that they all have high levels of internal consistency.

When analyzing the explained variance and unidimensional loadings, with the exception of dimension "level of Interaction", which shows an explained variance of 56.7%, with three of the items with unidimensional loadings below 0.70, all other dimensions have values of the explained variance over 70% with all the corresponding items with unidimensional loadings over 0.80 or 0.90. According to Maroco (2011), these values are acceptable.

Table 2—Cronbach's alpha coefficient, explained variance and unidimensional loadings of the dimensions.

Items/Scales	Cronbach's alpha coefficient	Explained variance	Unidimensional loadings
Type of interaction (5 items)	0.936	79,68%	
I like to meet people on a Facebook Brand Community page			0.876
I interact with people on a Facebook Brand Community page			0.914
I speak my mind and contribute on a Facebook Brand Community page			0.929
I bring value to the network on a Facebook Brand Community page			0.904
I share and learn from others on a Facebook Brand Community page			0.838
Information (6 items)	0.918	71,33%	
Facebook Brand Community page improves the quality of my purchase decision			0.819
Using a Facebook Brand Community page gives me better knowledge (information) of the product			0.871
I find information provided by a Facebook Brand Community page to be relevant			0.836
Facebook Brand Community page enables me to make product comparisons			0.856
Given that I have access to a Facebook Brand Community page, I intend to invest my time and effort to learn more about the product through it			0.849
I refer to a Facebook Brand Community page whenever I need information on companies or products			0.836
Promotions (5 items)	0.924	77,62%	
I am a member of a Facebook Brand Community page to try to get discounts or coupons			0.824
I am a member of a Facebook Brand Community page because I enjoy getting deals			0.852
Promotions on a Facebook Brand Community page is important			0.899
Promotions on a Facebook Brand Community page is valuable			0.925
Promotions on a Facebook brand community page is relevant			0.901
Games (4 items)	0.965	90,67%	
Games in a Facebook Brand Community page are fun			0.934
Games in a Facebook Brand Community page are exciting			0.960
Games in a Facebook Brand Community page are pleasant			0.961
Games in a Facebook Brand Community page are entertaining			0.954
Sweepstakes (4 items)	0.964	90,33%	
Sweepstake in a Facebook Brand Community is fun			0.948
Sweepstake in a Facebook Brand Community is exciting			0.953
Sweepstake in a Facebook Brand Community is pleasant			0.960
Sweepstake in a Facebook Brand Community is entertaining			0.941
Level of Interaction (7 items)	0.868	56,68%	
Watch videos			0.700
View photos			0.691
Write on the page's wall (post)			0.857
Comment (on posts, photos, videos)			0.855
Sharing (posts, photos, videos)			0.843
Participate in games/entertainment			0.676
Participating in sweepstakes (contests)			0.605
Purchase Intentions (6 items)	0.950	80,04%	
Facebook Brand Community page affects my intention to make a purchase			0.887
I intend to make a purchase after searching product information in Facebook Brand Community page			0.909
Facebook Brand Community page affects my choice of product			0.920
I intend to use Facebook Brand Community page while making a purchase decision			0.900
I am likely to purchase a product recommended on a Facebook Brand Community page			0.886
Been a member of a Facebook Brand Community page makes me more likely to purchase that brand			0.864

João Pedro G.R. Quintino

5. DATA ANALYSIS AND RESULTS

5.1. Sample Characterization

The sample comprises 400 individuals with a Facebook account and who "liked" at least one Facebook brand community page, 212 (53.0%) of which are from the United States and 188 (47.0%) from Portugal (Table 2).

The global sample predominantly comprises women (56.5%) and individuals between the ages of 25 and 34 (25.5%) and between the ages of 15 and 24 (22.3%). With regard to education, there is a predominance of participants who are college/university graduates (31.0%), with some others being in college/university (25.3%) or high school or the equivalent (20.3%).

In the comparison between the samples from Portugal and the United States, there are no statistically significant differences regarding gender ($\chi^2(1)$ = 0.201; p = 0.654), but there are differences in terms of age ($\chi^2(4)$ = 46.571; p < 0.001) and education ($\chi^2(5)$ = 24.361; p < 0.001). With regard to age, the Portuguese sample is younger, registering higher frequencies in the lower age classes and lower frequencies in the higher age classes when compared to the American sample. In general, the Portuguese participants have higher levels of education. In fact, 56.4% of the Portuguese participants have a level equal to or above college/university graduate, compared to 36.8% in the American sample.

Table 3—Gender, age and education variables.

Variable	Categories	Total (*N* = 400)	Portugal (*n* = 188)	United States (*n* = 212)	*Chi-Square Test*
		n (%)	*n* (%)	*n* (%)	
Gender	Male	**174 (43.5)**	84 (44.7)	90 (42.5)	$\chi^2(1) = 0.201$
	Female	**226 (56.5)**	104 (55.3)	122 (57.5)	$p = 0.654$
Age	15–24	**89 (22.3)**	59 (31.4)	30 (14.2)	
	25–34	**102 (25.5)**	58 (30.9)	44 (20.8)	
	35–44	**77 (19.3)**	33 (17.6)	44 (20.8)	$\chi^2(4) = 46.571$
	45–54	**71 (17.8)**	30 (16.0)	41 (19.3)	$p < 0.001$
	55 and over	**61 (15.3)**	8 (4.3)	53 (25.0)	
Education	High school or equivalent	**81 (20.3)**	32 (17.0)	49 (23.1)	
	Vocational/technical school	**34 (8.5)**	19 (10.1)	15 (7.1)	
	Some college/university	**101 (25.3)**	31 (16.5)	70 (33.0)	$\chi^2(5) = 24.361$
	College/university graduate	**124 (31.0)**	68 (36.2)	56 (26.4)	$p < 0.001$
	Master's degree (MS)	**55 (13.8)**	36 (19.1)	19 (9.0)	
	Doctoral degree (PhD)	**5 (1.3)**	2 (1.1)	3 (1.4)	

5.2. Descriptive Analysis

Table 3 shows the frequencies of responses to the questions regarding time spent on Facebook.

Looking at the global sample, 31.0% spend between 1 and 3 hours per week on Facebook, 27.3% between 4 and 7 hours per week, and 26.8% spend 8 or more hours per week. Only 15.0% spend less than 1 hour per week on Facebook. Comparing the frequencies of users from Portugal and the United States ($\chi^2(3) = 10.119$; $p = 0.018$), a higher percentage of participants from the American sample spend 8 or more hours per week on Facebook and a lower percentage spend less than 3 hours per week, demonstrating that American participants devote more time to Facebook than do the Portuguese participants.

Regarding the question of how long they have been a member of a Facebook brand community page, there are no significant differences between

respondents from the two countries ($\chi^2(4)$ = 2.587; *p* = 0.629). Most have "liked" a Facebook brand community page for over 3 years (39.3%) or between 2 and 3 years (19.0%).

The American participants are more active than the Portuguese in their visits to Facebook brand community pages, and the differences are statistically significant ($\chi^2(6)$ = 22.025; *p* = 0.001). Among the Americans, 30.6% do so at least once per day, while among the Portuguese that percentage is 21.3%. Globally, 26.3% visit a Facebook brand community page at least once per day, and 21.5% do so several times per week.

As for the time spent on Facebook brand community pages, 57.5% of participants spend less than 30 minutes per day, and 42.5% spend 30 minutes or more per day.

In addition, there are significant differences between the samples from the United States and Portugal ($\chi^2(4)$ = 23,314; *p* < 0.001), with the Americans spending more time on Facebook brand community pages than the Portuguese. Among the Portuguese, 31.9% spend 30 minutes per day or more, and, among the Americans, that percentage increases to 51.9%.

Table 4—Facebook usage frequency.

Variable	Categories	Total (N = 400)	Portugal (n = 188)	United States (n = 212)	Chi-Square Test
		n (%)	n (%)	n (%)	
How many hours per week do you spend on Facebook?	Less than 1 hour	**60 (15.0)**	33 (17.6)	27 (12.7)	$\chi^2(3) = 10.119$
	1–3 hours	**124 (31.0)**	66 (35.1)	58 (27.4)	$p = 0.018$
	4–7 hours	**109 (27.3)**	52 (27.7)	57 (26.9)	
	8 or more hours	**107 (26.8)**	37 (19.7)	70 (33.0)	
How long ago did you "like" your first Facebook brand community page?	Less than 6 months	**72 (18.0)**	33 (17.6)	39 (18.4)	$\chi^2(4) = 2.587$
	6 months–less than 1 year	**35 (8.8)**	14 (7.4)	21 (9.9)	$p = 0.629$
	1 year–less than 2 years	**60 (15.0)**	31 (16.5)	29 (13.7)	
	2 years–less than 3 years	**76 (19.0)**	40 (21.3)	36 (17.0)	
	More than 3 years	**157 (39.3)**	70 (37.2)	87 (41.0)	
How often do you visit a Facebook brand community page that you "like"?	Multiple times a day	**56 (14.0)**	18 (9.6)	38 (17.9)	$\chi^2(6) = 22.025$
	Once daily	**49 (12.3)**	22 (11.7)	27 (12.7)	$p = 0.001$
	A couple of times a week	**86 (21.5)**	40 (21.3)	46 (21.7)	
	Once a week	**51 (12.8)**	27 (14.4)	24 (11.3)	
	Every couple of weeks	**60 (15.0)**	20 (10.6)	40 (18.9)	
	Monthly	**68 (17.0)**	46 (24.5)	22 (10.4)	
	Never	**30 (7.5)**	15 (8.0)	15 (7.1)	
On a daily basis, approximately how much time on average do you spend on a Facebook brand community page?	Less than 30 minutes	**230 (57.5)**	128 (68.1)	102 (48.1)	$\chi^2(4) = 23.314$
	30 minutes–less than 1 hour	**88 (22.0)**	34 (18.1)	54 (25.5)	$p < 0.001$
	1 hour–less than 3 hours	**56 (14.0)**	23 (12.2)	33 (15.6)	
	3 hours–less than 5 hours	**16 (4.0)**	2 (1.1)	14 (6.6)	
	More than 5 hours	**10 (2.5)**	1 (0.5)	9 (4.2)	

Participants were asked about their intention to purchase products or services promoted by Facebook brand community pages: 48.8% consider it likely or very likely, 13.0% responded that it is not likely or that they will never do it, and 37.3% gave a neutral answer (Table 4). When comparing Portugal and the United States, there are significant differences ($\chi^2(4) = 21.812$; $p < 0.001$), with 57.1% of Americans responding that it is likely or very likely, versus only 41.5% for the Portuguese.

Table 5—Purchase intention of a product or service promoted by a Facebook brand community page that they "like."

Variable	Categories	Total (*N* = 400)	USA (*n* = 212)	Portugal (*n* = 188)	*Chi-Square Test*
		n (%)	*n* (%)	*n* (%)	
How likely are you to purchase a product or service promoted by a Facebook brand community page that you "like"?	Never	**18 (4.5)**	5 (2.4)	13 (6.9)	$\chi^2(4) = 21.812$ $p < 0.001$
	Not likely	**34 (8.5)**	12 (5.7)	22 (11.7)	
	Neutral	**149 (37.3)**	74 (34.9)	75 (39.9)	
	Likely	**159 (39.8)**	89 (42.0)	70 (37.2)	
	Very likely	**40 (10.0)**	32 (15.1)	8 (4.3)	

To assess the motivations that drove participants to "like" a Facebook brand community page, a list of motivations was produced from which each participant could select one or more (Table 5).

From the list of motivations presented, the most common answers revealed that 56.5% of respondents wanted to know more about the company and its products and services; 49.5% were interested in receiving price promotions; and 44.0% love or are loyal users of the brand. Lower-ranking motivations include participating in sweepstakes (32.5%), posting comments (32.3%), interacting with other users (30.3%), and playing games/entertainment (28.0%).

This trend is similar in both countries, but the percentages of participants who indicated each of the motivations are always higher in the American sample than in the Portuguese sample. The differences are only not statistically significant for wanting to knowing more about the company and its products and services ($\chi^2(1) = 1.113$; $p = 0.292$) but also for loving or being loyal users of the brand ($\chi^2(1) = 1.839$; $p = 0.175$).

It is worth noting that 8.3% indicated "other motivations" for liking a Facebook brand community page, with this percentage being significantly

larger ($\chi^2(1)$ = 14.590; $p < 0.001$) for the Portuguese sample (13.8%) than for

the American sample (3.3%).

Table 6—Motivations that led respondents to "like" a Facebook brand community page.

Answers	Total (*N* = 400)	USA (*n* = 212)	Portugal (*n* = 188)	*Chi-Square Test*
	n (%)	n (%)	*n* (%)	
To participate in sweepstakes	130 (32.5%)	90 (42.5%)	40 (21.3%)	$\chi^2(1)$ = 20.368; *p* < 0.001
To receive price promotions	198 (49.5%)	115 (54.2%)	83 (44.1%)	$\chi^2(1)$ = 4.063; *p* = 0.044
To play games/entertainment	112 (28.0%)	70 (33.0%)	42 (22.3%)	$\chi^2(1)$ = 5.636; *p* = 0.018
To post comments	129 (32.3%)	82 (38.7%)	47 (25.0%)	$\chi^2(1)$ = 8.533; *p* = 0.003
To interact with other brand users	121 (30.3%)	79 (37.3%)	42 (22.3%)	$\chi^2(1)$ = 10.518; *p* = 0.001
To know more about the company/products/services	226 (56.5%)	125 (59.0%)	101 (53.7%)	$\chi^2(1)$ = 1.113; *p* = 0.292
Love the brand/brand loyal user	176 (44.0%)	100 (47.2%)	76 (40.4%)	$\chi^2(1)$ = 1.839; *p* = 0.175
Other	33 (8.3%)	7 (3.3%)	26 (13.8%)	$\chi^2(1)$ = 14.590; *p* < 0.001

The score of each sub-scale in the questionnaire was obtained from the

mean of the items that it comprises and could vary between a minimum of 1

point and a maximum of 5 points. Table 6 presents the mean (*M*) and standard

deviation (*SD*) of each scale in the global sample, in the Portuguese sub-

sample, and in the American sub-sample, as well as the level of significance of

the Student's *t*-test for comparison between the means of the two countries.

The scales with the highest mean scores were "Promotions" (*M* = 3.50;

SD = 0.95) and "Information" (*M* = 3.41; *SD* = 0.84), followed by "Games" (*M* =

3.20; *SD* = 1.09), "Sweepstakes" (*M* = 3.20; *SD* = 0.97), "level of Interaction"

(*M* = 3.20; *SD* = 0.95), and "Purchase Intentions" (*M* = 3.20; *SD* = 0.92). The

"Type of Interaction" scale was the one that registered the lowest mean (*M* =

3.00; *SD* = 1.07).

João Pedro G.R. Quintino

The analysis of the mean scores by country and the results of the Student's *t*-test lead to the conclusion that, in the sub-sample of American respondents, the mean scores were higher than those of the Portuguese sample in all scales, with statistically significant differences in all cases.

Table 7—Scores of the scales in the global sample and by country.

Scale	Global (*N* = 400)	Portugal (*n* = 188)	USA (*n* = 212)	Student's *t*-test
	M (*SD*)	*M* (*SD*)	*M* (*SD*)	
Type of interaction	3.00 (1.07)	2.75 (0.96)	3.22 (1.12)	*t(398) = 4.510; p < 0.001*
Information	3.41 (0.84)	3.31 (0.79)	3.50 (0.87)	*t(398) = 2.265; p = 0.024*
Promotions	3.50 (0.95)	3.30 (0.88)	3.68 (0.97)	*t(398) = 4.012; p < 0.001*
Games	3.20 (1.09)	2.92 (1.05)	3.45 (1.06)	*t(398) = 4.995; p < 0.001*
Sweepstakes	3.20 (0.97)	2.95 (0.87)	3.42 (1.00)	*t(398) = 4.943; p < 0.001*
Level of Interaction	3.20 (0.95)	2.92 (0.87)	3.44 (0.96)	*t(398) = 4.704; p < 0.001*
Purchase intentions	3.20 (0.92)	3.03 (0.86)	3.35 (0.95)	*t(398) = 3.400; p = 0.001*

M: mean; *SD*: standard deviation

5.3. Regression models

Linear regression models were constructed in order to validate or refute the research hypotheses. The choice for these models was due to the fact that they allow the study of functional dependency relations between one or more independent variables and one dependent variable (Marôco, 2011).

With regard to the requirements for the use of linear regression models, the normality of residuals distribution was verified through observation of the standardized residual histograms and normal probability plots. The requirement of normality of residuals was met in all models constructed, with the histograms presenting a shape relatively close to the normal curve and the normal probability plot points showing no major deviations from the main diagonal. This indicated the absence of major deviations from normality. The

homogeneity of variances of residuals was verified through observation of the dispersion diagram of observed values versus predicted values. In all regressions, the plots show that residuals remain constant in relation to the horizontal zero axis, displaying no increasing or decreasing trends and confirming the requirement of homogeneity of variances of residuals. In order to diagnose possible multicollinearity problems in the independent variables of the regression models, the variance inflation factor (VIF) values were analyzed. All regression models registered VIF values below 2, ensuring the absence of multicollinearity problems in the independent variables (Marôco, 2011)*.*

5.4.   Hypotheses Testing

Regression analyses were conducted to test all of the hypotheses, in which the dependent variable was "Purchase Intentions" and the independent variables were "Information," "Promotions," "Games," "Sweepstakes," and "Level of Interaction." The hypotheses were tested in the overall (global) sample (Table 7) and separately in the Portugal (Table 8) and USA (Table 9) sub-samples.

The regression analysis is statistically significant (F(5; 394) = 175.135; p < 0.001) and explains 69.0% (R^2 = 0.690) of the variability in the "Purchase Intention" variable.

In this regression analysis, the "Information" variable (β = 0.625; p < 0.001) is the one with the greatest influence on "Purchase Intentions." The "Promotions" (β = 0.160; p < 0.001) and "Games" (β = 0.082; p = 0.036)

variables also have a statistically significant influence on the "Purchase Intentions" variable, but to a lower degree than does the "Information" variable. The "Sweepstakes" (β = 0.061; p = 0.126) and "Level of Interaction" (β = 0.026; p = 0.460) variables have no statistically significant influence on "Purchase Intention."

Table 8—Results of the regression model (global sample).

	Unstandardized Coefficient		Standardized Coefficient	Student's *t*-test	
	B	Stand. Error	β	*t*	*p*
Constant	−0.186	0.122		−1.528	0.127
Information	0.688	0.043	0.625	16.148	**< 0.001**
Promotions	0.156	0.037	0.160	4.171	**< 0.001**
Games	0.070	0.033	0.082	2.103	**0.036**
Sweepstakes	0.058	0.038	0.061	1.534	0.126
Level of Interaction	0.026	0.035	0.026	0.740	0.460
Model	Dependent variable: **Purchase Intention** R = 0.830; R^2 = 0.690 F(5; 394) = 175.135; p < 0.001				

In regard to the sample of Portugal, the regression analysis is statistically significant (F(5; 182) = 62.626; p < 0.001) and explains 63.2% (R^2 = 0.632) of the variability in "Purchase Intention."

As in the overall sample, in the sample of Portugal, the variable "Information" (β = 0.583; p < 0.001) also shows the greatest influence on "Purchase Intentions." In this case, the variable "Sweepstakes" (β = 0.162; p = 0.012) and the variable "Promotions" (β = 0.127; p = 0.030) also have a significant influence on the "Purchase Intention." The variable "Games" (β = 0.018; p = 0.769) and the variable "Level of Interaction" (β = 0.048; p = 0.372) have no statistically significant influence on "Purchase Intentions."

João Pedro G.R. Quintino

It is also important to note that the variable "Sweepstakes" in the sample of respondents from Portugal has a significant effect on "Purchase Intentions," unlike the variable "Games," which has no significant effect on "Purchase Intentions." This is opposite of the findings for the global sample.

Table 9—Results of the regression model (Portugal sample).

	Unstandardized Coefficient		Standardized Coefficient	Student's *t*-test	
	B	**Stand. Error**	**β**	**t**	**p**
Constant	−0.140	0.196		−0.713	0.477
Information	0.637	0.064	0.583	9.939	**< 0.001**
Promotions	0.124	0.057	0.127	2.181	**0.030**
Games	0.015	0.050	0.018	0.294	0.769
Sweepstakes	0.160	0.063	0.162	2.523	**0.012**
Level of Interaction	0.047	0.053	0.048	0.895	0.372
Model	Dependent variable: **Purchase Intentions** $R = 0.795$; $R^2 = 0.632$ $F(5; 182) = 62.626$; $p < 0.001$				

In regard to the sample of U.S. respondents, the regression analysis is also statistically significant ($F(5; 206) = 109.002$; $p < 0.001$) and explains 72.6% ($R^2 = 0.726$) of the variability in "Purchase Intentions."

As per this sample (U.S.), the variable "Information" (β = 0.670; $p <$ 0.001) shows the greatest influence on "Purchase Intentions." The variable "Promotions" (β = 0.189; $p < 0.001$) and the variable "Games" (β = 0.114; $p =$ 0.022) also have a significant influence on the variable "Purchase Intentions," but to a lower degree. The variable "Level of Interaction" (β = –0.018; $p =$ 0.709) and the variable "Sweepstakes" (β = –0.012; $p =$ 808) have no statistically significant influence on "Purchase Intentions."

Table 10—Results of the regression model (U.S. sample).

	Unstandardized Coefficient		Standardized Coefficient	Student's *t*-test	
	B	**Stand. Error**	**β**	*t*	*p*
Constant	−0.158	0.165		−0.958	0.339
Information	0.733	0.060	0.670	12.165	**< 0.001**
Promotions	0.186	0.050	0.189	3.725	**< 0.001**
Games	0.103	0.045	0.114	2.309	**0.022**
Sweepstakes	−0.011	0.047	-0.012	-0.243	0.808
Level of Interaction	−0.018	0.048	-0.018	-0.373	0.709
Model	Dependent variable: **Purchase Intentions** $R = 0.852$; $R^2 = 0.726$ $F(5; 206) = 109.002$; $p < 0.001$				

Comparing the findings of the samples of Portugal and the United States, we can conclude that in both samples the "Information" and "Promotions" variables have a significant effect on "Purchase Intentions," with "Information" being most significant. Also, in both samples the variable "Level of Interaction" has no significant effect on "Purchase Intentions." However, there are differences between the two country samples in the variables "Games" and "Sweepstakes": the variable "Games" has a significant effect on "Purchase Intentions" in the U.S. sample but not in the Portugal sample, and the opposite happens with the variable "Sweepstakes," which has a significant influence on "Purchase Intentions" in the Portugal sample but not in the U.S. sample.

It is also noteworthy to mention that the independent variables (information, promotions, participation in games, participation in sweepstakes, and level of interactivity) considered in the regression analysis are better able to explain the "Purchase Intention" variable in the U.S. sample ($R^2 = 0.726$) than in the Portugal sample ($R^2 = 0.632$).

João Pedro G.R. Quintino

6. CONCLUSION AND FURTHER IMPLICATIONS OF THE STUDY

6.1. Discussion

The findings of this research offer several interesting insights on the relationship between different contents on Facebook brand community and purchase intentions. The findings indicate that, there is strong evidence that information on Facebook brand community leads to a positive effect on purchase intention. There is also evidence that promotions may have a positive effect on purchase intention for the global samples.

Although some previous research (e.g. Arnett et al., 2003; Animesh et al., 2011) indicate a direct relationship between interaction on social media and purchase intention, the result of this study does not support the notion that an individual who has a high level of interaction with a Facebook brand community page is more likely to purchase goods or services of that brand. But, this result is consistent with the findings of Bushelow (2012), who suggests there is no strong evidence that the amount of time an individual interacts with a Facebook fan page affects brand loyalty or the likelihood that an individual will purchase the product or service promoted by a fan page.

This study also provides insight into the question of whether there are significant differences between Facebook brand community members residing in Portugal versus in the United States. The results for both groups indicate that information and promotion on Facebook brand community pages have a positive impact on purchase intention, with information being most significant.

It is interesting to note the differences between the two groups. Participation in games has a significant effect on purchase intention for individuals residing in the United States, but not for those residing in Portugal. The opposite is true for participation in sweepstakes; it has a significant influence on purchase intention for the residents of Portugal but not for the residents of the United States.

6.2.   Academic Implications

This study diverges from studies (e.g. Arnett et al., 2003; Animesh et al., 2011) that indicate that higher level of customer engagement in the social media context has a positive impact on purchase intention, thus supporting the findings of Bushelow (2012). Therefore, more research is encouraged to investigate relationship between high level of interaction and purchase intention.

The findings that, there is a strong evidence that information on Facebook brand community leads to a positive effect on purchase intention, confirms the findings of Malmivaara (2011), which is also consistent with Mclaughlin and Lee (2004) findings, that more than half of consumers join brand communities looking for information. The evidence that promotions may have a positive effect on purchase intentions for the global samples is also consistent with Mclaughlin and Lee (2004) findings.

6.3. Practical Implications

This research confirms the importance of information on Facebook brand community pages and its effects on purchase intention, indicating that marketers should start to pay more attention to the high-quality information on companies' Facebook brand community page. Therefore, Facebook brand community pages can be an effective communication tool for brands to reach their consumers.

According to Tiago and Verissimo (2014), business should embrace social media as part of their integrated communication system, as a channel to connect with stakeholders, and provide information to customers, that ultimately will generate sales.

6.4. Limitations

This study has some limitations related to the convenience sample of the researcher's classmates, who were Facebook members and personal contacts of the researcher and his friends. This could imply selection bias and lack of representativeness. When studying the two countries separately, we must take in consideration two important differences in the demographics of the two countries, the age group and the education level (Table 2). With regard to age, the Portuguese sample is younger, when compared to the American sample. And as far has the education, in general, the Portuguese participants have higher levels of education. In fact, 56.4% of the Portuguese participants have a level equal to or above college/university graduate, compared to 36.8%

in the American sample. Therefore, the generalization for findings that indicate differences and, or similarities of the two groups cannot be assumed.

Although the findings of this research can provide marketers with a good indication of the importance of the different content on a Facebook brand community page, generalization cannot be assumed.

6.5. Future Research

For future research on this interesting topic, the distribution of the survey should target a more random and diverse population of Facebook users. And in order to better understand the differences between user of Facebook of Portugal and United States, a more uniform sampling of both countries should be consider. It also may be beneficial to utilize qualitative methodologies, such as focus groups and one-on-one, in-depth interviews.

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8. APPENDIXES

8.1. Questionnaire

BRAND COMMUNITY AND PURCHASE INTENTION

   I am a graduate student of ISEG - School of Economics & Management of Lisbon University, conducting a survey as part of my Masters thesis in Marketing. The purpose of this survey is to determine the relationship between consumer interaction within a Facebook Fan page (Brand Community page) and purchase intention. All of your responses will be anonymous and will only be seen by the researcher, and when requested, by the researcher's professor. The following survey will take less than 10 minutes to complete. I am deeply appreciative for your time and support in helping me with this project.

Q I. Do you have a Facebook account?
- ❍ Yes (1)
- ❍ No (2)

If "NO" Is Selected, Then Skip To End of Block

Q II. Do you "Like" any Facebook Brand Community page (Facebook Fan page for Brand) (e.g., Nike, Channel, Starbucks, etc.)?
- ❍ Yes (1)
- ❍ No (2)

If "NO" Is Selected, Then Skip To End of Block

Q 1. How many hours per week do you spend on Facebook?
- ❍ Less than 1 hour (1)
- ❍ 1-3 hours (2)
- ❍ 4-7 hours (3)
- ❍ 8 or more hours (4)

Q 2. How long ago did you "like" your first Facebook Fan Page?
- ❍ Less than 6 months (1)
- ❍ 6 month – less than 1 year (2)
- ❍ 1 year – less than 2 years (3)
- ❍ 2 – less than 3 years (4)
- ❍ More than 3 years (5)

Q 3. How often do you visit a Facebook Brand Community page (Facebook Fan page) that you "like"?
- ❍ Multiple times a day (1)
- ❍ Once daily (2)
- ❍ Couple of times a week (3)
- ❍ Once a week (4)
- ❍ Every couple of weeks (5)
- ❍ Monthly (6)
- ❍ Never (7)

João Pedro G.R. Quintino

Q 4. On a daily basis, approximately, how much time on average do you spend on a Facebook Brand Community page (Facebook Fan page)?
○ Less than 30 minutes (1)
○ 30 minutes – less than 1 hour (2)
○ 1 hour – less than 3 hours (3)
○ 3 hours – less than 5 hours (4)
○ More than 5 hours (5)

Q 5. How often do you interact with the following features on a Facebook Brand Community page (Facebook Fan page)?

	Never (1)	Very rarely (2)	Rarely (3)	Somewhat often (4)	Very often (5)
Watch videos (1)	○	○	○	○	○
View photos (2)	○	○	○	○	○
Write on the page's wall (post) (3)	○	○	○	○	○
Comment (on posts, photos, videos) (4)	○	○	○	○	○
Sharing (posts, photos, videos) (5)	○	○	○	○	○
Participate in games/entertainment (6)	○	○	○	○	○
Participating in sweepstakes (contests) (7)	○	○	○	○	○

Q 6. How do you interact with a Facebook Brand Community page (Facebook Fan page)? Please indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I like to meet people on a Facebook Brand Community page. (1)	○	○	○	○	○
I interact with people on a Facebook Brand Community page. (2)	○	○	○	○	○
I speak my mind and contribute on a Facebook Brand Community page. (3)	○	○	○	○	○
I bring value to the network on a Facebook Brand Community page. (4)	○	○	○	○	○
I share and learn from others on a Facebook Brand Community page. (5)	○	○	○	○	○

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Q 7. The following questions ask about the Product **Information** found in a Facebook Brand Community page (Facebook Fan page). Please indicate your level of agreement with the following statements.

	Strongly Disagree(1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Facebook Brand Community page improves the quality of my purchase decision. (1)	❍	❍	❍	❍	❍
Using a Facebook Brand Community page gives me better knowledge (information) of the product. (2)	❍	❍	❍	❍	❍
I find information provided by a Facebook Brand Community page to be relevant. (3)	❍	❍	❍	❍	❍
Facebook Fan page enables me to make product comparisons. (4)	❍	❍	❍	❍	❍
Given that I have access to a Facebook Brand Community page, I intend to invest my time and effort to learn more about the product through it. (5)	❍	❍	❍	❍	❍
I refer to a Facebook Brand Community page whenever I need information on companies or products. (6)	❍	❍	❍	❍	❍

Q 8. The following questions ask about your use **Promotions (Discounts or Coupons)** offered by a Facebook Brand Community page (Facebook Fan page). Please indicate your level of agreement with the following statements.

	Strongly Disagree(1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I am a member of a Facebook Fan page to try to get discounts or coupons (1)	❍	❍	❍	❍	❍
I am a member of a Facebook Fan page because I enjoy getting deals (2)	❍	❍	❍	❍	❍
Promotions on a Facebook Fan page is important (3)	❍	❍	❍	❍	❍
Promotions on a Facebook Fan page is valuable (4)	❍	❍	❍	❍	❍
Promotions on a Facebook Brand Community page is relevant (5)	❍	❍	❍	❍	❍

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Q 9. The following questions ask about your use of and **participation in Games** in a Facebook Brand Community page (Facebook Fan page). Please indicate your level of agreement with the following statements.

	Strongly Disagree(1)	Disagree (2)	Neither Agree nor Disagree(3)	Agree (4)	Strongly Agree (5)
Games in a Facebook Fan page are fun (1)	❍	❍	❍	❍	❍
Games in a Facebook Brand Community page are exciting (2)	❍	❍	❍	❍	❍
Games in a Facebook Brand Community page are pleasant (3)	❍	❍	❍	❍	❍
Games in a Facebook Brand Community page are entertaining (4)	❍	❍	❍	❍	❍

Q 10. The following questions ask about your use of and **participation in Sweepstakes** in a Facebook Brand Community page (Facebook Fan page). Please indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Sweepstake in a Facebook Brand Community page is fun (1)	❍	❍	❍	❍	❍
Sweepstake in a Facebook Brand Community page is exciting (2)	❍	❍	❍	❍	❍
Sweepstake in a Facebook Brand Community page is pleasant (3)	❍	❍	❍	❍	❍
Sweepstake in a Facebook Brand Community page is entertaining (4)	❍	❍	❍	❍	❍

João Pedro G.R. Quintino

Q 11. The following questions ask how Facebook Brand Community page (Facebook Fan page) affects your **Purchase Intentions**. Please indicate your level of agreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Facebook Brand Community page affects my intention to make a purchase. (1)	❍	❍	❍	❍	❍
I intend to make a purchase after searching product information in a Facebook Brand Community page. (2)	❍	❍	❍	❍	❍
Facebook Brand Community page affects my choice of product. (3)	❍	❍	❍	❍	❍
I intend to use Facebook Brand Community page while making a purchase decision. (4)	❍	❍	❍	❍	❍
I am likely to purchase a product recommended on a Facebook Brand Community page. (5)	❍	❍	❍	❍	❍
Being a member of a Facebook Brand Community page makes me more likely to purchase that brand. (6)	❍	❍	❍	❍	❍

Q 12. How likely are you to purchase a product or service promoted by a Facebook Brand Community page (Facebook Fan page) that you "like"?

	Never (1)	Not Likely (2)	Neutral (3)	Likely (4)	Very Likely (5)
1 (1)	❍	❍	❍	❍	❍

Q 13. What is your **motivation behind "liking" a Facebook Brand Community page (Facebook Fan page)**? (Check all that apply)
❑ To participate on sweepstakes (1)
❑ To receive price promotions (coupon or free offer) (2)
❑ To play games/entertainment (3)
❑ To post comments (positive or negative) (4)
❑ To interact with other brand users (5)
❑ To know more about the company and/or its products/services (6)
❑ Just love the brand/brand loyal user (7)
❑ Other (8)

João Pedro G.R. Quintino

Q 14. What is your age group?
- ○ 15-24 (1)
- ○ 25-34 (2)
- ○ 35-44 (3)
- ○ 45-54 (4)
- ○ 55 and over (5)

Q 15. What is your gender?
- ○ Male (1)
- ○ Female (2)

Q 16. What is your country of residence?
- ○ United States (1)
- ○ Canada (2)
- ○ Portugal (4)
- ○ Other (3) _____

Q 17. Please indicate the highest level of education completed.
- ○ High School or equivalent (1)
- ○ Vocational/Technical School (2)
- ○ Some College/University (3)
- ○ College/University Graduate (4)
- ○ Master's Degree (MS) (5)
- ○ Doctoral Degree (PhD) (6)

This is the end of the survey. Thank you for your participation and contribution on this research.

João Pedro G.R. Quintino