Consumer motivations to join a brand community on Facebook

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2011
Abstract:

Social media has changed the marketing landscape into transparent and interactive. New services have emerged where consumers have the power but where companies are welcome. The popular social network site Facebook is an example of such a service. Because of Facebook’s huge popularity among consumers, companies have noticed its potential for marketing activities. Brand communities are one type of marketing activity and Facebook seems to be a perfect place for companies to create a brand community in. However, the question why consumers would be interested to get involved in a brand community on Facebook is unanswered.

The aim of the study was to investigate what motivates consumers to join a company managed brand community on Facebook. In addition, the consumer’s brand loyalty was measured and differences in motivations between loyal community members and less loyal community members were studied.

The theoretical framework consists of previous brand community and brand loyalty research and presents the concept of social media. Six predetermined motivations were chosen based on the literature; practical benefits, social benefits, social enhancement, entertainment, economic benefits and loyalty.

The empirical study was conducted in the online gaming company Paf’s Facebook community in November 2010. An online questionnaire was used to collect data, resulting in 281 responses. The questionnaire included questions on respondent’s behaviour, motivations to join the brand community and brand loyalty.

The results of this study show that the strongest motivation for consumers to join a company managed brand community on Facebook is loyalty. Loyalty is followed by economic benefits, entertainment and lastly practical and social benefits (which were combined into one motivation together with social enhancement in the factor analysis). However, when comparing loyal members to less loyal members it was found that less loyal members join communities mostly to gain economic benefits. It was also possible to define five different member types in the community based on the respondents’ behaviour in the community and on the gaming site paf.com. These member types were labelled enthusiasts, community actives, passives, neutrals and anonymous enthusiasts. All member types exhibited the studied motivations to join the Club Paf Facebook community, but they differed significantly in the strength of the motivations.

Keywords: brand community, social media, consumer motivations, Facebook, community member types
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1 INTRODUCTION

“It’s time to take social media seriously.”

(Kane et al. 2009:50)

Internet has given people many new opportunities. Today, it is possible to search for information, communicate without boundaries and express feelings and thoughts through Internet, and particularly social media. Social media can be defined as online functions allowing creation and exchange of user generated content (Kaplan and Haenlein, 2010:61). With innovative social media platforms popping up, people have the tools to socialize virtually and as a consequence have invaded the platforms. According to Forrester Research (in Kaplan and Haenlein, 2010:59), 75 % of Internet users used social media during the second half of 2008 which is a significant rise from 56 % a year earlier. The phenomenon has caught media’s interest and is at the moment a hot topic in the society at large. People’s social interaction in various social media channels has increased enormously the whole new millennium. Moreover, social media members are also very active. Over 50 % of the social media users check their virtual profiles at least once a day and around ten percent do so every few hours. (Retrevo, 2010)

People’s activeness in social media has been boosted by user-friendly services such as YouTube, Facebook, Wikipedia and Twitter and an ever improving IT infrastructure. These web pages are examples of a transformation from static web pages into interactive web pages full of information and communication (Kane et al., 2009:46). Because so many people have found and spend a lot of time in social media (for example, Facebook has over 500 million active users who spend 700 billion minutes on Facebook every month), companies see an opportunity to connect with customers and benefit from social media. Therefore, companies are starting to use social media channels as a part of their marketing and brand building activities. However, the potential of brand communities seems to have been underestimated by companies until now as not many have yet included them in their marketing mix (Woisetschläger et al., 2008:240) and few firms seem yet to act comfortably in this new environment (Kaplan and Haenlein, 2010:59).

Looking from a company perspective, the social media landscape has changed the world of marketing, because consumers now have new tools to search for information
and share their thoughts about anything, anywhere and anytime. Consequently, the consumers’ role has changed from a passive receiver of controlled messages to an active participant, whilst the firms’ power has decreased. The luxury of being able to monitor and respond to community activity companies have had, has vanished with Internet and the rise of social media. Marketing communication has evolved into a two-way interaction between companies and consumers, where both parties influence brand building (Peters, 1998).

Companies should not be frightened by these new rules and the growing consumer power. Instead they should be focusing on the opportunities social media provides. Services attracting millions of users create new ways for companies to reach and actively communicate with consumers (Nail, 2009). What should make it even more interesting is that it can be successfully accomplished with a fraction of the budget a traditional communication campaign would require. These social media platforms are particularly suitable for the building of virtual communities that promote deep relationships, allow faster organization, improve knowledge creation and synthesis and permit improved information filtering (Kane et al., 2009:46).

Facebook and other social media platforms have the possibility to be extremely efficient from a marketing point of view but as they are rather new they have not been studied much. For companies these free-of-charge social media platforms offer opportunities to create brand communities. However, while companies increasingly jump on the social media bandwagon the question Schau et al. (2009:42) are asking “how do some communities successfully attract and engage participants, while others do not?” still remains. To be successful, companies need to carefully nurture the virtual community, especially because user loyalty is based on company responsiveness and commitment to customers (Macaulay et al., 2007:54).

A brand community can be defined as a collective of people with a shared interest in a specific brand, creating a subculture around the brand with own values, myths, hierarchy, rituals and vocabulary (Cova and Pace, 2006). Virtual brand communities are brand communities applied on the Internet, in an online environment. Virtual brand communities used to emerge from consumer initiatives but due to the changing Internet landscape, companies have started to create and manage brand communities in order to gather consumers together and increase their brand loyalty (Arnone et al., 2010:97).
In this study the focus will be put on one specific social media channel, Facebook, and on one specific brand community, the Club Paf Facebook group. Not only do over 500 million individuals populate Facebook, but also many companies have one or more profiles, either created by themselves or individual users. In 2006 Facebook made it possible for companies to create branded pages, i.e. virtual brand communities, which consumers could join. The large amount of individuals using Facebook and its proven applicability for marketing activities create an interesting avenue for research, which will be discussed next.

1.1. Research problem

At the moment many companies are experimenting with finding out how, when and what to communicate in social media channels. Much of virtual community research is focused on C2C communities but communities created by companies are becoming increasingly important (Arnone, 2010:98).

As an increasing amount of people spend more and more time in virtual brand communities (Kaplan and Haenlein, 2010) it becomes meaningful to investigate consumer’s reasons for community participation and involvement in brand communities (Ouwersloot and Odekerken-Schröder, 2008:573). Furthermore, the interaction between members in communities can influence individual consumers’ choices and affect feelings towards a brand. Therefore, communities are interesting to study from a managerial and a theoretical perspective. (Claricini and Scarpi, 2007 in Sicilia and Palazon, 2008)

Today, in order to succeed in this challenging environment companies need to know why consumers want to interact with them and what is expected from them and thus know how to act in the social media environment. Company management has been left with a need of new skills, adaptive tactics and a throughout planned social media strategy (Kane et al., 2009:45). Schau et al. (2009:42) suggest that there is a need to increase and refine understandings of what creates value in existing brand communities in order to develop effective plans for them. As companies find their way to participate in social media, different attempts to recruit consumers to brand communities will be seen. This again raises the questions why consumers join virtual brand communities.
Researchers have come up with some few theories on motivations to join communities. For example Dholakia et al. (2004) found that virtual community participation is based on search for information, entertainment, social status and self-discovery. Ouwersloot and Odekerken-Schröder (2008) on the other hand proposed four consumer motivations for joining brand communities, which they derived from consumer behaviour literature. These motivations included (1) reassurance of quality for products and services with trust attributes, (2) relationship with the branded product category, (3) the possibility for consumption together with other consumers; and (4) symbolic aspects of a brand. However, there are not many studies on consumer motivations to join company managed virtual brand communities and studies including brand communities on Facebook are still rare.

Brand loyalty is also an important aspect in this context because brand community participation can be a reason for community participation but also an outcome of the membership. According to Keller (2001), brand loyalty can be described with four different categories expressing a person’s brand loyalty. Behavioural loyalty refers to a person’s buying pattern, attitudinal attachment refers to a person’s attitude towards a brand, sense of community refers to identification with a brand community and active engagement refers to investments made into a brand beyond the moment of purchase or consumption. It can be assumed that people join virtual brand communities for a reason and that they do it for different reasons. However, the question whether less loyal consumers join brand communities for the same reasons compared to more loyal consumers has not been answered. If the question can be answered it is possible to create more targeted communication and perhaps strengthen less loyal members’ brand loyalty by fulfilling their wishes. It is likewise important to understand the loyal members’ motivations to satisfy them.

Thus, there seems to be a need to further study brand communities and especially the aspects making consumers join them. According to Ouwersloot and Odekerken-Schröder (2008:573) community members needs and wants have been neglected because previous community research, which has often been based on ethnographic paradigm, has simply observed the existence of brand communities without questioning why individuals become part of communities.
1.2. **Aim of the study**

The primary aim of the study is to identify what motivates consumers to join a company managed virtual brand community on the social networking site Facebook. The secondary aim is to investigate the community members’ brand loyalty and whether loyal customers have different motivations compared to less loyal customers.

1.3. **Delimitations**

The study focuses on finding what motivates people to join one particular company managed brand community on Facebook. The motivations are predetermined from previous research, including practical benefits, social benefits, social enhancement, entertainment, economic benefits and loyalty (Dholakia et al., 2004; Ouwersloot and Odekerken-Schröder, 2004; Gwinner et al., 1998). Moreover, the brand community studied represents only one specific industry, online gaming. Furthermore, the brand community is mainly populated by Finnish people, which is a further delimiting factor.

Respondents could also choose whether or not to participate in the study, which may have resulted in answers from members that are already very loyal and positive towards the brand.

1.4. **Structure of the thesis**

This paper is build up of four major blocks: theoretical background, research method, empirical study and discussion.

The introduction and research problem is followed by the theoretical framework, which is built upon two separate sections. In the theoretical framework’s first section the concept of brand community and brand loyalty is presented. After discussing brand communities in general, a deeper focus is put on social media enabled brand communities.

The second section presents social media from different angles. An introduction to social media is given, the importance of it is discussed and reasons for company interest in it are presented. These chapters are followed by a discussion on consumer motivations making people join company managed brand communities. Marketers are keen on using social media as a part of relationship building activities (Kane et al.,
2009) and should be aware of what drives the social media usage and brand community participation of consumers.

The motivations identified in the literature and used in this study are; practical benefits (e.g. information and knowledge sharing), social benefits (e.g. knowing personnel, building friendship), social enhancement (e.g. feel needed and helping others), entertainment (e.g. pass time when bored and relaxing), economic benefits (e.g. participate in lotteries) and loyalty (e.g. affection towards a brand). The six identified motivations for brand community participation are then used in the empirical part of the study. The theoretical framework ends with a summary.

The methodology chapter begins by presenting and motivating the choice of research method. The chapter continues with a description of the research design, which includes information on the source of data and a justification of the research scales. Furthermore, the Club Paf brand community on Facebook is presented.

The empirical study includes a data description and an analysis of the results. The empirical part of the study is followed by a discussion of the findings, limitations, implications, further research areas and conclusions.
2 BRAND COMMUNITIES

Muniz and O’Guinn (2001:412) define brand community as “a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand”. It is specialized because at its centre is a brand characterized by shared consciousness, various rituals, symbols and traditions and a feeling of moral responsibility among community members. These types of communities are created by the members and the relationships between them. (McAlexander et al., 2002:38) Brand communities can be seen as part of brands' social construction, and have, according to Muniz and O´Guinn (2001:412), an essential position in the brands’ heritage.

Currently, brand communities have caught an increasing interest from both marketers and academia. Moreover, increasing immunity towards media and especially advertising encourage marketers to find new ways to enhance customer engagement. (Bagozzi and Dholakia, 2006:45) This has lead to an interest towards organizing and nurturing brand communities (McAlexander et al., 2002; Muniz and O'Guinn, 2001).

Brand communities, both offline and online, have been widely studied (e.g. Bagozzi and Dholakia 2006; Schau et al., 2009; McAlexander et al., 2002; Muniz and O'Guinn 2001). For example, brand community studies have shown that brand community participation affects customer loyalty positively and that positive experiences strengthen customer relationships with brands, products, hosting companies and other customers. Thus, they have become interesting from a company perspective. As brand communities possess the power to affect consumer behaviour they become a valuable asset for companies. (McAlexander et al., 2002) Brand research has shown that creating strong brands is something companies should strive for in order to maintain and increase revenues (Aaker, 1996).

Brand communities managed by both companies and individuals have emerged, gathering together people with same interests and passion towards a brand. Brand communities have come to play an important role in marketers’ efforts to increase brand loyalty. McAlexander et al. (2002:38) sought places where they could find loyal customers and studied processes that led to loyalty. They found consumers actively forging and strengthening various relationships by for example consumers jointly building communities with marketers.
Moreover, brand communities also include what Keller (2001:17) calls a “state of resonance”, which is the “highest level of connectedness a brand can achieve with its customers”. In this state, consumers are very loyal, highly interactive and feel connected. That in turn makes customers experience strong brand relationships, which leads to recommendations, emotional attachment and a feeling of being part of the brand.

In Figure 1, 2 and 3 the key relationships of brand community are presented, as well as how the views on relationships within a brand community have changed over time. The traditional model depicts a simple customer and brand interaction (Figure 1), while Muniz and O’Guinn (2001:427) envisioned a brand community as a “consumer-brand-consumer triad” (Figure 2). McAlexander et al. (2002) further developed the model by adding extensions to it and shifting the perspective to the customer (Figure 3).

The traditional model in Figure 1 is purely focused on the relationship between customers and brands, neglecting other possible relationships.

**Figure 1  Traditional Model of Customer - Brand Relationship**

Muniz and O’Guinn (2001) added the consumer-consumer relationship to their model (Figure 2), according to which consumers do not only have a relationship to the brand but also to their fellow brand community members. Acknowledging that consumers interact with other consumers as well is important in order to understand that not all messages can be controlled from a company point of view. Moreover, this notion is crucial in an online environment where theoretically all people accessing Internet have the opportunity to communicate with each other.
McAlexander et al. (2002) then extended the model by changing the perspective to customer-centric and adding product and marketer to the model. Past research suggests that a brand community member creates relationships to more than just the brand and fellow brand community members. A relationship is also created between the customer and marketer (Doney and Cannon, 1997 in McAlexander et al., 2002) and between the customer and a product (Belk, 1988; Wallendorf and Arnould, 1988).
The Customer-Centric Model of Brand Community (McAlexander et al., 2002) is referred to in several studies (e.g. Cova and Pace, 2006; Sicilia and Palazón, 2008; Quinn and Devasagayam, 2005), showing its widespread acceptance and its applicability when investigating motivations for brand community participation. It is possible to draw some conclusions on what motivates people to join a brand community based on the strengths of the relationships. However, in this study, McAlexander et al.’s (2002) model is mainly used to create an understanding of the different elements within a brand community.

For a company managed virtual brand community (which this study concerns), all the relationships in the model (see Figure 3) exist but there is a chance for more underlying relationships. An example could be the focal customer’s personal friends that are not part of a same brand community as the focal customer but are able to see which communities the focal customer is a part of. The friends do not have to be part of the community themselves to see the focal customers’ brand community involvement (at least on Facebook), thus separating them from “customers” in McAlexander et al.’s
(2002) model. Therefore, it can be questioned whether the focal customer joins a brand community in order to e.g. create an image of her or himself to friends.

In order to elaborate on one important factor of brand communities the concept of brand loyalty is presented next.

2.1. Brand loyalty

Brand loyalty is widely considered as an important strategic factor for obtaining and maintaining an advantage on the market. Gounaris and Stathakopoulos (2004) suggest that brand loyalty can be seen from a behavioural, an attitudinal and a reasoned action perspective. The behavioural perspective can be measured by e.g. repeat purchase intention. Attitudinal loyalty is based on what a person prefers, how committed the person is to something and what attitudes the person has. The reasoned action perspective on the other hand can be defined as superficial loyalty because a person’s behaviour can be influenced by external factors, such as social pressure. As an example, a person’s attitude towards a brand can be negative but the person still buys the same brand again and again. The reasoned action perspective was excluded in this study as it fell beyond the scope of the study. The biggest reason for this being that social pressure is seldom present in this particular way in social networks and that a community on Facebook does not include transactional elements, i.e. something a person can buy.

Brand loyalty is also a central construct of Aaker’s (1996) brand equity model. Brand equity can be defined as a person’s positive and negative associations towards a brand over an extended period of time that increases or decreases the value derived from the product. In the model, brand loyalty is the core of a brand’s equity, signifying a person’s attachment to a brand. As such, brand loyalty helps building brand equity for firms and therefore justifies and encourages loyalty-building activities, i.e. brand communities. (Kaynak et al., 2008)

For companies there are many interesting benefits, related to both economic and noneconomic factors, to draw from brand loyalty. Brand loyalty can for example decrease marketing costs, increase revenue per customer, decrease customer price sensitivity and enhance positive word-of-mouth communication. Moreover, looking from the noneconomic benefits perspective, brand loyalty can influence product development, make an organization customer focused, deepen customer relationship management and improve business performance in a long run. (Kaynak et al., 2008)
Brand loyalty can be expected to be a reason for joining a company managed brand community and the strength of brand loyalty can change as a consequence of the community membership. This kind of a double relationship is depicted in Figure 4.

Figure 4  Double brand loyalty – brand community relationship

Figure 4 depicts an expected double relationship between brand loyalty and brand community membership. Brand communities are expected to attract brand loyal members but also affect the strength of the brand loyalty. There is also, at least in theory, a possibility that the outcome of brand community participation is negative and thus decreases a persons’ brand loyalty. In this study, brand loyalty is included as a motivation to join the Club Paf community on Facebook. Moreover, community member's brand loyalty will be measured. Thus, brand loyalty is regarded as important from both perspectives.

The following chapter presents a much discussed phenomenon, social media. The connection between social media and marketing is strong and can be utilized in several ways. Therefore, the next chapter will also elaborate on brand communities in a social media context.
3 SOCIAL MEDIA

In this chapter social media is defined and reasons for its importance are presented. Furthermore, reasons for companies’ intense interest in the topic are looked upon. This chapter also presents social media from a relationship marketing perspective and a closer look on virtual brand communities is taken.

Kaplan and Haenlein (2010:61) define social media as “Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”. Web 2.0, an often used term, does not refer to a technical update of the World Wide Web; instead it is a term describing how people started utilizing it. Web 2.0 is about continuously modified content and applications by collaborative means, instead of individual creations. User Generated Content (UGC) on the other hand describes publically available and end-user created content and can be viewed as a result of all the ways social media is utilized. (Kaplan and Haenlein, 2010:61) Social media can also be defined as an online media that expedites interaction, allowing people to co-create value (Ward, 2010).

Social media is often referred to as equalling Social Network Sites (SNS) such as Facebook, LinkedIn or Twitter. Boyd and Ellison (2008:211) define SNS as services allowing people to create a profile on the site, choose other users whom to connect with and view their list of connections on the site. The uniqueness with SNS is enabling users’ articulation and making the users’ social networks visible. However, SNS are seldom used for making new friends or connecting with strangers. Instead, they are used for interacting with individuals who are part of the users’ offline social network. User profiles on SNS are often public or semi-public and the user is encouraged to provide content to the site in form of text updates, photos, video, games, etc. The first SNS became public during late 1990’s but the boom we have experienced now started around year 2005 when one of the most famous sites, YouTube, became public. Around the same time Facebook opened its site for a wider audience and started to increase its popularity. (Boyd and Ellison, 2008:211)

While social media is often defined by the popular Social Network Sites, it should be remembered that social media is made up of much more. Some examples of the variety are blogs (private and company sponsored), collaborative sites (e.g. Wikipedia), Virtual worlds (e.g. Second Life), Commerce communities (e.g. Amazon.com) and Social
bookmarking sites (e.g. Del.icio.us) (Mangold and Faulds, 2009:358). All the different tools and sites that can be defined as social media let people express themselves or just take part of other people’s expressions.

Social media has taken the traditional media like newspaper, radio and television by storm. The development has been furious and traditional media companies have had problems to adapt to the changing media environment. Not only have traditional media companies had problems with their social media adaption, other companies struggle also with the new channel that has changed the previous rules. It is not anymore possible for companies to control what messages are sent where, which has lead to much more transparent communication. (Mangold and Faulds, 2009:360) Social media seems to be here to stay and still constantly attracting more attention, which is why the importance of it should be recognized.

### 3.1. The importance of social media

Social media is important because of several aspects. One major importance factor of social media is the fact that so many individuals use it. During one minute (7th of September 2010 at 10:15 am Eastern European Time) 3,430 images were uploaded to the image sharing site Flickr (Flickr, 2010). Over two billion videos are watched and hundreds of thousands of videos are uploaded daily on YouTube. In fact, every minute, 24 hours of video material is uploaded to YouTube. (YouTube, 2010) The increase has been rapid and significant because in January 2009 some 10 hours of video was uploaded to the site every minute (Kaplan and Haenlein, 2010:59). Facebook, which is included in this study, has over 500 million active users and 50% of them log in on any given day. All together, users spend 700 billion minutes per month on Facebook and on average a user is connected to 80 different community pages, events or groups. (Facebook, 2010) The statistics demonstrate the importance of social media and why it should be recognized as one of the most important media of today.

Social media has also changed the media and marketing environment. Before social media there were far more time for companies to carefully and methodically watch over and respond to community activity (Kane et al., 2009:45). Today, an angry customer can spread her or his word all over the world without companies having a chance to control that. Keeping that in mind, social media becomes an effective channel for consumer voice. In the next chapter a closer look at reasons for company interest in
social media is taken, which helps to understand why companies are eager to get involved.

3.2. Reasons for company interest in social media

Kozinets (2002:61) gives two reasons for companies’ interest in social media. First, the growing importance of Internet and active consumers in online communities is being recognized. It has been found that positive brand equity for one brand over another is influenced by consumer recommendations (Almquist and Roberts, 2000:18). Online communities often include discussions in which consumers attempt to influence and inform other community members about brands and products (Muniz and O'Guinn, 2001). Second, marketing research attempts to understand and identify the desires, tastes, relevant symbol systems of some product or services and decision-making influences of consumers and consumer groups. As social media provides new opportunities for consumer interaction, it also opens up new possibilities for marketing researchers to get close to the consumers (Kozinets, 2002:61-62).

Company interest in social media is further supported by the possibilities virtual communities possess. Communities that build around a company, a brand or a product can help to build stronger brands, provide sources for valuable customer insights and provide possibilities for inexpensive and effective customer relationship development (Friesen, 2004:22; McWilliam, 2000:43). Moreover, according to Dan Ned, CEO of an analytics company in USA, the value of social media is unfolded in the rich data that exists in it. The data can be used for several things, such as finding customer preferences and hobbies. (Dan Ned in Morrissey, 2010:8)

Additionally, Gillin (2007:183) listed five reasons why marketing society’s interest in social media and especially viral marketing has increased.

1) Declining response rates. Consumers increasingly ignore conventional online marketing such as banner and e-mail advertisements due to disinterest and spam.

2) Technology developments. The developing IT infrastructure, new tools and an increasing online population contribute to social media attractiveness.

3) Demographic shifts. People, especially young individuals, have moved online and the use of traditional media channels has declined.
4) Customer preference. Trust is important on the Internet and people trust their friends and other Internet users more than companies. In 2003 22% said they trust other people “like themselves” and in 2006 the percentage had grown to 68%.

5) Low cost. A good viral campaign can produce way more engaged customers than a television campaign at a fraction of the cost.

Social media is filled with data of brands, products and companies. The customer created content is often rich and honest, which makes virtual communities, blogs, discussion boards, etc. cost-effective customer feedback mechanisms (Gillin, 2007).

Companies definitely seem eager to be involved in social media because it opens up many new possibilities. The five reasons suggested by Gillin (2007) are still up to date and comprehensive, including the most important reasons for companies taking part of social media. Moreover, recent research shows that the marketing budgets directed towards social media are constantly growing (Kauppalehti, 2010), suggesting that companies have found social media to be a central construct in their marketing strategies.

Next, social media enabled virtual brand communities are discussed. It is important to know how the social media landscape has come to influence brand communities, in order to understand their possibilities and possible limitations.

### 3.3. Social media enabled brand communities

Social media enabled brand communities and especially brand communities on Facebook, are characterized by some special elements when compared to other virtual brand communities. These characteristics are expected to be found in company managed communities, as well as consumer-created communities so there is no need to make a difference between them in this sense.

First, brand communities in social media enable social presence (Short et al. 1976 in Kaplan and Haenlein, 2010) in form of acoustic, visual and physical contact, which emerge between communication partners. Second, according to the theory of media richness (Daft and Lengel, 1986 in Kaplan and Haenlein, 2010) the goal of any communication is avoiding uncertainty and reducing ambiguity. Some media are more effective than others in resolving these concerns and brand communities in social media are especially well suited for this due to the amount of information social media
allows to be transmitted at any given time. Third, brand communities in social media are also strongly connected to the concept of self-presentation (Goffman, 1959 in Kaplan and Haenlein, 2010). It states that individuals desire to control the impression other people form of them in all types of social interaction. In social media individuals are often able to create and design own profiles, presenting themselves through self-disclosure. That means revealing personal information either consciously or unconsciously (e.g. feelings, likes, dislikes, employer, e-mail address, thoughts, etc.) that is in line with the image a person wants to expose. Self-disclosure is also an important part of relationship development, which often occurs in social media and especially on social networking sites like Facebook. (Kaplan and Haenlein, 2010:61-62)

Based on the social presence, media richness and self-presentation/self-disclosure concepts, Kaplan and Haenlein (2010:62) classified different elements of social media, which can be seen in Table 1.

| Social media classification by social presence/media richness and self-presentation/self-disclosure (Kaplan and Haenlein, 2010:62). |
|---|---|---|
| **High** | **Medium** | **High** |
| Blogs | Social Networking Sites (e.g. Facebook) | Virtual social worlds (Second Life) |
| Collaborative Projects (e.g. Wikipedia) | Content communities (e.g. YouTube) | Virtual game worlds (World of Warcraft) |

Brand communities exist in almost all classes that can be found in Table 1 but they are most common in SNS and in Content communities. As Table 1 shows, social media enabled brand communities, which are most common in SNS and Content communities, are characterized by medium social presence/media richness and high and low self-presentation/self-disclosure. Based on the information in Table 1, SNS (e.g. Facebook) and virtual social worlds (e.g. Second Life) are most suitable for
community activities because they allow high self-presentation and self-disclosure. The concepts of self-presentation and self-disclosure are also highly applicable to brands. In company-created brand communities on Facebook the community is built around a profile of the brand, just as individuals have their own profiles.

Virtual communities and other parts of social media create an opportunities for companies to create new or strengthen existing customer relationships. However, companies need to understand social media from a brand building and relationship marketing perspective to increase their chances of using social media successfully. One factor of that is to understand the motivations of customers to engage in social media and in social media enabled brand communities.

Building strong relationships with customers has been suggested as a method to achieve competitive advantage and has therefore been on marketer’s agenda for some time already (e.g. Reichheld, 1993; Vavra, 1992). With an Internet driven changing marketing landscape the relationship building activities are moving online. Social media possess good possibilities for various relationship building activities, such as brand communities, according to previous research (e.g. Bagozzi and Dholakia, 2006; Jeppesen and Frederiksen, 2006; Kane et al., 2009; Woisetschläger et al., 2008).

To create relationships between two parties, both need to feel that they gain something from the relationship (Gwinner et al., 1998). Furthermore, Andersen (2005) suggests that communication is a crucial aspect of relationship marketing. Because social media is mostly about communication, it should fit well in a relationship marketing context. From a consumer point of view entering a relationship is motivated by satisfying needs and gaining benefits from it. For companies it is essential to find and understand the goals consumers wish to fulfil when joining brand communities. (Gwinner et al., 1998:101) Next, different consumer motivations for joining brand communities are presented.

3.4. **Consumer motivations for community participation**

Based on an assessment of the motivations for joining brand communities found in the literature, this study focuses on six different motivations. These motivations are practical benefits, social benefits, social enhancement, entertainment, economic benefits and loyalty. This chapter introduces and argues for the chosen motivations, as
well as discusses why certain motivations found in the literature were left out from the empirical part of the study.

Various studies have focused on virtual communities, examining for example what attracts individuals to them, what they are needed for, and how they affect participants and marketing (Dholakia et al., 2004). Bagozzi and Dholakia (2002) used a model of “goal-directed behavior” to investigate personal and social determinants of consumer’s virtual community participation decisions, while Ouwersloot and Odekerken-Schröder (2008) segmented brand community participants based on their motivations to join the community. They proposed four different motivations, which they derived from previous consumer behaviour literature. The motivations Ouwersloot and Odekerken-Schröder (2008:574) proposed are:

1) “reassurance of quality for products with significant credence attributes”

2) “high involvement with the branded product category”

3) “opportunity for joint consumption”

4) “the brand’s symbolic function”

First, customers may join brand communities because they want to be assured of the quality of products or services that include important credence attributes, e.g. expensive items such as cars. The quality of products with significant credence attributes cannot be assessed immediately after consumption; instead quality can only be assessed after longer periods of continued consumption. Thus, brand communities can function as credence product’s quality reassurance platforms. Furthermore, consumer uncertainty may be reduced because of the community-company relationship, e.g. companies managing virtual brand communities are often very present in the community. (Ouwersloot and Odekerken-Schröder, 2008:574)

Second, consumers may join brand communities because of an interest in the branded product or service industry or category, e.g. online gaming. According to Bagozzi and Dholakia (2002), virtual communities are well suited for that. It also becomes evident when browsing communities on Facebook, e.g. cars, lifestyle categories, sports, clothing and music are all very popular, gathering thousands and in some cases even millions of consumers around a specific category. In this sense, communities serve to intensify the consumption experience (Ouwersloot and Odekerken-Schröder, 2008:575) and to
strengthen the brand-consumer relationship (Casaló et al., 2008). However, it is not logical to assume that a person would join a company-created brand community because of an interest in the product or service category the company represents, because general product or service communities exist side by side with specific company managed communities. For example, a person joining Club Paf’s Facebook community because of an interest in online gaming is not likely because there are so many different online gaming companies, and the communication in the community would mainly be revolving around Paf and not online gaming in general.

Third, some products require to be consumed jointly by two or more persons rather than being consumed by one individual. Examples of such products are sport contests, some online games and concerts. Brand communities are likely to emerge around such brands and events and thus joint consumption serves as a motivation for joining brand communities. (Ouwersloot and Odekerken-Schröder, 2008:575)

Fourth, consumer participation in brand communities may be motivated by a need to be identified with a brand. Based on Aaker’s (1996) proposed concept of brand identity, one of the dimensions belongs to symbolic meaning. That means that the brand identity reaches over the level of a basic set of associations and reaches an iconic status. For those brands, such as Harley-Davidson, Ferrari or Coca-Cola, a community might strengthen the symbolic function and create a spot where community members can express their appreciation to the brand. (Ouwersloot and Odekerken-Schröder, 2008:575)

In addition to Ouwersloot and Odekerken-Schröder’s (2008) proposed motivations for community participation, there are two other motivations found in community literature which are closely related to consumer-brand relationships, and which can logically be expected to motivate consumers to participate in company managed virtual brand communities. These two motivations can be called satisfaction and communication (Casaló et al, 2008).

Satisfaction can be divided into economic satisfactions, such as satisfaction resulting from a specific interaction and non-economic satisfactions created by psychological factors, such as promise fulfilling and ease of relationship. In this paper the focus will be put on both aforementioned satisfaction perspectives because the virtual brand community studied could include both types. The second antecedent of community participation proposed by Casaló et al. (2008), communication, is a prerequisite for
successful virtual community existence. The communication should be effective and valuable for the community members. Moreover, the focus should preferably be put on the quality of communication, rather than the quantity of it. (Casaló et al., 2008:23-25) In company managed brand communities on Facebook, communication is at the heart of the relationship building activities. Thus, studying its effect on participation motivation seems appropriate.

Consumer motivations for online related issues, such as motivations to forward online content and motivations to use Internet, have been widely studied (e.g. Flavián and Gurrea, 2009; Ganesh et al., 2010; Ho and Dempsey, 2009; Parsons, 2002) but only Dholakia et al. (2004) have concentrated specifically on consumer motivations for participation in virtual communities using the uses and gratifications theory. Moreover, brand communities on social network sites like Facebook have special characteristics compared to other virtual brand communities, which should be taken into account. For example, user’s identities are visible with name and often a picture and the brand community exists on Facebook, not on the company's domain, which means the company has to form the community based on the possibilities provided by Facebook. Therefore, yet undiscovered motivations to join a brand community might exist. To gain an understanding of such motivations, uses and gratifications theory is presented next, as it may explain why consumers turn to particular media (in this case Internet-based online brand community site).

3.4.1. Uses and Gratifications for social media usage

As the aim of the study is to discover consumer motivations for joining company managed virtual communities, the underlying value creating elements should be defined. The uses and gratifications theory is applicable for this purpose and has previously been used in media and online community research (e.g. Dholakia et al., 2004; Flavián and Gurrea, 2009; Stafford and Stafford, 2001).

The uses and gratifications theory was originally created and used by researchers searching answers for consumers’ media usage. Research has shown that people use media to “fulfil a core set of motivations”, which might be helpful when creating and understanding of why people join virtual communities (Dholakia et al., 2004:243-44). The theory assumes that individuals use media to satisfy some needs. Thus, individuals are aware of the reasons that make them use a specific medium (Palmgreen, 1984). The
uses and gratifications theory is suitable for investigating gratifications triggering brand community behaviour.

Using the uses and gratifications paradigm Dholakia et al. (2004:243) identified five value perceptions driving to virtual community participation; *purposive value, self-discovery, maintaining interpersonal interconnectivity, social enhancement* and *entertainment value*. These drivers impact social influence variables which further impacts decision making and participation.

According to Dholakia et al. (2004:244) the first value perception, purposive value, stands for informational value and instrumental value. Informational value is something a community member gets from receiving and giving information in the community. Instrumental value refers to value a member gets from successfully completing a task, such as generating an idea, validating decisions, or solving a problem. In communication research these two values are regarded to be separate but from a marketing perspective it is appropriate to see them as components of one purposive value. Purposive value is defined as “the value derived from accomplishing some pre-determined instrumental purpose”. (Dholakia et al., 2004:244)

Self-discovery, the second type of value, refers to understanding and deepening intrinsic salient aspects with the help of social interaction. While purposive value relates to extrinsic issues, self-discovery emphasizes personal concerns. One aspect of self-discovery is to help a person form tastes, preferences, and values through social interaction. Another part of self-discovery is to socialize with other community members to acquire access to social contacts and thus increase chances for achieving future goals. (Dholakia et al., 2004:244)

While the two first value perceptions are related to personal issues, the next two are more closely related to fellow community members. Maintaining interpersonal interconnectivity refers to friendship, social support and affection derived from having contact with other community members. According to Dholakia et al. (2004:244) previous research has proved that people join virtual communities to get rid of their desolation, meet people with similar thoughts, and get support and friendship.

Social enhancement refers to the value a member feels when being accepted and approved in the community. Furthermore, a virtual community participant can feel social enhancement when the participant’s status in the community rises because of
contributions made to it. (Baumeister, 1998 in Dholakia et al., 2004:244) Hars and Ou (2002) showed that many virtual community members join communities to help other community members in order to be recognized and feel needed.

The fifth and last value perception, entertainment value, is based on relaxation and fun. Virtual community participants play and interact with others and simply entertain themselves for example by taking on various fictional identities and solving problems. Dholakia et al. (2004:244)

Even if Dholakia et al.’s (2004) value perceptions create a good base for virtual community participation, there might be other values or motivations driving people to company managed virtual brand communities. It is logical to assume that people who decide to become members of an online brand community site also agree that they have some type of a relationship with the brand, and consequently might seek for relational benefits associated with the relationship. These relational benefits that may function as motivators are discussed next.

### 3.4.2. Relational benefits from customer perspective

Joining brand communities could be viewed as an extension of, or a beginning of, a relationship. A prerequisite for long and strong relationships are benefits. Both parties have to experience that they get something out of the relationship or feel that some needs are fulfilled. For companies benefits are often measured by looking at the bottom line but the situation from a customer perspective is very different and more complex. Gwinner et al. (1998:109) found three primary benefits from customer’s perspective for having customer-company relationship. These three benefits are; confidence benefits, social benefits and special treatment benefits.

Confidence benefits (also called trust in this study) are related to psychological benefits and means that when a relationship is established between the customer and a brand/organization/service/product, the customer feels trust and confidence while anxiety is reduced (Gwinner et al., 1998:104). An example of a confidence benefit could be people trusting Facebook so much that they upload own pictures on the site and therefore enhance their own and other’s usage experience. Also Ouwersloot and Odekerken-Schröder (2008) included the concept of trust in their study, calling it “reassurance of quality for products with significant credence attributes” (Ouwersloot and Odekerken-Schröder, 2008:574). The wording differs depending on the study.
angle and the study aim but trust seems to be often included in previous community research.

In relationship marketing trust has been viewed as an achievement of fruitful customer relationships (e.g. Dwyer et al., 1987). Trust lowers relationship uncertainty within virtual communities and thus it should be given much attention from the company managing the community.

In this study, confidence benefits will not be regarded as a reason for joining a virtual community, instead they will be used when measuring consumer loyalty. Thus, confidence benefits are regarded as an outcome of consumer participation in virtual brand communities.

Social benefits are often found in services with plenty of interaction between the customer and the brand/organization/service/product and also mentioned by Dholakia et al. (2004:243) as “maintaining interpersonal interconnectivity”. An example of a social benefit a customer can feel is recognition, e.g. being recognized by the service provider and maybe receiving special attention. Some customers even develop friendships with employees and thus feel they receive some sort of social benefit. (Gwinner et al., 1998:104) Social benefits are closely related to Dholakia et al.’s (2004) Social enhancement but differ in the sense that social benefits refer to relationships between a consumer and an organization, while social enhancement refers more to a relationship between a consumer and other community members.

The third benefit Gwinner et al. (1998:104) found in their study is related to economic benefits. A customer that has created some kind of relationship to a brand/organization/service/product Marketer can for example get a discount, which would be categorized as an economic benefit. In addition, an economic benefit could also be non-monetary, such as time saving. A customer with a relationship to a particular provider might get special treatment and thus save time. Time is also saved when a customer does not have to search for a new provider every time.

3.4.3. An overview of motivations for joining brand communities

The three previous headings have focused on consumer motivations for brand community participation. This chapter summarizes the motivations presented in order to integrate them and to create an overview of them.
Table 2 shows all the motivations presented and shortly describes their main aspects. In the table, some of the motivations are already integrated (see motivation and source columns in Table 2) because of their similarities.

Table 2  An overview of motivations for joining company managed virtual brand communities

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Source</th>
<th>Included in this study?</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence benefits/Quality assurance</td>
<td>Ouwersloot and Odekerken-Schröder (2008) and Gwinner et al. (1998)</td>
<td>No</td>
<td>Trust is regarded as an outcome of community participation in this study and thus not included as a reason for joining communities.</td>
</tr>
<tr>
<td>Product category involvement</td>
<td>Ouwersloot and Odekerken-Schröder (2008)</td>
<td>No</td>
<td>This motivation is related to a product category and not a particular community. As this study focuses on a particular community, this motivation was excluded.</td>
</tr>
<tr>
<td>Joint consumption</td>
<td>Ouwersloot and Odekerken-Schröder (2008)</td>
<td>No</td>
<td>Joint consumption cannot be observed in the brand community studied.*</td>
</tr>
<tr>
<td>The brand’s symbolic function</td>
<td>Ouwersloot and Odekerken-Schröder (2008)</td>
<td>Yes</td>
<td>The brand’s symbolic function (brand loyalty) is expected to be a reason for consumers to join virtual brand communities and thus included in the study.</td>
</tr>
<tr>
<td>Purposive value</td>
<td>Dholakia et al. (2004)</td>
<td>Yes</td>
<td>Purposive value (practical value) includes informational and instrumental value and can be observed in Facebook communities. Thus, it is included as a motivation in this study.</td>
</tr>
<tr>
<td>Consumer Motivations</td>
<td>Authors</td>
<td>Yes/No</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>Maintaining interpersonal interconnectivity / Social benefits</td>
<td>Dholakia et al. (2004) and Gwinner et al. (1998)</td>
<td>Yes</td>
<td>Includes aspects of friendship and social support. Regarded as a possible motivation because the Facebook community studied includes a lot of elements linked to this.</td>
</tr>
<tr>
<td>Social enhancement</td>
<td>Dholakia et al. (2004)</td>
<td>Yes</td>
<td>Feeling of being needed and recognized. Can be viewed both as a motivation to join and an outcome of membership. The elements of being needed and recognized are used as motivational factors.</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Dholakia et al. (2004)</td>
<td>Yes</td>
<td>Based on relaxation and fun. Consumers join the community to spend time and relax.</td>
</tr>
<tr>
<td>Economic benefits</td>
<td>Gwinner et al. (1998)</td>
<td>Yes</td>
<td>A motivation to join in order to gain concrete benefits such as discounts, time saving and lottery participation. Very present in many company managed brand communities on Facebook.</td>
</tr>
</tbody>
</table>

*Poker, Skill games, Dice games and Bingo require joint consumption but players mainly socialize in chats in the games, instead of socializing in the brand community on Facebook. Thus, while joint consumption exists in the service studied, it cannot be observed in the brand community.

As can be seen in Table 2, the consumer motivations selected in this study are **practical benefits**, **social benefits**, **social enhancement**, **entertainment benefits**, **economic benefits** and **loyalty**. Next a deeper discussion of the selected motivations follows.

Practical benefits, including informational and instrumental benefits defined by Dholakia et al. (2004), are strongly related to company managed virtual brand communities on Facebook because the authors’ unsystematic observations show that messages posted by companies often contain information (e.g. Finnair’s messages included informational value during the volcanic eruption on Iceland in spring 2010, which disturbed the flight traffic). Moreover, community members have the chance to ask questions themselves and thus the community becomes a channel for customer feedback and customer questions, which is also regarded as informational benefits. This is for example evident when observing the Club Paf Facebook community included in this study. The community members can also feel instrumental benefits derived from
completing tasks or solving problems. Club Paf did for example ask its community members how they would want a new baseball cap to look like and received many comments and even pictures of members' own ideas through the community.

Social benefits are derived from interaction between the company and customer and refer to recognition and even friendship (Gwinner et al., 1998). It is often clearly visible in virtual brand communities, especially in the Club Paf community, e.g. people thanking for birthday bonuses and gifts and for customer trips organized by the company. On these customer trips customers also develop friendship-like relationships with the Club Paf employees, which is evident in some community member messages in the community.

Social enhancement derives from the customers' need to feel useful, recognized and needed in the community (Hars and Ou, 2002). In the brand community studied, members are answering each other's questions and helping each other and thus a reason for them being members of the community could be that they feel the membership enhance them socially.

Entertainment benefits are derived from relaxation and fun (Dholakia et al., 2004) and could be motivating community participation. People simply want to spend their time browsing the community page and taking part of the communication and information on it. Different applications, such as games, can also be incorporated in communities on Facebook and can be a reason why people spend time in communities. A common company activity in Facebook communities is to create competitions and lotteries, which could also be regarded as sources of entertainment value.

Economic benefit (Gwinner et al., 1998) refers to people joining brand communities in order to gain economic benefit through discounts, time saving or various competitions and lotteries. On Facebook many companies have actively recruited community members with the help of competitions. For example Audi Finland got several thousand community members (also called fans on Facebook) by raffling a new Audi A1 car. Thus, a reason for brand community membership on Facebook could be based purely on being able to participate in a raffle.

Brand loyalty can be regarded as a fundamental reason for brand community participation, i.e. consumers join brand communities because they like the brand and are loyal to it (McAlexander et al., 2002). However, because social media has changed
some of the characteristics of brand communities (e.g. anonymity and availability) there is a need to test how much brand loyalty motivates consumers to join virtual brand communities.

As can be seen in Table 2, six out of ten motivations found in previous literature were included in this study. The four motivations left out were confidence benefits / quality assurance, product category involvement, joint consumption and self-discovery.

Confidence benefits / quality assurance was left out because it is not logical to assume that consumers trusting a brand or wanting quality assurance would join a brand community on Facebook. However, brand community participation could logically be assumed to result in either increased or decreased trust. Therefore, trust will be measured in this study but not as a motivation to join the brand community but as a consequence of the community participation.

Product category involvement was excluded because the motivation is related to product categories and not a particular brand community. There are many product category communities (e.g. poker, bingo, football, cars and fashion) on Facebook but they are often consumer managed and do not include a relationship between a specific brand and consumers. Thus, product category involvement is not included as a motivation to join a brand community in this study.

Joint consumption does exist in the service studied, i.e. online gaming, but it cannot be observed in the community studied. The joint consumption occurs in the game but is not extended to the brand community on Facebook. Thus, it cannot be assumed to motivate consumers to join a brand community on Facebook.

Self-discovery was excluded because it refers to accessing social contacts by socializing with community members in order to reach future goals (Dholakia et al., 2004). However, people seldom use Facebook to make new contacts because the social network is based on a person's offline social network (Boyd and Ellison, 2008:211) and thus self-discovery is not regarded as a motivation to join a brand community in this context.

3.5. Summary of the theoretical part

Social media has created a new platform for communication between consumers and companies, changing the landscape of marketing. Consumers are now able to share
whatever they want without any boundaries. With the possibilities social media possess from a marketing perspective, companies have started to show an increasing interest in the new media form. As a result company managed virtual brand communities have started to emerge.

Brand communities are communities based on relationships among people admiring a brand. From a customer point of view there are several relationships within the community. According to McAlexander et al. (2002) a community member forms a relationship with the brand, other community members, the product and the marketer. Even if the relationships within a community are known it might be valuable for the company to know why exactly consumers join such communities. Thus, an investigation of existing consumer motivations is needed.

Moreover, brand communities are closely related to the concept of brand loyalty. Brand loyalty is an important element of marketing and seen as a source for decreased costs and increased revenues. In this study, the brand loyalty of Club Paf’s brand community members on Facebook is measured in order to evaluate brand loyalty among current members. Furthermore, an investigation of differences in motivations between members with different levels of brand loyalty is carried out.

Based on the literature review six motivations to join a company managed virtual brand community were chosen. These motivations are; practical benefits, social benefits, social enhancement, entertainment benefits, economic benefit and loyalty. Practical benefits include for example information and benefits received from completing a task or solving a problem. Social benefits include for example benefits received from having a relationship with other community members. Social enhancement refers to the need of feeling useful and recognized in the community. Entertainment benefits consist of relaxation, fun and time spending. Economic benefits can include for example time saving, receiving discounts and taking part in lotteries. Loyalty refers to people joining brand communities because they are loyal to the brand.

Next, in the methodology chapter, the research methods of how those motivations have been examined in this study are presented in detail.
4 METHODOLOGY

This chapter presents the motivation of research approach and the research design. The source of data and questionnaire design are presented, and the actual data collection and analysis method are described. An in-depth description of the case, i.e. Club Paf brand community on Facebook is also given. Moreover, the reliability and validity of the study are discussed.

The study aims at investigating consumer motivations for virtual brand community participation. Therefore, there is a need to study reasons motivating customers to engage with brands in an online environment.

4.1. Choice of Research Method

Consumer motivations have been studied both quantitatively and qualitatively. The common practice in academia seems to be that qualitative studies are used for hypothesis creation, while quantitative studies are used to get a representative sample and to test hypotheses. This notion is supported by previous studies on customer motivations (e.g. Flavián and Gurrea, 2009; Ganesh et al., 2010; Parsons, 2002). Deshpande (1983) also argues that quantitative methods are often used to verify theory. As this study focuses on getting a representative sample to verify theory and collect customer information, a quantitative approach is used. With a representative and large enough sample in quantitative research, the results can often be generalized (Hair et al., 2010).

The choice of quantitative approach is also supported by the deductive approach employed. There are two general research approaches used in academic research, inductive and deductive. An inductive approach means moving from data to general theory, i.e. theory creation. A deductive approach on the other hand moves from general theory to data, i.e. theory verification. (Hyde, 2000) According to Hair et al. (2010) the research approach determines whether a qualitative or quantitative method is chosen for the study. A deductive approach supports quantitative data, whereas an inductive approach often supports qualitative data.

In this study, consumer motivations for joining a company managed virtual brand community were collected with questionnaires. Thus, a quantitative research method
was chosen in order to achieve a large and representative sample, which is a pre-
requisite for generalizing results (Hair et al., 2010).

4.2. Research design

This section includes a presentation of the source of data and a detailed description of
the company managed brand community studied. Furthermore, it contains a
description of the questionnaire design and justifications of the techniques used.

4.2.1. Club Paf Facebook community

Club Paf is a free-of-charge member club for all Paf Internet customers. Paf, established
in 1965, is a gaming operator from the Aland Islands with around 70,000 active
Internet customers. On the social network site Facebook, Club Paf has created a brand
community. The community has been active for about one and a half years and as of 9th
of January 2011 the group was populated by 6,847 members or fans as they are called
on the site, with different levels of activity.

No specific marketing campaigns have been organized in order to recruit members to
the community on Facebook, which signals that all community members have joined
for other reasons. This can be seen as a positive sign since the members have not joined
the community because of any particular incentives. No studies have so far been
conducted on the community members but the fact that they have not become fans of
Club Paf on Facebook because of recruiting campaigns signals that there are other
reasons behind their community membership.

In the Club Paf community there is a wall on the front page. On the wall everyone is
able to post messages and comment on other member’s messages. All news, such as
uploaded pictures or videos, will also appear on the wall. Moreover, the Facebook
community consist of the following categories; Info, Photos, Events, Video, Discussion,
Links and an application called King‘O’Meter, which is a non-monetary game
developed by Paf. Club Paf has created in total 20 photo albums which consist of 589
photos. Most of the photos are from Club Paf customer trips to Las Vegas, Boston,
Madrid, South Africa, etc. Club Paf community members have also uploaded personal
photos to the site. The customer photos vary from pictures of their pets, Club Paf
customer trip photos, marketing material ideas and more. The events tab uncovers
upcoming customer trips. Customers that have won the trips in lotteries will be invited
to the events. The video tab consists of four videos uploaded by Club Paf and two videos from Las Vegas and New York uploaded by customers on Club Paf trips. The discussions tab has three threads created by Club Paf, “Diskussioner på svenska” (“Discussions in Swedish”), “Keskustelua suomeksi” (“Discussions in Finnish”) and “joulukalenteri” (“Christmas calendar”). The discussions are not active and include only a few posts.

Club Paf is rather active on the site, posting messages almost every day. The messages have a rather informal tone and include raffles, pictures and various comments on all kind of things, such as weather, updates from customer trips, etc. Club Paf posts often receive comments and “likes” from community members. “Likes” are a specialty of Facebook and means that one can give a thumb up for a comment, picture, video, etc. For example a recent post from Club Paf with a picture and the message “Greetings from Santa Monica, California” received 20 “likes” from different community members and one comment.

Another specialty of brand communities on Facebook is that it is not necessary to be a member of the community in order to access community content. Thus, all members of Facebook have the possibility to post comments and “likes”. However, that seems not to be common at all and thus it can be expected that most people who are active in the community, are also actual members of it.

4.2.2. Questionnaire design

The possible consumer motivations for virtual brand community participation were introduced in the theoretical framework on pages 19-29, and those motivations were used in the questionnaire design. The motivations were: 1) practical benefits, 2) social benefits, 3) social enhancement 4) entertainment, 5) economic benefit, and 6) loyalty. Each motivation was studied with 3-5 items.

The questionnaire’s content validity was assured by testing it among selected Paf employees, whose work includes planning and creating activities in social media. Based on their comments, the questionnaire was slightly modified to fit the context better and to make sure it was logical.

It is advised to have at least three or four items per construct (i.e. questions per motivation) in order to initiate higher reliability estimates and generalization (Hair et
Furthermore, using single item constructs is hard to validate and should preferably be used only within simple concepts. To increase the reliability and validity of this study, multiple items were used to measure each of the customer motivations for joining a virtual brand community. Moreover, due to the availability of multiple items and the complexity of the studied issues, single items were not used. However, as the questionnaire was distributed in a virtual brand community, whose members do not expect to fill out questionnaires, it was deemed appropriate to keep the questionnaire short and simple.

The questionnaire is found in Appendix 1 (in English), Appendix 2 (in Finnish) and Appendix 3 (in Swedish). Each language had an own link to the questionnaire so the respondents could choose in which language they preferred to answer it. At the beginning of the questionnaire the respondents were asked to think of the Club Paf Facebook community when answering the questions. A picture of the community was shown to the respondents in order to secure that the respondents understood the context. The first part of the questionnaire (questions number 1 to 12) was made up of background questions regarding the respondents' background, behaviour in the brand community and on Paf's gaming site. First, questions examined how active the respondents are in the community and if they notice Club Paf's communication. Second, the respondents’ gaming activity was examined in order to know how active customers the respondents are and thus know of which business value they are. The rest of the questionnaire focused consumer motivations for joining the brand community in question and the respondents’ loyalty towards Paf.

The motivations for joining Club Paf's managed virtual brand community were examined by asking how much the respondents agreed or disagreed with a set of statements. The statements were constructed based on previous studies (e.g. Dholakia et al., 2004; Gwinner et al., 1998; Ouwersloot and Odekerken-Schröder, 2008) and partly modified to fit the studied context. A 7-point Likert-type scale was used (strongly disagree-strongly agree). Some examples (notice that not all questions found in the questionnaire are presented here) (questions 1-12 in the questionnaire collected background information, which is why the numbering here starts with 13):

**Practical benefits as a motivation**

13) I am a Club Paf Facebook community member to get information (e.g. new products).
14) I am a Club Paf Facebook community member to provide other group members with information.

15) I am a Club Paf Facebook community member to share my ideas with other group members.

Questions 13 to 15 are based on Dholakia et al. (2004:252).

Social benefits as a motivation

16) I am a Club Paf Facebook community member because I have developed a friendship with Club Paf or its employees.

17) I am a Club Paf Facebook community member because I want to stay in touch with Paf.

18) I am a Club Paf Facebook community member to get to know other community members.

Question 16 is based on Gwinner et al. (1998:108), while questions 17 and 18 are based on Dholakia et al. (2004:252).

Social enhancement as a motivation

19) I am a Club Paf Facebook community member to help other community members.

20) I am a Club Paf Facebook community member to feel needed.

21) I am a Club Paf Facebook community member to get help from other community members.

Questions 19 to 21 are based on Dholakia et al. (2004:252).

Entertainment as a motivation

22) I am a Club Paf Facebook community member to get entertained.

23) I use the Club Paf Facebook community to relax.

24) I use the Club Paf Facebook community to pass time when I am bored.

Questions 22 to 24 are based on Dholakia et al. (2004:252).
Economic benefit as a motivation

25) I am a Club Paf Facebook community member to try to get bonuses.

26) I am a Club Paf Facebook community member to participate in lotteries.

27) I am a Club Paf Facebook community member to get better service.

28) I am a Club Paf Facebook community member to get fast responses.

Questions 25 to 28 are based on Gwinner et al. (1998:108).

Loyalty as a motivation was first measured with questions 29-32, while questions 33-41 measured overall brand loyalty. The statements were measured with a 7-point Likert-type scale with 1 as “totally disagree” and 7 as “totally agree”.

Loyalty as a motivation

29) I am a Club Paf Facebook community member because I like Paf.

30) I am a Club Paf Facebook community member because I like Club Paf.

31) I am a Club Paf Facebook community member because Paf is the ultimate online casino operator.

32) I am a Club Paf Facebook community member because I am loyal to Paf.

Overall brand loyalty

33) I consider Paf as my number one choice of online monetary game provider.

34) I say positive things about Paf to other people.

35) I would recommend Paf to my friends.

36) I have been using Paf’s gaming services since I started to play online monetary games.

37) I am satisfied with my decision to become a member/fan of Club Paf Facebook community.
38) I think that I did the right thing when I decided to become a Club Paf Facebook community member/fan.

39) I am satisfied with my decision to become a Paf customer.

40) I am satisfied with Paf.

Questions 29 to 34 are based on Ouwersloot and Odekerken-Schröder (2008:584).

Questions 35 to 36 are based on Punyamoorthy and Raj (2007:229).

Questions 37 to 40 are based on Oliver (1980).

In this study trust is regarded as an outcome of community participation. In the online money gaming context, trust is a crucial element and thus included in this study. The statements were measured with a 7-point Likert-type scale with 1 as “totally disagree” and 7 as “totally agree”.

*Trust as an outcome of community participation*

41) Club Paf Facebook group membership increases my trust in Paf.

42) Club Paf Facebook group membership makes me less anxious when I use Paf’s services.

43) Club Paf Facebook group membership helps me to get Paf’s highest level of service.

Questions 42 to 43 are based on Gwinner et al. (1998:108).

The questionnaire included all in all 48 questions. Table 3 gives an overview of which questions measured which items. The numbering follows the questionnaire and not the examples above.
Table 3  Items and questions measuring them

<table>
<thead>
<tr>
<th>Item</th>
<th>Question number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background information</td>
<td>1-12</td>
</tr>
<tr>
<td>Practical benefits as motivations</td>
<td>13-15</td>
</tr>
<tr>
<td>Social benefits as motivations</td>
<td>16-19</td>
</tr>
<tr>
<td>Social enhancement as motivation</td>
<td>20-22</td>
</tr>
<tr>
<td>Entertainment as motivation</td>
<td>23-25</td>
</tr>
<tr>
<td>Economic benefit as motivation</td>
<td>26-29</td>
</tr>
<tr>
<td>Loyalty as motivation</td>
<td>30-34</td>
</tr>
<tr>
<td>Trust</td>
<td>35-37</td>
</tr>
<tr>
<td>Overall brand loyalty</td>
<td>38-48</td>
</tr>
</tbody>
</table>

The complete questionnaire can be found in Appendix 1 in English, Appendix 2 in Finnish and Appendix 3 in Swedish.

4.2.3. Data collection

Because the aim was to study consumer motivations of online brand community members, it was deemed appropriate to collect the data in a company managed virtual brand community in order to be sure that respondents are familiar with the brand community concept, and that they have at some point made an active choice to become part of a community.

The data were collected in Club Paf’s brand community on Facebook because of the authors' connections to the company and thus easy access to the sample. Furthermore, Facebook is very popular among consumers and organizations and includes plenty of brand communities. The data were collected between Wednesday 24th of November and Sunday 28th of November 2010. Club Paf posted a link for the English, Finnish and Swedish web-based questionnaires on the Club Paf Facebook wall. After the initial post, two reminders were posted on Thursday and Friday the same week. The questionnaires were posted in three languages, English, Swedish and Finnish because the Club Paf Facebook community is international and meant for all Paf customers. At the moment Paf is most active in Finland (largest market), Sweden and Spain. The questionnaire was left open for respondents for three weeks but after the last reminder fewer than ten respondents filled the questionnaire.
The link to the English questionnaire was clicked on 462 times and the questionnaire was filled 188 times, which means that 40.7% of the people that clicked on the link also filled the questionnaire. The link to the Finnish questionnaire was clicked on 173 times and the questionnaire was filled 94 times, giving a 54.3% click-through rate. The link to the Swedish questionnaire was clicked on 24 times and 7 questionnaires were filled, giving a 29.2% click-through rate. It is logical to assume that some people have clicked on more than one of the links (e.g. first on the English version and then later noticed that there is a Finnish version as well), which should be taken into account when viewing the click-through rates. The link to the English questionnaire was posted as a “headline” and thus it was the most visible link, which probably also explains why it was the most popular link. The links to the Finnish and Swedish versions were not as visible because of the functions on Facebook. Appendix 7 provides some visual information on how the links were posted.

The number of people that saw Club Paf’s wall post with the links to the questionnaires is impossible to say because there is no way to record that. The only fact is that the community has almost 7000 members which all were potential respondents. However, it is not likely that all of them saw the wall post because the news flood on Facebook can be rather extensive.

The respondents could if they wanted to leave their e-mail addresses if they wanted to participate in a draw of a surprise price. The surprise prize could have affected the amount of responses positively but when Club Paf posted the links on the Facebook wall, it was not mentioned that there would be any prize. Thus, it can be expected that most of the respondents clicked on the link and responded to the questionnaire because of other reasons than trying to win something. Some screen shots of the questionnaire and how the links were posted are included in Appendix 7.

Next, the results from the empirical study are presented.
5 RESULTS FROM THE EMPIRICAL STUDY

In this chapter the study results are presented. The descriptive statistics are presented first, followed by the factor analysis and the scale reliability. The difference between community members’ brand loyalty is described and the motivations for joining company managed virtual brand community are presented.

5.1. Descriptive statistics

The descriptive statistics section is made up of a presentation of the respondents’ background and behaviour, a test that the basic assumptions are not violated, factor analysis and a test of the reliability of the scale.

5.1.1. Background information

The total number of respondents in this study was 289. However, eight respondents were deleted from the analysis because they had answered “no” on the first question “are you a member/fan of the Club Paf Facebook group”. Thus, 281 respondents were included in the analysis. The sample consisted of 71 female (25,4 %) and 209 male (74,6 %) respondents (one missing value). The mean age was 32 years, with the youngest respondent being 18 and the oldest respondent being 66. Over 85 % of the respondents were between the ages 20 and 46. A large majority (265 persons, 94,6 %) of the respondents were living in Finland, while 12 respondents (4,3 %) lived in Sweden, 2 respondents (0,7 %) lived on the Åland Islands and 1 respondent (0,4 %) lived somewhere else (one value was missing). The samples’ basic characteristics can be seen in Table 4.
Table 4  Basic characteristics of the sample

<table>
<thead>
<tr>
<th>GENDER</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>71</td>
<td>25.4</td>
</tr>
<tr>
<td>Male</td>
<td>209</td>
<td>74.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>59</td>
<td>21.9</td>
</tr>
<tr>
<td>25-34</td>
<td>118</td>
<td>43.9</td>
</tr>
<tr>
<td>35-44</td>
<td>59</td>
<td>21.9</td>
</tr>
<tr>
<td>45-54</td>
<td>26</td>
<td>9.7</td>
</tr>
<tr>
<td>55-64</td>
<td>6</td>
<td>2.2</td>
</tr>
<tr>
<td>Over 65</td>
<td>1</td>
<td>0.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>267</td>
<td>94.7</td>
</tr>
<tr>
<td>Sweden</td>
<td>12</td>
<td>4.3</td>
</tr>
<tr>
<td>The Åland Islands</td>
<td>2</td>
<td>0.7</td>
</tr>
<tr>
<td>Spain</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0.4</td>
</tr>
</tbody>
</table>

N (gender) = 280  
N (age) = 269  
N (country) = 280

As the amount of male respondents (74.6 %) was almost three times higher than female respondents (24.5 %), a Chi-Square analysis was conducted in order to see if the respondents’ gender affects the results. The brand loyalty towards Paf and the motivations to join the community between the genders was checked. The Chi-Square test for the brand loyalty showed no significant difference between the genders and thus the results in this chapter can be interpreted similarly for both genders. For the motivations there were no significant difference between the genders for the loyalty and economic motivations. However, for the practical & social and entertainment motivations there were significant differences between the genders, which are good to keep in mind when interpreting the results. (see Appendix 4 for more information)
The questionnaire began with questions about the respondents’ behaviour in the brand community on Facebook as well as their behaviour on Paf’s Internet gaming site. The results are shown in Table 5.

Table 5  Respondents’ behaviour in the Club Paf Facebook community

<table>
<thead>
<tr>
<th>VISIT FREQUENCY</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>76</td>
<td>27</td>
</tr>
<tr>
<td>4-6 times per week</td>
<td>59</td>
<td>21</td>
</tr>
<tr>
<td>1-3 times per week</td>
<td>88</td>
<td>31.3</td>
</tr>
<tr>
<td>2-3 times per month</td>
<td>39</td>
<td>13.9</td>
</tr>
<tr>
<td>Once a month</td>
<td>10</td>
<td>3.6</td>
</tr>
<tr>
<td>More seldom</td>
<td>9</td>
<td>3.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>READS CLUB PAF MESSAGES</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, very often</td>
<td>103</td>
<td>36.8</td>
</tr>
<tr>
<td>Yes, quite often</td>
<td>105</td>
<td>37.5</td>
</tr>
<tr>
<td>Yes, sometimes</td>
<td>63</td>
<td>22.5</td>
</tr>
<tr>
<td>Yes, but very seldom</td>
<td>7</td>
<td>2.5</td>
</tr>
<tr>
<td>No, I ignore them</td>
<td>2</td>
<td>0.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&quot;LIKES&quot; MESSAGES</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, very often</td>
<td>26</td>
<td>9.3</td>
</tr>
<tr>
<td>Yes, quite often</td>
<td>58</td>
<td>20.7</td>
</tr>
<tr>
<td>Yes, sometimes</td>
<td>90</td>
<td>32.1</td>
</tr>
<tr>
<td>Yes, but very seldom</td>
<td>58</td>
<td>20.7</td>
</tr>
<tr>
<td>No</td>
<td>48</td>
<td>17.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WRITES IN THE COMMUNITY</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, very often</td>
<td>10</td>
<td>3.6</td>
</tr>
<tr>
<td>Yes, quite often</td>
<td>15</td>
<td>5.4</td>
</tr>
<tr>
<td>Yes, sometimes</td>
<td>61</td>
<td>22</td>
</tr>
<tr>
<td>Yes, but very seldom</td>
<td>84</td>
<td>30.3</td>
</tr>
<tr>
<td>No</td>
<td>107</td>
<td>38.6</td>
</tr>
</tbody>
</table>

N (visit frequency) = 281
N (reads Club Paf messages) = 280
N ("likes" messages) = 280
N (writes in the community) = 277

The Club Paf Facebook community is visited at least once a week by 223 respondents (79.4 %). Club Paf’s communication (i.e. wall posts) are read at least quite often by 208
respondents (74.3 %), while 9 respondents (3.2 %) read the wall posts very seldom or ignore them.

On Facebook it is possible to “like” (symbolized as “thumbs up”) wall posts made by Club Paf or other community members. “Liking” something on Facebook requires an action (i.e. clicking on the “thumb up” symbol) from the user. A total of 174 respondents (62.1 %) give thumbs up for Club Paf’s or someone else’s communication at least sometimes, while 58 respondents (20.7 %) do it very seldom and 48 respondents (17.1 %) never do it.

The respondents were also asked if they write something in the Club Paf Facebook community. That requires even more than just expressing something by clicking the “like” button. A total of 86 respondents (31 %) write in the community at least sometimes, while 84 respondents (30.3 %) do it very seldom and 107 respondents (38.6 %) never comment anything.

Respondents were also asked how often they play Paf’s online games, which game category their favourite game belongs to and how much money they spend on Pafs’ online games per month. The results are presented in Table 6.
Table 6  Respondent behaviour on Paf’s Internet pages

<table>
<thead>
<tr>
<th>PLAYING FREQUENCY AT PAF.COM</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>25</td>
<td>8,9</td>
</tr>
<tr>
<td>4-6 times per week</td>
<td>46</td>
<td>16,4</td>
</tr>
<tr>
<td>1-3 times per week</td>
<td>75</td>
<td>26,7</td>
</tr>
<tr>
<td>2-3 times per month</td>
<td>83</td>
<td>29,5</td>
</tr>
<tr>
<td>Once a month</td>
<td>36</td>
<td>12,8</td>
</tr>
<tr>
<td>More seldom</td>
<td>15</td>
<td>5,3</td>
</tr>
<tr>
<td>Never</td>
<td>1</td>
<td>0,4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FAVORITE GAME CATEGORY AT PAF.COM</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slots</td>
<td>161</td>
<td>57,5</td>
</tr>
<tr>
<td>Bingo and Lotteries</td>
<td>30</td>
<td>10,7</td>
</tr>
<tr>
<td>Casino</td>
<td>9</td>
<td>3,2</td>
</tr>
<tr>
<td>Poker</td>
<td>43</td>
<td>15,4</td>
</tr>
<tr>
<td>Betting</td>
<td>36</td>
<td>12,9</td>
</tr>
<tr>
<td>Dice</td>
<td>1</td>
<td>0,4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONEY SPENT AT PAF.COM</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 200 euro</td>
<td>36</td>
<td>12,9</td>
</tr>
<tr>
<td>100-200 euro</td>
<td>38</td>
<td>13,6</td>
</tr>
<tr>
<td>50-100 euro</td>
<td>62</td>
<td>22,1</td>
</tr>
<tr>
<td>20-50 euro</td>
<td>69</td>
<td>24,6</td>
</tr>
<tr>
<td>0-20 euro</td>
<td>75</td>
<td>26,8</td>
</tr>
</tbody>
</table>

N (playing frequency) = 281
N (favourite game) = 280
N (money spent) = 280

Over half of the respondents (52 %) play every week, of which 25 respondents (8,9 %) play daily. There were 52 respondents (18,5 %) playing once a month or more seldom. The most popular game category among respondents was slots (161 respondents, 57,5 %), followed by poker (43 respondents, 15,4 %) and betting (36 respondents, 12,9 %). The amount of money spent on Paf online games per month is rather equally distributed. A total of 36 respondents (12,9 %) answered that they spend over 200 euro each month. However, the biggest group of respondents (75 respondents, 26,8 %) spend between 0 and 20 euro each month.
5.1.2. Basic assumptions

The normality of the distribution of scores was assessed with skewness and kurtosis values and by inspecting the shape of the distribution with the help of histograms. This way the study’s generalizability to the entire population was ensured. The skewness values were both positive and negative on a wide range. This means that the values are not normally distributed but they were skewed as expected. According to Tabachnick and Fidell (2007:80) cited in Pallant (2007:56) the skewness will not “make a substantive difference in the analysis” if the sample size is reasonably large (over 200). As with the skewness values, the kurtosis values were both positive and negative, indicating both peaked and flat distribution. However, the risk of underestimating the variance is reduced in large samples (N = 200+) (Pallant, 2007:56). The histograms showed also that the scores were not normally distributed but that was also expected. Furthermore, the Kolmogorov-Smirnov statistics displayed a significance value of 0.000, indicating a non-existing normality. However, according to Pallant (2007:56, 62) that is rather normal in social science and in large samples. Based on the aforementioned reasons it can be concluded that the data is not normally distributed but that it does not cause problems in this particular study. (see Appendix 5 for more information)

Outliers were also checked in order to identify scores that are very different from other scores. Outliers have very high or low scores on a variable, making the score stand out from the other scores. Some analyses are sensitive for outliers. In this study, outliers were identified for the age variable. The obvious wrong answers, e.g. 3, 5555 and 454, were removed. The mean scores for all variables were also compared to the 5 % trimmed mean score to have an indication of how much they differed. Large differences could not be found and thus it can be concluded that there were no problem with outliers for all variables except the age variable.

5.1.3. Factor analysis

Factor analysis is used for summarizing a large amount of variables by examining the relationships among a set of variables (Pallant, 2007). The factors, highly intercorrelated, represent dimensions within the data helping in the creation of new composite measures (Hair et al., 2010).
Before conducting the factor analysis, the suitability of the data was checked. The factorability of the data is assessed with Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and the Bartlett’s test of sphericity. The KMO ranging from 0 to 1 should have 0.6 as the minimum value for conducting a factor analysis. Bartlett’s test of sphericity should be significant (p < 0.05) for the factor analysis to be appropriately used. (Pallant, 2007) In this study, the KMO was 0.863 and the Bartlett’s test of sphericity was significant (p = 0.000), indicating that the data is appropriate for conducting factor analysis.

The 22 items exploring motivations for joining company managed virtual brand communities, were subjected to principal component analysis in SPSS. The analysis extracted five components with eigenvalues over 1, having 69.87 % of the total variance explained by them. However, the Component Matrix in the SPSS output showing the unrotated loadings of the items, revealed that only one item loaded strongly on component five. The other four components had at least three items loading on them, which is suggested (Pallant, 2007:192). Because of that, a new factor analysis with two deleted items was conducted in order to see how results were affected. The two deleted items (13. I am a Club Paf Facebook group member to get information (e.g. new games) and 33. I am a Club Paf group member because I do not like Paf) were deleted because they did not fit well with other items in their components and because item number 13 was the one only one loading strongly on factor 5.

The new factor analysis, with 20 items all in all, extracted four components with eigenvalues over 1, explaining 67.26 % of the variance, with component 1 contributing 36.31 %, component 2 contributing 15.27 %, component 3 contributing 10 % and component contributing 5.68 % respectively. The items loadings (above 0.3) in the rotated four-factor solution were following; 8 items loading on component 1, 5 items loading on component 2, 4 items loading on component 3 and 3 items loading on component 4. Component 1 included items regarding practical and social benefits and social enhancement. Component 2 included items regarding loyalty and one item regarding social benefit, while component 3 had items regarding economic benefits. Component 4 included items regarding entertainment. (see Appendix 6 for more information)

Oblimin rotation was used to see the relation between the four factors (Pallant, 2007:196). Oblimin rotation was used because the oblique approach, which Oblimin belongs to, allows factors to be correlated. That is not the case for the other main
approach called orthogonal rotation. Moreover, Pallant (2007:184) encourages researches to start with Oblimin rotation, as it gives information about the degree of correlation between the factors. As the Oblimin rotation provided results that were easy to interpret there were no need to use another rotation method.

In this study, the correlation between components 1 and 4 and components 2 and 4 was -0.430 and -0.405 respectively. It is suggested that in such cases (i.e. values above 0.3) the Oblimin rotation is reported (Pallant, 2007:196). In the Pattern Matrix provided by SPSS the main loadings on component 1 are items 20, 19, 22, 18, 15, 14 and 21, which refer to practical benefits, social benefits and social enhancement. The main loadings on component 2 are items 31, 30, 32 and 34, referring to loyalty. The main loadings on component 3 are items 26, 27, 28 and 29, referring to economic benefits. The main loadings on component 4 are items 25, 23 and 24 referring to entertainment. In this case the identification and labelling of the components was easy. Consequently, these components were labelled practical & social, loyalty, economic and entertainment. The Pattern Matrix can be seen in Table 7.
Table 7  Factor loadings of each of the variables.

<table>
<thead>
<tr>
<th>Item nr.</th>
<th>Item name</th>
<th>Component 1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>helpfans</td>
<td>0.863</td>
<td>-0.054</td>
<td>0.076</td>
<td>0.003</td>
</tr>
<tr>
<td>19</td>
<td>gettoknowfans</td>
<td>0.860</td>
<td>0.100</td>
<td>-0.030</td>
<td>0.024</td>
</tr>
<tr>
<td>22</td>
<td>gethelp</td>
<td>0.844</td>
<td>-0.020</td>
<td>0.177</td>
<td>0.050</td>
</tr>
<tr>
<td>18</td>
<td>stayintouchfans</td>
<td>0.831</td>
<td>0.059</td>
<td>-0.095</td>
<td>-0.065</td>
</tr>
<tr>
<td>15</td>
<td>shareideas</td>
<td>0.827</td>
<td>-0.061</td>
<td>-0.077</td>
<td>0.007</td>
</tr>
<tr>
<td>14</td>
<td>provideinfo</td>
<td>0.779</td>
<td>-0.027</td>
<td>-0.092</td>
<td>-0.040</td>
</tr>
<tr>
<td>21</td>
<td>feelneeded</td>
<td>0.743</td>
<td>0.000</td>
<td>0.128</td>
<td>-0.074</td>
</tr>
<tr>
<td>16</td>
<td>friendship</td>
<td>0.467</td>
<td>0.258</td>
<td>-0.223</td>
<td>-0.131</td>
</tr>
<tr>
<td>31</td>
<td>likesClubPaf</td>
<td>-0.141</td>
<td>0.874</td>
<td>-0.011</td>
<td>-0.090</td>
</tr>
<tr>
<td>30</td>
<td>likesPaf</td>
<td>-0.162</td>
<td>0.860</td>
<td>-0.009</td>
<td>-0.127</td>
</tr>
<tr>
<td>32</td>
<td>ultimatecasino</td>
<td>0.124</td>
<td>0.731</td>
<td>0.049</td>
<td>-0.023</td>
</tr>
<tr>
<td>34</td>
<td>Pafloyal</td>
<td>0.258</td>
<td>0.611</td>
<td>0.129</td>
<td>0.099</td>
</tr>
<tr>
<td>17</td>
<td>stayintouchPaf</td>
<td>0.082</td>
<td>0.412</td>
<td>-0.004</td>
<td>-0.299</td>
</tr>
<tr>
<td>26</td>
<td>getbonus</td>
<td>-0.147</td>
<td>0.020</td>
<td>0.805</td>
<td>0.040</td>
</tr>
<tr>
<td>27</td>
<td>lotteries</td>
<td>-0.073</td>
<td>0.221</td>
<td>0.748</td>
<td>0.163</td>
</tr>
<tr>
<td>28</td>
<td>betterservice</td>
<td>0.158</td>
<td>-0.071</td>
<td>0.735</td>
<td>-0.279</td>
</tr>
<tr>
<td>29</td>
<td>fastresponses</td>
<td>0.218</td>
<td>-0.077</td>
<td>0.664</td>
<td>-0.278</td>
</tr>
<tr>
<td>25</td>
<td>passtime</td>
<td>0.013</td>
<td>-0.022</td>
<td>0.017</td>
<td>0.852</td>
</tr>
<tr>
<td>23</td>
<td>entertained</td>
<td>-0.073</td>
<td>0.155</td>
<td>0.054</td>
<td>0.840</td>
</tr>
<tr>
<td>24</td>
<td>relax</td>
<td>0.136</td>
<td>0.087</td>
<td>0.026</td>
<td>0.792</td>
</tr>
</tbody>
</table>

*Note.* Major loadings for each item are bolded.

As component 4 was related to components 1 and 2, the Oblimin rotation solution is presented. The rotation also includes a Structure Matrix, which has to be reported. The Structure Matrix (see Table 8) gives information about the relationship between variables and factors. (Pallant, 2007:196)
Table 8  Correlation between factors and variables.

<table>
<thead>
<tr>
<th>Item nr.</th>
<th>Item name</th>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>gettoknowfans</td>
<td><strong>0.870</strong></td>
<td>0.275</td>
<td>0.040</td>
<td>-0.382</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>stayintouchfans</td>
<td><strong>0.866</strong></td>
<td>0.253</td>
<td>-0.018</td>
<td>-0.431</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>helpfans</td>
<td><strong>0.855</strong></td>
<td>0.147</td>
<td>0.125</td>
<td>-0.359</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>gethelp</td>
<td><strong>0.830</strong></td>
<td>0.175</td>
<td>0.223</td>
<td>-0.334</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>shareideas</td>
<td><strong>0.805</strong></td>
<td>0.107</td>
<td>-0.032</td>
<td>-0.312</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>provideinfo</td>
<td><strong>0.784</strong></td>
<td>0.147</td>
<td>-0.037</td>
<td>-0.349</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>feelneeded</td>
<td><strong>0.783</strong></td>
<td>0.214</td>
<td>0.190</td>
<td>-0.414</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>friendship</td>
<td><strong>0.566</strong></td>
<td>0.379</td>
<td>-0.128</td>
<td>-0.400</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>likesClubPaf</td>
<td>0.090</td>
<td><strong>0.877</strong></td>
<td>0.135</td>
<td>-0.381</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>likesPaf</td>
<td>0.082</td>
<td><strong>0.874</strong></td>
<td>0.139</td>
<td>-0.404</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>ultimatecasino</td>
<td>0.298</td>
<td><strong>0.776</strong></td>
<td>0.179</td>
<td>-0.380</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Pafloyal</td>
<td>0.359</td>
<td><strong>0.648</strong></td>
<td>0.229</td>
<td>-0.280</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>stayintouchPaf</td>
<td>0.302</td>
<td><strong>0.551</strong></td>
<td>0.117</td>
<td>-0.501</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>getbonus</td>
<td>-0.105</td>
<td>0.101</td>
<td><strong>0.792</strong></td>
<td>-0.037</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>betterservice</td>
<td>0.312</td>
<td>0.195</td>
<td><strong>0.780</strong></td>
<td>-0.439</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>lotteries</td>
<td>-0.044</td>
<td>0.259</td>
<td><strong>0.752</strong></td>
<td>-0.018</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>fastresponses</td>
<td>0.366</td>
<td>0.190</td>
<td><strong>0.712</strong></td>
<td>-0.449</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>relax</td>
<td>0.497</td>
<td>0.442</td>
<td>0.179</td>
<td><strong>-0.890</strong></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>entertained</td>
<td>0.327</td>
<td>0.488</td>
<td>0.212</td>
<td><strong>-0.881</strong></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>passtime</td>
<td>0.376</td>
<td>0.329</td>
<td>0.154</td>
<td><strong>-0.852</strong></td>
<td></td>
</tr>
</tbody>
</table>

Note. Major loadings for each item are bolded.

Table 8 shows that components 1 and 2 are related to component 4, which was already seen from the Oblimin rotation, where two of the values were higher than the suggested value of 0.3. However, component 4 shows strong loadings on items related to entertainment.
The summated scales from factor analysis are shown in Table 9.

Table 9  Summated scales from factor analysis

<table>
<thead>
<tr>
<th>Question</th>
<th>Factor 1</th>
<th>Factor 2</th>
<th>Factor 3</th>
<th>Factor 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. help group members</td>
<td>.863</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. get to know group members</td>
<td>.860</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. get help</td>
<td>.844</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. stay in touch with group members</td>
<td>.831</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. share my ideas</td>
<td>.827</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. provide information</td>
<td>.779</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. feel needed</td>
<td>.743</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16. developed a friendship</td>
<td>.467</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31. I like Club Paf</td>
<td>.874</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30. I like Paf</td>
<td>.860</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. Paf is the ultimate casino provider</td>
<td>.731</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34. I am loyal to Paf</td>
<td>.611</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. stay in touch with Paf</td>
<td>.412</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26. to get bonuses</td>
<td></td>
<td>.805</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27. to participate in lotteries</td>
<td></td>
<td>.748</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. to get better service</td>
<td></td>
<td>.735</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29. to get fast responses</td>
<td></td>
<td>.664</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25. to pass time when I am bored</td>
<td></td>
<td>- .852</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. to get entertained</td>
<td></td>
<td>- .840</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24. to relax</td>
<td></td>
<td>- .792</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Summated scales were used out of the factors in the factor analysis. Next, the reliability of the scale is presented.
5.1.4. Reliability of the scale

The 20 items concerning motivations for joining company managed virtual brand communities were combined into summated scales based on the factor analysis results. A summated scale can be defined as a synthesized value for a set of variables. The scales are calculated by taking the average score of the variable in the scale. The reliability of the summated scales should be evaluated (Hair et al., 2010:142), which is why they are presented next.

The most commonly used measure of internal consistency is Cronbach’s alpha coefficient (Pallant, 2007:95). Internal consistency refers to the degree a scales’ items measure the same underlying construct. The Cronbach’s alpha value should ideally be over 0.7 but is sensitive to the number of items in the scale. Short scales (e.g. scales with less than ten items) usually have lower values (e.g. 0.5). In such cases it is often appropriate to report the items’ inter-item correlation. The inter-item value should ideally be between 0.2 and 0.4 (Briggs and Cheek, 1986 in Pallant, 2007:95).

The items used in the analysis were supposed to measure motivations to become a member of a brand community on Facebook. After the factor analysis the items formed four summated scales: 1) Practical and Social benefits (Practical & Social), 2) Loyalty, 3) Economic benefits (Economic) and 4) Entertainment. All the four summated scales had high Cronbach’s alpha values, which mean that that the scales’ internal consistencies are reliable. The Cronbach’s alpha values were 0.915 for Practical & Social, 0.806 for Loyalty, 0.778 for Economic and 0.876 for Entertainment. The alpha values could have been even further increased by deleting the items “26. to get bonuses” and “27. to participate in lotteries” from the Economic scales. However, as the alpha values were well above 0.7 it was not necessary. The Cronbach’s alpha coefficients of the summated scales are presented in Table 10.
Table 10  Reliability of scales

<table>
<thead>
<tr>
<th>Summated scale</th>
<th>Number of items</th>
<th>Cronbach's alpha</th>
<th>Mean value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical &amp; Social</td>
<td>8</td>
<td>0.915</td>
<td>2.86</td>
</tr>
<tr>
<td>Loyalty</td>
<td>5</td>
<td>0.806</td>
<td>5.41</td>
</tr>
<tr>
<td>Economic</td>
<td>4</td>
<td>0.778</td>
<td>5.03</td>
</tr>
<tr>
<td>Entertainment</td>
<td>3</td>
<td>0.876</td>
<td>4.51</td>
</tr>
</tbody>
</table>

As can be seen in Table 10 the Cronbach’s alphas for Practical & Social, Loyalty and Entertainment are excellent (above 0.8). The alpha for Economic is slightly lower but could have been increased by removing two items. However, as the value is close to 0.8, which is considered satisfactory (Pallant, 2007:98), the item reduction was not done.

The mean values in Table 10 show that loyalty (M = 5.41) is the most motivating factor when joining the Club Paf Facebook community. Loyalty is followed by economic (M = 5.03), entertainment (M = 4.51) and lastly practical & social (M = 2.86). Two items in the original (i.e. before factor analysis) practical benefits and social benefits motivations scored relatively high, but were removed or re-grouped in the factor analysis. Thus, the mean value for the practical & social motivation decreased and was considerably lower when compared to the other motivations. The two items were: 13. to get information (M = 5.60) and 17. to stay in touch with Paf (M = 5.37).

5.1.5.  Correlation between factors

In order to describe the linear relationships in form on the strength and direction between the motivations for joining brand communities, correlation analysis was used. Using the Pearson product-moment-correlation coefficient, the relationships between the motivations were investigated. The Pearson coefficient was used because it is designed for interval level variables, which is the case for the variables in this analysis (the variable scores range from 1 to 7). (Pallant, 2007: 120) The results from the correlation analysis can be seen in Table 11.
Table 11  Correlation between factors

<table>
<thead>
<tr>
<th></th>
<th>Practical &amp; Social</th>
<th>Loyalty</th>
<th>Economic</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical &amp; Social</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>0.252**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic</td>
<td>0.033</td>
<td>0.231**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>-0.396**</td>
<td>-0.411**</td>
<td>-0.203**</td>
<td>1</td>
</tr>
</tbody>
</table>

**Significant at the 0.01 level (2-tailed)

Table 11 shows that all relationships besides one (Practical & Social and Economic) are statistically significant at a 0.01 level. A negative sign in front of the coefficient indicates a negative relationship and has nothing to do with the strength of the relationship (Pallant, 2007:132). Based on the suggestion of Cohen (1988 in Pallant, 2007:132), the strength of the relationship is small when the coefficient is between 0.10 and 0.29, medium when it is between 0.30 and 0.49 and large when it is between 0.50 and 1.0.

The motivation Practical & Social had a small positive correlation with Loyalty (r = 0.252), meaning that the more the respondents join brand communities because of practical and social reasons, the more they also join brand communities because of loyalty towards the brand. Furthermore, Practical & Social had an extremely small positive correlation with Economic (r = 0.033) and a medium strength negative correlation with Entertainment (r = -0.396). The relationship between Practical & Social and Entertainment indicates that the more the respondents join brand communities for practical and social reasons, the less they join brand communities for entertainment reasons.

Loyalty had a small positive correlation with Economic (r = 0.231) and a negative medium correlation with Entertainment (r = -0.411). From all the relationships in Table 11, the strongest correlation was the one between loyalty and entertainment, meaning that the more the respondents join the brand community for loyalty reasons, the less they do so for entertainment reasons. The last relationship between Economic and Entertainment was negative and small (r = -0.203) according to the guidelines given by Cohen (Cohen, 1988 in Pallant, 2007:132).

In the next chapter the community member’s brand loyalty is measured and presented.
5.2. Community members’ brand loyalty

As one aim of this study was to determine the community members’ brand loyalty some questions in the questionnaire were designed for that task. It is important to remember that the results have to be interpreted critically because it might be that only the most loyal members answered the questionnaire. Therefore, it is likely that if answering the questionnaire would not have been voluntary, the results would not have been so unambiguous.

The respondents’ brand loyalty and satisfaction was measured with ten questions (items 38-48, with items 44 and 47 being reversed). The results from some of the questions can be seen in Table 12.

<table>
<thead>
<tr>
<th>Item</th>
<th>N</th>
<th>Mean</th>
<th>Answers 1-4</th>
<th>Answers 5-7</th>
</tr>
</thead>
<tbody>
<tr>
<td>38. Paf nr. 1 choice</td>
<td>276</td>
<td>5.59</td>
<td>23.6</td>
<td>76.4</td>
</tr>
<tr>
<td>39. says positive things about Paf</td>
<td>277</td>
<td>5.88</td>
<td>17.3</td>
<td>82.7</td>
</tr>
<tr>
<td>40. would recommend Paf</td>
<td>275</td>
<td>5.95</td>
<td>14.5</td>
<td>85.5</td>
</tr>
<tr>
<td>43. is satisfied to be a fan</td>
<td>273</td>
<td>5.89</td>
<td>17.2</td>
<td>82.8</td>
</tr>
<tr>
<td>45. good decision fan</td>
<td>275</td>
<td>5.80</td>
<td>20.7</td>
<td>79.3</td>
</tr>
<tr>
<td>46. is satisfied to be Paf customer</td>
<td>275</td>
<td>5.90</td>
<td>16.7</td>
<td>83.3</td>
</tr>
<tr>
<td>48. is satisfied with Paf</td>
<td>269</td>
<td>5.77</td>
<td>17.8</td>
<td>82.2</td>
</tr>
</tbody>
</table>

The mean values for all items are close to 6, which can be regarded as relatively high. The highest value (M = 5.95) is recorded for the item 40. I would recommend Paf to my friends, which imitates the popular brand loyalty measure called Net Promoter Score developed by Frederick Reichheld (Rust, 2007). In total, 85.5 % of the respondents gave 5 or a higher score for that question, indicating high loyalty. The respondents are also relatively satisfied with their decision to be Club Paf Facebook community members and Paf customers, as the mean values for items 43. and 46. show.
5.3. Identifying members based on brand loyalty

In order to group respondents according to their brand loyalty, cluster analysis was conducted. Cluster analysis can be used to create unknown clusters of individuals or objects with individuals or objects in the same cluster being more similar to one another than they are to individuals or objects in other clusters. The main objective of cluster analysis is thus to maximize the homogeneity within the cluster and maximize the heterogeneity between clusters. (Hair et al., 2010)

The clusters were identified by using the following questions: “38. I consider Paf as my number one choice of online monetary game provider”, “39. I say positive things about Paf to other people” and “40. I would recommend Paf to my friends”. These questions were considered to determine the respondents brand loyalty.

The clusters were identified using the non-hierarchical k-means clustering as a method. According to Hair et al. (2010) it is an appropriate method when the underlying situation suggests a specified number of clusters. Using iteration the observations are re-grouped until some pre-determined cluster distinctiveness is achieved (Hair et al., 2010). The results from the cluster analysis are visible in Table 13.

<table>
<thead>
<tr>
<th>Clusters</th>
<th>ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strong loyalty</td>
</tr>
<tr>
<td>N</td>
<td>197</td>
</tr>
<tr>
<td>%</td>
<td>70.9</td>
</tr>
<tr>
<td>nroneckasino</td>
<td>6</td>
</tr>
<tr>
<td>sayspositive</td>
<td>7</td>
</tr>
<tr>
<td>recommendsPaf</td>
<td>7</td>
</tr>
</tbody>
</table>

N = 278

The objective was to group the respondents into two clusters named strong loyalty and weak loyalty. The two predetermined clusters were formed after six iterations, with the strong loyalty cluster having 197 respondents (70.86 %) and the weak loyalty cluster
having 81 respondents (29.14%) (3 observations were missing). The three items (nronecasino, sayspositive and recommendsPaf) used as classification criteria are significant separating the clusters, as \( p = 0.000 \) for them all. The F-values tell that sayspositive had the largest role in the cluster division as it has the largest F-value (\( F = 384.121 \)). It was followed closely by nronecasino (\( F = 377.483 \)), while recommendsPaf played the smallest role in the cluster division (\( F = 351.802 \)). The final cluster centres for strong loyalty were 6 (nronecasino), 7 (sayspositive) and 7 (recommendsPaf) on a scale from 1 (strongly disagree) to 7 (strongly agree). As the scale for the questions was 1 (strongly disagree) to 7 (strongly agree), it means that all the respondents in the cluster called “weak loyalty” might not be disloyal, which is also supported by the final cluster centres, which were 4 for all three questions. However, in an attempt to make the clusters distinctive and easier to interpret they were named “strong loyalty” and “weak loyalty”.

5.4. Identifying community member types based on behaviour

Cluster analysis was also used to classify respondents based on their behaviour in the brand community and on Paf’s gaming site (paf.com). Originally, the data from the behaviour questions were only meant for Paf and not intended to be used in this study for more than descriptive purposes. However, interesting patterns emerged from the data and thus a classification of the respondents was performed and included in this study.

The respondents were classified with the questions “3. How often do you visit Club Paf’s Facebook group?”, “4. Do you read Club Paf’s Facebook wall posts?”, “5. Do you “like” Club Paf’s or any other wall posts made on the Club Paf Facebook wall?”, “6. Do you make comments or write anything in the Club Paf Facebook group?”, “7. How often do you play Paf’s money games on the Internet?” and “9. How much money on average do you spend on Paf Internet games each month?”. The results are presented in Table 14.
Table 14  Cluster analysis based on community and gaming behaviour

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Enthusiasts</th>
<th>Community actives</th>
<th>Passives</th>
<th>Neutrals</th>
<th>Anonymous enthusiasts</th>
<th>ANOVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>67</td>
<td>31</td>
<td>46</td>
<td>92</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>23.8</td>
<td>11</td>
<td>16.4</td>
<td>32.7</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Visit frequency</td>
<td>Daily</td>
<td>1-3 times / week</td>
<td>2-3 times / month</td>
<td>1-3 times / week</td>
<td>1-3 times / week</td>
<td>95.960</td>
</tr>
<tr>
<td>News following</td>
<td>Very often</td>
<td>Quite often</td>
<td>Sometimes</td>
<td>Quite often</td>
<td>Quite often</td>
<td>21.205</td>
</tr>
<tr>
<td>Content liking</td>
<td>Quite often</td>
<td>Quite often</td>
<td>Very seldom</td>
<td>Very seldom</td>
<td>Very seldom</td>
<td>59.475</td>
</tr>
<tr>
<td>Commenting</td>
<td>Sometimes</td>
<td>Sometimes</td>
<td>No</td>
<td>Very seldom</td>
<td>No</td>
<td>94.935</td>
</tr>
<tr>
<td>Playing frequency</td>
<td>4-6 times / week</td>
<td>Once a month</td>
<td>Once a month</td>
<td>2-3 times / month</td>
<td>4-6 times / week</td>
<td>80.599</td>
</tr>
<tr>
<td>Spending € / month</td>
<td>50-100</td>
<td>20-50</td>
<td>20-50</td>
<td>20-50</td>
<td>100-200</td>
<td>86.299</td>
</tr>
</tbody>
</table>

The best interpretable solution was accomplished when the analysis was conducted with five clusters. The clusters were named according to their community and playing behaviour to; enthusiasts, community actives, passives, neutrals and anonymous enthusiasts.

The first cluster made up of enthusiasts are active in the community and as playing customers since they visit the Facebook community daily, follow the news very often, actively express opinions in the community and play several times per week on Paf’s gaming site. The second cluster called community actives, are active in the community but do not play much on Paf’s gaming site. They visit the community often and express opinions, i.e. are involved with the brand, but they play on paf.com only once a month and do not spend much money when doing so. The third cluster called passives is not very involved with the brand in any way because they visit the community seldom and are hardly ever expressing any opinions there. Furthermore, they play on paf.com once a month and do not spend much money while doing so. The fourth cluster was named neutrals because it is characterized by “the middle way”. Respondents in the neutrals cluster are not very active but not very passive either when comparing the community
and playing activity with the other clusters. The fifth cluster is named anonymous enthusiasts because they visit the community at least once a week and read the news but they seldom or never reveal their identities by “liking” or commenting on anything in the community. Their playing habits make them enthusiasts because they play 4-6 times per week and spend the most money compared to all other clusters, 100-200 euro per month.

Visit frequency played the most important role in the cluster division (F-value = 95.960), closely followed by commenting (F-value = 94.935). The least important classification criteria was news following (F-value = 21.205). All six classification criteria are significant as P = 0.000 for all of them.

5.5. Differences in motivations between loyal and less loyal community members

In order to investigate differences in motivations between strong and weak loyalty groups to join a company managed brand community on Facebook a one-way multivariate analysis of variance (MANOVA) was conducted. MANOVA can be used when there is more than one dependent variable and it is an extension of analysis of variance (ANOVA). According to Pallant (2007:275) the dependent variables (e.g. motivations to join a brand community) should be somehow related, or have a conceptual link for considering them together. This study aims at discovering differences in motivations (dependent variables) between community members with strong loyalty and weak loyalty and between different community member types. The results for the different community member types are presented in the next chapter 5.6.

In the MANOVA, the independent variables were groups identified in the cluster analysis (strong loyalty and weak loyalty and enthusiasts, community actives, passives, neutrals and anonymous enthusiasts). The dependent variables were the motivations from the summated scales (practical & social, loyalty, economic and entertainment).

A number of assumptions have to be met before conducting MANOVA. The sample has to be large enough, which means that there has to be more cases in each cell than there are dependent variables (four in this case) (Pallant, 2007:277). In this study, the group called community actives had a cell size of 23, which is quite low. However, it is more cases than the number of dependent variables, which is satisfactory.
In order to assess the normality of the data used for the MANOVA and in order to check for outliers, univariate normality and multivariate normality was checked. Univariate normality was not achieved but it is acceptable as long as there are no outliers and the sample size is at least 20 in each cell (Tabachnick and Fidell, 2007 in Pallant, 2007:278), which was the case in this study. The multivariate normality was checked with Mahalanobis distances. Mahalanobis distance is the distance between one particular observation from the centroid of the remaining observations. The centroid is a point created by the means of all variables (Tabachnick and Fidell, 2007 in Pallant, 2007:278). In this study, there were three multivariate outliers with the critical value exceeding 18.47 (suggested by Pallant, 2007:280). One of the outliers had a rather high critical value (30.69), while the other two were much closer to the critical value (19.83 and 18.91 respectively). The respondent with the largest critical value was removed in order to make sure that it would not affect the analysis. The other two respondents with critical values exceeding 18.47 were left in the data file because their values were close to 18.47 and because there were only two of such cases.

Moreover, the Box’s Test of Equality of Covariance Matrices was investigated. The test shows whether the data violates the assumption of homogeneity of variance-covariance matrices (Pallant, 2007:286). In this study, the Sig. value was 0.038 for brand loyalty (strong loyalty and weak loyalty) and 0.036 for behaviour (enthusiasts, community actives, passives, neutrals and anonymous enthusiasts). Those values are above 0.001, indicating that the assumption was not violated.

With the Levene’s Test of Equality of Error Variances it can be assessed whether the assumption of equality of variance of each variable has been violated or not. According to Pallant (2007:286) p-values less than 0.05 mean that the assumptions are violated. In this study, none of the variables had significant values and thus equal variances can be assumed and the assumptions are therefore not violated.

In order to test whether there are significant differences among the groups on a linear combination of the dependent variables, a multivariate test of significance was conducted. Because of unequal N values in the brand loyalty and behaviour groups, Pillai’s trace statistic was used as it is suggested as a robust statistic in such cases. To be significant Pillai’s trace needs to be less than 0.05. (Pallant, 2007:287) In this study, Pillai’s trace value was 0.338, (F = 29.305), and with a significance level of 0.000, indicating that there is a statistically significant difference between members with strong loyalty and members of weak loyalty in terms of their motivations to join the
Club Paf brand community on Facebook. For the behaviour variable the Pillai’s trace value was 0.362, (F = 5.752), with a significance level of 0.000. Thus, there is also a statistically significant difference between community member types and their motivations to join the Club Paf brand community.

In a multivariate test of significance called Tests of Between-Subjects Effects the relation to each of the dependent variables is investigated. Significance is reached when the p-value is less than 0.05 (Pallant, 2007:287), which in this study occurs for the variables loyalty (p = 0.000), economic (p = 0.043) and entertainment (p = 0.001) for the strong loyalty and weak loyalty groups. For the community member groups (enthusiasts, community actives, passives, neutrals and anonymous enthusiasts) significance is reached for all the dependent variables; practical & social (p = 0.000), loyalty (p = 0.000), economic (p = 0.014) and entertainment (p = 0.000). In order to avoid Type 1 error (i.e. having a significant result when there actually is not one) it is suggested to apply Bonferroni adjustment. This is done by dividing the original alpha level 0.05 by the number of analyses (i.e. the number of dependent variables) (Pallant, 2007:287), which were four in this case. The new alpha level of 0.0125 changes the interpretation, as it means that there were significant differences between the levels of brand loyalty in their motivations to join the Club Paf Facebook group for only two motivations (loyalty and entertainment). Furthermore, it also means that there were a significant difference between community members for the variables practical & social, loyalty and entertainment.

Effect size (can be investigated using Partial Eta Squared) is used to evaluate the importance of the impact of the independent variables on the dependent variables (e.g. impact of brand loyalty level on the motivations loyalty and entertainment). In other words, the effect size shows the proportion of the variance in the dependent variable (motivations) that can be explained by the independent variables (brand loyalty level and community member types). In this study, the loyalty motivation had a value of 0.301, which according to Cohen’s guidelines (Cohen, 1988 in Pallant, 2007:208) is considered a large effect. The entertainment motivation had a value of 0.043, which is considered a small effect. These variables represented 30.1 % and 4.3 % of the variance in motivation scores explained by the brand loyalty level (strong loyalty and weak loyalty). For the community member types, the dependent variables practical & social, loyalty and entertainment had the values 0.274, 0.189 and 0.152 respectively. These values indicate large effect sizes on all three variables, i.e. the motivation variables
represented 27.4%, 18.9% and 15.2% of the variance in motivation scores explained by the community member types.

The combined mean values for both brand loyalty levels (strong loyalty and weak loyalty) and results from the MANOVA analysis are presented in Table 15.

<table>
<thead>
<tr>
<th></th>
<th>Practical &amp; Social</th>
<th>Loyalty</th>
<th>Economic</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong loyalty</td>
<td>2.89</td>
<td>5.83</td>
<td>5.15</td>
<td>4.71</td>
</tr>
<tr>
<td>Weak loyalty</td>
<td>2.70</td>
<td>4.50</td>
<td>4.76</td>
<td>4.00</td>
</tr>
<tr>
<td>Total</td>
<td>2.87</td>
<td>5.41</td>
<td>5.02</td>
<td>4.49</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>F-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong loyalty</td>
<td>0.998</td>
<td>0.319</td>
</tr>
<tr>
<td>Weak loyalty</td>
<td>100.570</td>
<td>0.000*</td>
</tr>
<tr>
<td>Total</td>
<td>4.146</td>
<td>0.043</td>
</tr>
<tr>
<td></td>
<td>10.378</td>
<td>0.001*</td>
</tr>
</tbody>
</table>

Multivariate test, Pillai’s trace: F-value 29.305, p = 0.000

* Significant at the 0.0125 level

Table 15 shows that the loyalty motivation has the highest mean value (M = 5.83) for the strong loyalty group. Loyalty is followed by the economic motivation (M = 5.15), the entertainment motivation (M = 4.71) and lastly the practical & social motivation (M = 2.89). The results for the weak loyalty group differ from the strong loyalty group on one occasion. Respondents in the weak loyalty group join the Club Paf Facebook community mostly because of economic reasons (M = 4.76) and not because of loyalty (M = 4.50). Overall, the mean scores for the weak loyalty group are lower compared to the strong loyalty group and they differ significantly for the loyalty (M = 5.83 for the strong loyalty group and M = 4.50 for the weak loyalty group) and entertainment scores (M = 4.71 for the strong loyalty group and M = 4.00 for the weak loyalty group).

5.6. Differences in motivations between community member types

Last chapter (5.5) presented the assumptions of the MANOVA (including statistics belonging to the member types) and the results for the strong loyalty and weak loyalty
groups. In this chapter the results for the different community member types are presented.

In Table 16 the combined mean values for each community member type and the results from the MANOVA analysis are presented.

<table>
<thead>
<tr>
<th></th>
<th>Practical &amp; Social</th>
<th>Loyalty</th>
<th>Economic</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enthusiasts</td>
<td>3.83</td>
<td>6.03</td>
<td>5.50</td>
<td>5.44</td>
</tr>
<tr>
<td>Community actives</td>
<td>3.62</td>
<td>5.60</td>
<td>5.23</td>
<td>4.86</td>
</tr>
<tr>
<td>Passives</td>
<td>1.78</td>
<td>4.53</td>
<td>4.51</td>
<td>3.48</td>
</tr>
<tr>
<td>Neutrals</td>
<td>2.61</td>
<td>5.40</td>
<td>4.91</td>
<td>4.37</td>
</tr>
<tr>
<td>Anonymous enthusiasts</td>
<td>2.59</td>
<td>5.30</td>
<td>4.95</td>
<td>4.33</td>
</tr>
<tr>
<td>Total</td>
<td>2.86</td>
<td>5.41</td>
<td>5.03</td>
<td>4.51</td>
</tr>
</tbody>
</table>

F-value          | 25.194              | 13.431    | 4.015    | 12.341        |

p-value          | 0.000*               | 0.000*    | 0.014    | 0.000*        |

Multivariate test, Pillai’s trace: F-value 5.752, p = 0.000

* Significant at the 0.0125 level

The results in Table 16 show that the most highly ranked reason for joining the Club Paf Facebook group is the loyalty towards the brand, with enthusiasts scoring relatively high (M = 6.03) on that specific motivation. Overall, enthusiasts have the highest values for all motivations, while the lowest mean values are recorded for the passives. For the total mean values for all member types, the loyalty motivation (total M = 5.41) is followed by the economic motivation (total M = 5.03), the entertainment motivation (total M = 4.51) and last the practical & social motivation (total M = 2.86).

All motivations except the economic motivation have significant differences between the member groups within them. In order to find out where significant differences existed, a one-way analysis of variance (ANOVA) was performed for the practical & social, loyalty and entertainment motivations. ANOVA gives more information on how
much and which member types differ in their responses to the motivations for joining the brand community and simplifies the interpretation of the results from the MANOVA. ANOVA compares the variance in scores between different groups with the variance within each of the groups. If the ANOVA analysis is significant, the null hypothesis (i.e. population means are equal) can be rejected. However, it does not tell which of the groups differ, which is why post-hoc tests are needed. (Pallant, 2007:242)

The Levene’s test for homogeneity of variances tests whether the variance in scores is the same for each of the five groups. In this study, all three tests of homogeneity of variances had a value greater than 0.05, indicating that the assumption of homogeneity of variance was not violated.

The overall ANOVA analysis found significant differences with a p-value of 0.000 for all three analyses. A Likert-type scale from 1 to 7 was used in the questionnaire. In Table 17 the results for the practical & social motivation (F-value = 25.194) are presented.

<table>
<thead>
<tr>
<th>Table 17</th>
<th>The mean differences between member types for the practical &amp; social motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mean differences</strong></td>
<td>Enthusiasts</td>
</tr>
<tr>
<td>Community actives</td>
<td>0.21</td>
</tr>
<tr>
<td>Passives</td>
<td>2.06*</td>
</tr>
<tr>
<td>Neutrals</td>
<td>1.22*</td>
</tr>
<tr>
<td>Anonymous enthusiasts</td>
<td>1.24*</td>
</tr>
</tbody>
</table>

* Significant difference at the 0.05 level

Based on the post-hoc test the largest difference between the groups on the practical & social motivation was between enthusiasts and passives. The effect size, calculated using eta squared, was 0.28, which is a large effect according to Cohen’s classification (Cohen, 1988 in Pallant, 2007:247).

The mean differences for the loyalty motivation (F-value = 13.431) are presented in Table 18.
The largest difference between the mean scores for the loyalty motivation was between enthusiasts and passives. The community actives group had a significant difference only with the passives group (1.07). Overall, the differences between the mean scores for the loyalty motivation were smaller than for the practical & social motivation. This was also confirmed by the effect size, which was large but only 0.18 compared to 0.28 for the practical & social motivation.

The mean differences for the third significant motivation, entertainment (F-value = 12.341), are presented in Table 19.

<table>
<thead>
<tr>
<th></th>
<th>Mean differences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enthusiasts</td>
</tr>
<tr>
<td>Community actives</td>
<td>0.43</td>
</tr>
<tr>
<td>Passives</td>
<td>1.50*</td>
</tr>
<tr>
<td>Neutrals</td>
<td>0.63*</td>
</tr>
<tr>
<td>Anonymous enthusiasts</td>
<td>0.72*</td>
</tr>
</tbody>
</table>

* Significant difference at the 0.05 level
Table 19  The mean differences between member types for the entertainment motivation

<table>
<thead>
<tr>
<th></th>
<th>Enthusiasts</th>
<th>Community Actives</th>
<th>Passives</th>
<th>Neutrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community actives</td>
<td>0.58</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passives</td>
<td>1.96*</td>
<td>1.38*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutrals</td>
<td>1.07*</td>
<td>0.49</td>
<td>0.89*</td>
<td></td>
</tr>
<tr>
<td>Anonymous enthusiasts</td>
<td>1.11*</td>
<td>0.53</td>
<td>0.85</td>
<td>0.04</td>
</tr>
</tbody>
</table>

* Significant difference at the 0.05 level

Again, the largest difference in mean scores was between enthusiasts and passives (1.96). Enthusiasts had a significant difference in the scores with all groups except the community actives. The calculated effect size was 0.16, which is a large effect but smaller than for the practical & social (0.28) and loyalty (0.18) motivations.

Next, the results are reflected on in detail. The chapter includes a discussion on motivations for joining a company managed virtual brand community, differences in motivations between loyal and less loyal community members and between community member types. Furthermore, a discussion on theoretical and managerial implications, limitations and suggestions for further research and conclusions will also be included.
6 DISCUSSION

This chapter starts with a discussion of the main findings and continues with a presentation of the theoretical and managerial implications. Moreover, some recommendations for further research are suggested. The chapter ends with conclusions.

6.1. Motivations to join a company managed virtual brand community

The primary aim of this study was to discover what motivates individuals to take an active decision to become members (also called fans) of the Club Paf brand community on the highly popular social networking site Facebook. The investigated motivations were predetermined based on the literature review. The chosen motivations were practical benefits, social benefits, social enhancement, economic benefits, entertainment and loyalty. However, the results of the factor analysis suggested some changes to the motivations. The respondents felt that practical benefits, social benefits and social enhancement were one motivation and thus those motivations were grouped together when analyzing the results. The final result from the factor analysis was four factors, creating the motivations practical & social benefits, loyalty, economic benefits and entertainment.

Based on the results in this study, consumers join company managed brand communities on Facebook mostly because they are loyal to the brand. Loyalty had the highest mean value, M = 5.41 (on a Likert-type scale 1-7), of all the motivations. This seems logical because brand communities as such include several elements concerning strong brand loyalty. For example, it is evident in Muniz’s and O’Guinn’s (2001:412) definition of a brand community; “a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand”. Furthermore, a previous study (McAlexander et al., 2002) found that brand community participation affects brand loyalty positively, which could have had an effect on the results in this study.

The second most motivating factor for joining a company managed virtual brand community was economic benefits, M = 5.03. Many companies have included lotteries in their Facebook strategy, which could explain why people are motivated to join the brand communities because of economic benefits (e.g. discounts, time and lotteries). As many other companies, also Club Paf has many lotteries and competitions in their
brand community. However, Club Paf has not tried to increase their amount of members with lotteries, which is the case for many other brand communities on Facebook. This fact could be another explanation for why loyalty was the main reason to join the Club Paf community.

The loyalty and economic benefits motivations were followed by the entertainment motivation (M = 4.51) and lastly the practical & social motivation (M = 2.86). Two items in the original (i.e. before factor analysis) practical benefits and social benefits motivations scored relatively high, but were removed or re-grouped in the factor analysis. Thus, the mean value for the practical & social motivation decreased and was considerably lower when compared to the other motivations. The two items were: 13. to get information (M = 5.60) and 17. to stay in touch with Paf (M = 5.37). The other items measuring the practical benefits, social benefits and social enhancement motivations did not have a mean value over 3.1. Based on the factor analysis results, it is important to recognize that the item 13. to get information does not measure the same (i.e. practical benefits) as items 14. to provide information and 15. to share ideas. Nor does the item 17. to stay in touch with Paf measure the same as items 16. friendship with Paf, 18. stay in touch with other community members and item 19. to get to know other community members.

Moreover, based on the results it seems as consumers seldom use brand communities on Facebook for social activities, such as getting to know other community members, staying in touch with community members or helping community members. At first, it might sound weird because Facebook is much about being social but there is one important factor to keep in mind. According to Boyd and Ellison (2008) social network sites like Facebook are seldom utilized for making new friends or socializing with strangers. Instead, such sites are used to connect with a persons’ offline social network. That could be an explanation for why the practical & social benefits motivated consumers to join a brand community remarkably less than other motivations.

6.2. Brand loyalty among community members

The aim of this study was also to measure the community members’ overall brand loyalty because there has not yet been much academic research done in this area and news in the daily press mostly concentrate on brand communities on Facebook from a company point of view. Therefore, this study wanted to take a consumer approach and investigate how loyal the community members really are.
When interpreting the results it is important to remember that they might be biased because respondents had the chance to choose whether they answer the questionnaire or not. Thus, it might be that only the loyal ones answer the questionnaire because they want to help out, they are satisfied with the service or because of some other reason unknown to the researcher. Therefore, the brand loyalty results should be viewed critically. Simultaneously, however, it should be understood that those customers who in general become members of a brand community on Facebook might be more loyal in the first place.

Based on the results the respondents are very loyal to Paf. Four items in total measured the overall brand loyalty. The item with the highest mean value was “I would recommend Paf to my friends”. The mean value was 5.95 on a Likert-type scale from 1 to 7, indicating high brand loyalty. Only 4 % of the respondents gave an answer below 4, while 47 % of the respondents responded 6 or 7. All other items had mean values well above 5 as well. Even if the results should be viewed critically the results show that people in the Club Paf Facebook group are very loyal. This conclusion is further supported by the satisfaction scores. The mean values for the items measuring consumer satisfaction were between 5.77 and 5.90 (on a Likert-type scale from 1 to 7). Also the fact that almost 300 respondents responded to the questionnaire during just a few days shows some kind of loyalty towards Paf.

### 6.3. Differences in motivations between loyal and less loyal community members

The secondary aim of this study was to measure the respondent’s brand loyalty and to investigate whether there were differences in motivations to join a brand community between loyal members and less loyal members. The respondents were grouped in two groups called strong loyalty and weak loyalty based on their scores on three questions measuring loyalty. The results from the analysis show a significant difference between the groups for two motivations, loyalty and entertainment.

The amount of respondents in the two groups was rather unequally divided because 71 % belonged to the strong loyalty group and 29 % belonged to the weak loyalty group. This means that a large majority of the respondents are very loyal towards Paf. Respondents in the strong loyalty group are mostly motivated to join the Club Paf brand community because of loyalty (M = 5.83). The weak loyalty group had a significantly lower score on loyalty, M = 4.50. It is worth noticing that the respondents’
brand loyalty was measured with different items than the motivation named loyalty. Members in the weak loyalty group join the Club Paf brand community mostly because of economic benefits (M = 4.76). This means that the less loyal to a brand someone is, the more likely the person is aiming at gaining concrete benefits (i.e. lottery wins) from the community membership.

Overall, members in the strong loyalty group gave higher scores for all the motivations when compared to members in the weak loyalty group. For example, economic benefits were also a highly motivating factor for the strong loyalty group (M = 5.15). This suggests that strong loyalty members were more keen on giving “positive” (i.e. higher scores) for all questions, compared to the weak loyalty members, who were more reserved and neutral in their answers.

The other significant difference in motivation scores for the two groups was found in the entertainment motivation. However, even if the difference was significant, both groups had entertainment as the third most motivating factor (M = 4.71 for the strong loyalty group and M = 4.00 for the weak loyalty group). The least motivating factor for joining the Club Paf brand community was practical & social benefits for both groups (M = 2.89 for the strong loyalty group and 2.70 for the weak loyalty group). The low scores and small difference in mean values for both groups for the practical & social motivation suggest that the brand loyalty level does not matter when it comes to gaining practical and social benefits in a community on Facebook. Even if someone would be very loyal to a brand and part of a brand community on Facebook, the other members of the community seem to play an unimportant role.

6.4. Differences in motivations between community member types

From the beginning it was not intended to group respondents based on their behaviour in the community and on Paf’s gaming site (paf.com). The behaviour variables were meant to be used for separate analyses made for Paf. However, when exploring the data some interesting patterns emerged and the decision to include another cluster analysis in this study was taken. Based on six different variables concerning the respondent’s behavior in the Club Paf Facebook community and on paf.com, the respondents were grouped into five different groups. These groups were named enthusiasts, community actives, passives, neutrals and anonymous enthusiasts.
When investigating if there were differences in the motivations between the five groups, no significant differences could be found. All groups join the Club Paf Facebook community mainly because they are driven by brand loyalty to Paf. The factor with the second highest rating was economic benefits, the third factor was entertainment and the least motivating factor was practical & social benefits. However, the differences in the mean values were often significant, which indicates differences between the five member types.

The enthusiasts were rather easy to separate from the four other groups because they were relatively active in the community, as well as on Paf’s gaming site. They visit the community on a daily basis and follow the action in the community regularly. They also participate in the content generation by posting comments and liking other member’s or Club Paf’s posts. On paf.com they play several times a week and spend up to 100 euro each month on gaming. The enthusiasts gave a lot of positive answers (i.e. high scores on the items) because they had the highest scores for all motivations when compared to the other four groups. The enthusiasts had a mean value of M = 6.03 for the loyalty motivation, which was significantly higher compared to all other groups except the community actives. The mean scores for the economic (M = 5.50) and entertainment (M = 5.44) motivations for the enthusiasts were very similar, indicating that respondents in that group are not in the community just to gain economic benefits but also to entertain themselves. A similar result could not be found for the other groups. The enthusiasts were the second largest group in the community, making up almost 24% of the population.

The Club Paf Facebook community is also populated by a group labelled community actives. The community actives visit the community several times per week, follow the postings quite often and also contribute with content by liking posts and making comments. However, the community actives got their name because even if they are active in the community, they are not very active on paf.com. They play only once a month and spend between 20-50 euro per month on the games, which is considerably less than the enthusiasts. The community actives’ biggest reason to be members of the community is because they are loyal to the brand (M = 5.60). A thing worth noticing is that the community actives scored relatively high on the practical & social motivation (M = 3.62), which is significantly higher than for the passives, neutrals and anonymous enthusiasts. That further strengthens the picture that the community actives are enjoying the Club Paf community, including the content and members of it. The
community actives were the smallest group in the community, making up 11% of the population.

The Club Paf community also includes a group named passives. The passives probably include many of the respondents from the weak loyalty group because they had the lowest score on all motivations. The group was named passives because they visit the Club Paf community only a couple of times each month, they follow the community only occasionally and contribute with content to the community very seldom or never. Moreover, they do not contribute much business value to Paf either because they play on paf.com only once a month and do not spend much money there. The most motivating factor for being a part of the brand community on Facebook was loyalty ($M = 4.53$) but it was just barely more important than the economic factor ($M = 4.51$). In total, about 16% of the respondents were in the passives group. However, it is good to keep in mind that even if the respondents are called passives, they were not enough passive not to respond to the questionnaire. Thus, it can be expected that there are many community members that are even more passive than this.

The group labelled neutrals was characterized by choosing the most neutral answers. They visit the community 1-3 times per week, follow the news quite often and produce content to the site but do it very seldom. They also play less than the enthusiasts and the anonymous enthusiasts but more than the community actives and the passives. The neutrals are motivated to join the brand community mostly due to loyalty ($M = 5.40$) but the mean values for the motivations tend to be rather close to 4 (on the Likert-type 1-7 scale), indicating rather neutral answers.

The fifth and last group labelled anonymous enthusiasts is interesting because they visit the community several times a week and follow the community but they never or very seldom reveal their identities by producing content to the community (i.e. they do not comment and press the “like” button). The thing making them enthusiasts is their gaming habit. They play on paf.com 4-6 times per week and spend up to 200 euro per month while doing so. These respondents are of high business value for Paf, even if they are not “visible” in the community. The anonymous enthusiasts make up 16% of the community population. The biggest reason for them to join the Club Paf community is loyalty ($M = 5.30$) but that motivation is closely followed by the economic motivation ($M = 4.95$). It might be that the anonymous enthusiasts are very much into all kind of gaming and thus are keen on getting bonuses (which can be used in the paf.com games) and taking part in lotteries.
Based on the findings it can be concluded that the main motivation to join the Club Paf community differ for respondents in the strong loyalty group and for respondents in the weak loyalty group. Members in the strong loyalty group are very loyal and their main motivation to join the Club Paf community is loyalty. Members in the weak loyalty group on the other hand join the community mainly because of economic benefits.

Moreover, different member types could be identified, indicating that there is some kind of pattern in the community members’ behaviour and thus making it possible to segment them. Even if there were no differences in the motivations between the five identified groups, it was possible to identify significant differences in the mean scores for the motivations.

6.5. Theoretical implications

Because the three first motivations, practical benefits (based on Dholakia et al., 2004), social benefits (based on Dholakia et al., 2004 and Gwinner et al., 1998) and social enhancement (based on Dholakia et al., 2004), were combined in the factor analysis it is clear that they did not all measure what they were intended to measure. Thus, the items measuring the different motivations should be re-considered in future studies, at least for studies conducted with a Facebook population. For example, item 13. I am a Club Paf Facebook community member to get information (e.g. new games) had a relatively high mean value but did not measure the same thing as the two other items measuring the practical benefits.

Moreover, despite an extensive literature review it was not possible to find member type classifications particularly for brand communities on Facebook. In this study, five distinctive groups were identified, providing an example for further studies in this particular field.

6.6. Managerial implications

Brand communities can prove to be valuable for companies in many different ways. They provide a platform for communication and relationship building. The social network site Facebook has become a popular platform for brand communities, giving companies the chance to interact with consumers. Part of the popularity is due to the fact that so many consumers are willing to participate in these brand communities. However, companies can get overwhelmed by the possibilities, as well as afraid for
potential unknown problems (i.e. problematic customers). In order to shed some light on what consumers seek for when taking the active decision to become members of the brand communities, this study focused on the motivations for virtual brand community participation.

The members of the Club Paf brand community proved to be very loyal and maybe not so surprisingly join the community because they are loyal to Paf. This is good news for Paf but also other companies because it shows that there really are individuals that are devoted to the brand and want to interact with the brand. These customers should be nurtured and provided the best possible service because they are a strong force from a marketing point of view. Not many marketing strategies beat the one of positive word-of-mouth, which can only be reached with loyal and satisfied customers.

Furthermore, the objective with investigating the consumer motivations was to get information about what the community members want. Loyalty does not provide this information but the other motivations do. After loyalty, consumers join brand communities because of economic benefits such as the chance to get bonuses, to participate in lotteries and to get better service. It seems that one way to keep an active community on Facebook is to give the consumers what they want, which in this case is different kind of bonuses, lotteries and good service. The brand community on Facebook is also suitable for information sharing and relationship building because many members are part of the community to get information and to stay in touch with the brand. If the members want to stay in touch with the brand it indicates that the communication does not always have to be formal (which often means boring). Instead, it can be much more personal.

It is also suggested that even if a community is made up of its members and the different relationships between the elements (i.e. brand, community members, product, marketer) (McAlexander et al., 2002) in the community, the community members are not very interested of one another. Instead, it seems to be the relationship with the brand that is the important factor in an online environment like the one studied here.

Different member types can also be identified in the community meaning that they might have different needs and wants. Based on the results of this study all the member types differ significantly from each other when comparing the mean values for the motivations. For example, enthusiasts want to get entertained in the community much more than anonymous enthusiasts. The differences in the community behaviour and
gaming behaviour between the groups are also important to recognize, when thinking about the community member's business value. For example, the community actives are producing a lot of content to the community but in terms of business value they do not provide nearly as much as the anonymous enthusiasts who seldom or never are visible in the community.

6.7. Limitations and suggestions for further research

This study has certain limitations which most likely have affected the results. One limitation is related to the study context, an online gaming firm’s brand community on Facebook. Because the brand communities on Facebook can differ a lot from each other, the motivations to join them might differ as well, and therefore the results are not directly applicable to other companies. For example, it has been common to see large campaigns where companies are “recruiting” Facebook fans and using different methods for acquiring as many as possible. One popular method has been different kinds of lotteries. Club Paf on the other hand has never actively tried to recruit fans or members to their Facebook group. Thus, it can be questioned whether people join a brand community that actively tries to acquire as many members as possible for the same reasons as they join brand communities that do not have member recruiting campaigns. After all, it often only requires a mouse click to become a member of a brand community on Facebook.

Based on the discussion above, it would be interesting to investigate different brand communities on Facebook, e.g. brand communities that have actively recruited members and brand communities that have not put effort in recruiting members. Moreover, it would be interesting to investigate deeper what makes a good brand community from a member’s point of view on Facebook. For example, is it a community that uses the community for customer support or one that has daily special lotteries for its members?

Another interesting area for future research is to study how the participation in a brand community on Facebook affects the members’ brand loyalty. If Facebook is such a great venue for marketing and brand building activities as it is said to be, it could be useful to conduct studies on whether it is true or not.
6.8. Conclusions

The findings from this study showed that the main motivating factor for joining a company managed virtual brand community is loyalty towards the brand. This motivation is followed by economic benefits, entertainment and practical & social benefits.

Community members that are very loyal towards the company managing the community differ in their first and foremost motivation to join the Club Paf community when compared to less loyal community members. Very loyal members join the community because of loyalty, while less loyal members join because of economic benefits.

Five different member types were identified based on the respondent’s behaviour in the brand community and on the gaming site paf.com. These member types all join the Club Paf Facebook community for the same reasons, but, the importance of these motivations differ significantly between the member types of several occasions.

Moreover, most community members are very loyal to Paf and both satisfied with their decision to become members of the community, as well as satisfied with their decision to be Paf customers. For Paf, these are excellent news as it means they are doing something right at the moment. However, it also means that the community members should be regarded as extremely valuable and be given a lot of attention. Satisfied customers are an invaluable asset for any company in the world.

These findings help companies to plan their communication and activities in the community because they now know why consumers engage with the brand community. With the information at hand, it becomes easier to produce relevant content to the community. Moreover, the study also proved that the most active members in the community are not necessarily the most valuable customers from a business point of view. This finding has interesting implication for future research, as it would be interesting to single out whether and how the most profitable customers differ from less profitable customers in terms of their motivations and expectations regarding a Facebook community.
SVENSK SAMMANFATTNING

1. Introduktion


Begreppet varumärkesgrupp kan definieras som ett kollektiv av människor som delar ett gemensamt intresse för ett varumärke och som skapar egna värderingar, myter, ritualer och vokabulär kring varumärket (Cova och Pace, 2006). Virtuella varumärkesgrupper existerar på Internet. Tidigare brukade virtuella varumärkesgrupper skapas av konsumenter, men på grund av nya möjligheter har också företag gett sig in på att bygga varumärkesgrupper kring sitt varumärke i ett försök att öka konsumenternas varumärkesloyalitet (Arnone m.fl., 2010:97).
I denna studie sätts fokus på Facebook, eftersom tjänsten har över 500 miljoner användare och för att den lämpar sig väl för varumärkesgrupper. På grund av Facebooks popularitet och dess lämplighet för marknadsföringsaktiviteter skapar den ett intressant område för forskning, vilket diskuteras i följande kapitel.

1.1 Problemområde


Företagen måste veta vad konsumenterna vill av dem för att kunna agera på ett framtidsriktigt sätt i den krävande omgivning som de befinner sig i idag. Det finns ett behov av att öka på kunskapen om vad som tillför värde för konsumenterna i varumärkesgrupper, för att kunna skapa effektiva strategier för dem (Schau m.fl., 2009). Då allt fler företag finner sin väg till sociala medier och försöker sig på att dra nytta av det med att till exempel skapa varumärkesgrupper, återkommer frågan om vad som driver konsumenter till dessa grupper.

Det finns studier om vad som motiverar människor att gå med i olika samfund och grupperingar (t.ex. Dholakia m.fl., 2004; Ouwersloot och Odekerken-Schröder, 2008), men studier om vilka motivationer som leder till deltagande i företagsledda varumärkesgrupper på Facebook är tills vidare mycket sällsynta.

Varumärkeslojalitet är ett viktigt begrepp i sammanhanget eftersom det är starkt förknippat med varumärkesgrupper. Varumärkeslojalitet kan vara en orsak för att delta i en varumärkesgrupp men lojaliteten kan också förändras, antingen positivt eller negativt, av medlemskapet i en varumärkesgrupp. Det har ännu inte forskats i om mindre lojala konsumenter deltar i varumärkesgrupper av samma orsaker som mer lojala konsumenter. Ifall det går att få reda på det skulle man kunna stärka lojaliteten bland olika konsumentgrupper och göra dem nöjdare med att tillfredsställa deras behov.
1.2 Syfte

Huvudsyftet med studien är att identifiera vad som motiverar konsumenter att gå med i en företagsledd virtuell varumärkesgrupp på Facebook. Syftet är också att undersöka gruppmedlemmarnas varumärkeslojalitet och om lojala medlemmar har olika motivationer jämfört med mindre lojala medlemmar.

1.3 Avgränsningar

Denna studie fokuserar sig på ett specifikt företags varumärkesgrupp på Facebook. Motivationerna är förutbestämda och baserar sig på tidigare publicerad forskning. De sex motivationerna är praktiska nyttor, sociala nyttor, status och självkänsla, underhållning, ekonomisk nytta och lojalitet (Dholakia m.fl., 2004; Ouwersloot och Odekerken-Schröder, 2004; Gwinner m.fl., 1998).

Respondenterna kunde välja ifall det ville delta i undersökningen eller inte, vilket kan ha medfört att personer som redan var väldigt lojala och positivt inställda till varumärket svarade på webbenkäten.

2. Varumärkesgrupper

Varumärkesgrupper kan definieras som ”specialiserade, icke geografiskt bundna sammanslutningar som är baserade på sociala relationer mellan personer som beundrar ett varumärke” (Muniz och O’Guinn, 2001:412). De är specialiserade för att varumärket står i fokus och karaktäriseras av bland annat gemensamma ritualer, traditioner och symboler.

Tilltagande immunitet mot traditionell reklam har lett till att företag med sina marknadsförare i spetsen försöker hitta nya sätt att engagera konsumenterna (Bagozzi och Dholakia, 2006). Att organisera varumärkesgrupper är ett sätt som får allt mer uppmärksamhet (McAlexander m.fl., 2002; Muniz och O’Guinn, 2001).

Tidigare forskning kring varumärkesgrupper har funnit resultat som tyder på att deltagande in dylika grupper har en positiv effekt på konsumenterna och att positiva upplevelser stärker relationen mellan konsumenten och varumärket, produkten, företaget och andra konsumenter. På grund av detta har varumärkesgrupper blivit intressanta från ett företagsperspektiv. (McAlexander m.fl., 2002)
Varumärkesforskning har påvisat att företag borde satsa på att bygga starka varumärken för att behålla och öka sina intäkter (Aaker, 1996).


2.1 Varumärkeslojalitet


Varumärkeslojalitet har för företag ett flertal implikationer som relaterar både till ekonomiska och icke-ekonomiska faktorer. Varumärkeslojalitet kan till exempel minska marknadsföringskostnader, öka intäkterna per person och minska konsumenternas prissensibilitet. Exempel på de icke-ekonomiska implikationerna kan vara positiv inverkan på produktutveckling, bidra till att utveckla en kundorientrerad företagsorganisation och fördjupade relationer med kunderna. (Kaynak m.fl., 2008)

3. Social media

Social media är en virtuell media som skapar interaktion mellan användare och som underlättar processen för användare att skapa värde till mediet (Ward, 2010). När det talas allmänt om social media refererar man ofta till de tjänster som blivit väldigt
populära bland internetanvändare de senaste fem åren. Dessa tjänster är bland annat Facebook, YouTube, Twitter och Wikipedia, men det är egentligen bara en del av social media. I litteraturen har dessa tjänster ett gemensamt namn, sociala nätverkssidor, och de är sidor som tillåter användare att skapa personliga profiler och välja vem de vill ha kontakt med. Till de sociala nätverkssidornas finesser tillhör att de ofta är lätt att använda och gör det enkelt för användare att dela med sig av material. Det bör också uppmärksammas i detta sammanhang att sociala nätverkssidor sällan används för att skapa nya kontakter och relationer, eftersom användarna ofta bygger upp sina virtuella nätverk av redan existerande icke-virtuella kontakter. (Boyd och Ellison, 2008)

Social media ser ut att vara här för att stanna och attraherar kontinuerligt fler användare. I denna konkurrens har de traditionella medierna som till exempel tv, radio och tidningar fått det kämpigt. På grund av de sociala mediernas enorma popularitet är det viktigt för företag att skapa sig en grundlig uppfattning om vad de handlar om och hur de kunde utnyttjas i affärsverksamheten. (Mangold och Faulds, 2009)

Företagens intresse för social media baserar sig på två saker enligt Kozinets (2002). För det första börjar företagen få ögonen öppna för det ökande användandet av Internet och det stora antalet aktiva konsumenter i olika nätbaserade grupper. För det andra försöker marknadsundersökningar sträva till att förstå konsumenters preferenser och val och social media erbjuder i detta sammanhang en möjlighet att komma närmare konsumenterna.

Det finns också andra orsaker för företag att vara intresserade av social media. Gillin (2007) listar fem orsaker för intresset; 1. konventionell marknadsföring på Internet som till exempel e-post och banners ignoreras i allt högre grad av konsumenterna på grund av minskat intresse och överflöd, 2. teknologin har gjort framsteg och gett nya möjligheter för kommunikation och interaktion, 3. en ny generation som från tidig ålder blivit van med Internet växer fram och människor spenderar allt mer tid på Internet, 4. förtroendet för vänner och andra Internetanvändare är större än för företag och 5. det är billigt för företagen att kommunicera på Internet jämfört med traditionell media.

Social media har också gett upphov till ett ökat antal varumärkesgrupper på Internet. Facebook är ett bra exempel på en tjänst där antalet varumärkesgrupper ökat markant och där alla företag vill vara involverade. Varumärkesgrupperna i social media ger företagen en möjlighet att skapa nya och förstärka existerande kundrelationer, men det
kräver att företagen tänker på varumärkesgrupperna från ett kundperspektiv. Det betyder bland annat att företagen förstår vad som motiverar konsumenterna att överhuvudtaget delta i grupperna.


3.1 Konsumentmotivationer för deltagande i varumärkesgrupper

På basen av en utvärdering av de motivationer som presenteras i litteraturen, har denna studie fokuserat sig på sex motivationer. Dessa motivationer är praktiska nyttor, sociala nyttor, status och självkänsla, underhållning, ekonomiska nyttor och lojalitet.


Sociala nyttor uppkommer från interaktionen mellan konsumenten och företaget och betyder att konsumenten känner sig uppskattad, uppmärksammad och kanske till och med skapar ett vänskapsband med företagets personal (Gwinner m.fl., 1998). I Club Pafs varumärkesgrupp på Facebook ser man ibland medlemmar som tackar för födelsedagsbonusar och för resor som Paf ordat för sina kunder, vilket kan definieras som sociala nyttor.
Status och självkänsla som motivation hänför sig till gruppmedlemmens behov av att känna sig nyttig, uppmärksammad och viktig i varumärkesgruppen (Hars och Ou, 2002). I den studerade varumärkesgruppen svarar medlemmarna på varandras frågor och hjälper varandra, vilket kan betyda att vissa deltar i varumärkesgruppen främst för att de känner att medlemskapet tillför dem status och bättre självkänsla.

Underhållning som motivation är relaterad till avkoppling och nöje (Dholakia m.fl., 2004) och kan tänkas motivera konsumenter att delta i varumärkesgrupper. Att ta del av den kommunikation som finns i gruppen, att se på bilder och videon, att spela spel, med mera, hör till underhållningsmotivationen.

Konsumenter kan också gå med i varumärkesgrupper för att dra någon slags ekonomisk nytta av medlemskapet (Gwinner m.fl., 1998). Det kan till exempel vara frågan om att få rabatt, att delta i lotterier, att få bonusar eller att spara tid. På Facebook har många företag försökt rekrytera medlemmar till sina varumärkesgrupper med hjälp av lotterier. Således kan konsumenternas medlemskap enbart vara baserat på att få vara med om att vinna något, utan att varumärkesgruppen tillför något annat åt konsumenten.

Lojalitet kan kanske ses som en grundläggande orsak till konsumenters deltagande i varumärkesgrupper, det vill säga att konsumenterna deltar i gruppen för att de gillar varumärket och är lojala mot det (McAlexander m.fl., 2004). Eftersom sociala medier har ändrat lite på varumärkesgruppernas karaktär (t.ex. tillgänglighet och anonymitet) är det orsak att mäta hur mycket lojalitet motiverar konsumenter att delta i virtuella varumärkesgrupper.

4. Metod

4.1 Club Paf's varumärkesgrupp på Facebook


Inga speciella kampanjer har genomförts för att locka personer till varumärkesgruppen. I varumärkesgruppen är Club Paf ganska aktiv och kommunikerar med sina medlemmar nästan dagligen med olika meddelanden på sin vägg (på Facebook kallas profilens framsida, där man kan skriva kommentarer, för vägg). Medlemmarna i gruppen kan också kommentera, skriva åsikter och gilla (på Facebook finns en "tumme upp" symbol som man kan klicka på) Club Paf's och andra medlemmars skrivarier.

4.2 Datainsamling


5. Resultat

Det totala antalet respondenter uppgick till 289, men åtta stycken respondenter var exkluderade eftersom de svarade nej på den första frågan "är du medlem av Club Paf's Facebook-grupp". Således inkluderades 281 respondenter i analyserna.

Av respondenterna var 71 stycken (25,4 %) kvinnor och 209 stycken (74,6 %) män (ett svar saknades). Medelåldern bland respondenterna var 32 år, där den yngsta personen var 18 år och den äldsta personen 66 år gammal. Över 85 % av respondenterna var mellan 20 och 46 år gamla. Den stora majoriteten av respondenterna bodde i Finland.
(265 personer, 94,6 %). Av de få återstående personerna bodde 12 (4,3 %) i Sverige, 2 (1,7 %) på Åland och 1 (0,9 %) någon annanstans.

Efter de inledande bakgrundsfrågorna gav respondenterna uppgifter om sin aktivitet i Club Pafs Facebook-grupp. Nästan 80 % (223 personer) av respondenterna besöker gruppen åtminstone en gång i veckan. Club Pafs kommunikation läses åtminstone ganska ofta av 74,3 % (208 personer), medan endast 9 respondenter (3,2 %) läser Club Pafs meddelanden väldigt sällan eller ignorerar dem totalt. Att ”gilla” något på Facebook kräver en aktiv handling (dvs. att klicka på en knapp). Club Pafs eller någon annans kommunikation i varumärkesgruppen ”gillas” av 174 respondenter (62,1 %) åtminstone någon gång, medan 58 respondenter (20,7 %) gillar något väldigt sällan och 48 respondenter (17,1 %) aldrig gör det. Att skriva något i varumärkesgruppen kräver till och med mera än att bara trycka på ”gilla” knappen. Av respondenterna skriver 86 stycken (31 %) något i gruppen åtminstone ibland, 84 stycken (30,3 %) gör det väldigt sällan och 107 stycken (38,6 %) gör det aldrig.

Till det följande frågades respondenterna om deras beteende på Pafs Internetspelsida paf.com. Av alla 281 respondenter spelar 52 % Pafs penningspel varje vecka. Totalt 52 respondenter (18,5 %) spelar en gång i månaden eller mer sällan. Den populäraste spelkategorin bland respondenterna var automatspel (161 personer, 57,5 %), följt av poker (43 personer, 15,4 %), vadslagning (36 personer, 12,9 %), bingo och lotterier (30 personer, 10,7 %), kasinspel (9 personer, 3,2 %) och sists tärningsspel (1 person, 0,4 %). Av respondenterna spenderar 36 stycken (12,9 %) över 200 euro per månad på Pafs spel, medan den största gruppen (75 stycken, 26,8 %) spenderar mellan 0 och 20 euro varje månad.


### 5.1 Faktoranalys

Faktoranalys används för att summera ett stort antal variabler som korrelerar starkt med varandra (Pallant, 2007). Före faktoranalysen kontrollerades det ifall en faktoranalys kunde genomföras med datat. Detta testades med Kaiser-Meyer-Olkin
(KMO) och Bartlett’s test. KMO talet varierar mellan 0 och 1 och skall vara minst 0.6 för att en faktoranalys kan genomföras framgångsrikt och Bartlett’s test skall vara signifikant (p < 0.05). (Pallant, 2007) I denna studie var KMO 0.863 och Bartlett’s test signifikant (p = 0.000), vilket betyder att datat lämpade sig väl för en faktoranalys.

Resultatet av faktoranalysen blev att sex motivationer förändrades till en ny skala med fyra motivationer. Faktoranalysen slog ihop praktiska nytta, sociala nytta och status och självkänsla. Den nya motivationen kallas praktiska & sociala nytta i senare analyser. För övrigt var det lätt att tolka resultaten eftersom de tre övriga motivationerna var lojalitet, ekonomiska nytta och underhållning. Medeltalen för de olika motivationerna var följande: lojalitet 5.41, ekonomiska nytta 5.03, underhållning 4.51 och praktiska & sociala nytta 2.86. Detta betyder att den främsta motivationen för att gå med i varumärkesgrupper är lojalitet, följt av ekonomiska nytta, underhållning och praktiska & sociala nytta.

5.2 Respondenternas varumärkeslojalitet

Varumärkeslojaliteten mättes med en rad olika frågor (på en Likertskala från 1 helt av annan åsikt till 7 helt av samma åsikt). Medeltalen för alla frågorna var relativt hög, mellan 5.59 och 5.95. Det högsta medeltalet hade påståendet “jag skulle rekommendera Paf till mina vänner”, vilket indikerar att varumärkeslojaliteten bland respondenterna är mycket hög.

Klusteranalys användes för att gruppera medlemmarna i lojala och mindre lojala medlemmar för att vid ett senare skede studera ifall de fanns skillnader mellan dem i deras motivationer att delta i varumärkesgruppen. Grupperna bestämdes på basen av svaren för tre frågor angående varumärkeslojaliteten.

Klusteranalysen delade 197 respondenter (70,9 %) in i gruppen som namngavs stark lojalitet och 81 respondenter (29,1 %) in i gruppen som namngavs svag lojalitet. De tre frågorna som separerade respondenterna var alla lämpade för uppgiften eftersom de var signifikanta (p = 0.000).

5.3 Skillnader i motivationer mellan lojala och mindre lojala medlemmar

Grupperna stark lojalitet och svag lojalitet skillde sig åt när det gällde den starkaste motivationen att delta i varumärkesgruppen. De lojala medlemmarna går med i
varumärkesgrupper främst på grund av lojalitet (M = 5.83), medan de mindre lojala medlemmarna gör det främst på grund av ekonomiska nyttor (M = 4.76). För övrigt fanns det en signifikant skillnad i medeltalen mellan de två grupperna för motivationerna lojalitet (M = 5.83 för stark lojalitet och M = 4.50 för svag lojalitet) och underhållning (M = 4.71 för stark lojalitet och M = 4.00 för svag lojalitet).

Ekonomiska nyttor (M = 5.15) var den näst största orsaken för gruppen stark lojalitet att gå med i Club Pafs varumärkesgrupp. Ekonomiska nyttor följdes av underhållning (M = 4.71) och sist praktiska & sociala nyttor (M = 2.89). Den näst största orsaken för gruppen svag lojalitet att gå med i Club Pafs varumärkesgrupp var lojalitet (4.50), vilket indikerar att även om gruppen gavs namnet svag lojalitet så är medlemmarna i gruppen nödvändigtvis inte väldigt olojala mot Paf. Den tredje motivationen för svag lojalitet var underhållning (M = 4.00) och den fjärde motivationen praktiska & sociala nyttor (M = 2.70).

5.4 Olika medlemstyper

Ursprungligen var det inte meningen att använda beteendevariablerna i denna studie, utan de var ämnade för skilda analyser för Paf. Det framkom dock intressanta mönster i datat och därför togs beslutet att identifiera olika medlemstyper på basen av respondenternas beteende i Club Pafs Facebook-grupp och på Pafs spelsidor.

Klusteranalys användes igen för att få fram grupper baserat på respondenternas beteende. Resultatet blev fem olika grupper som namngavs följande; entusiaster, gruppaktiv, pasiva, neutrala och anonyma entusiaster. Av respondenterna delades 67 (23,8 %) in i gruppen entusiaster, 31 personer (11 %) in i gruppaktiv, 46 personer (16,4 %) in i passiva, 92 personer (32,7 %) in i neutrala och slutligen 45 personer (16 %) in i anonyma entusiaster.

Entusiasterna är väldigt lojala mot Paf och de syns och hörs i Club Pafs Facebook-grupp. Dessutom är de också viktiga för företaget affärsmissigt sett, eftersom de spelar Pafs penningspel 4-6 gånger i veckan och spenderar 50-100 euro i månaden på Pafs spel. Gruppaktivt skiljer sig från entusiasterna i den bemärkelsen att de inte är alls lika värdefulla affärsmissigt sett. De syns och hörs i varumärkesgruppen men spelar väldigt sällan på Paf. Respondenterna i passiva gruppen är inte aktiva i varumärkesgruppen och spelar också sällan. De neutrala besöker varumärkesgruppen varje vecka men syns eller hörs inte så ofta. De spelar oftare på paf.com jämfört med gruppaktivt och

Alla grupperna deltar i Club Paf’s Facebook-grupp mest på grund av lojalitet, näst mest på grund av ekonomiska nyttror, tredje mest på grund av underhållning och minst på grund av praktiska & sociala nyttror. Det finns dock signifikanta skillnader mellan grupperna i deras svar, eftersom medelvärdena för motivationerna varierar stort. Entusiasterna har till exempel mycket högre värden på alla motivationerna jämfört med de passiva. Det indikerar att entusiasterna är överlag mer positivt inställda till studien och Paf än de passiva.

6. Diskussion

Huvudsyftet med studien var att studera vad som motiverar konsumenter att gå med i varumärkesgrupper på den sociala nätverkssidan Facebook. Motivationerna var förutbestämda på basen av en litteratur genomgång och de var; praktiska nyttor, sociala nyttor, status och självkänsla, underhållning, ekonomiska nyttor och lojalitet. Faktoranalysen ledde dock till förändringar och de tre första motivationerna sammanslogs.


Den näst mest motiverande faktorn för deltagande i Club Paf’s Facebook-grupp var ekonomiska nyttor, M = 5.03. Många företag har inkluderat lotterier och olika tävlingar i sin kommunikationsstrategi, så också Paf. Paf har dock inte försökt rekrytera medlemmar till sin varumärkesgrupp med hjälp av till exempel lotterier, så som en del andra företag gjort (Audi lottade till exempel ut en Audi A1 bil bland dem som gick med i deras Facebook-grupp). Att inte ha försökt rekrytera medlemmar med hjälp av
ekonomiska nyttor kan förklara varför lojalitet var den högst motiverande faktorn för att gå med i Club Pafs Facebook-grupp.

Lojalitet och ekonomiska nyttor följes av underhållning (M = 4.51) och praktiska & sociala nyttor (M = 2.86). På basen av resultaten kan slutsatsen att konsumenter inte deltar i varumärkesgrupper på grund av att skapa nya sociala kontakter dras. Det verkar som om andra medlemmar i varumärkesgruppen inte spelar så stor roll, utan att de starkaste relationerna existerar mellan konsumenten och varumärket. Det här kan kanske delvis förklaras med att Facebook inte används för att skapa nya kontakter, utan baserar sig på en persons redan existerande sociala nätverk (Boyd och Ellison, 2008).

En variabel (jag är medlem i Club Pafs Facebook-grupp för att få information) i praktiska nyttor som hade relativt högt medeltal (M = 5.60) grupperades om i faktoranalysen. Således kan det konstateras att variablen inte mätte det den skulle (dvs. praktiska nyttor), men att konsumenter vill ha information.

Varumärkeslojaliteten bland medlemmarna i Club Pafs Facebook-grupp är hög. Majoriteten av respondenterna är nöjda med Paf och sitt medlemskap i gruppen. Lojala kunder skiljde sig åt från mindre lojala kunder i den bemärkelsen att de går med i varumärkesgrupper främst på grund af lojalitet (M = 5.83), medan de mindre lojala främst går med i grupperna på grund af ekonomiska nyttor (M = 4.76). Detta indikerar att ju mindre lojal en konsument är, desto sannolikare är det att den går med i en varumärkesgrupp för att få ekonomiska nyttor (t.ex. alla de ca 50 000 personer som gick med i Audis Facebook-grupp kanske inte var så väldigt lojala mot Audi, utan ville bara ha chansen att vinna en bil). Överlag så hade de lojala konsumenterna en positivare inställning till alla frågor jämfört med de mindre lojala kunderna, eftersom de hade högre medeltal för frågorna. Det stärker teorin om att varumärkeslojalitet kan mätas i olika former, så som beteende och attityd (Gounaris och Stathakopoulos, 2004).


6.1 Teoretiska implikationer

Eftersom de tre första motivationerna (praktiska nyttor, sociala nyttor och status och självkänsla) sammanslogs av faktoranalysen och att vissa variabler var omgrupperade, tyder det på att alla variabler inte mätte det som de skulle mäta. För framtida studier inom detta område måste variablerna således tänkas om för dessa motivationer.

Trots en omfattande litteraturgenomgång gick det inte att hitta studier om medlemstyper i varumärkesgrupper. Denna studie fanns dock signifikanta skillnader mellan respondenterna och fem olika grupper kunde identifieras, vilket kan bidra till en grund för framtida forskning inom detta specifika område.

6.2 Affärmässiga implikationer


Det bör också minnas att varumärkesgruppen består av olika medlemstyper vars olika behov och egenskaper borde beaktas i kommunikationen. Alla som är aktiva i varumärkesgruppen kanske inte tillför väldigt mycket i rena pengar till företaget.
Däremot finns det personer som sällan gör väsen av sig men som däremot är mycket värdefulla för företaget affärsmässigt.

6.3 Förslag för fortsatt forskning

Det skulle vara intressant att studera ifall det finns skillnader i konsumenternas motivationer att gå med i en varumärkesgrupp mellan varumärken som aktivt försöker rekrytera medlemmar med hjälp av till exempel lotterier och varumärken som inte aktivt marknadsför sig själva med hjälp av ekonomiska nytton. Det skulle också vara intressant att studera vidare i vad som bidrar till en framgångsrik varumärkesgrupp från konsumenternas synvinkel.

Denna studie fann att personerna i Club Pafs facebook-grupp var mycket lojala, men det skulle vara intressant att göra mer omfattande studier om ifall deltagande i varumärkesgrupper bidrar positivt till konsumenternas varumärkeslojalitet.
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APPENDIX 1  QUESTIONNAIRE IN ENGLISH

These questions find out consumer thoughts about joining brand communities, i.e. groups, on Facebook, such as the Club Paf group. When answering the questions, please think of the Club Paf group on Facebook (see picture).

Every answer is important. Answering is confidential and given answers will not be connected to respondents’ personal data. A surprise prize will be drawn among all respondents!

1) Are you a member/fan of the Club Paf Facebook group?
   - Yes
   - No

2) Do you have a gaming account on www.paf.com?
   - Yes
   - No

3) How often do you visit Club Paf’s Facebook group?
   - Daily
   - 4-6 times per week
   - 1-3 times per week
   - 2-3 times per month
4) Do you read Club Paf’s Facebook wall posts?

- Yes, very often
- Yes, quite often
- Yes, sometimes
- Yes, but very seldom
- No, I ignore them

5) Do you “like” Club Paf’s or any other wall posts made on the Club Paf Facebook wall?

- Yes, very often
- Yes, quite often
- Yes, sometimes
- Yes, but very seldom
- No

6) Do you make comments or write anything in the Club Paf Facebook community?

- Yes, very often
- Yes, quite often
- Yes, sometimes
- Yes, but very seldom
- No

7) How often do you play Paf’s money games on the Internet?

- Daily
- 4-6 times per week
- 1-3 times per week
- 2-3 times per month
- Once a month
• More seldom
• Never

8) Which gaming category does your favorite game on Paf.com belong to?
• Slots (e.g. Cash & Carry)
• Bingo and Lotteries (e.g. Golden Bingo Variant)
• Casino (e.g. Black Jack)
• Poker
• Betting
• Dice

9) How much money on average do you spend on Paf internet games each month?
• Over 200 euro
• 100-200 euro
• 50-100 euro
• 20-50 euro
• 0-20 euro

10) Age

11) Gender
• Female
• Male

12) Country of residence
• Finland
• Sweden
• The Åland Islands
• Spain
• Other
Estimate how much you agree or disagree with the following arguments.
(Scale 1-7; 1 = strongly disagree, 7 = strongly agree)

13) I am a Club Paf Facebook group member to get information (e.g. new games).
14) I am a Club Paf Facebook group member member to provide other group members with information.
15) I am a Club Paf Facebook group member to share my ideas with other group members.
16) I am a Club Paf Facebook group member because I have developed a friendship with Club Paf or its employees.
17) I am a Club Paf Facebook group member because I want to stay in touch with Paf.
18) I am a Club Paf Facebook group member because I want to stay in touch with other community members.
19) I am a Club Paf Facebook group member because I want to get to know other community members.
20) I am a Club Paf Facebook group member to help other community members.
21) I am a Club Paf Facebook group member to feel needed by Paf or other community members.
22) I am a Club Paf Facebook group member to get help from other community members.
23) I am a Club Paf Facebook group member to get entertained.
24) I use the Club Paf Facebook group to relax.
25) I use the Club Paf Facebook group to pass time when I am bored.
26) I am a Club Paf Facebook group member to try to get bonuses.
27) I am a Club Paf Facebook group member to participate in lotteries.
28) I am a Club Paf Facebook group member to get better service.
29) I am a Club Paf Facebook group member to get fast responses.
30) I am a Club Paf Facebook group member because I like Paf.
31) I am a Club Paf Facebook group member because I like Club Paf.
32) I am a Club Paf Facebook group member because Paf is the ultimate online casino operator.
33) I am a Club Paf Facebook group member because I do not like Paf.
34) I am a Club Paf Facebook group member because I am loyal to Paf.
35) Club Paf Facebook group membership increases my trust in Paf.
36) Club Paf Facebook group membership makes me less anxious when I use Paf’s services.
37) Club Paf Facebook group membership helps me to get Paf’s highest level of service.
38) I consider Paf as my number one choice of online monetary game provider.
39) I say positive things about Paf to other people.
40) I would recommend Paf to my friends.
41) I have been using Paf’s gaming services since I started to play online monetary games.
42) I am satisfied with my decision to become a member/fan of the Club Paf Facebook group.
43) I feel bad about my decision to become a member/fan of the Club Paf Facebook group.
44) I think that I did the right thing when I decided to become a Club Paf Facebook group member/fan.
45) I am satisfied with my decision to become a Paf customer.
46) I feel bad about my decision to become a Paf customer.
47) I am satisfied with Paf.
48) What could Club Paf do better in the Facebook group?
APPENDIX 2  QUESTIONNAIRE IN FINNISH

Tämä kysely kartoittaa kuluttajien ajatuksia osallistumisesta yhteisöihin Facebookissa, kuten Club Pafin yhteisöä. Vastatessasi kysymyksiin sinun tulee ajatella Club Pafin Facebook-yhteisöä (katso kuva).

Jokainen vastaus on tärkeä! Vastaaminen on luottamuksellista eikä annettuja vastauksia tulla missään vaiheessa yhdistämään vastaajan henkilötietoihin. Vastaaminen vie noin 10 minuuttia. Kaikkien vastanneiden kesken arvotaan yllätyspalkinto!

1) Oletko Club Pafin Facebook-yhteisön jäsen/fani?
   • Kyllä
   • En

2) Onko sinulla pelitili www.paf.com:ssa?
   • Kyllä
   • Ei

3) Kuinka usein vieraillet Club Pafin Facebook-yhteisössä?
   • Päivittäin
4) Luetteko Club Pafin statuspäivityksiä ja muita kirjoituksia Facebookissa?

- Kyllä, hyvin usein
- Kyllä, melko usein
- Kyllä, silloin tällöin
- Kyllä, mutta hyvin harvoin
- En

5) "Tykkäätkö" Club Pafin statuspäivityksistä tai muista kirjoituksista tai muiden kirjoituksista Club Pafin Facebook-yhteisössä?

- Kyllä, hyvin usein
- Kyllä, melko usein
- Kyllä, silloin tällöin
- Kyllä, mutta hyvin harvoin
- En

6) Kommentoitko tai kirjoitatko jotain Club Pafin Facebook-yhteisössä?

- Kyllä, hyvin usein
- Kyllä, melko usein
- Kyllä, silloin tällöin
- Kyllä, mutta hyvin harvoin
7) Kuinka usein pelaat Pafin internetrahapelejä?
   • Päivittäin
   • 4-6 kertaa viikossa
   • 1-3 kertaa viikossa
   • 2-3 kertaa kuukaudessa
   • Kerran kuukaudessa
   • Harvemmin
   • En koskaan

8) Mihin pelikategoriaan suosikkipelisi kuuluu Pafin internetsivuilla?
   • Automaattipeleihin (esim. Cash & Carry)
   • Bingo ja arpapeleihin (esim. Golden Bingo Variant)
   • Kasinopeleihin (esim. Black Jack)
   • Pokeriin
   • Vedonlyöntiin
   • Noppapeleihin

9) Kuinka paljon rahaa käytät keskimäärin Pafin internetpeleihin kuukaudessa?
   • Yli 200 euroa
   • 100-200 euroa
   • 50-100 euroa
   • 20-50 euroa
   • 0-20 euroa
10) Minkä ikäinen olet?

11) Mitä sukupuolta olet?
   - Nainen
   - Mies

12) Mikä on asuinpaikkasi?
   - Suomi
   - Ruotsi
   - Ahvenanmaa
   - Espanja
   - Muu

Arvioi kuinka paljon samaa tai eri mieltä olet seuraavien väittämien kanssa

(Asteikko 1-7; 1 = täysin eri mieltä, 7 = täysin samaa mieltä)

13) Olen Club Pafin Facebook yhteisön jäsen saadakseni tietoa (esim. uusista peleistä).
14) Olen Club Pafin Facebook yhteisön jäsen jakaakseni tietoa muille yhteisön jäsenille.
15) Olen Club Pafin Facebook yhteisön jäsen jakaakseni ideoitani muiden yhteisön kanssa.
16) Olen Club Pafin Facebook yhteisön jäsen koska olen luonut ystävyys-suhteen Club Pafiin tai sen työntekijöihin.
17) Olen Club Pafin Facebook yhteisön jäsen pitääkseni yhteyttä Pafiin.
18) Olen Club Pafin Facebook yhteisön jäsen pitääkseni yhteyttä muihin yhteisön jäseniin.
19) Olen Club Pafin Facebook yhteisön jäsen tutustuakseni muihin yhteisön jäseniin.
20) Olen Club Pafin Facebook yhteisön jäsen auttaakseni muita yhteisön jäseniä.

21) Olen Club Pafin Facebook yhteisön jäsen tunteakseni itseni hyödylliseksi Pafille tai muille yhteisön jäsenille.

22) Olen Club Pafin Facebook yhteisön jäsen saadakseni apua muilta yhteisön jäseniltä.

23) Olen Club Pafin Facebook yhteisön jäsen viihdyttääkseni itseäni.

24) Olen Club Pafin Facebook yhteisön jäsen rentoutuakseni.

25) Olen Club Pafin Facebook yhteisön jäsen kuluttaakseni aikaa kun minulla on tylsää.

26) Olen Club Pafin Facebook yhteisön jäsen yrittääkseni saada bonuksia.

27) Olen Club Pafin Facebook yhteisön jäsen osallistuakseni kilpailuihin ja arvontoihin.

28) Olen Club Pafin Facebook yhteisön jäsen saadakseni parempaa palvelua.

29) Olen Club Pafin Facebook yhteisön jäsen saadakseni nopeita vastauksia.

30) Olen Club Pafin Facebook yhteisön jäsen koska pidän Pafista.

31) Olen Club Pafin Facebook yhteisön jäsen koska pidän Club Pafista.

32) Olen Club Pafin Facebook yhteisön jäsen koska Paf on paras pelioperaattori.

33) Olen Club Pafin Facebook yhteisön jäsen koska en pidä Pafista.

34) Olen Club Pafin Facebook yhteisön jäsen koska olen lojaali Pafia kohtaan.

35) Club Pafin Facebook yhteisön jäsenyys lisää luottamustani Pafin.

36) Club Pafin Facebook yhteisön jäsenyys vähentää huoletuneisuuttani käyttäessäni Pafin palveluja.

37) Club Pafin Facebook yhteisön jäsenyys auttaa minua saamaan Pafin parasta palvelua.

38) Paf on ensisijainen pelioperaattorini.

39) Sanon Pafista positiivisia asioita muille ihmisille.

40) Suosittelisin Pafia ystävilleni.

41) Olen käyttänyt Pafin pelipalveluja siitä lähtien kun aloin pelaamaan rahapelejä internetissä.

42) Olen tyytyväinen päättökseeni olla Club Pafin Facebook-yhteisön jäsen/fani.

43) Club Pafin Facebook-yhteisön jäseneksi/faniks ryhtyminen oli mielestäni huono päätös
44) Tein mielestäni oikean ratkaisun liittyessäni Club Pafin Facebook-yhteisön jäseneksi/faniksi.

45) Olen tyytyväinen päätökseen olla Pafin asiakas.

46) Pafin asiakkaaksi ryhtyminen oli mielestäni huono päätös.

47) Olen tyytyväinen Pafiin.

48) Mitä Club Paf voisi tehdä paremmin Facebook-yhteisössään?
APPENDIX 3  QUESTIONNAIRE IN SWEDISH

Det här frågeformuläret kartlägger konsumenters tankar om deltagande i grupper på Facebook, så som till exempel Club Pafs grupp. När du svarar på frågorna ska du tänka på Club Pafs Facebook-grupp (se bild).

Alla svar är viktiga! Svaren behandlas konfidentiellt och givna svar kopplas inte vid något skede ihop med personuppgifter. Det tar ca 10 minuter att svara på frågorna. Bland alla som skickar in sina svar lottas det ut ett överraskningspris!

1) Är du medlem/fan av Club Pafs Facebook-grupp?
   - Ja
   - Nej

2) Har du ett spelkonto på www.paf.com?
   - Ja
   - Nej

3) Hur ofta besöker du Club Pafs Facebook-grupp?
   - Dagligen
   - 4-6 gånger i veckan
• 1-3 gånger i veckan
• 2-3 gånger i månaden
• En gång i månaden
• Mer sällan

4) Läser du Club Pafs statusuppdateringar på Facebook?

• Ja, väldigt ofta
• Ja, rätt så ofta
• Ja, ibland
• Ja, men mycket sällan
• Nej

5) ”Gillar” du Club Pafs statusuppdateringar eller andra personers skriverier i Club Pafs Facebook-grupp?

• Ja, väldigt ofta
• Ja, rätt så ofta
• Ja, ibland
• Ja, men mycket sällan
• Nej

6) Kommenterar du eller skriver du något i Club Pafs Facebook-grupp?

• Ja, väldigt ofta
• Ja, rätt så ofta
• Ja, ibland
• Ja, men mycket sällan
• Nej
7) Hur ofta spelar du Pafs penningspel på internet?
   - Dagligen
   - 4-6 gånger i veckan
   - 1-3 gånger i veckan
   - 2-3 gånger i månaden
   - En gång i månaden
   - Mer sällan
   - Aldrig

8) Till vilken spelkategori hör ditt favoritspel på Pafs internetsidor?
   - Automatspel (t.ex. Cash & Carry)
   - Bingo och lotterier (t.ex. Golden Bingo Variant)
   - Kasinospel (t.ex. Black Jack)
   - Poker
   - Vadslagning
   - Tärningsspel

9) Hur mycket pengar spenderar du i medeltal på Pafs internetspel i månaden?
   - Över 200 euro
   - 100-200 euro
   - 50-100 euro
   - 20-50 euro
   - 0-20 euro

10) Vad är din ålder?
11) Av vilket kön är du?
   - Kvinna
   - Man

12) Var bor du?
   - Finland
   - Sverige
   - Åland
   - Spanien
   - Någon annanstans

Uppskatta hur mycket du är av samma eller olika åsikt med följande påståenden.

(Skala 1-7; 1 = helt av annan åsikt, 7 = helt av samma åsikt)

13) Jag är medlem av Club Pafs Facebook grupp för att få information (t.ex. om nya spel).
14) Jag är medlem av Club Pafs Facebook grupp för att dela med mig information till andra medlemmar i gruppen.
15) Jag är medlem av Club Pafs Facebook grupp för att dela med mig av mina idéer till andra medlemmar av gruppen.
16) Jag är medlem av Club Pafs Facebook grupp för att jag skapat en vänskapsrelation till Club Paf eller dess personal.
17) Jag är medlem av Club Pafs Facebook grupp för att hålla kontakt med Paf.
18) Jag är medlem av Club Pafs Facebook grupp för att hålla kontakt med andra medlemmar i gruppen.
19) Jag är medlem av Club Pafs Facebook grupp för att bekanta mig med andra medlemmar i gruppen.
20) Jag är medlem av Club Pafs Facebook grupp för att hjälpa andra medlemmar i gruppen.

21) Jag är medlem av Club Pafs Facebook grupp för att känna att jag gör nytta för Paf eller andra medlemmar i gruppen.

22) Jag är medlem av Club Pafs Facebook grupp för att få hjälp av andra medlemmar i gruppen.

23) Jag är medlem av Club Pafs Facebook grupp för att få underhållning.

24) Jag är medlem av Club Pafs Facebook grupp för att slappna av.

25) Jag är medlem av Club Pafs Facebook grupp för att spendera tid när jag har tråkigt.

26) Jag är medlem av Club Pafs Facebook grupp för att försöka få bonusar.

27) Jag är medlem av Club Pafs Facebook grupp för att delta i tävlingar och lotterier.

28) Jag är medlem av Club Pafs Facebook grupp för att få bättre service.

29) Jag är medlem av Club Pafs Facebook grupp för att få snabba svar.

30) Jag är medlem av Club Pafs Facebook grupp för att jag tycker om Paf.

31) Jag är medlem av Club Pafs Facebook grupp för att jag tycker om Club Paf.

32) Jag är medlem av Club Pafs Facebook grupp för att Paf är den bästa speloperatören.

33) Jag är medlem av Club Pafs Facebook grupp för att jag inte tycker om Paf.

34) Jag är medlem av Club Pafs Facebook grupp för att jag är lojal mot Paf.

35) Mitt medlemskap av Club Pafs Facebook grupp ökar mitt förtroende för Paf.

36) Mitt medlemskap av Club Pafs Facebook grupp minskar min oro för att något skall gå fel när jag använder Pafs tjänster.

37) Mitt medlemskap av Club Pafs Facebook grupp hjälper mig att få Pafs bästa service.

38) Paf är min huvudsakliga speloperatör.

39) Jag säger positiva saker om Paf till andra personer.

40) Jag skulle rekommendera Paf till mina vänner.

41) Jag har använt Pafs speltjänster sedan jag började spela penningspel på internet.

42) Jag är nöjd med mitt beslut att gå med i Club Pafs Facebook-grupp.

43) Att bli medlem i Club Pafs Facebook-grupp var ett dåligt beslut.

44) Jag tycker jag gjorde ett bra val när jag gick med i Club Pafs Facebook-grupp.
45) Jag är nöjd med mitt beslut att vara Paf:s kund.
46) Att bli Paf:s kund var ett dåligt beslut.
47) Jag är nöjd med Paf.
48) Vad kunde Club Paf göra bättre i sin Facebook-grupp?
APPENDIX 4  CHI-SQUARE TEST

The chi-square test for independence is used to examine the relationship of two categorical variables (Pallant, 2007:212). In this case, the test was used to clarify whether males are more loyal to Paf than females and whether they differ in their motivations to join the Club Paf Facebook community.

An assumption of the chi-square test is that the lowest expected frequency in any cell should be 5 or more, i.e. each variable should have more than 5 responses for each category. However, some authors suggest less stringent criteria and would approve that at least 80 per cent of cells should have frequencies of 5 or more. (Pallant, 2007:214) When testing brand loyalty, 1 cell (7.1 %) had a lower expected frequency than 5 (which in this study was 2.53). Thus, at least 80 per cent of the cells reached the minimum expected frequency, and following the less stringent criteria the assumption is not violated.

The Pearson chi-square value was 8.213, with an associated significance level of 0.223. Significance is reached if the value is 0.05 or less (Pallant, 2007:217). In this study, the value of 0.223 is larger than 0.05, and thus the result is not significant, meaning that the results for brand loyalty can be interpreted the same way for both males and females.

The practical & social motivation results cannot totally be interpreted the same way for females and males because they differed significantly from each other for the items shareideas (Pearson chi-square value = 22.435, p = 0.001), friendship (Pearson chi-square value = 17.336) and gethelp (Pearson chi-square value = 15.018, p = 0.020). The other five items had all p-values over 0.05.

The entertainment motivation results cannot either be interpreted the same way for both genders because all items had p-values less than 0.05, indicating a significant difference between the genders in their answers.

The results for the loyalty and economic motivations on the other hand had no significant difference between the genders as the p-value was less than 0.05 for all the items.
APPENDIX 5  BASIC ASSUMPTIONS

In this study, the skewness value was used to show the symmetry of the distribution, while kurtosis was used to give information about the “peakedness” of the distribution. A perfectly normal distribution would give the value 0 for both skewness and kurtosis but that is uncommon in a study like this. There were both positive and negative values for skewness, indicating scores clustered both at low values and high values. (Pallant, 2007:56) This depended very much on the variable and the values could be to a large extent expected for each variable. The kurtosis values were also both positive and negative depending on the variable. However, due to the large sample size (N = 200+), there is no risk of an underestimate of variance. The Kolmogorov-Smirnov statistics assess the normality of the distribution of scores. If the Sig. value is higher than .05, the result is not significant and indicates normality. (Pallant, 2007:62) In this study, the variables had a Sig. value of 0.000, indicating a non-existing normality.
APPENDIX 6  ITEMS FOR SUMMATED SCALES

COMPONENT 1: Practical and Social benefits and Social enhancement

14. I am a Club Paf Facebook group member to provide other group members with information.

15. I am a Club Paf Facebook group member to share my ideas with other group members.

16. I am a Club Paf Facebook group member because I have developed a friendship with Club Paf or its employees.

18. I am a Club Paf Facebook group member because I want to stay in touch with other group members.

19. I am a Club Paf Facebook group member because I want to get to know other group members.

20. I am a Club Paf Facebook group member to help other group members.

21. I am a Club Paf Facebook group member to feel needed by Paf or other group members.

22. I am a Club Paf Facebook group member to get help from other group members.

COMPONENT 2: Loyalty and Social benefit

17. I am a Club Paf Facebook group member to stay in touch with Paf.

30. I am a Club Paf Facebook group member because I like Paf.

31. I am a Club Paf Facebook group member because I like Club Paf.

32. I am a Club Paf Facebook group member because Paf is the ultimate casino provider.

34. I am a Club Paf Facebook group member because I am loyal to Paf.
COMPONENT 3: Economic benefits

26. I am a Club Paf Facebook group member to try to get bonuses.

27. I am a Club Paf Facebook group member to participate in lotteries.

28. I am a Club Paf Facebook group member to get better service.

29. I am a Club Paf Facebook group member to get fast responses.

COMPONENT 4: Entertainment

23. I am a Club Paf Facebook group member to get entertained.

24. I use the Club Paf Facebook group to relax.

25. I use the Club Paf Facebook group to pass time when I am bored.

Deleted items

13. I am a Club Paf Facebook group member to get information (e.g. new games).

33. I am a Club Paf Facebook group member because I do not like Paf.
APPENDIX 7  SCREEN SHOTS OF THE QUESTIONNAIRE AND HOW THE LINKS WERE POSTED ON CLUB PAF’S FACEBOOK WALL

Club Paf: A student at Hanken, School of Economics in Helsinki has done a questionnaire about Club Paf’s Facebook users. The questions can be found here: https://www.webropol.com/P.aspx?id=497012&cid=99158621

Webropol
www.webropol.com

24 November 2010 at 13:42 · Like · Comment · Share

14 people like this.

24 November 2010 at 13:43 · Like · 2 people · Flag

24 November 2010 at 13:43 · Like · Flag

Standa Mäkelä: Done. =))
24 November 2010 at 14:13 · Like · Flag

Suvi-Tuuli: Tehcynä on... ;)
24 November 2010 at 14:27 · Like · Flag

Jani Brändön: Ruostetsaari: done
24 November 2010 at 14:38 · Like · Flag

Pia Koskelo: Done!
24 November 2010 at 17:01 · Like · Flag

Jenni Suomolainen: vastattu :)
24 November 2010 at 18:30 · Like · Flag

Irma Niemistö: saiko oman kysymyksen myös suomeksi, liitos!
24 November 2010 at 19:59 · Like · Flag

Timo Kinnari: Done
24 November 2010 at 20:30 · Like · Flag

Tuja Aaltonen: Irma, tuosta Inksta pääset tällaiselle tutkimuusvuodolle: Tutkimus Club Pafin Facebook-yhteisöstä ja siellä on kysymykset Suomelksi.
24 November 2010 at 22:38 · Like · Flag
Club Paf Facebook community survey

These questions find out consumer thoughts about joining brand communities, i.e. groups, on Facebook, such as the Club Paf group. When answering the questions, please think of the Club Paf group on Facebook (see picture).

Every answer is important. Answering is confidential and given answers will not be connected to respondents’ personal data. Answering the questionnaire takes about 10 minutes. A surprise prize will be drawn among all respondents!

1) Are you a member/fan of the Club Paf Facebook group?
   - Yes
   - No

2) Do you have a gaming account on www.paf.com?
   - Yes
   - No

3) How often do you visit Club Paf’s Facebook group?
   - Daily
   - 4-6 times per week
   - 1-3 times per week
Estimate how much you agree or disagree with the following arguments.
Scale 1 = strongly disagree, 7 = strongly agree

13) I am a Club Paf Facebook group member to...

<table>
<thead>
<tr>
<th>Argument</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tr>
<td>get information (e.g., new games)</td>
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<td>provide other group members with information</td>
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<td>share my ideas with other group members</td>
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14) I am a Club Paf Facebook group member because...

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<tr>
<td>I have developed a friendship with Club Paf or its employees</td>
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<td>I want to stay in touch with Paf</td>
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<td>I want to stay in touch with other group members</td>
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<td>I want to get to know other group members</td>
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15) I am a Club Paf Facebook group member to...

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<td>help other group members</td>
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<td>feel needed by Paf or other group members</td>
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<td>get help from other group members</td>
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16) I am a Club Paf Facebook group member to...

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<td>get entertained</td>
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<td>relax</td>
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<td>pass time when I am bored</td>
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17) I am a Club Paf Facebook group member to...

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<td>try to get bonuses</td>
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<td>participate in lotteries</td>
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<td>get better service</td>
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<td>get fast responses</td>
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