

Motivations behind liking: Implications of Facebook brand community behavior on purchase intentions

Marketing

Master's thesis

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2011

TABLE OF CONTENTS

1 Introduction	2
2 Theory, research framework and hypotheses	5
2.1. Theoretical foundations	5
2.1.1. Hedonic and utilitarian web consumption	5
2.1.2. Online brand communities	6
2.2. Research framework development	8
2.2.1. Hedonic and utilitarian motivations to use company-hosted Facebook community pages.....	8
2.2.2. Community usage behavior	9
2.3. Hypotheses	11
2.3.1. Relationships between motivations to use the community and community usage behavior.....	11
2.3.2. Relationships between community usage behaviors and intention to purchase host company's products	14
3 Analysis and results	16
3.1. Data collection and sample characteristics	19
3.2. Measurement model development	18
3.3. Measurement validity	19
3.4. Structural model	19
4. Discussion	21
5. Managerial implications and limitations	23
6. Conclusions	25
REFERENCES	27

Abstract

Companies' Facebook pages have emerged as a commonly used marketing channel but consumers' underlying motivations to use these pages and their effect on members' intentions to purchase the host company's products are currently unclear. The present study examines consumers' hedonic and utilitarian motivations to use company-hosted Facebook pages in relation to the community usage behavior (browsing vs. contribution), and the relationship between usage behavior and purchase intentions. By using data collected from 1161 members of a travel agency's Facebook page, the author finds that hedonic motivations indicate a higher propensity to contribute to the community while utilitarian motivations relate more strongly with only browsing the community page. The results also demonstrate that browsing has a stronger relationship with purchase intentions than contribution. The results offer insight into interpreting consumers' behavior in brand communities and give implications on what kind of content induces purchase intentions the most.

1. Introduction

Social commerce is predicted to be the next large and disruptive phenomenon in business by redefining the customer relationship (Wesson 2010). The definition of social commerce has evolved and changed, but currently social commerce is broadly considered to encompass *commerce activities mediated by social media* (Curty and Zhang 2011). Companies are integrating social shopping tools such as recommender and review systems on to their web store sites (Stephen & Toubia, 2010), and are increasingly using or planning to use social networking services for commerce related activities in the near future (Wesson 2010).

Multiple social networking sites can be found on the net, such as Facebook, Twitter, YouTube, Myspace etc. While there is no denying of the popularity of for example Twitter, at the moment Facebook is perhaps the "king" of social networking sites, with its over almost 1 billion users globally (Facebook 2011). The power of these online social networks is that they, unlike the topically organized web in general, are organized around users (Mislove et al. 2007) thus making it possible to utilize the interconnectedness of the users in reaching large audiences with relatively low costs. Further, social networking sites offer a potential landscape for the formation of powerful consumer communities. This potential has resulted in great interest in social media and especially in Facebook as a marketing tool, with 76% of companies in 2011 reporting that they plan to increase their efforts on Facebook (SocialMediaExaminer.com 2011). However, despite its undeniable

commercial potential for companies, no sound theories exist that would help companies to understand what motivates consumers to interact with companies in social media environments. Consumer motivations to participate in traditional brand communities is fairly well known, but social networking sites represent a different kind of environment, where the consumer can choose to interact with multiple companies within one site, with relatively little effort. Thus, a consumer interacting with a company on a social networking site might not be as “devoted” to the company as a consumer who visits for example a brand community discussion forum located on a separate site.

Current research has widely adopted the view that consumption behavior includes both utilitarian and hedonic dimensions. Utilitarian behavior is defined as goal-oriented and rational, concerned with effectiveness and instrumental value, while hedonic behavior describes seeking fun, play, enjoyment and experiences (Batra and Ahtola 1990, Babin, Griffin and Darden, 1994, Dhar and Wertenbroch 2000, Voss, Spangenberg & Grohmann, 2003). Hedonic and utilitarian dimensions have been found to explain shopping behavior (eg. Babin et al. 1994, Childers et al. 2001, Arnold & Reynolds, 2003) as well as web consumption behavior (Cotte et al. 2006, Hartman et al. 2006, Mäenpää et al. 2006). In the context of web consumption behavior, online communities established by companies represent an important research landscape, as they have often been suggested to positively affect loyalty towards the host-company or brand (eg. Jang et al. 2008). The utilitarian value of online communities for consumers is widely recognized by researchers (eg. Casaló, Flavián and Guinalíu 2010, Bateman, Gray and Butler 2010, Sanchez-Franco and Rondan-Cataluña 2010) but the hedonic value of online communities has received somewhat less attention (c.f. Sanchez-Franco & Rondan-Cataluña 2010).

Facebook offers companies and organizations the tools to create community-like environments within the site. Facebook Pages are similar to individual user profiles, but are meant for organizations and other causes, and they are public. They also offer more flexibility in terms of differentiation and use of different applications. Further, users can follow pages on Facebook by

“liking” the page. Pages possess attributes of online communities, as members share a common interest (Muñiz and O’Guinn 2001, Koh & Kim, 2003) and can be able to participate in the community through posting, commenting and sharing content. An increasing number of companies have adopted Facebook pages as a marketing tool, but many Facebook marketers still struggle to understand how they can best create business value through the medium. Practitioners often discuss the return-on-investment (ROI) of social media, indicating the difficulty to substantiate the impact of social media marketing on sales (SocialMediaExaminer, 2011).

The current study aims to tackle these challenges by developing a model of consumer behavior on company-hosted Facebook community pages. In particular, the relationship between the members’ hedonic and utilitarian motivations to use the community and the usage behavior are examined. Current author aims to find answers to the following research questions: How are users’ hedonic and utilitarian motivations to use companies’ Facebook community pages reflected by their usage behavior? The study differentiates between two usage behaviors: browsing and contribution. Further, in order to complete the model the outcomes of the usage behavior in the context of purchase intentions is explored. More precisely, the current author asks what is the relationship between different usage behaviors and intentions to purchase the host-company’s products. While purchase intentions do not necessarily mean that actual purchase behavior will take place, intentions have been demonstrated to possess predictive power (Jamieson and Bass, 1989). This outcome is explored for two reasons. Firstly, understanding only motivations and behavior is inadequate for practitioners who are interested in the business value of their marketing initiatives. By linking behavioral actions to concrete outcomes a more in depth understanding of consumer behavior in the context of Facebook community pages will be achieved. Secondly, studying purchase intentions towards the host-company’s products will offer insight in to what type of behavior and content should be supported within the community to achieve a positive impact on sales. Further, purchase

intentions reflect the users' *future* intentions, thus capturing the potential value of community members who currently are non-buyers.

This article provides foundations for studying hedonic and utilitarian consumer behavior within the novel context of social commerce mediated by social media. As social media related activities are steadily gaining their share of all time spent online (Nielsen, 2011), understanding both hedonic and utilitarian drivers of consumer participation in commercial social media environments represents a highly important research topic. Neither dimension alone is sufficient to explain and capture the complex phenomenon of such consumer behavior.

2. Theory, research model and hypotheses

2.1. Theoretical foundations

2.1.1. *Hedonic and utilitarian web consumption*

Hedonic and utilitarian motivations have been widely found to affect consumption behavior (e.g. Holbrook and Hirschman 1982, Batra and Ahtola 1991, Babin et al. 1994, Dhar and Wertenbroch 2000, Arnold and Reynolds 2003). Utilitarian motivations have been proposed to relate to goal-oriented and rational behavior, while hedonic motivations are concerned with aspects of fun, playfulness and enjoyment (e.g. Batra and Ahtola 1991, Babin et al. 1994). Hedonic and utilitarian consumption motivations were explicitly argued for by Holbrook and Hirschman (1982), who claimed that the traditional view of consumption as an objective act, focused on gaining maximum utility value, was likely to be insufficient for capturing the wide spectrum of consumption motives. Accordingly, Batra and Ahtola (1990) found that consumers derive value from consumption bi-dimensionally, from instrumental (utilitarian) and experiential (hedonic) benefits.

Lately research has largely focused on hedonic and utilitarian dimensions of web consumption (eg. Childers et al. 2001, Hartman et al. 2006, Cotte et al. 2006). Web consumption consists of multitude

of possible behaviors such as browsing, searching, shopping, entertainment and so on (Parasuraman and Zinkhan 2002), which are inherently either practical, objective and goal-directed or subjective and experiential (Holbrook and Hirschman 1982, Babin et al. 1994, Korgaonkar and Wolin 1999, Hartman et al. 2006, Cotte et al. 2006). In addition, web environments themselves can be either hedonic or utilitarian, or a mixture of both (van der Heijden 2004). According to van der Heijden (2004) the hedonic or utilitarian value of an information system —such as a web environment— can be determined by degree of the utility or enjoyment the system provides for the user. Thus, the nature of a web environment as well as the hedonic and utilitarian benefits sought from the use of that web environment will determine what kind of usage behavior the user engages in (van der Heijden 2004, Cotte et al. 2006).

2.1.2. Online brand communities

Internet technology allows for easy information sharing and communication beyond geographical and time limits. The absence of such limits sets online communities apart from traditional geographically bounded communities (eg. Bagozzi and Dholakia 2002, Kozinets 2002), as they exist entirely within a computer-mediated environment located in cyber space (eg. Hagel and Armstrong 1997, Koh and Kim 2003). Online communities are usually based on voluntary actions of their members and built around shared interests between the members (Bagozzi & Dholakia, 2002). Shared interests are the defining feature of a voluntary community and a prerequisite for the existence of such community (eg. Koh and Kim 2003). As important as shared interests for the survival of an online community, so is interaction among the community members (Hagel & Armstrong, 1997). Interaction makes it possible for members to share information and pursue common interests (Hagel & Armstrong, 1997).

The types of online communities vary, and communities of consumption are a distinct type of online communities (Kozinets 1999). Kozinets (1999) has defined communities of consumption as

'affiliative groups whose online interactions are based upon shared enthusiasm for, and knowledge of, a specific consumption activity or related group of activities'. Similar to communities of consumption, brand communities are also related to commercial activities, but instead of focusing on a consumption activity itself, they are based on a shared interest and admiration for a specific brand (Muñiz and O'Guinn 2001). Online brand communities can be divided into two distinct community types. Similar to the virtual community types of member-initiated and organization-sponsored proposed by Porter (2004), Jang et al. (2008) categorize online brand communities into consumer-initiated and company-initiated communities. Consumer initiated communities are unofficial communities that are built voluntarily by consumers, whereas company initiated communities are created by companies, usually in order to initiate a conversation with its customers and to create a channel for accessing feedback. Brand communities themselves can affect the behavior of its members in multiple ways (eg. Muñiz and O'Guinn 2001, Kozinets 2002) and it has been suggested that the way a brand community is hosted (consumers vs. companies) moderates the effects on members' behavior (Muñiz and O'Guinn 2001) and brand loyalty (Jang et al. 2008). Brand loyalty, on the other hand, has a favorable effect on consumers' behavior towards the brand (c.f Baldinger and Rubinson 1996).

Facebook pages have certain features that categorize them as online communities, but also features that set them apart from traditional online communities. Companies use their Facebook pages for communicating to and with consumers and thus company representatives create a large proportion of the content. This results in Facebook pages having some resemblance to blogs or even traditional company web sites. Compared to blogs and web sites, however, Facebook pages also enable member-initiated communication, giving the members more possibilities to create content on the page. Further, making Facebook pages recognizable as communities is that the members obviously share a common interest. That common interest is the reason why they "like" the page in the first place. Therefore, despite certain dissimilarities to traditional online communities, defining

companies' Facebook pages as company-initiated online communities seems appropriate and for the purpose of this study, company-hosted Facebook pages are considered as communities. The author acknowledges that also consumer-initiated brand community pages exist on Facebook, but such communities are outside of the scope of the current study.

2.2. Research framework development

Based on the literary review, a research model is proposed. The model explores the relationships between hedonic and utilitarian community orientations, community usage behaviors and intentions to purchase the community products.

2.2.1 Hedonic and utilitarian motivations to use company-hosted Facebook community pages

While previous research findings clearly indicate the presence of both hedonic and utilitarian dimensions in web usage behavior in general, very little attempts have been made to model both hedonic and utilitarian motivations to engage in the use of online brand communities. Many online brand community behavioral models (Casaló et al. 2010) as well as the technology acceptance model (Davis, 1989) have included the dimension of perceived usefulness. Perceived usefulness by definition indicates an underlying utilitarian dimension, and is therefore closely related to utilitarian motivations to adopt for example a new shopping method (Childers et al. 2001). Perceived usefulness of a technological application or an online brand community has been found to have a positive effect on the use of the community (Davis 1989, Casaló et al. 2010). However, the more experiential dimension and the enjoyment value of online communities have received little attention so far.

Current study broadly categorizes the motivations to use company-hosted Facebook community pages into hedonic and utilitarian motivations. Consistent with definitions from previous research (e.g. Holbrook and Hirschman, 1982, Babin et al. 1994, Childers et al. 2001, Cotte et al. 2006), it is suggested that users with utilitarian motivations at a given time want to achieve a certain goal

through the community, such as finding useful information to make a purchase decision. Hedonic motivations, on the other hand, refer to the user seeking fun and entertainment from the community experience itself. Further, the utilitarian motivations to use a community are expected to be related to for example getting useful information on the object of their interest and making for example consumption-related decisions in a more efficient manner. Hedonic motivations to use a community, on the other hand, are likely to be reflected by the users seeking a good way to spend their time, wanting to be entertained and to have fun while visiting the community.

It should be kept in mind, that these motivational dimensions are not mutually exclusive or fixed, but as motivations that can co-exist and change depending on the user's situation and needs at a given time (e.g. Babin et al. 1994, Cotte et al. 2006). A consumer aiming to complete a task at a given time visits a certain community the need in mind, but in another situation he/she might visit the same community to spend time and to be entertained. However, previous research findings indicate that consumers usually have a tendency to lean more towards another end of the hedonic vs. utilitarian motivation spectrum than the other as a result of their inherent general time-planning style (Cotte et al. 2006). Thus, the difference between hedonic and utilitarian motivations is important for understanding consumer behavior within company-hosted Facebook community pages.

2.2.2. Community usage behavior

To determine the behavioral patterns of consumers on company-hosted Facebook page communities, the study derives from literature on online consumer behavior and online communities. Web in general allows for relatively varied usage behaviors, which can be roughly categorized into information search, exploratory browsing, entertainment and shopping (Cotte et al. 2006). Online communities, however, usually allow for much more limited set of usage behaviors, depending on the technical and functional platform of the community. In studies regarding online

communities (e.g. Hammond 2000, Burnett 2000) two main types of online community memberships are suggested based on the members' behavior. 'Quiet membership' is usually defined as behavior where members read posts by others but rarely post anything themselves. 'Communicative membership', on the other hand, refers to members taking a more active approach by interacting with the community (Hammond, 2000). Correspondingly, Burnett (2000) categorizes online community behaviors into interactive and non-interactive behaviors.

As online communities exist only online, it is only able to function through the production and consumption of content by its members. Online communities have been found to be valuable sources of information for consumers (Bickart and Schindler 2001, Jepsen 2006) and especially of word-of-mouth (WOM) information (Brown, Broderick and Lee 2003, Henning-Thureau and Walsh 2004, Dwyer 2007). In the classic consumer decision-making theories (e.g. Engel and Blackwell 1982) information has a core role, and information obtained through WOM is acknowledged as being especially influential on decision-making (eg. Engel et al. 1969, Brown and Reingen 1987). Research on WOM in the online context (eWOM) suggests that a similar effect exists for word-of-mouth information obtained from online environments and communities as well (Henning-Thureau and Walsh 2004, Jepsen 2006, Chevalier and Mayzlin 2006), further highlighting the importance of content for online communities.

Consuming content created by others is the way both informational and social value of online communities is accessed and transferred by its members (Butler 2001, Welser et al. 2007, Bateman et al. 2010). Content consumption is carried out through reading posts or viewing videos and images added by other community participants (Bateman 2010), thus representing a non-interactive community behavior (Burnett 2000). On a Facebook page, the user interface does not support any directed search activities within single pages, thus the user browses the page in order to have access to content and information. The term *browsing* has multiple definitions depending on the context, but is generally defined as a type of search behavior, characterized by the user actively scanning an

environment when he/she moves through it, and can be either goal-directed or non goal-directed, planned or unplanned (Chang and Rice 1993). In the context of a Facebook community page, browsing is defined as scanning and monitoring the page. Such activity can take place on both directly on the actual community page or as it most likely more often does, through a user's newsfeed view.

Producing content to a community means *contributing* to the community, and is represents an interactive community usage behavior (Burnett, 2000). Wiertz and de Ruyter (2007) view contribution as the foundation of building shared knowledge within company-hosted online communities. Such user-generated content, in turn, can be seen as an important feature of social media as a phenomenon (Kaplan & Haenlain, 2010). On Facebook community pages, users contribute to the community by generating content, such as posting comments to others' posts, posting questions related to the host company's services or community topic in general, as well as posting product reviews and experiences.

2.3. Hypotheses

2.3.1. Relationships between motivations to use the community and community usage behavior

The proposed research model derives from literature on web and online community usage behavior. Building on the web usage theory proposed by Cotte et al. (2006) in particular, the author suggests that different community usage behaviors are determined by the user's hedonic/utilitarian motivations. Further, the strength of a community member's intention to purchase the host-company's products can be termed as the outcome of the usage behavior.

Casaló et al. (2010) suggested that enjoyment might influence users' intentions to contribute to an online travel community. This idea relates closely to the findings that pleasure-oriented consumers may engage in interaction with a web environment just for the sake of the interaction itself (Kozinets 1999, Childers et al. 2001). Indeed, Dholakia et al. (2004) discovered the enjoyment

value of an online brand community to have a positive effect on participation behavior, where participation behavior was measured by engaging in conversations with other group members. In addition, Cotte et al. (2006) found web users seeking hedonic benefits from web usage to be less concerned with their time usage compared to users seeking utilitarian benefits, and were thus more prone to engage in recreational web usage behaviors. Thus, contributing to the community - such as engaging in meaningful conversations with others in the community - might be seen by some members as a good way to pass their time.

Online browsing behavior has often been described as being related to seeking sensory-stimulation and experiences from web use (Hoffman and Novak 1996, Novak, Hoffman and Duhachek 2003, Moe 2003, Pace 2004, Cotte et al. 2006). In the context of shopping, Arnold and Reynolds (2003) suggest that consumers may seek hedonic shopping experiences through sensory stimulation and the ideas they gain while shopping. The idea is similar to the concept of a recreational shopper – an individual who derives enjoyment from the experience of going shopping itself, whether a purchase has been made or not (Brown, Pope and Voges 2001, Arnold and Reynolds 2003). Such portrayal of hedonic shopping behavior is reminiscent of browsing as stimulation-seeking and experiential behavior, thus implying a positive relationship between hedonic motivations to use a Facebook community page and browsing. The claim is supported by Cotte et al. (2006), who found hedonic web usage benefits sought to be positively related to exploratory browsing. In addition, it has been suggested that consumers may enjoy obtaining information on something they are interested in as an end itself, not necessarily for current purchase-related needs (Bloch, Ridgway and Sherrell 1989), as well as enjoy the process of obtaining information itself (Mathwick and Rigdon 2004). While browsing a Facebook community page, the users are exposed to sensory stimulation through multimedia content, new ideas and information on the area of their interest.

In the light of these arguments, the following is proposed:

H1: Hedonic benefits sought are positively related to contribution behavior

H2: Hedonic benefits sought are positively related to browsing behavior

Utilitarian motivations to engage in a behavior are usually concerned with completing a task in an efficient, timely manner (Babin et al. 1994, Cotte et al. 2006). Accordingly, consumers with utilitarian motivations to use an online community are not likely to want to engage themselves in time-consuming activities – such writing posts or comments - if not necessary, but are rather more concerned with finding content valuable for their purposes (Kozinets 1999, Dholakia et al. 2004). In the context of general web usage, Cotte et al. (2006) found utilitarian benefits sought from web usage to have a strong positive relationship with search behavior. Bateman et al. (2010), on the other hand, discovered that the level of a member's continuance commitment positively affected thread reading behavior in online communities, but had no effect on posting to the community. Continuance commitment refers to what the user's views the cost/benefit ratio to be for engaging in such behavior. The findings of Bateman et al. (2010) indicate that users seeking instrumental value from the community will only engage in behaviors with most direct value to them. However, users may also browse an online community in order to build knowledge on his/her subject of interest for future use (Bloch et al. 1986). Browsing the community page, then, may have utilitarian motivations even if a user is not currently looking for a specific piece of information (Moe 2003). These arguments lead to the following statements:

H3: Utilitarian benefits sought are negatively related to contribution behavior

H4: Utilitarian benefits sought are positively related to browsing behavior

2.3.2. Relationships between community usage behaviors and intention to purchase host company's products

Jang et al. (2008) studied the effects of online brand community commitment on brand loyalty. They discovered that commitment to a brand community has a positive effect on brand loyalty. In turn, brand loyalty has been found to have a positive effect on intentions to purchase the brand in question (e.g. Baldinger and Rubinson 1996). Commitment to a community is often reflected in the behavior of the community members, and active participation in community activities is described as a strong indicator of such commitment (Jang et al. 2008, Casaló et al. 2010). Thus, it appears that contributing to the company-hosted Facebook brand community may be an implication of the member's affective commitment and loyalty to the brand. Such emotional ties have been found to have a positive effect on the intentions to purchase and use the host-company's products (eg. Algesheimer et al. 2005, Bagozzi and Dholakia 2006). Indeed, in their study on participation in online travel communities, Casaló et al. (2010) found that contribution in these communities is a strong predictor of intentions to use the host companies' products.

In a study on online consumer reviews in relation to purchase intentions, Park, Lee and Han (2007) found that purchase intentions are positively affected by both the quantity and quality of consumer reviews read, reflecting the importance of information on consumer decisions. Accordingly, previous research (e.g. Kozinets 2002, Sen and Lerman 2007) finds information obtained in an online social network to affect the consumer's decision-making process. By browsing a community online, a consumer encounters usually substantial amounts of information. Kim et al. (2004) found the fulfillment of information needs of the members of an online travel community to affect brand loyalty and purchase intentions positively. On company-hosted Facebook community pages the user will, in addition to posts by other members, mostly encounter a variety of marketing messages and other information from the host company. Thus, obtaining information through browsing a Facebook community page offers the members the possibility to fulfill their information needs

related to a purchase decision. In other words, the more the user browses a particular community page, the more likely he/she will be exposed to information and marketing messages that may be useful to his/her needs. This suggestion reflects the idea of online communities as information environments, in which users can situate themselves to keep a lookout for information related to their interest (Burnett 2000).

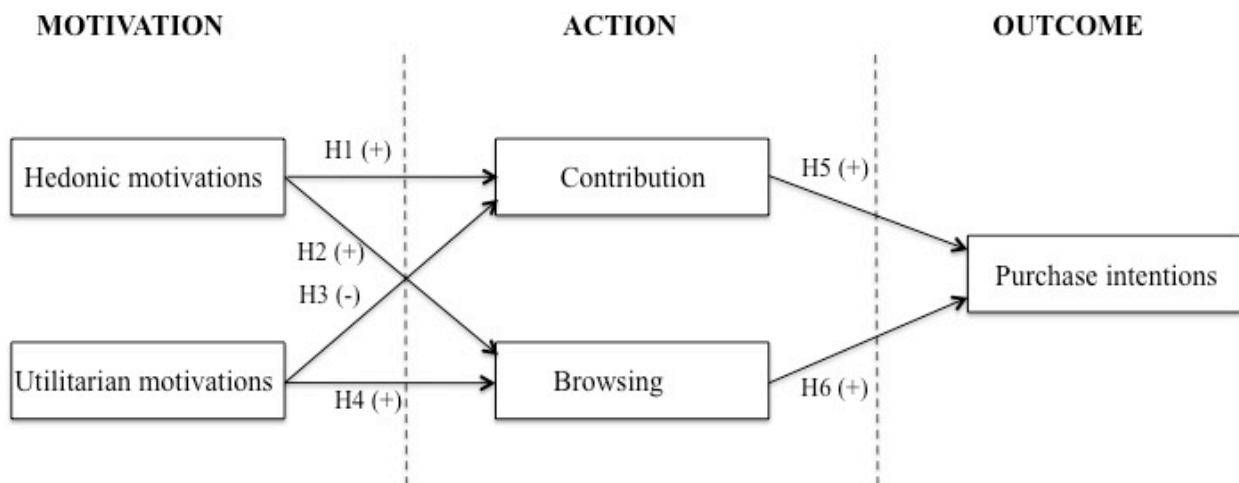
In light of these arguments, following is anticipated:

H5: Contribution is positively related to purchase intentions

H6: Browsing is positively related to purchase intentions

Complete research framework with hypotheses is presented in Figure 1.

Figure 1: Research framework



3. Analysis and results

3.1. Data collection and sample characteristics

Data was collected from the member of a Facebook community page of a large travel agency from a European country, with a widely known brand in its home country and a large customer base. The company became known for package holiday trips to popular destinations in Europe, but has currently expanded its offering to include also flights, hotels and stand-by holidays. The company was one of the first companies in the travel industry of its home country to utilize the Facebook page feature in their marketing. The study context was chosen as the travel industry represents a large sector of global e-commerce. The industry has gone through dramatic structural change as internet technology has enabled the sales function to expand online (Sanchez-Franco and Rondan-Cataluña 2010), which in turn has made search and price comparison on travel products drastically easier for consumers.

The case page was chosen for the study for two main reasons. First, the page is an example of how Facebook pages are used by companies. The page is a pure brand page, rather than an interest group page, a type of Facebook page that some companies are currently creating for marketing purposes. A pure brand page refers to a page where the users are primarily fans of the brand. The content on the page is created by both the host company as well as by the page members. The posts by the host company are usually travel tips, promotional offers and promotion of various marketing campaigns. The members participate by posting questions, offering reviews on their holidays and commenting on posts by the host company and other members. Secondly, the host company represents a very mainstream and popular brand in its home country. The page has almost 80,000 fans, which is a high number within the country's travel industry. Therefore, limiting the data to that gathered from the fans of this page is justified, and the results of this study are believed to be generalisable to the wider context of Facebook use in the travel industry.

The data was collected using a web survey. Data collection was carried out during August 2011. The survey was first pretested on 21 university students to ensure functionality. Based on the pretest, some minor changes were made to the final survey (e.g. wordings). The final survey went out as a public web link which was posted on the Facebook page twice, the second posting a week after the original one. The survey yielded altogether 1183 responses, and 1161 individual responses were accepted for analysis. An exact response rate could not be calculated, as estimating the number of users actually exposed to the survey link is impossible. Facebook pages are largely viewed through the user's newsfeed view, and the actual page might not be visited in a regular basis. Thus, some members may have not noticed the links because they have chosen not to receive community updates on their newsfeed view. Moreover, the user may have simply not have seen the link or may have not even visited Facebook when the links were posted.

Of the respondents, 85% were women, and only 15 % were men. However, this ratio adheres to the demographics of the population (members of the company's Facebook community page). Also the age distribution corresponded well with population demographics. The average age was 41 years, and 34% of all respondents were in the age category of 36–45, and 24% were aged between 46 and 55, representing the two largest age cohorts respectively. Community members were also asked about their previous purchase history with the host company. Clear majority (80%) had bought something from the host company within the last five years but interestingly, 20% of the respondents reported that they had not bought anything from the company during that time. Customers having bought 2–3 times in the last five years represented the largest cohort in the sample, with 30% of the respondents. 26.5% of the respondents had bought once within the last five years.

3.2. Measurement model development

A measurement model was developed based on a careful literature review. Items for the model were chosen from measurement scales validated in previous research literature on hedonic and utilitarian web consumption and on web and online community usage behavior. However, as no similar studies have been conducted in the context of Facebook community pages, the items were adapted to fit the context and some new items were needed to be included in the measurement scales. All items were formulated to fit a Likert-type (1–7) scale. The items for hedonic and utilitarian motivations were adapted from the items by Cotte et al. (2006). Browsing items were derived from the exploratory browsing items of Novak et al. (2000) and contribution items were derived from Casaló et al. (2010). The scale for purchase intentions was formulated based on two sources, borrowing partially from the intention to use community products items by Casaló et al. (2010) and Park et al. (2007). The final items are presented in Table 1.

3.3. Measurement validity

The confirmatory factor analysis was run to test measurement validity, using Amos 19. First, convergent validity was evaluated by inspecting the individual item loadings. All items loaded over 0.60 for the construct they were intended to represent, thereby exceeding the suggested threshold value (Fornell and Larcker 1981). Next, the internal consistency of individual constructs was evaluated, by using the composite validity (CR) and average variance extracted (AVE) measures. Both CR and AVE values for all items were above the threshold, above 0.70 for CR and above 0.50 for AVE, indicating a good internal consistency for the measurement model. The results of the measurement test are presented in Table 2.

Discriminant validity of the model was evaluated by using the procedure suggested by Fornell and Larcker (1981), where the AVE (average variance extracted) of a construct is inspected to evaluate whether it is higher than that construct's shared variance with any other construct. All constructs

conformed to this criterion, and therefore suggesting good discriminant validity for the measurement model.

Construct	Mean	SD	1.	2.	3.	4.	5.
1. Hedonic motivations	4.03	1.54	0.824				
2. Utilitarian motivations	4.83	1.32	0.692	0.783			
3. Browsing	5.27	1.44	0.617	0.746	0.813		
4. Contribution	2.12	1.67	0.522	0.379	0.364	0.874	
5. Intention to purchase	5.67	1.23	0.341	0.309	0.309	0.190	0.796

Several fit indicators were evaluated to assess how well the model fit to the data. The comparative fit index (CFI) for the model was 0.983, indicating a satisfactory fit. The Tucker-Lewis index (TLI) for the model was also satisfactory (0.975). Finally, the normed fit index (NFI) showed good fit with a value of 0.978 (threshold > 0.90) (Kline 2005, 137-145).

3.4. Structural model

After assessing the measurement model, a structural equation model (SEM) was constructed to test the suggested hypotheses. To evaluate the structural model, the maximum likelihood method was used. Five out of six hypotheses turned out to be significant. The structural coefficients with the goodness-of-fit indexes are presented in Figure 2. The model fit was found to be satisfactory ($\chi^2 = 401.9$, $p = .000$, $df = 83$, $CMIN/DF = 4.843$, $CFI = 0.980$). The results of the structural equation model indicate that both hedonic and utilitarian motivations are involved in determining the behavior of the members of a company-hosted Facebook community page. Strong positive relationships (0.499 , $p < .01$) between hedonic benefits sought and contribution, and between utilitarian benefits sought and browsing (0.606 , $p < .01$) were found, therefore confirming the hypotheses H1 and H2. There was also a positive relationship between hedonic benefits sought and browsing (0.207 , $p < .01$), as hypothesized. However, no significant relationship was found for

Table 1: Measurement scales

Construct	CR	AVE	Square root of AVE	Loadings	Item
<i>Hedonic motivations</i>	0.886	0.680	0.824	0.893	The community offers a good way to pass time
				0.955	The time spent in the community is truly enjoyable
				0.929	Using the community is fun
				0.891	Using the community is fun considering what else I could have been doing
<i>Utilitarian motivations</i>	0.846	0.612	0.783	0.880	I'm able to find relevant information without much effort
				0.893	I like the community for the useful information it provides
				0.900	The community is a convenient source of information
				0.793	The community helps me to plan my trips in a more efficient way
<i>Browsing</i>	0.778	0.662	0.813	0.863	I like to browse the community to see what's new (either directly on the community page or through newsfeed)
				0.927	I like to browse the community for ideas
<i>Contribution</i>	0.900	0.764	0.874	0.911	I actively take part in community activities
				0.967	I use to contribute to conversations in the community
				0.907	I often share information with other community members
<i>Purchase intentions</i>	0.745	0.634	0.796	0.804	It is likely that I buy a community product in the near future
				0.886	I intend to buy the products and services offered in this community in the near future

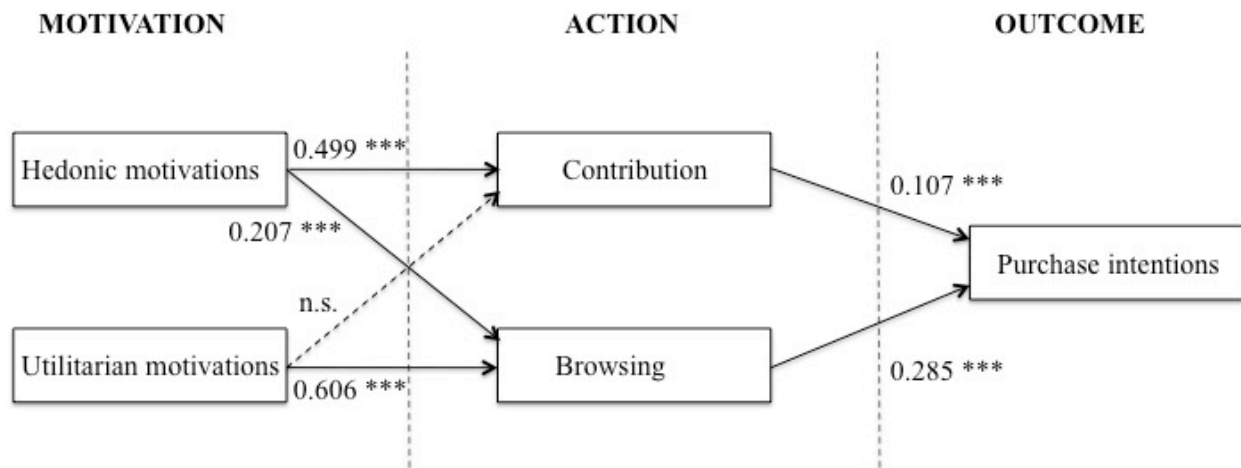
* All loadings are significant at $p < 0.01$

** All scales were measured on a 7-point scale, ranging from 1 = strongly agree to 7 = strongly disagree

utilitarian benefits sought and contribution, and therefore H4 had to be rejected. The results also supported hypothesis H5 with browsing being positively ($0.285, p < .01$) related to intention to purchase. A positive relationship was also found for contribution and intention to purchase, albeit on a much weaker level ($0.107 p < .01$). Hypothesis H6 is, however, still acceptable. The suggested model demonstrates that utilitarian benefits sought are related to intentions to purchase in the near future through browsing activities. As expected, hedonists gain benefits from the community itself,

through contribution, but contribution only weakly explains intentions to purchase. The results of the structural model are presented in Figure 2.

Figure 2: Structural coefficients



*** Significant at $p < 0.01$ n.s. = not significant

4. Discussion

The results of this study provide several interesting insights on consumer behavior on company-hosted Facebook community pages, and especially two notable findings arise from the results. First, the findings indicate a clear distinction between the behaviors related to utilitarian and hedonic motivations to use the community page. Hedonic motivations appear to have a strong and significant relationship with contribution behavior, but a much weaker relationship with browsing behavior. Utilitarian motivations, on the other hand, have no significant relationship with contribution but are very strongly related to browsing behavior. This finding seems to offer further validation to the claim that online communities have strong instrumental value to users (Bateman et al 2010, Sanchez-Franco and Rondan-Cataluña 2010). The effect of utilitarian motivations to contribution, however, remains a mystery. The quite low proportion of respondents reporting to contribute to the community (over 91% of responses to all contribution items fell between 1-4 on

the 1 (strongly disagree) to 7 (strongly agree) scale) may be one explanation for the non-significant relationship. Despite the inability to recognize significant relationship between utilitarian motivations and contribution, the findings of this study offer further validation to the theoretical notion that consumption behavior online is shaped by utilitarian and hedonic motivations (eg. Babin et al. 1994, Childers et al. 2001, Cotte et al. 2006, Hartman et al. 2006). In addition, the finding speaks for the importance of distinguishing between these two motivational domains in the context of online brand communities as well as social media and social networking sites.

The second important finding was the weaker relationship between contribution and purchase intentions than between browsing and purchase intentions, somewhat contrary to expectations. For example, Casaló et al. (2010) found active participation to be a strong indicator for intentions to use the community products in an online travel community setting. Further, it has been shown that active participation in activities of an online community reflects a stronger commitment to the community and eventually stronger brand loyalty (e.g. Jang et al. 2008), also speaking for the importance of contribution behavior in online brand communities. However, the findings of the current reflects those of Sanchez-Franco and Rondan-Cataluña (2010), demonstrating that users of a travel community with higher purchase-involvement were more concerned with the instrumental value of the community than low purchase-involvement users who derived satisfaction on the community through more hedonic aspects. The definition of hedonic web usage indicates that feelings of enjoyment are derived from the experience itself, as opposed to deriving value from accomplishing pre-set goals (Holbrook and Hirschman 1982, Babin et al. 1994, Cotte et al. 2006, Hartman et al. 2006). Indeed, as suggested in previous research, interaction with a community or web environment itself can be a source of enjoyment for a consumer, without further goals to be accomplished (Kozinets 1999, Childers et al. 2001). Based on these arguments, it appears logical that contribution was found to have a weaker effect on purchase intentions, as it was the hedonic motivations that exhibited a significant connection to contribution behavior while utilitarian

motivations did not. Users with utilitarian motivations may be more likely to seek value from what they achieve through use of the community, such as the fulfillment of information needs through browsing the community (Kim et al. 2004). For the community users leaning more towards the hedonic motivations, the enjoyment gained from contribution is a rewarding end state itself and the value of contribution on purchase-related decisions is considered secondary. However, it may be that contribution affects purchase intentions in a less direct manner, as contributing to brand communities has been suggested to be positively related to brand loyalty (Algesheimer et al. 2005, Bagozzi and Dholakia 2006). Brand loyalty was not measured in this study, but may represent an important outcome for contribution in company-hosted Facebook communities.

Another explanation for the weak relationship between contribution and purchase intentions could be that users on Facebook may have generally lower commitment to the community pages they are members of compared to the members of more traditional online brand communities. Low commitment could result from the relative easiness of being a member of multiple community pages simultaneously. Instead of having to visit a community on its own separate website, updates from communities are easily retrievable from a single web site, Facebook, through a newsfeed view. Further, the relative easiness of such actions could also lessen the effect of browsing on purchase intentions, through information overload. Information overload has been suggested to affect the ability to comprehend and utilize information negatively (e.g. Lee and Lee, 2004). As the number of the users' memberships of Facebook community pages increases, the user will also become exposed to an increasing amount of information.

5. Managerial implications and limitations

While offering valuable theoretical insight into consumer behavior within the study context, the findings reveal some managerial challenges. In particular, the low connection between contribution and purchase intentions is problematic, as it implies that focusing on the contributing members

appears to not be the best strategy in terms of a possible direct sales impact. The idea appears alien, as the possibility of actively including customers in the marketing process has been widely celebrated as representing the revolutionary power of web. 2.0 and social media (Wesson 2010), as well as the new holy grail of marketing. Instead, the findings suggest that focusing on providing useful and relevant information on their Facebook pages might actually be a more effective strategy for enhancing purchase intentions. Indeed, perhaps Facebook pages are used by consumers in a similar fashion to company websites – sources of relevant information on an area of interest. It may be that users “berry pick” through the different Facebook pages they “like” and search for constantly seeking the best offers, most engaging sites and most entertaining content.

However, the relevance of browsing and information may be more pronounced in the context of experience services (Mitra, Reiss and Capella 1999) such as travel, compared to other products and services that may be easier to evaluate before making a purchase. Furthermore, users contributing to the community are valuable to companies as contributors generate content that users seeking information from the community can then browse through. High-quality user-generated content will add to the formation of a more multifaceted and interesting company-hosted social media environment. Such environment is likely to contribute to a more positive company image.

On the whole, however, the results add to the discussion on the return on investment (ROI) of social media, by arguing on the behalf of the difficulty to explicitly determine the effectiveness of marketing activities within social networking sites. Company-hosted Facebook community pages appear to have the same problem than websites in general—they may have many visitors but struggle to convert these visitors to actual buyers. An additional challenge for most Facebook pages is that users on Facebook pages cannot buy the products directly through the company’s Facebook page, adding more effort to the buying process. Thus, if a web shopping option exists, it should be integrated as much as possible with the Facebook page, enabling a smooth and convenient transition from the Facebook page to the actual point of purchase.

The limitations of the current study are acknowledged, which are related to both the research method used as well as the context. As a concept company-hosted Facebook pages is fairly new and no validated scales exist for measuring consumer behavior in this context. Thus, the survey questionnaire was derived from measurement scales representing consumer behavior in more traditional online brand communities and online in general. Perhaps, then, current measurements were not entirely sufficient for capturing the behavioral patterns unique and inherent to the context of company-hosted Facebook community pages. Future research could address this issue by creating operational measures for consumer behavior in such environments. This would advance the academic objectives to build a solid theoretical understanding on the phenomenon. Further, the potential limiting effect of the self-completed survey on external validity is acknowledged.

The study was conducted using a data gathered from a single Facebook community page representing the travel sector, thus limiting its generalisability. Testing the model on other Facebook community pages within the travel sector is needed to validate the model. However, the studied page can be defined as representing a fairly common type of a company-hosted Facebook community page and the brand itself is very known and popular within the core target market, and therefore the findings are likely to represent the travel sector fairly well. Further, the strong pioneering position of the travel sector within e-commerce implies that the model may have usability value for other service sectors with strong e-commerce orientation as well. To determine the applicability of the model for other contexts, further investigations are needed.

6. Conclusions

The findings of this research paper provide a preliminary understanding on consumer behavior on company-hosted social media environments. The study investigated hedonic and utilitarian motivations to use company-hosted Facebook community pages in relation to page-usage behavior, and the implications of different usage behavior patterns on intentions to purchase the host-

company's products. Consumer behavior was measured by two constructs: browsing and contribution. Despite its limitations, the study offers both valuable theoretical and managerial implications. First, the relevance of both hedonic and utilitarian motivations to use company-hosted Facebook pages was demonstrated. Further, the study successfully examined the links between the users' behavioral patterns of browsing and contribution, and intentions to purchase host-company's products. Browsing was found to have a stronger positive relationship on purchase intentions compared to contribution, indicating that marketers should pay attention to making sure high-quality information is found on the page. However, contribution is no means invaluable for marketers using Facebook community pages, and future research could include, for example, examination on the relationship between contribution and brand loyalty, Furthermore, the quality and amount of user-generated content on the community pages and its effect on consumers' purchasing related decision-making process represents an interesting area for future research.

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