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Social Media Marketing: Consumer Engagement on Firm Generated Content and its Effect on Brand Attitude

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Best regards,

Tonje Furnes

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Abbreviations

As some terminologies are more used than others, we have chosen to assign them abbreviations.

Firm generated content	*FGC*
Social networking site	*SNS*
Need for cognition	*NFC*

Terminologies

Below we explain the most used terminologies in our paper.

FGC containing inspiration	*Content that contains products set in an environment to create a vision.*
FGC containing offer	*Content that contains a monetary promotion/discount.*
Informative	*Whether the content enlightens consumers knowledge about the company or their products.*
Social identification	*How the interests and personality of a consumer identify with the content.*
Press like	*The action of clicking "like" on Facebook.*
Press link	*The action of clicking on the link within online content.*

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Executive summary

By using Bohus as a case study, this paper seeks to add to the literature of social media marketing by looking at different drivers of consumer engagement for firm generated content. This particular paper addresses firm generated content on Facebook and its effect on brand attitude. Based on a review of relevant literature, as well as a prestudy, we have identified inherent gaps in the literature and propose the following research question:

What drives consumer engagement in different types of firm generated content on Facebook, and to what extent does it affect brand attitude?

Based on our research question and presented literature review, six hypotheses regarding brand attitude and personal- and social engagement have been created. Further, we have developed a research framework which explains the relationship between these variables. The framework is based on the belief that the different variables will form a certain effect on online engagement and brand attitude.

For the method of our study we use a factorial design to measure the effects of our independent variables to be able to find inferences of causality. To test the research framework empirically we conducted an online experiment where respondents were randomly assigned to one of eight manipulated firm generated content. Variables that were manipulated were inspiration (in environment vs. not in environment), offer (20% vs. 50%) and total number of likes on firm generated content (11k. vs. 4000k).

For the category social engagement, we found that consumers engage with firm generated content containing inspiration by pressing like. When investigating drivers of this engagement, social identification was found to have a positive effect. This implicates that managers need to know their target group well enough to create content that identify with consumers interests and personality. For the category personal engagement, there was no positive effect for pressing link for firm generated content containing offer. However, we found a negative correlation for pressing like. This emphasizes the importance of inspiration within firm

generated content and implies that consumers are not as interested in the offer itself but rather the social value it brings by socially engaging.

Lastly, our study affirms a correlation between consumers brand attitude and engagement for firm generated content, where change in brand attitude has the biggest correlations. This indicates that managers can use firm generated content to change consumers brand attitude, and with this increase their online engagement. We also found that higher promotion offers in firm generated content generates greater increase in brand attitude and number of website visits as long as the content is found informative. Overall, our findings give insight of how to engage with consumers, spread information and learn from and about a company´s audience. This can help managers to better understand the effects of marketing efforts in social media and build positive brand attitudes, further increasing sales and profits.

1.0 Introduction

The ultimate task of marketing managers is to build brand equity. Higher brand equity is associated with greater sales, profits, and resistance towards competitors. Edelman and Singer (2015) describes a customer's purchase process as a customer journey. Chaffey and Ellis-Chadwick (2016, p. 61) describes this term as "touch points or different types of paid, owned and earned media that influence consumers as they access different types of websites when selecting products and services". Traditionally, integrated marketing communications have been used to reach and convince customers. With the marketing mix at their disposal, marketers could convince their target customers of the characteristics of their products and services. Though in the early 90s, marketing experienced the founding of the Internet, thus changes to marketing and firms followed. Edelman and Singer (2015) state that digital tools have put shoppers in the driving seat by letting them easily research and compare products and services online and further place orders delivered to their doorstep. Hence, consumers have become more demanding and empowered in terms of getting what they want whenever they want it. However, new technology does have some benefits for companies. New technology opens up for new opportunities and organizational structures where companies compete in designing and refining journeys to attract shoppers and create customized experiences. With this, companies are shifting from primarily reactive- to an aggressively proactive company strategy. Customer journeys are thus becoming as central in the customer experience of a brand as the products or services themselves (Edelman & Singer, 2015).

Today, over three billion people all over the world regularly use the web to find and discuss products and experiences (Chaffey & Ellis-Chadwick, 2016). With the emergence of social media, an increasing share of communication has occurred and significantly changed the tools and strategies for how to communicate (Mangold & Faulds, 2009). Mangold and Faulds (2009) define social media as "new sources of online information that are created, initiated, circulated and used by consumers with the intent on educating each other about products, brands, and services". Social media is represented on different platforms such as social networking sites (SNSs), blogs, wiki, podcasts, forums, content communities, and

microblogging (Mayfield, 2008). The different platforms have become a major factor in influencing various aspects of consumer behavior such as awareness, information acquisition, opinions, attitude, purchase behavior, and post-purchase evaluation (Mangold & Faulds, 2009). Mangold and Faulds (2009) suggests that SNSs can be an interesting platform for companies to use as they are able to target specific consumer groups at lower cost and with higher speed. We therefore focus on SNSs in this study.

Firms have embraced social media as a resource to engage and develop two-way relationships with their customers in order to create interaction (Kumar, Bezaweda, Rishika, Janakiraman & Kannan, 2016), further increasing marketing within social media. As a result, firm generated content (FGC; i.e., firm-initiated marketing communication in its official Facebook pages) is considered to be an essential element of a company's promotion mix (Mangold & Faulds, 2009). In this study, FGC is understood as a message posted and controlled by firms on their own official social media page and can inform customers about product offerings, promotions and prices (Kumar et al., 2016). Customers can respond to social media content by e.g. pressing "like" or leaving a comment, potentially creating/increasing positive brand evaluations. Although FGC is increasing, it´s still a relatively new practice among marketers (Dabrowski & Schivinski, 2013). In this context, FGC is articulated as an independent variable and we expect it to positively influence engagement and brand attitude. Due to time and resource limitations, we focus on Facebook as a SNS platform for FGC.

Facebook has evolved from an online meeting place to an online community. On average, Facebook has 1.37 billion daily active users worldwide with 3.2 billion likes and comments occurring every day (Facebook, 2017). This gives companies access to conversations which further results in brand recommendation and become the start of the sales funnel (Holloman, 2014). As our study focuses on different types of FGC on Facebook, it´s necessary to understand the concept of Facebook's "News Feed". The News Feed is where most people spend their time on Facebook and where both company's and friends' posts are shown. FGC on Facebook can appear under different circumstances; when you/one of your friends follow the company's page, or when the company has paid for the post to appear in their target group´s news feed. The business report eMarketer (2015) presents

that total spending on social media advertising has increased worldwide, from $11.36 billion in 2013 vs. $35.98 billion in 2017. This amounts to an increase of 216%. Even though it´s found that social media engagement drives sales (Kumar et al., 2016), concerns around measuring the return on investment (ROI) from social media has increased, further emphasizing the lack of knowledge of the effect of social media usage for firms. Due to policy changes, unpaid promotional material in users´ news feeds are now filtered out for several large social media platforms such as Facebook. It has therefore become more challenging for companies to reach the "right" audience with marketing content that isn´t paid for (Kumar et al., 2016).

With this in mind we examine consumer engagement for different types of FGC on social media and its effect on brand attitude. We define consumer engagement as attitude and behavior from customers that leads to a response towards the content. Prior to our study, we observed Bohus´s Facebook page and content-coded their posts they had published through 2017 (Appendix 1). As there were noticeable differences in engagement for posts containing inspiration and offer, this became the basis for FGC in our research. In this study we define FGC containing inspiration as content containing products set in an environment to create a vision for consumers. FGC containing offer is defined as content containing monetary promotions/discounts. Additionally, as there are different types of personalities to consider in online behavior we use extraversion when laying the foundation for why we believe a certain engagement occurs for specific FGC. Based on this, we divide online consumer engagement into *social- and personal* engagement. Here, whether consumers identify with the content (social identification) moderate social engagement, and if consumers find the content useful (informative) moderate personal engagement.

1.1 Case: Bohus and the Norwegian furniture and interior industry

In our study, we have chosen to use Bohus as a case, one of Norway's largest furniture and interior retailers. Though we haven´t had direct contact with Bohus, we chose them due to our personal interest for them, as well as wanting our results to be applicable for managers in the future.

The furniture and interior industry were chosen due to the majority´s familiarity

with the industry. From young students moving out for the first time, to more established families, furniture and interior is something most people have bought once in their life. Additionally, one could argue that one does not purchase e.g. a couch before trying/seeing it in real life. Customers normally seek information in the beginning-process, using SNSs to get inspired and receive information, to later on enter the store and purchase the product (Netthandel, 2017). Based on this, Bohus was a natural choice when selecting a case. Bohus focus on offering a wide range of furniture and interior products across Norway and are well-known amongst consumers since their foundation in 1976 (Bohus, 2018). In 2016 they could refer to a market share of 12% with competitors such as IKEA (37%), Skeidar (11%) and Jysk (9%) (eHandel, 2016).

1.2 Research question

Based on the introduction above, we present the following research question:

What drives consumer engagement in different types of firm generated content on Facebook, and to what extent does it affect brand attitude?

1.3 Theoretical and managerial contributions

The results of the study can be both theoretical and managerial. From a managerial perspective, managers will be able to engage with loyal consumers and influence consumer perceptions of products, spread information and learn from and about their audience. This can help managers to better understand the effects of marketing efforts in social media and build positive brand attitudes, further increasing sales and profits. From a theoretical standpoint, the results can contribute to our understanding of the value-enhancing potential of FGC and demonstrate the extent to which consumer engagement has an impact on brand attitude.

2.0 Literature review

In the following section, we present the selected literature review which has served as a foundation for our research and explains the background for our hypotheses.

2.1 Online consumer engagement

Many studies have previously focused on consumer engagement and concluded that consumers are more likely to be responsive to an advertisement the more engaged they are with a media (Calder, Malthouse & Schaedel, 2009). However, there is limited research on what type of FGC consumers engage most with, and why. We therefore perceive this as a gap in previous literature we wish to study further.

With the Internet leading to development of new forms of communication channels, interactions among customers have increased (Ismagilova, Dwivedi, Slade, & Williams, 2017). Since products and services are homogeneous, competition is tough, and with new technology available it´s not enough to create positive customer experiences just by selling the right product or service. Kumar and Pansari (2016) argue that a company must engage customers in various ways at all possible touch points within the customer journey.

Islam and Rahman (2016) explain customer engagement as an "approach to create, build and enhance customer relationship". Kumar and Pansari (2016) further define engagement as "attitude, behavior and the level of connectedness". In this study, we use Kumar and Pansari´s definition, though without the level of connectedness as this relates more to comments and sharing as a response towards FGC. Their research presents that the more positive attitude and behavior a consumer has, the higher level of engagement. They further argue that being orientated in the market and by knowing what a firm's customers want can create feedback, communication and interaction within social media (Kumar & Pansari, 2016). Christodoulides, Dabrowski and Schivinski (2016) suggest that consumers engage with digital and social media in three ways: *by consuming*, *by participating* and *by producing* brand-related media. In this study, we address consumers participation in FGC.

When discussing online consumer engagement, there will be different types of personalities to consider. In the use of the internet, the Five-Factor-Model or Big-Five (Goldberg, 1990) have often been used in investigating the role of personality. When laying the foundation for why we believe a certain engagement occurs for a specific FGC, we use the factor *Extraversion* from the Five-Factor-Model. Hughes, Rowe, Batey and Lee (2012) states that extraversion consist of extraverts which typically are sociable and talkative where the opposite are introverts that typically are quiet and shy. Based on this, we divide online consumer engagement into *social- and personal* for extro- and introverts.

2.1.1 Personal engagement

As Internet users are turning away from traditional media and are increasingly using social media channels to search for information of products and services (Mangold & Faulds, 2009), we argue that *content value* and *need for cognition* (informative) moderate the relationship between FGC and engagement. Based on this and our prestudy (Appendix 2), we define the response of pressing link in FGC as personal engagement.

Content value and need for cognition

As consumers are constantly seeking information of potential purchases and evaluating various providers, Advincula et al. (2012) argue that consumers are "always on". Whilst social network users primarily use SNSs e.g. Facebook to pass time and for amusement (De Keyzer, Dens & De Pelsmacker, 2015), websites are primarily visited to gather information (Hongsohuang & Kannan, 2014). However, Mangold and Faulds (2009) state that Internet users are turning away from traditional media and are increasingly using social media channels to search for information of products and services. Thus, there is reason to believe consumers use Facebook as a channel to gather information.

Through social media, consumers contribute, create, consume and exchange content. Past research show that consumers derive substantial content value from their participation in social media brand communities. Jiao, Ertz, Jo and Sarigollu (2018) refers to content value as "the trade-off between research efforts and resources engaged and the quality of the information obtained through that

process". Based on this, there is reason to believe consumers derive content value not only from their engagement in brand communities, but in SNSs as well.

Lee, Hosanagar and Nair (2014) find from their study that informative content e.g. mentions of prices, availability, and product features, reduce engagement. However, Taylor, Lewin and Strutton (2011) find that consumers react most favorably to advertising which is perceived as offering information value. Additionally, previous research has investigated the relationship between website interactivity and NFC. Hughes et al., (2012) define NFC as the tendency to engage with and enjoy information. Few significant effects have been found, though NFC positively correlates with attitudes towards online information seeking (Das, Echambadi, McCardle & Luckett, 2003). Based on this, we believe FGC positively affects brand attitude if the content is found informative. Relating these findings with our prestudy (Appendix 2) we also believe that those who find the content informative are low in extraversion and engage in a more personal way such as pressing link on the FGC. Based on Lee et al. (2014) findings concerning reduced engagement for prices etc., we argue the effects mentioned above occurs for FGC containing offer.

2.1.2 Social engagement

As previous research consistently find that more extraverted people tend to be drawn to SNSs (Hughes et al., 2012), we argue that social aspects such as *social identity theory* and *social value* moderates the relationship between FGC and engagement. Based on this, we define the response of pressing like in FGC as social engagement.

Social identity theory

Arli and Dietrich (2017) argue that Tajfel and Turner´s (1979) social identity theory can be applied in the context of social media. In such context, people categorize, identify, and compare social media messages and evaluate how a brand or company portrays themselves in social media (Arli & Dietrich, 2017). Tsang, Ho and Liang (2004) argue that in the context of online advertising, particularly in SNSs, consumers form an active evaluation towards an advertisement and decide to ignore or connect with the advertisement through liking or sharing. Hence, consumers' identification with FGC can influence their subsequent behavior.

Additionally, it´s found that pressing like through social media affirms consumers' identity and can predict identification traits of the users (Youyou, Kosinski, & Stillwell, 2015). Thus, the content of a social media post can represent whether consumers identifies with the post. This is also in congruence with the findings in our prestudy (Appendix 1) (Appendix 2). Based on this, there is reason to believe that FGC containing inspiration leads to greater identification and consumers pressing like as a response.

Social value

One of the primary customer motivations for buying or using a certain product or service is perceived value. There are four components of perceived value. In this study, we focus on *social value.* In the context of social media, social value is described as the utility derived from the product´s ability to enhance social concept (Arli & Dietrich, 2017). In other words, when consumers decide to press like or share FGC, their intent is to enhance their online acceptance and approval among their peers.

Ryan and Xenos (2011) find extraversion to be correlated with the social use of Facebook. Social relationships provide friendship and social support, create trust and increase credibility where those high in extraversion have shown to have significantly more friends within Facebook (Correa, Bachmann, Hinsley and de Zúñiga, 2013). Based on this, we argue that number of Facebook contacts moderate the relationship between social identification with FGC containing inspiration and pressing like as a response.

2.2 Brand attitude

Brand attitude can be defined as general brand evaluations based on beliefs or automatic affective reactions (Murphy & Zajonc, 1993). In other words, brand attitude represents the extent to which a consumer has a favorable view of a brand (De Pelsmacker, Geuens & Van den Bergh, 2007). Priester, Nayakankuppam, Monrique and Godek (2004) finds the strength of a consumer's brand attitude to predict brand consideration, purchase intention, purchase behavior and brand choice. Therefore, positive brand attitude generates greater revenues and savings in marketing costs, thus creating higher profits than those of less-liked brands (Keller, 2013). Moreover, it´s found that market share increases when brand

attitude becomes more positive (Baldinger & Rubinson, 1996). Therefore, one of the most important objectives for marketers to add value to their offerings is to reinforce or enhance brand attitude (De Pelsmacker et al., 2007). We believe this can be done through the use of FGC in social media, more specifically Facebook.

Companies must develop personal two-ways relationships with consumers in order to create interaction. Social media offers both customers and companies new ways of engaging with each other (Li & Bernoff, 2011). As a result, FGC is considered to be an essential element of a company's promotion mix (Mangold & Faulds, 2009). An interesting finding in Advincula et al. (2012) research is the *role of brands*, which explains how digital and social media raise consumers expectations towards brands and change the optimal brand experience. He further separates between active and passive consumers, where active consumers are purposefully seeking assistance to make the best purchase decisions, and passive consumers wait for the information to come to them. Advincula et al. (2012) state that active consumers can be exposed to too much information, and that they don´t need more information, but rather need help in making sense of it all. Brands can here play an important role, where marketers can optimize their brand by engaging consumers that are in both passive and active shopping mode.

Glaser, Dickel, Liersch, Rees, Sussenbach and Bohner (2015) define change in brand attitude as "any change in consumers evaluation of an object of thought, which includes forming new evaluations toward a brand or object". Schivinski and Dabrowski (2016) argue that firm-created communication positively influence brand attitude and marketers should therefore induce consumers to participate in social media campaigns by providing relevant content and information. This emphasizes our belief in generating a specific engagement when consumers find FGC informative.

It´s found that consumers value proactive brand communications on brand-generated platforms rather than on consumer-generated platforms (Aguirre et al., 2015). One can therefore argue for a positive change in brand attitude through FGC on Facebook. This is emphasized through Dabrowski and Schivinski (2013) research, which show that firm-created and user-generated social media communication has a positive influence on brand attitude. On the other hand, Chu

and Sung (2015) and Chang et al., (2013), argue that positive brand attitude is more likely to activate engagement than the other way around. Additionally, familiarity with a brand influences consumer´s confidence toward the brand, further affecting the consumers' intention to buy the same brand (Arli & Dietrich, 2017). Thus, we assume that brand attitude and engagement are correlated without considering one of them to be the cause and the other to be the effect.

Consumers often believe that deceptive marketing tactics are not used by marketers whose products have high brand awareness, emphasizing that consumers may have a better attitude towards such advertisements (Macdonald & Sharp, 2000). Hence, we believe consumers that are positive towards a brand can be positive towards sales promotions, thus positive towards FGC containing such and further engage with the brand in SNSs. Looking further into marketing tactics, research has found that the long-term effect of sales promotions on brand attitude depend on the types of deals. Whereas brand attitude become lower under repeated monetary promotions, brand attitude is consistent under non-monetary promotions (Yi & Yoo, 2011). In this study we address monetary promotion as an "offer". Based on this, we believe FGC containing a high offer generates a more positive change in brand attitude.

3.0 Research model and statement of hypothesis

In the following section, we summarize our research question and hypothesis into a research framework to clarify the relationship and interaction between the constructs.

3.1 Hypothesis

As previous research consistently find that more extraverted people tend to be drawn to SNSs (Hughes et al., 2012), we argue that social aspects such as *social identity theory* and *social value* moderate the relationship between FGC and engagement. Based on this, we define the response of pressing like in FGC as social engagement and argue this engagement occurs for content containing inspiration. Thus, we present the following hypothesis:

H1: *Consumers press "like" as a response when exposed to FGC containing inspiration.*

Consumers value proactive brand communications on brand-generated platforms rather than on consumer-generated platforms (Aguirre et al., 2015). One can therefore argue for a positive change in brand attitude on SNSs. However, Chu and Sung (2015) and Chang et al., (2013), argue that positive brand attitude is more likely to activate engagement than the other way around. Based on this we present the following hypothesis:

H2: *Consumers response towards FGC correlates with their positive brand attitude.*

Consumers often believe that deceptive marketing tactics are not used by marketers whose products have high brand awareness, emphasizing that consumers may have a better attitude towards such advertisements (Macdonald & Sharp, 2000). Additionally, research has found that brand attitude becomes lower under repeated monetary promotions, whilst staying is consistent under non-monetary promotions (Yi & Yoo, 2011). We therefore wish to add to literature and present the following hypothesis:

H3: *Higher sales promotions in FGC containing offer that is found informative will increase brand attitude.*

Consumers today are using social media as a helping tool within the purchase-decision process, but in different ways (Advincula et al., 2012). Some argue that SNSs users are looking for amusement (De Keyzer et al., 2015), whilst others have found that consumers react most favorably to advertising which is perceived as offering information value (Taylor et al., 2011). Lee, Hosanagar and Nair (2014) find that informative content e.g. mentions of prices reduce engagement. Based on this, we present the following hypothesis:

H4: *Consumers are more likely to find FGC containing offer more informative.*

Social identity theory can be applied in the context of social media where people categorize, identify, and compare social media messages and evaluate how a brand or company portrays themselves in social media (Arli & Dietrich, 2017). Hence, consumers identification with the campaign can influence their engagement (Arli & Dietrich, 2017). Based on this and our prestudy (Appendix 1), we hypothesize the following:

H5: *Consumers are more likely to socially identify with FGC containing inspiration.*

In the context of social media, when consumers decide to e.g. press like or share, their intent is to enhance their online acceptance and approval among their peers (Arli & Dietrich, 2017). Ryan and Xenos (2011) find extraversion to be correlated with the social use of Facebook. Social relationships provide friendship and social support, create trust and increase credibility (Correa, Bachmann, Hinsley & de Zúñiga, 2013). Based on this, we present the following hypothesis:

H6: *Number of friends on Facebook moderates the relationship between social identification with FGC containing inspiration and pressing like as a response.*

3.2 Research framework

Based on our hypotheses we have developed a research framework that present two relationships. Whilst the first relationship concerns a more personal path *(personal engagement)*, the second addresses a more social route *(social engagement)*. Both relationships examine what moderates (informative or social identity) the engagement (press link or like) of different FGC (offer or inspiration) and its effect on existing- and change in brand attitude.

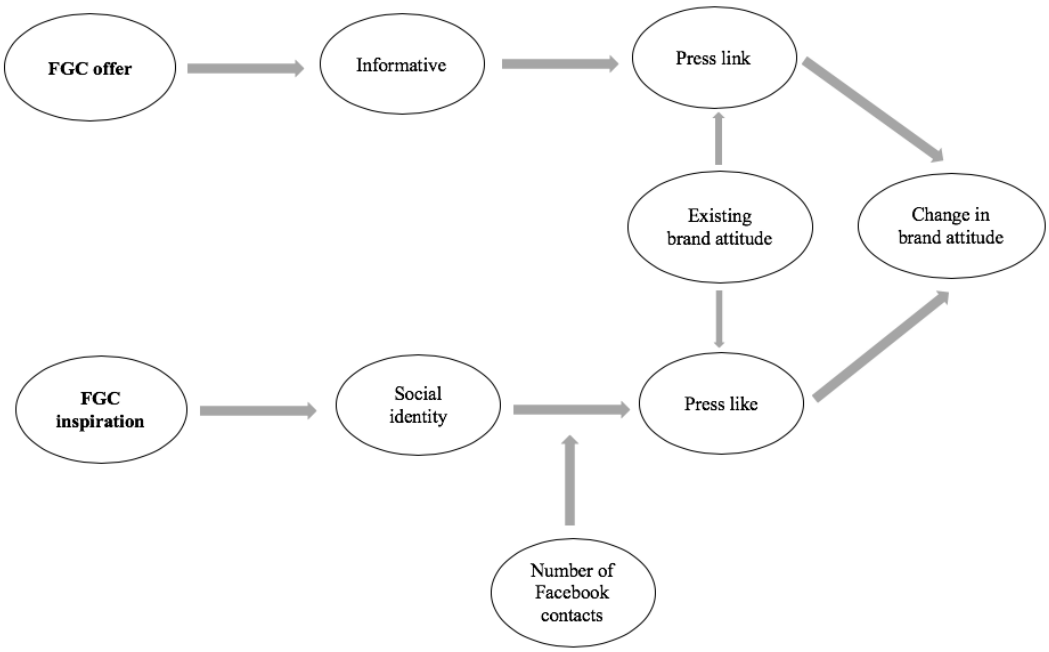


Figure 1: Research framework

4.0 Methodology

In this section we go through the chosen methodology with the objective of providing an understanding of the empirical foundation, as well as the data collection.

4.1 Prestudy

As we chose to use Bohus as a case study we began our research by content-coding their Facebook posts from the year 2017. Here, we found that there were differences in engagement level depending on what kind of content the post contained. As there were noticeable differences between posts containing inspiration and offer this became the basis for our study. Additionally, to identify possible drivers of online engagement we constructed a focus group. It was here we found that there might be differences in consumers personal and social tendencies as several participants in the focus group stated that they must find content informative to press link in FGC. See Appendix 1 and 2 for details regarding findings from our prestudy.

4.2 Causal research design; Experimentation

We use a factorial design to measure the effects of our independent variables (FGC containing offer vs. FGC containing inspiration) at various levels. The main purpose is to be able to identify possible cause and effect relationships and not only correlation effects (Malhotra, 2010). To test the research framework empirically we conducted an online experiment where respondents would be exposed to one of eight manipulated FGC. Lab experiments tend to produce same results if repeated with similar subjects, leading to high internal validity (Malhotra, 2010). Even if a combination of a field and lab study is ideal, we did not include a field study as participants can´t be randomly assigned to groups and confound can´t be controlled for (Wilson, Aronson & Carlsmith, 2010). Thus, we couldn´t have proved causality. Since both independent variables included in the experiment are manipulated, thus true independent variables, our study is an experimental design (Gravetter & Forzano, 2003). Use of this design can give an indication of a causal relationship compared to a non-experimental design. An important factor in experimental design is to control for the effects of person-, operational- and procedural confounds (Malhotra, 2010).

In general, confounds are a serious threat to internal and external validity of a study's results. To eliminate person-confound and increase internal validity (Malhotra, 2010), we randomly assigned respondents to the eight different FGCs through number selection. Here, respondents could choose numbers between 1 and 16 where if e.g. number 1 and 9 were chosen, the respondent was guided to experiment 1 and so forth (Appendix 3). This gave us control of the causal factors, timing of measurements and introduction of treatments. Further, there is a possibility that our study can be threatened by operational confound through our manipulations. Lastly, we decrease the chance of procedural confounds and further increase the internal validity of our study by assigning the respondents to the same product and stimuli. However, being too strict and holding too many variables constant could lead to a study which can´t be generalized (Malhotra, 2010).

4.3 Population and sample

In general, we wanted our sample to be precise enough to strengthen the external validity of our study, thus making it more generalizable (Malhotra, 2010). Therefore, we aimed for a large sample size with 30 participants for all eight groups. We used a convenience sampling design, more specific a non-probability sampling where every sample entity had an equal probability of being part of the sample.

In 2016, there were 3.16 million social media users in Norway (Statista, 2017), indicating a large amount of Facebook users. Based on this, we have defined the sample of our study to be Norwegian Facebook users with the population being Norwegian social media users. Since the minimum age of becoming a Facebook member is 13, our sample is from 13 years and above. Additionally, as there might be differences in social media behavior within gender, our sample contains both male and female. We used Facebook to collect data to be able to draw conclusions from the chosen population.

4.4 Procedure and measure

We used the Internet as a useful vehicle for conducting our causal research to have control over experimental manipulations and potentially disturbing variables. Due to the complexity of the study and the number of respondents needed, the

study was distributed through Facebook. However, this could have increased the probability of subjects discussing the study with others. The experiment and questionnaire were conducted in Qualtrics and took no longer than five minutes to respond. As mentioned, eight different FGC represented two different types of content and three different outcomes (i.e., 50% inspiration many likes on FGC - 20% no inspiration few likes on FGC). To minimize statistical noise, we standardized the procedure so that every participant was treated equally and asked the same questions regardless of which FGC the respondent was exposed to (Malhotra, 2010). This makes our study more reliable. All groups were told that the study was about their engagement on Facebook in general and were unaware of the manipulations.

4.5 Manipulations and manipulation check

Inspiration (in environment vs. not in environment), offer (20% vs. 50%) and total number of likes on FGC (11k. vs. 4000k) were manipulated for the independent variables in our experiment. We constructed eight different posts based on one of Bohus´s previous posts to make the experiment as "real" as possible. All eight posts differed in their offer with 20% and 50%, 11 likes vs. 4000 likes, and whether the product picture included was set in an environment or not (Appendix 3). To minimize suspicion of manipulations, subjects were not given any information beforehand. Though before distributing our questionnaire, manipulation checks were completed with random respondents (N=10) to measure in which degree they found the FGC inspiring, offer was good and number of likes on the FGC as high. Their answers were measured with a 10-point scale. Since we got positive results, we proceeded with the manipulations for the experiment as planned.

4.6 Operationalization

Together with our supervisor it was decided to use three types of Likert scale for our questionnaire. For all questions, except for those related to informative and brand attitude, we have used a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). We used a 5-point scale where this was more suitable regarding the statements. For the question regarding social value (Q5), we used projective techniques as the purpose was to uncover feelings, attitudes, beliefs and motivations that are subconscious or difficult to express (Tantiseneepong, Gorton

& White, 2012). When measuring social value and social identity, statements were based on Arli and Dietrich´s (2017) research and translated into Norwegian.

For brand attitude related questions, we used a -3 to 3 scale to detect both positive and negative existing- and change in brand attitude (-3= strongly disagree, 3= strongly agree). Here, measurements such as "positivity-" and "attractiveness" towards a company is based on previous research, whilst the measurement concerning "desire to buy" was constructed by us to show relation between FGC and purchase intention. Lastly, open answers were used for questions regarding demographics to get as specific answers as possible.

4.7 Validity and reliability

To reduce potential measurement errors, we tried to establish a questionnaire high in validity and reliability (Hair, Black, Babin & Anderson, 2014).

4.7.1 Validity

External validity explains the generalizability of a study and is achieved when the findings of the study can be generalized beyond its sample (Malhotra, 2010). Our questionnaire was distributed on Facebook to reach our sample most efficiently. This gave us greater variation in both age and gender, further strengthening the external validity and generalizability of our results. Additionally, we received a relatively big sample size (N=249). Based on this, the conclusion from this study is considered applicable to other situations.

Content validity gives a good indication of scale scores and enhances the validity in studies (Malhotra, 2010). We strengthened the content validity of our questionnaire by examining existing scales and created new scales where missing. Together with our supervisor we adjusted items to make sure it covered what was intended. Additionally, a pretest was run prior to our questionnaire to verify the scales.

4.7.2 Reliability

Malhotra (2010) explains *internal consistency reliability* as "the reliability of a summated scale where multiple items are assembled to find a total score". Here we have calculated Cronbach's alpha, which evaluates the consistency of the scale

and results in satisfactory internal consistency reliability when higher than .6 (Malhotra, 2010).

4.8 Pretest of questionnaire

To clarify and detect ambiguities and misunderstandings, we pretested the questionnaire on respondents (N=10) who use Facebook. The respondents were a combination of both men and women from 21 to 55 years old. They were all given a link to the questionnaire through Facebook, where they in the end were asked whether there were any questions they did not understand. Based on the feedback some minor changes were made in regard to the wording of questions, though the majority had no trouble in understanding the questions.

4.9 Analytical procedure

As our population was Norwegian social media users, we created and distributed the questionnaire in Norwegian (Appendix 3). By distributing the questionnaire in the respondent's language, we avoided potential misunderstandings and wording problems. The respondents were informed about the purpose of the questionnaire and were explained that their answers would be treated anonymously. The ethical criterions addressed by Easterby-Smith and Jackson (2012) are therefore fulfilled.

The structure of our questionnaire was planned carefully together with our supervisor. We first presented a set of numbers for the respondents to randomly choose, further leading them to one of the eight posts. All eight groups were than exposed to questions regarding the variables in our research framework; engagement, informative, social identity, social value and brand attitude. Finally, questions about respondent's Facebook use and demographic characteristics were presented. Respondents were to specify on a scale from 1 to 7 how and how often they use Facebook. To get an overview of our respondents, we ended the questionnaire with demographic questions concerning gender and age.

Even if we limit our study to different FGC on Facebook and for a certain company, we aim to generalize the study to social media in general and for similar industries to the furniture and interior industry.

5.0 Results

In the following section, we examine the results obtained from the conducted data analysis.

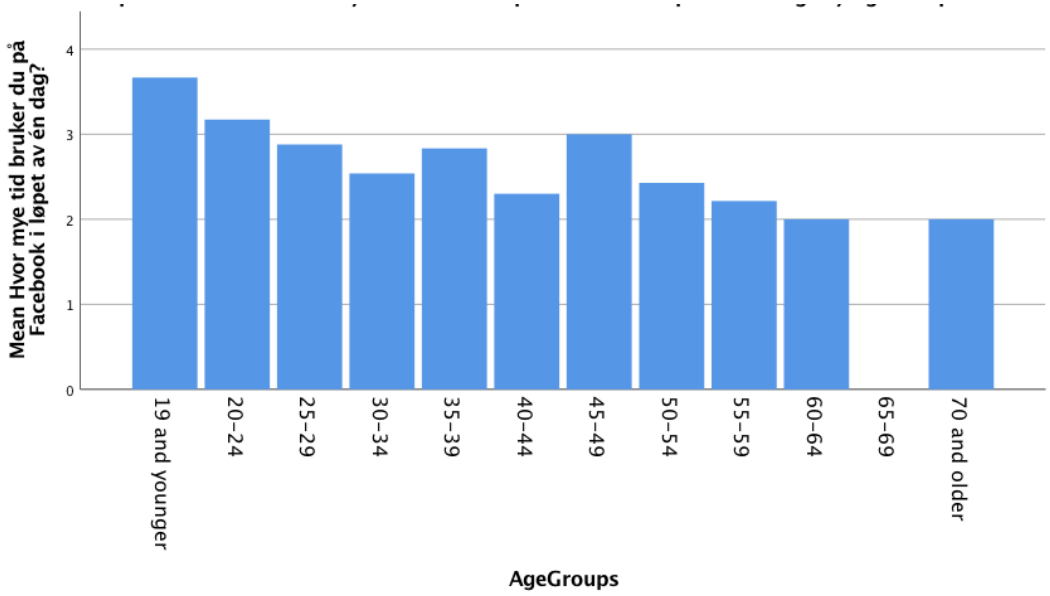
5.1 Data cleaning

First, we needed to clean the data. To do so, we performed consistency checks to check for out-of-range values and logically inconsistent responses. The data contained 313 respondents, where 249 were valid respondents. We collected over 25 respondents within each eight groups to get a valuable result, where the largest group contained 34 respondents. When analyzing our results, we have had these small differences in mind.

As all questions in the questionnaire contained forced responses, there were no missing values in the dataset. However, 66 of the respondents chose not to complete the survey and these were therefore deleted from the dataset. Additionally, as we had an open writing-field for both "age" and "number of Facebook contacts" questions, some values were written as e.g. "500+", leading us to make assumptions such as "500".

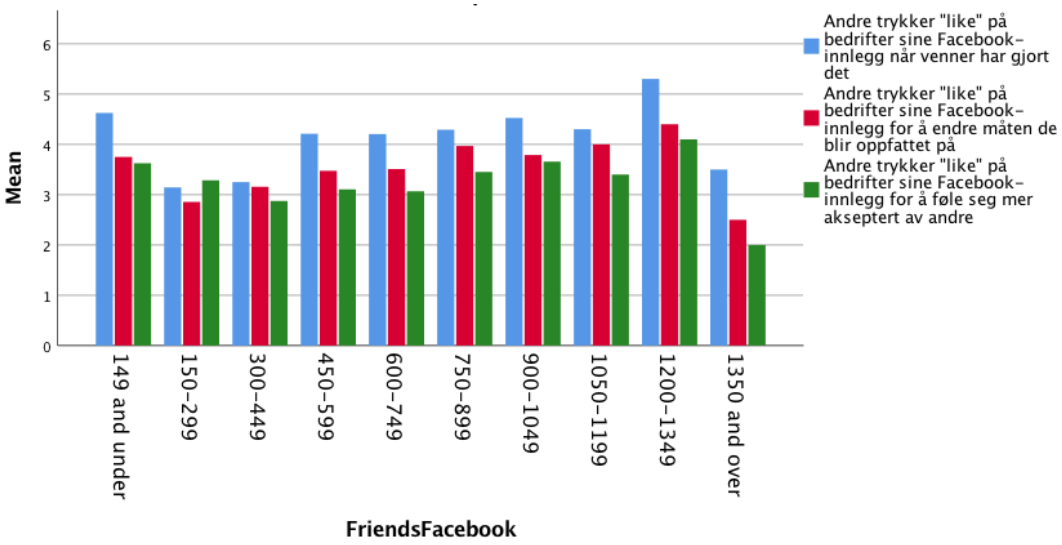
5.2 Characteristics of the respondents

The gender distribution of the sample was 60% women and 40% men. The respondents age varied from 16 to 71. The three largest age groups were "25-29" years (40%), "20-24" years (28%), and "50-54" (6%). Meanwhile, the three smallest age groups were "70 and older" (.4%), "45-49" (1.6%), and "60-64" (2%). Further, 30% use Facebook approximately 10-20 minutes per day, whilst another 30% uses it 20-40 minutes per day. Only 10% use Facebook more than an hour per day. From the histogram below, we see Facebook usage within different age groups. The results indicate that the lowest age group (19 and younger) use Facebook most, almost 40 minutes per day (3=20-40 minutes), with the next group (20-24) close behind. An interesting finding is that the age group 45-49 also show a high usage of Facebook.



Graph 1: AgeGroups vs. Time spent on Facebook

Lastly, over half of the respondents (51%) have between 600-1049 Facebook contacts, where 24% of them have between 600-749. Only .8% have over 1350 Facebook contacts. From the histogram below, we see number of Facebook contacts and respondents' social value. Here we see that those respondents with 1200-1349 Facebook contacts have higher social value in terms of pressing like on FGC when *"friends have pressed like"*, *"want to change the way they are perceived"* and when they want to *"feel more accepted by others"*. Overall, pressing like on FGC when friends have pressed like have highest means for a substantial of the highest Facebook contact groups.



Graph 2: FriendsFacebook vs. Social value

5.3 Description of the dataset

Items	Mean	Std. Dev.	Skewness	Kurtosis
I found the content informative	3.17	.970	-.593	.501
I got curious	3.10	1.067	-.282	-.471
I learned something new about Bohus and their products	2.93	1.013	-.229	-.628
The post corresponds with my personality	2.85	1.601	.542	-.655
The post corresponds with my interests	3.49	1.799	.169	-1.095
How I perceive the post corresponds with how I see myself	2.98	1.691	.456	-.752
I got a more positive view of Bohus	4.00	1.463	-.227	.251
I found Bohus more attractive	4.04	1.506	-.326	.053
I got the desire to buy more at Bohus	4.11	1.632	-.311	-.337
I am positive towards Bohus	5.25	1.161	-.809	1.011
I find Bohus attractive	5.08	1.262	-.718	.509
I want to buy at Bohus	5.02	1.417	-.877	.674
Threshold		*Below 2*	*-1 to 1*	*-3 to 3*

Table 1: Description of the dataset

5.3.1 Mean values and standard deviations

Means give an indication about respondents' interest in different items used. The items in table 1 all have different scales. For the three first items regarding finding the content informative, we used a 5-point Likert scale (1= strongly disagree, 5= strongly agree). Next, items for social identity and brand attitude was measured with a 7-point scale (-3 (1) =strongly disagree, 3 (7) =strongly agree). Additionally, it´s important to mention that the values presented in the table are general and are unrelated to what FGC respondents were exposed to (inspiration or offer).

For informative measurements, we see that people in general scored highest on finding the content informative (3.17), whilst the degree of learning something new about Bohus and their products from the post were under the mid-value (3). Overall, the means for each item are not as high as we expected but we believe they still are justifiable as they lean more in the positive direction. By looking at the standard deviation we can see how much respondents' answers differ from the mean value. All items in the table have values below 2, indicating that respondents answers doesn´t drastically differ from the mean value (Triola, 2010).

Next, items for social identity concerning how one perceives oneself all have mean values below the mid-value of 4. This indicates that respondents had low

social identification with the posts they were exposed to. Though keep in mind these values are general and are unrelated to what FGC respondents were exposed to. The largest mean is for correspondents with interests (3.49), indicating a somewhat higher interest for furniture and interior from the post. Interestingly, when respondents were asked about their interests for furniture and interior in general, the mean values are respectively 5.28 and 5.02, both high values in a 7-point scale. Even though all standard deviations are below 2, thus answers are relatively close to the mean value, we see that standard deviation for social identity items are higher in comparison with those for brand attitude items, indicating a larger spread in these answers.

The last six items in the table represent measurements for existing- and change in brand attitude for Bohus. All items have mean values above mid-value of 4, where items for relation towards Bohus (existing brand attitude) have the highest mean values. Respondents with positive brand attitude from before may be influenced by this when answering questions concerning change in brand attitude after exposed to the post. However, this can also work the other way around. In general, people have high brand attitude towards Bohus, and got somewhat more positive after viewing the post as well. It´s important to mention that the mid-value of 4 in this case represents 0 (neutral) in the questionnaire. Additionally, the lowest standard deviations are for the items with the highest means (existing brand attitude). This indicates that there are very low dispersions for these items and that respondents' answers are very similar.

5.3.2 Skewness and kurtosis

Normality refers to whether the distribution of a dataset is a normal distribution and is evaluated through two measures; *skewness* and *kurtosis* (Hair et al., 2010). Whilst skewness explains the balance of distribution, e.g. whether it´s shifted to one side or the other, kurtosis indicates the peak or flatness of the distribution (Hair et al., 2010). The optimal is to have skewness values within the range of -1 to 1 and kurtosis value close to 0 for a normal distribution (Hair et al., 2010).

Since we have a sufficiently large sample size (N=249), this reduces the effect of non-normality. Through from table 1 we see that all items except for social identity items are negatively skewed, indicating the distribution is shifted to the right. When looking at the kurtosis measures, we see that "*I found Bohus more*

attractive" (.053) is almost normally distributed. The highest kurtosis values are found for *"I am positive towards Bohus"* (1.011) and *"I want to buy at Bohus"* (.674), giving these items a more peaked distribution.

5.4 Statistical analysis and quantitative analysis techniques

The questionnaire was distributed through the research software Qualtrics. The answers were downloaded and exported to an SPSS file (.sav) and further imported to IMB SPSS Statistics Version 25. This program was used for cleaning the dataset, as well as dividing the items into respective factors and running different analyses to be able to answer our hypotheses.

5.4.1 Internal consistency reliability

Before running different analyses, we evaluated the internal consistency reliability by using Cronbach's alpha. A Cronbach's alpha above .6 is desirable, indicating high internal consistency reliability (Janssens et al., 2008; Malhotra, 2010).

From the reliability statistics table, we see that Cronbach's alpha is .903 and can conclude a high level of internal consistency for our scale with this specific sample.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,903	,911	15

Figure 2: Internal consistency reliability – Cronbach´s alpha

From the item-total statistics (Appendix 4), we find the values that Cronbach's alpha would be if that particular item was deleted from the scale. In our case, we see that removal of any question, except the last question regarding "*Friends Facebook*", would result in a lower Cronbach's alpha. Therefore, we wouldn´t want to remove these questions. Removal of the "*Friends Facebook*" question would lead to a small improvement in Cronbach's alpha, and we can also see that the "corrected item-total correlation" value is low (.074) for this item. This might lead us to consider whether we should remove this item.

5.4.2 Analysis of variance

An analyze of variance (ANOVA) tests whether means are significantly different between two or more groups, with the null hypothesis referring to equal means (Malhotra, 2010). We therefore use ANOVA to test for differences in pressing like or link as a response between all eight groups, where numbers 1 to 8 represent the different groups.

$$H0: \mu_1 = \ldots = \mu 8$$

$$H1: \text{at least one } \mu_i \text{ is not equal to the rest for all } i = 1, \ldots, 8$$

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Jeg ville ha trykket "like" på dette innlegget	Between Groups	195,479	7	27,926	10,304	,000
	Within Groups	653,148	241	2,710		
	Total	848,627	248			
Jeg ville ha trykket på linken i dette innlegget	Between Groups	71,288	7	10,184	3,249	,003
	Within Groups	755,387	241	3,134		
	Total	826,675	248			

Figure 3: Analysis of Variance – Difference in groups for Press like vs. Press link

There is a statistically significant difference between groups for both the response of pressing like (.000 < .05) and pressing link (.003 < .05). However, we don´t know which of the specific groups differ from each other. This can be found in the Multiple Comparisons table containing the results of a Tukey post hoc test (Appendix 5). From this, we see there is a statistically significant difference in the response of pressing like between the group "*Offer 50% inspirational setting many likes*" and all seven other groups. Additionally, six other groups are statistically significantly different in their response from one other group. See Appendix 5 for more details. Those who are not significant have no difference in the response of pressing like between groups.

Based on the presented results, we conclude there is a difference between the groups, and we can now proceed in testing for pressing "like" as a response for FGC containing inspiration (**H1**). For this, we ran bivariate correlations.

5.4.3 Bivariate correlation

A correlation test usually tests the null hypothesis that the population correlation is zero. A Pearson correlation is a number between -1 and +1 that indicates to what extent two metric variables are linearly related (Malhotra, 2010). In **H1** we test whether consumers press like as a response when FGC contains inspiration.

$$H0: r = 0$$

$$H1: r \neq 0$$

The statistical significance-test for correlation assumes independent observation and normality (Malhotra, 2010). As our sample size of N = 25 or more, we assume the sample distribution is normal.

Correlations

		Jeg ville ha trykket "like" på dette innlegget	Jeg ville ha trykket på linken i dette innlegget	Inspiration
Jeg ville ha trykket "like" på dette innlegget	Pearson Correlation	1	,338**	,300**
	Sig. (2-tailed)		,000	,000
	N	249	249	249
Jeg ville ha trykket på linken i dette innlegget	Pearson Correlation	,338**	1	-,104
	Sig. (2-tailed)	,000		,101
	N	249	249	249
Inspiration	Pearson Correlation	,300**	-,104	1
	Sig. (2-tailed)	,000	,101	
	N	249	249	249

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4: Bivariate (Pearson) correlation – Press like/link FGC containing inspiration

Correlations

		Jeg ville ha trykket "like" på dette innlegget	Jeg ville ha trykket på linken i dette innlegget	Offer
Jeg ville ha trykket "like" på dette innlegget	Pearson Correlation	1	,338**	-,300**
	Sig. (2-tailed)		,000	,000
	N	249	249	249
Jeg ville ha trykket på linken i dette innlegget	Pearson Correlation	,338**	1	,104
	Sig. (2-tailed)	,000		,101
	N	249	249	249
Offer	Pearson Correlation	-,300**	,104	1
	Sig. (2-tailed)	,000	,101	
	N	249	249	249

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 5: Bivariate (Pearson) correlation – Press like/link FGC containing offer

As a rule of thumb, a correlation is statistically significant if its Sig. (2-tailed) <.05. In our case, correlation is significant at the .01 level (2-tailed) for "*pressing like"* on FGC containing inspiration. Though this isn´t significant for "*pressing link"* on FGC containing offer (p =.101>.05). Additionally, there is a negative correlation for *"pressing like"* on FGC containing offer. Even though correlation is significant at the .01 level (2-tailed), it does not necessarily prove that response and post are correlated in our entire population. If the population correlation is really zero, we may find a small correlation in our sample. This is unlikely if we find strong correlation in our sample as we did here, suggesting that our population correlation isn´t zero after all. We therefore reject H0 for correlation test and find support for pressing like as a response on FGC containing inspiration, thus we don´t reject H1.

In **H2** we test whether consumers response towards FGC is correlated with their brand attitude.

$$H0: r = 0$$

$$H1: r \neq 0$$

Correlations

		Jeg ville ha trykket "like" på dette innlegget	Jeg ville ha trykket på linken i dette innlegget	Jeg fikk et mer positivt syn på Bohus	Jeg fant Bohus mer attraktivt	Jeg fikk lyst til å handle mer hos Bohus	I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg er positiv til Bohus	I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg ser på Bohus som attraktivt	I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg har lyst til å handle hos Bohus
Jeg ville ha trykket "like" på dette innlegget	Pearson Correlation	1	,338**	,599**	,608**	,569**	,388**	,404**	,427**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	249	249	249	249	249	249	249	249
Jeg ville ha trykket på linken i dette innlegget	Pearson Correlation	,338**	1	,472**	,496**	,552**	,375**	,332**	,466**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	249	249	249	249	249	249	249	249
Jeg fikk et mer positivt syn på Bohus	Pearson Correlation	,599**	,472**	1	,889**	,837**	,380**	,393**	,441**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	249	249	249	249	249	249	249	249
Jeg fant Bohus mer attraktivt	Pearson Correlation	,608**	,496**	,889**	1	,874**	,417**	,418**	,470**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	249	249	249	249	249	249	249	249
Jeg fikk lyst til å handle mer hos Bohus	Pearson Correlation	,569**	,552**	,837**	,874**	1	,438**	,422**	,519**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	249	249	249	249	249	249	249	249
I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg er positiv til Bohus	Pearson Correlation	,388**	,375**	,380**	,417**	,438**	1	,882**	,791**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	249	249	249	249	249	249	249	249
I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg ser på Bohus som attraktivt	Pearson Correlation	,404**	,332**	,393**	,418**	,422**	,882**	1	,811**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	249	249	249	249	249	249	249	249
I forhold til din relasjon til møbel- og interiørkjeden Bohus – Jeg har lyst til å handle hos Bohus	Pearson Correlation	,427**	,466**	,441**	,470**	,519**	,791**	,811**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	249	249	249	249	249	249	249	249

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 6: Bivariate (Pearson) correlation – Press like/link existing- and change in brand attitude

Correlation is also here significant at the .01 level (2-tailed) for all relationships. Looking closer at the results, the strongest correlation is for "*I found Bohus more attractive"* and "*pressing like"*: r= .608. This means that there is a .000 probability of finding this sample correlation, or a larger one, if the actual population correlation is zero. In general, we see the strongest correlations occur between change in- and existing brand attitude with "*pressing like*" as a response. The correlations with existing brand attitude are somewhat lower for "*pressing link*" as a response, but all are significant and correlated. In general, there are quite high correlations and we therefore reject H0 for the correlation test. We find support for correlation between consumers response towards FGC and their positive brand attitude, thus we don´t reject H2.

5.4.4 Linear regression

A regression analysis is a statistical procedure for analyzing associative relationships between a metric dependent variable and one or more independent variables (Malhotra, 2010). In **H3** we want to determine whether consumers exposed to higher sales promotions in FGC containing offer find it informative and increase brand attitude.

Before running linear regression to solve H3, we used a principal component analysis on both "*informative"* and "*brand attitude"* variables from the questionnaire. Here we combined the three measurements for each variable. There were no low values presented in the communalities table, and we could therefore establish our variables were well represented in the common factor space. The three components were therefore extracted into one for both "*informative"* and "*brand attitude"* and were called INFO_1 and ATTITUDE_1.

The four offer posts were then re-coded and split into separate groups to test if there would be a difference in their brand attitude based on the different offers. Following, *GroupOffer 1*=50% offer and many likes on FGC (N=27), *GroupOffer 2*=50% offer and few likes on FGC (N=30), *GroupOffer 3*=20% offer and many likes on FGC (N=30), *GroupOffer 4*=20% offer and few likes on FGC (N=26).

The most important table is the *Coefficients* table. The b coefficients tell us how many units the dependent variable (brand attitude) increases for a single unit increase in the predictor (informative) (Malhotra, 2010). We found *GroupOffer 2* and *GroupOffer 1* to have the highest coefficients.

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,364	,114		-3,201	,003
	INFO_1	,732	,138	,629	5,303	,000

a. GroupOffer = 2,00

b. Dependent Variable: ATTITUDE1

Figure 7: Linear regression - Coefficients GroupOffer 2 (50% and few likes on FGC)

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,021	,152		-,140	,890
	INFO_1	,507	,137	,596	3,706	,001

a. GroupOffer = 1,00

b. Dependent Variable: ATTITUDE1

Figure 8: Linear regression - Coefficients GroupOffer 1 (50% offer and many likes on FGC)

For *GroupOffer 2* we see that a 100% increase in information will result in 73% increase in brand attitude, whilst for *GroupOffer 1* this results in an increase of 50%. See Appendix 6 for all tables.

Given only the scores on our predictor, we can predict brand attitude by computing the following;

GroupOffer 1: Brand attitude = -.021 + (.507 x informative)
GroupOffer 2: Brand attitude = -.364 + (.732 x informative)
GroupOffer 3: Brand attitude = -.190 + (.428 x informative)
GroupOffer 4: Brand attitude = -.189 + (.487 x informative)

Note that the b coefficients are positive for all groups, indicating that higher information value is associated with higher brand attitude. This is supported from the negative constants, which tell us that if the content had not been found informative, there would be a lower effect on brand attitude. We also see that the b coefficients are statistically significant in all cases as Sig.<0.05 (Appendix 6).

The second most important table in our output is the *Model Summary* as shown below. Here, r denotes the correlation between predicted and observed response (Malhotra, 2010). In our case, *GroupOffer 3* has the highest correlation where r = .69, and we can argue our model predicts brand attitude. *GroupOffer 2* is the second highest correlation between the four groups where r = .63.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,691[b]	,478	,459	,56371244

a. GroupOffer = 3,00

b. Predictors: (Constant), INFO_1

Figure 9: Linear regression - Model summary GroupOffer 3 (20% offer and many likes on FGC)

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,629[b]	,395	,381	,75155662

a. GroupOffer = 2,00

b. Predictors: (Constant), INFO_1

Figure 10: Linear regression - Model summary GroupOffer 2 (50% offer and few likes on FGC)

From the R Square for *GroupOffer 3*, we see that 48% of the variation in brand attitude is explained by the predictor (finding the post informative), whilst it´s 39% for *GroupOffer 2*. The R Square is relatively small in all our groups (lower than .5). However, since brand attitude may be affected by number of likes on FGC in this case, and we only recruit a small sample (N=30 for both groups) comparing to the respondents at large, we think the R Square is justifiable.

Based on the presentation of results above, we don´t reject H3.

We also ran a regression to test the response of pressing link when consumers find the FGC containing offer informative. As mentioned, the b coefficients tell us how many units the dependent variable (Response of pressing link) increases for a single unit increase in the predictor (informative) (Malhotra, 2010). We found *GroupOffer 1* and *GroupOffer 4* to have the highest coefficients.

Coefficients[a,b]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,281	,316		10,370	,000
	INFO_1	1,825	,285	,788	6,395	,000

a. GroupOffer = 1,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

Figure 11: Linear regression - Coefficients GroupOffer 1 (50% and many likes on FGC)

Coefficients[a,b]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,074	,256		12,028	,000
	INFO_1	1,385	,290	,698	4,780	,000

a. GroupOffer = 4,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

Figure 12: Linear regression - Coefficients GroupOffer 4 (20% offer and few likes on FGC)

For *GroupOffer 1* we see that a 100% increase in information will result in 182% increase in response of pressing link, whilst for *GroupOffer 4* this results in an increase of 138%.

Given only the scores on our predictor, we can predict response of pressing link by computing the following;

GroupOffer 1: Response link = 3.281 + (1.825 x informative)
GroupOffer 2: Response link = 2.978 + (1.287 x informative)
GroupOffer 3: Response link = 2.800 + (1.175 x informative)
GroupOffer 4: Response link = 3.074 + (1.385 x informative)

Note that the b coefficients are positive for all groups, indicating that higher information value is associated with higher response of pressing link. We also see that the b coefficients are statistically significant in all cases as Sig.<0.05 (Appendix 6).

From the model summary, we see *GroupOffer 1* has the highest correlation where r = .79, and we can argue our model predicts response of pressing link. *GroupOffer 3* has the second highest correlation between the four groups where r = .72.

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,788[b]	,621	,605	1,485

a. GroupOffer = 1,00

b. Predictors: (Constant), INFO_1

Figure 13: Linear regression - Model summary GroupOffer 1 (50% offer and many likes on FGC)

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725[b]	,525	,508	1,407

a. GroupOffer = 3,00

b. Predictors: (Constant), INFO_1

Figure 14: Linear regression – Model summary GroupOffer 3 (20% offer and many likes on FGC)

From the R Square for *GroupOffer 1*, we see that 62% of the variation in response of pressing link is explained by the predictor (finding the post informative), whilst it´s 52% for *GroupOffer 3*. As R Square > .5 for all groups we find them justifiable.

5.4.5 Independent samples t-test

We performed an independent samples t-test to compare the means of two independent groups and determine whether population means are significantly different. Here, we tested whether there are differences in informative (H4) and social identification (H5) between those who were exposed to FGC containing offer or inspiration. Before doing so, we used a principal component analysis on the "*informative"* and *"social identification"* variable. As there were no low values presented in the communalities table, we could establish our components were well represented in the common factor space. The tree components were therefore extracted into one for each variable and was called INFO_1 and SOCIDEN_1.

Further, we re-coded those who were exposed to inspiration posts into Group 1 and split file separate by Group 1, making "2" those who were not exposed to an inspiration post but offer. We could now run the independent samples t-test for both H4 and H5.

For **H4** we assumed the sample of those who saw FGC containing offer (N=128) were independent from the sample of those who saw FGC containing inspiration (N=121). As the sample size is sufficiently large, we assume the sample distribution is normal.

H0: No difference between Offer- and Inspiration group of finding the post informative, μoffer=μinspiration

H1: Offer group find post more informative than Inspiration group, μoffer>μinspiration

Group Statistics

	Group1	N	Mean	Std. Deviation	Std. Error Mean
INFO_1	2,00	128	,0667101	1,01057528	,08932308
	1,00	121	-,0705694	,98795859	,08981442

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
INFO_1	Equal variances assumed	1,334	,249	1,083	247	,280	,13727948	,12675075	-,11237067	,38692964
	Equal variances not assumed			1,084	246,717	,280	,13727948	,12666981	-,11221266	,38677163

Figure 15: Independent samples t-test - FGC containing offer (Group2) more informative than FGC containing inspiration (Group1)

Based on Levene's test for equality of variances, we conclude that the assumption of equal variances holds as Sig. .249>.05. When checking if Sig. (2-tailed) <.05, we conclude that are population means are equal as *p*=.280. Based on results from the independent samples t-test, H0 isn´t rejected. Meanwhile, Informative score of offer group (*M*=.06, *SD*=1.1536) is approximately equal to inspiration group (*M*= -.07, *SD*=.7906). We can therefore conclude that group 2 (offer) does not find the post more informative than group 1 (inspiration), thus we reject H4.

For **H5** we assumed the sample of those who had seen FGC containing inspiration (N=121) were independent from the sample of those who saw FGC containing offer (N=128). As the sample size is sufficiently large, we assume the sample distribution is normal.

H0: No difference of social identification between Inspiration group and Offer group, μinspiration=μoffer

H1: Inspiration group have higher social identification than Offer group, μinspiration>μoffer

T-Test

Group Statistics

	Group1	N	Mean	Std. Deviation	Std. Error Mean
SOCIDEN_1	1,00	121	,1943917	1,15365616	,10487783
	2,00	128	-,1837609	,79066711	,06988576

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SOCIDEN_1	Equal variances assumed	26,292	,000	3,031	247	,003	,37815257	,12475218	,13243883	,62386631
	Equal variances not assumed			3,001	210,931	,003	,37815257	,12602928	,12971428	,62659086

Figure 16: Independent samples t-test - FGC containing inspiration (Group1) more social identification than FGC containing offer (Group2)

Based on Levene's test for equality of variances, we conclude that the assumption of equal variances does not hold as Sig. .00<.05. When checking if Sig. (2-tailed) <.05, we conclude that are population means are not equal as *p*=.003. This indicates a 0.3% probability of the likelihood of our sample result if our population means are equal. Based on results from the independent samples t-test, H0 is rejected. Meanwhile, Social identification score of inspiration group (*M*=.19, *SD*=1.1536) is higher than offer group (*M*= -.18, *SD*=.7906). Therefore, we can conclude that group 1 (inspiration) socially identify more with FGC containing inspiration than group 2 (offer), thus we don´t reject H5.

5.4.6 Matrix moderation effect

In our last hypothesis (**H6**) we tested whether number of friends on Facebook (Facebook contacts) moderates the relationship between social identification with FGC containing inspiration and pressing like as a response. Using the extracted "*Social identification"* from before, we could evaluate the moderation effect of "*Friends Facebook"* from the matrix below based on those who were exposed to FGC containing inspiration (Group 1).

```
Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,7439      ,5534     2,4476    48,3341     3,0000   117,0000      ,0000

Model
             coeff         se          t          p       LLCI       ULCI
constant     2,1237      ,4191     5,0669      ,0000     1,2937     2,9538
SOCIDEN_      ,9362      ,3689     2,5379      ,0125      ,2056     1,6668
FriendsF      ,0504      ,0763      ,6596      ,5108     -,1008      ,2016
Int_1         ,0961      ,0631     1,5245      ,1301     -,0288      ,2210

Product terms key:
 Int_1    :        SOCIDEN_ x        FriendsF

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      ,0089     2,3241     1,0000   117,0000      ,1301
```

Figure 17: Matrix moderation effect - Model summary

From the Model Summary, we see that there exists a high correlation as r = .74 and that 55% explain the relationship between the variables. Further, we know from the independent samples t-test that one socially identifies with FGC containing inspiration. This is also supported here as p=.0125<.05 and one presses like as a response when identifying with the post. However, our moderator "*Friends Facebook*" isn´t significant (p=.5108). There is therefore not an interaction effect (p=.1301), thus we reject H6.

5.5 Summarized main findings

The main results from our study are summarized in table 2, showing that we find support for four of six hypotheses.

Hypothesis	Results
H1: *Consumers press "like" as a response when exposed to FGC containing inspiration.*	Supported
H2: *Consumers response towards FGC correlates with their positive brand attitude.*	Supported
H3: *Higher sales promotions in FGC containing offer that is found informative will increase brand attitude.*	Supported
H4: *Consumers are more likely to find FGC containing offer more informative*	Not supported
H5: *Consumers are more likely to socially identify with FGC containing inspiration*	Supported
H6: *Number of friends on Facebook moderates the relationship between social identification with FGC containing inspiration and pressing like as a response.*	Not supported

Table 2: Summarized main findings

6.0 Discussion

In the following section, a comprehensive discussion of the research framework will be presented to understand and interpret the results.

6.1 Personal engagement

Internet users are turning away from traditional media and are increasingly using social media channels to search for information of products and services (Mangold & Faulds, 2009). We therefore reasoned that consumers use Facebook as a channel to gather information. From our prestudy we found that some consumers engage in Facebook more personally through pressing link if they find the content informative. Based on this, we hypothesized that consumer press link for FGC containing offer. However, our results show that this relationship isn´t significant. Reasons for this can be that consumers lack interest in the product, industry, company, or don´t appeal to offers in general. Therefore, we can´t conclude that consumers engage through pressing link in FGC simply because of an offer. This raises the question whether the variable informative moderates the relationship with pressing link as a response.

Past research show that consumers derive substantial content value from their participation in social media brand communities. We therefore had reason to believe consumers derive content value from their engagement in SNSs. Though Lee et al. (2014) found that informative content e.g. mentions of prices reduce engagement, Taylor et al. (2011) found that consumers react most favorably to advertising which is perceived as offering information value. Based on this, we believed that FGC containing offer could have high information value, also because NFC positively correlates with attitudes towards online information seeking (Das et al., 2003). Nevertheless, respondents that were exposed to FGC containing offer did not find the content *more* informative than those exposed to FGC containing inspiration. It´s important to mention here that the information in the two studies were the same except for information regarding chairs as the picture for FGC containing offer did not include this. Our means show that the content in general was found informative, though the means for each item didn´t score as high as expected we find them justifiable as they are skewed in the positive direction. Respondents in general scored highest on finding the content informative (3.17). As it was not found significant that respondents press link

when exposed to an offer in general, it´s possible that FGC containing offer needs inspiration to engage. This is supported through a negative correlation for pressing like for FGC containing offer, indicating that lower offers increase number of likes for the post. This implies low interest in offers for consumers that choose to socially engage and emphasizes the importance of inspiration in FGC. It´s also possible that our findings are in congruence with Lee et al. (2014) and reduce engagement and visit store to purchase directly. Additionally, it could be that respondents would rather engage differently for FGC containing offer e.g. comment or share.

Previous research suggests that to add value to a company's offerings, marketers must reinforce or enhance brand attitude (De Pelsmacker et al., 2007). Based on disagreements in literature (Dabrowski & Schivinski, 2013; Chu & Sung, 2015); (Chang et al., 2013), we proposed that brand attitude is correlated with pressing link as a response. Our results clearly show a positive correlation with the measurements of brand attitude for this relationship. We see that the biggest correlations are for change in brand attitude where *"I wanted to buy more from Bohus"* has the biggest correlation (r=.552), followed by *"I found Bohus more attractive"* (r=.496) and *"I got a more positive view of Bohus"* (r=.472). This implies that FGC can generate consumer's desire to learn more about a company and their products, further leading them to press link and enter a landing page for purchase. For respondents who have a positive existing brand attitude towards Bohus, we see that the biggest correlation for pressing like is when respondents want to buy at Bohus (r=.466). This implies that since respondents in general are positive towards Bohus, they are more likely to be triggered to socially engage with their FGC on Facebook, further influencing them to purchase more. It´s important to mention here that these correlations are general and not divided into which posts respondents were exposed to.

Though FGC containing offer wasn´t found *more* informative than FGC containing inspiration, we tested for differences in brand attitude for the four groups exposed to offer. This because previous research has found that brand attitude becomes lower under repeated monetary promotions. Though our monetary offer was not conducted repeatedly, we wanted to add to literature by looking into the effect of brand attitude on low vs. high offer in FGC. As we

believed finding FGC informative moderates the relationship between the post and engagement, we expected this would lead to a positive change in brand attitude for higher sales offers. Our results supported these expectations where we for *GroupOffer 2* (50% and few likes on FGC) found that a 100% increase in informative result in 73% increase in brand attitude, whilst for *GroupOffer 1* (50% and many likes on FGC) results in an increase in brand attitude of 50%. This emphasizes that for the category personal engagement, the number of likes on FGC doesn´t play an important role to change consumers brand attitude, but rather the degree of finding the offer good. We find these results to be interesting as the change in brand attitude are lower for FGC containing offer of 20%, indicating that the higher the promotion, the higher increase in brand attitude. However, we emphasize the importance of finding the content informative for this relationship to occur. This is supported from the negative constants in our results, which tell us that if the content had not been found informative, there would be a lower effect on brand attitude.

Lastly, we tested whether there were differences in the response of pressing link when consumers find the FGC containing offer informative. Here, we found *GroupOffer 1* (50% and many likes on FGC) and *4* (20% and few likes on FGC) to have the highest coefficients. Whilst an increase in informative of 100% would result in 182% increase in response of pressing link for *GroupOffer 1*, it results in an increase of 138% for *GroupOffer 4*. This means that from looking at FGC containing offer that isn´t found informative to looking at one that is found informative, the increase in pressing link as a response will occur 182%. In other words, more people press link as a response or press the link several times when the content is found informative This emphasizes the importance of information within FGC and increases number of visits into a landing page. Additionally, we see that the largest increase is for 50% offers. However, *GroupOffer 3* (50% and few likes on FGC) have substantial lower increase than *GroupOffer 1* which also contains a 50% offer. As the amount of likes on FGC also is manipulated here, one could argue the substantial difference between these two groups can arise from the difference in number of likes on FGC. Seeing this in relation to age groups in our study, we could argue that those younger in age could find number of likes on FGC more important due to social value as the two largest age groups were “25-29” years (40%) and “20-24” years (28%). Additionally, the high means

for relation with Bohus can be related to why respondents find the offer interesting. In general, people have high brand attitude towards Bohus with mean values of 5.25 *("I am positive towards Bohus")*, 5.08 *("I find Bohus attractive")*, 5.02 *("I want to buy from Bohus")*. In congruence with Arli and Dietrich (2017) research which argue that familiarity with a brand influences consumer´s confidence toward the brand and affects his/her intention to buy the same brand, the findings from our study contribute to the importance of brand attitude in engaging in social media.

6.2 Social engagement

In general, we found little/none previous research on which type of FGC generates certain engagement. Thus, we observed Bohus´s Facebook page prior to our study (Appendix 1) and hypothesized that consumers are more likely to press like for FGC containing inspiration. Our findings emphasized our observations, meaning that we found consumers to press like for FGC containing inspiration significant. This is supported through a negative correlation for pressing like for FGC containing offer, indicating that lower offers increase number of likes for the post. This implies low interest in offers for consumers that choose to socially engage and emphasizes the importance of inspiration in FGC.

When looking further into reasons for pressing like for FGC containing inspiration, we found that brand attitude plays a central role. As consumers value proactive brand communication on brand-generated platforms rather than on consumer-generated platforms (Aguirre et al., 2015), we argued for a positive change in brand attitude through FGC on Facebook. We found that consumers brand attitude can be enhanced through FGC containing inspiration as after viewing the post, respondents pressed like when they got *"a more positive view towards Bohus"* (r=.599), *"found Bohus more attractive"* (r=.608) and *"got the desire to buy more from Bohus"* (r=.569). This indicates that FGC has a bigger power in changing consumers brand attitude and leading to engagement than the other way around for FGC containing inspiration. From the mean values (table 1), people in general had neutral change in brand attitude after viewing the FGC. These would normally be considered somewhat low, though we find them justifiable as the values are unrelated to which post respondents were exposed to.

In congruence with Chu and Sung (2015) and Chang et al., (2013) we also found correlations between existing brand attitude and the response of pressing like. However, the correlations were smaller than for change in brand attitude. From before, respondents pressed like if they had *"a positive view towards Bohus"* (r=.388), *"found Bohus attractive"* (r=.404) and *"wanted to buy from Bohus"* (r=.427). The biggest correlation for existing brand attitude is for *"wanting to buy from Bohus"*. This implies that consumers that are interested and familiar with a company and their products are more inclined to press like as a response. From the mean values (table 1) we see that people in general had high brand attitude towards Bohus; *"I am positive towards Bohus"* (5.25), *"I find Bohus attractive"* (5.08) and *"I want to buy from Bohus"* (5.02). This shows that respondents were familiar with Bohus, further influencing their confidence toward them as a brand and affecting their intention to engage and buy from them (Arli & Dietrich, 2017). The biggest difference in correlations between existing- and change in brand attitude and pressing like as a response is consumers positivity towards a company. This emphasizes that FGC is able to change consumers brand attitude.

Although we have established that consumers press like for FGC containing inspiration, we hypothesized that those who did so, socially identified more with the post than those exposed to FGC containing offer. As presented in the literature review, people categorize, identify, and compare social media messages and evaluate how a brand or company portrays themselves in social media (Arli & Dietrich, 2017). Consumers identification with a campaign can influence their behavior and show their evaluation toward the ad through e.g. pressing like or share (Arli & Dietrich, 2017). We therefore argued social engagement (press like) for FGC containing inspiration when consumers socially identified with the content. We found this relationship to be significant and those exposed to FGC containing inspiration socially identify more with the post than those exposed to offer. From the mean values regarding respondents' interest in having a nice home (5.90), their high interests in furniture (5.28) and interior (5.02) can have influenced respondents' identification with the FGC. This emphasizes that consumers easier socially identify with content when they are interested in the product or service. Presenting this in an inspiring environment can be more helpful for customers to socially identify with.

Lastly, previous research argues that consumers intent when deciding to press like or share a social media post is to enhance their online acceptance and approval among their peers. Ryan and Xenos (2011) found extraversion to be correlated with the social use of Facebook and a positive predictor of both number of friends in the real world and number of Facebook contacts. Based on this, we believed that number of Facebook contacts moderates the relationship between social identification with FGC containing inspiration and pressing like as a response. However, this was found not significant. One reason for this could be that it requires a higher number of Facebook contacts as only 16% of our respondents had over 1050 Facebook contacts. Another reason could be that the content was not found important enough to want to show off to their friends despite their social identification. Although we did find high mean values for social value, these were general and unrelated to which post respondents were exposed to. In relation to number of Facebook contacts (Graph 2), respondents with 1200-1349 Facebook contacts have higher social value in terms of pressing like on FGC when *"friends have pressed like"*, *"want to change the way they are perceived"* and when they want to *"feel more accepted by others"*. Pressing like on FGC when friends have pressed like have highest means for a substantial of the highest Facebook contact groups. This can be interesting to build on in further research.

6.3 Concluding remarks

This study has taken a deep dive into the area of social media marketing and has achieved its main goal of identifying drivers of engagement on Facebook for certain firm generated content (FGC) and its effect on consumers brand attitude.

For the category personal engagement, we didn´t find a positive effect for pressing link for FGC containing offer. However, we found a negative correlation for pressing like. This emphasizes the importance of inspiration within firm generated content and implies that consumers are not as interested in the offer itself but rather the social value it brings by socially engaging. Further, our study has affirmed a correlation between consumers brand attitude and pressing link for FGC with the biggest correlation being for change in brand attitude. We also found that higher sales offer in FGC generates greater increase in brand attitude and number of visits to a website as long as the content is found informative.

For the category social engagement, we found that consumers also engage with FGC containing inspiration by pressing like. When investigating drivers of this engagement, social identification was found to have a positive effect. Number of friends on Facebook (social value) was not found to moderate the relationship between social identification with FGC containing inspiration and pressing like as a response. This is further discussed within limitations and further research.

Lastly, our study affirms a correlation between consumers brand attitude and engagement for FGC where the desire to buy more from Bohus and engage more had the highest correlation. This implies that FGC can generate consumers desire to learn more about a company and their products, further leading them to press link and enter a landing page for purchase.

7.0 Managerial and theoretical implications

The Internet is changing and transforming marketing today and will most likely continue to affect the customer journey process in the future. One can look at digitalization of the market as a helping tool for firms and managers. However, it has also created more challenges than ever. How does Facebook work as a communication-channel? What are the return on investments for firms and how does one achieve them? Though the technology is available for everyone, the challenge is to use it in the right way. In order to survive and succeed today, firms need to use these new tools and technology in a way that creates positive brand attitudes and build and strengthens their brand. This study provides a deeper understanding of how FGC on Facebook can be used as an effective tool to generate and increase engagement, as well as strengthen brand attitudes among consumers. We believe our findings have some general and clear implications for managers, especially in the Norwegian furniture market and for Bohus. We also believe that our findings fill some gaps in existing literature.

With focus on Bohus, the managerial and theoretical implications focus on optimizing social media content where Facebook is 1) used as a communication tool to trigger purchases and 2) used to inspire and connect with customers. These suggestions will in the end build and strengthen the brand of Bohus.

The purpose of using Facebook as a communication tool isn´t only to create consumer engagement through responses such as likes, comments or sharing. The goal is to rather use it in an effective way and create and strengthen brand attitude which further generate sales. From our research, we found positive correlations between both change in- and existing brand attitude and engagement (press like and link). For pressing link as a response, the biggest correlations were for consumers desire to purchase from Bohus, indicating that Bohus can manage to generate sales through FGC as long as the offer is good. Whether an offer is perceived as good is individual. As our study shows the importance of finding the content informative in this relationship, Bohus should have a well-organized overview of their customer base. With a clear picture of their customers' needs, Bohus will know what is found informative amongst their target group and be able to increase traffic to their website for further information or purchase. Bohus

must tailor their offers towards new trends within the interior and furniture market. This can further enhance consumers brand attitude and increase Bohus market share (Baldinger & Rubinson, 1996) as we found that both brand attitude and pressing link increases for higher offers (50%) when the content is found informative. Though these findings indicate higher increase in brand attitude and more traffic to the company website for higher offers, Bohus should be careful of giving offers repeatedly as research argues this can lower brand attitude. It is therefore important for Bohus to find a balance between their offers and information and if they deliver valuable information to their customers, customers might reward them with their loyalty. Additionally, by triggering purchases through Facebook, managers are able to gather data from each individual and map their search patterns, interests etc. This gives managers valuable insight into the customer journey that can be further used in campaigns both online and offline.

As found in our research, consumers socially identify more with FGC containing inspiration than FGC containing offer. Social identification is likely to further influence their engagement in terms of pressing like as a response. Further, we can assume that those consumers who "follow" a firm's Facebook page are within their target group. This implicates that Bohus needs to know their target group well enough to create content that identify with consumers interests and personality, which further will create engagement. Our results emphasize Yi and Yoo (2011) findings and adds to literature in suggesting a positive change in brand attitude as long as the monetary promotion (offer) isn´t repeated. Managers should therefore focus on creating content containing inspiration rather than offers. Though it´s not said that consumers don't appreciate a good offer, consumers social identification with content strengthens a company´s brand and increase consumers social engagement. From our findings, this might be easier to do if the content inspires the customer.

Managerial suggestions for Bohus in regard to social identification is to hire influencers that are well-known to their target group. We have seen a lot of success with this in the fashion industry and imagine the same success for Bohus if the correct influencer is chosen. It can also be of importance for Bohus to inspire their customers through different decorating tips and solutions. Those who are particularly interested in furniture and interior would enjoy this and therefore

engage more. The increase in engagement through likes spreads the contents visibility online, further generating more interest and visits to Bohus website and store. This way, Bohus builds their brand by connecting with their customers through Facebook.

Managers who ignore the importance of using Facebook as a marketing tool will experience challenges in regard to satisfying their consumers and building their brand. As previous research shows, FGC works significantly with television advertising and email marketing. Based on this, managers should find the right balance between platforms and communication-tools and not only focus on one or the other. A combination of traditional and social media that is coordinated is preferred.

8.0 Limitations and further research

In the following section, limitations and further research will be discussed. Though our findings contribute to literature, further research is important to get a deeper understanding of what is happening in the field of social media marketing.

8.1 Limitations

As we used non-probability sampling when collecting data, external validity of the study can be weakened by results not being representative for our population. Therefore, when investigating this topic in the Norwegian market, the results might not be applicable for the rest of the world. As 98% of the Norwegian population have access to internet (MedieNorge, 2018), it´s reasonable to believe Norwegians in general use social media more than people in countries where there is less access to internet. This can indicate there might be cultural differences that can make our research more relevant for countries with easy access to- and similar use of Facebook and other social media platforms.

The fact that our experiment is restricted to Bohus and the Norwegian furniture and interior industry can threaten the generalizability of our study. However, as the means for interest in furniture and interior in general were high, we believe our results can be generalized to other similar countries. Additionally, the respondents from our questionnaire consisted of 60% women and 40% men, emphasizing a good balance within gender for each item. Though one must keep in mind that women and men might have different perceptions of how they are affected and can therefore have impacted some results.

When investigating consumer's behavior, inconsistencies can arise between respondents' answers and their actual behavior. Even though use of social media is common amongst consumers, some might not be aware of their own usage and what might affect them. Some might even be too afraid to report their actual usage, leading to lower mean scores and affecting our results. We tried to minimize this threat by using projective techniques. As we have relatively high mean scores, we assume this has not influenced our results and that respondents have answered relatively true.

Lastly, the information within the FGC did not vary other than one sentence regarding chairs. This might have weakened our results in terms of why those exposed to FGC containing offer did not find it more informative than those exposed to FGC containing inspiration. Additionally, the means for finding the content informative were low in general, indicating that such types of FGC might need more information.

8.2 Further research

Since social media usage and digital presence only will increase with time, it´s important to get a deeper understanding of engagement and its effects on a company. As we have limited our study to two types of FGC on Facebook, it can be interesting for further research to investigate what type of FGC generates other or same forms of engagement. It would also be interesting to study what moderates the relationship between other types of FGC and engagement such as for FGC containing competition. How consumers are being influenced by different types of FGC are valuable insight for managers in the field of social media marketing.

Next, it can be interesting to research further what type of FGC consumers socially identify with other than inspiration as the engagement that occurs for such FGC increases online visibility, thus brand awareness and sales. Further investigation on social value can also be of importance due to no significance in this study. If social value were to be studied further, the effect of social value could be analyzed against other constructs. Though we found that consumers have somewhat high means for social value, there is no positive effect of moderating the relationship between social identification with FGC containing inspiration and pressing like as a response. It would therefore be interesting for further research to investigate whether strong and weak ties for Facebook contacts could play a role for this moderator. Additionally, it might be that social value factors fit better with other types of FGC than those containing inspiration. Further research could therefore investigate this relationship for FGC containing charity/goodwill. We see that those respondents with 1200-1349 Facebook contacts have higher social value in terms of pressing like on FGC when *"friends have pressed like"*, *"want to change the way they are perceived"* and when they want to *"feel more accepted by others"*. Overall, pressing like on FGC when friends have pressed like have highest means for a substantial of the highest Facebook contact groups.

This can be interesting to build on in further research.

As respondents in our study had positive attitude towards Bohus from before, further research should test for the effect of changing brand attitude with social media marketing when consumers have negative attitude towards a brand. Additionally, we found that brand attitude increases when FGC is found informative for higher offers (50% vs. 20%). Further research should therefore study how low an offer can be for customers brand attitude to increase.

Lastly, an extension of this study could be to measure what happens after consumers press link as a response as further information seeking and purchase can happen on the landing page or in the store. Here one could also include ROI of the FGC and connect it to online purchasing to get better insight of customers purchase process.

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10.0 Appendices

Appendix 1: Prestudy - Content-coding Bohus

2017				
Måned	**Innlegg**	**Dele (høy engesjement)**	**Kommentar (middels engesjement)**	**Like (lav engesjement)**
Januar	Tips og råd riktig sofa	3 (6)	0 (0)	25 (0)
Februar	Medlemskupp	16 (6)	0 (1)	45 (0)
Mars	Bohus hagemagasin	33 (7)	2 (0)	92 (0)
April	Informativ nattesøvn seng	6 (1)	1 (0)	27 (0)
Mai	Kr avslag på spesifikk produkt i en viss periode	3 (1)	0 (0)	20 (0)
Juni	Konkurranse seng	52 (2)	400 + (1)	627 (0)
Juli	Salg (2-dagerskupp)	12 (7)	2 (0)	48 (0)
August	Spons TV program	4 (1)	0 (0)	23 (0)
September	Magasin-inspirasjon	2 (0)	2 (1)	38 (1)
Oktober	Høst-inspirasjon	10 (6)	94 (0)	485 (1)
November	Black Friday (salg)	13 (5)	13 (2)	192 (1)
Desember	Førjulstid video av produkter	8 (6)	1 (0)	57 (0)
		Parantes = bohus engasjement		
		Uten = kunde engasjement.		

Appendix 2: Prestudy – Interview guide for focus groups

- ***How will you define consumer engagement in company posts on Facebook? (both sponsored and non-sponsored)***

  - *Respondent 1 – (male 24):* Likes, comments, shares and clicks on links. Describes sharing as the most important engagement.
  - *Respondent 2 – (female 25):* Follows a brand or site, clicks on links.
  - *Respondent 3 – (male 21):* Comments, likes and shares. Finds sharing most important. Clicks on link/website also important.
  - *Respondent 4 – (male 54):* Likes, clicks on link, sharing and comments.
  - *Respondent 5 – (female 24):* Clicks on link and tag friends in posts.
  - *Respondent 6 – (female 24):* Likes and comments
  - *Respondent 7- (female 57):* Likes, word-of-mouth as in telling others about the post
  - *Respondent 8- (female 26):* Likes, comments, sharing verbally or on Facebook

- ***When does a company social media campaign or post engage you?***

  - *Respondent 1 – (male 24):* Personalized content (engage through pressing link), sometimes deals or offers
  - *Respondent 2 – (female 25):* When exposed to inspirational pictures/offers. Brands or products that inspires me, for example a specific clothing brand. Clicks on link if exposed to good offers.
  - *Respondent 3 – (male 21):* When exposed to offers that matches my interests and personality. Also, campaigns that builds relations, for example a specific brand.
  - *Respondent 4 – (male 54):* When the content is informational or teaching me something new. I don't feel engaged by offers.
  - *Respondent 5 – (female 24):* When exposed to inspirational posts or content with humor.
  - *Respondent 6 – (female 24):* Good offers and informational posts.
  - *Respondent 7- (female 57)*: Good offers, news that inspires me to buy more, exiting content.
  - *Respondent 8- (female 26):* When exposed to content that engage me in some way, for instance politically or environmental. Also, inspirational fashion or interior (gives me new ideas).

- ***How will you describe a positive brand attitude? (what kind of emotions occurs?***)

  - *Respondent 1 – (male 24):* If the brand is chosen in favor of other brands and that I feel like recommending the brand or product to others. Emotions that occur are happiness and excitement.
  - *Respondent 2 – (female 25):* For me, Nike is a good example. They have inspiring marketing; good values and I choose them in favor of other brands. I feel inspired and happy.
  - *Respondent 3 – (male 21):* If I have a positive brand attitude I talk to others about it and promote the brand (positive word-of-mouth). Also, I buy this brand in favor of other choices. I feel engaged and positive.

- *Respondent 4 – (male 54):* Fronting the product or brand in a good way to others, liking their Facebook page and keeping in touch with the brand. Feeling engaged and happy.
- *Respondent 5 – (female 24):* Searching the brand before others when wanting to buy something, also if another product-categories. Recommending the brand to others. I feel curious.
- *Respondent 6 – (female 24):* Recommending the brand to others. Feeling engaged and positive.
- *Respondent 7- (female 57):* Talks about the brand or product in a positive way to other and buys it again in favor of trying something new
- *Respondent 8- (female 26):* I share my good experiences through social media or verbal and sticking to this brand.

❖ ***How will you describe a negative brand attitude (what kind of emotions occurs?)***

- *Respondent 1 – (male 24):* I wouldn´t have recommended the brand and obviously not buy it. It makes me feel irritated and reluctant.
- *Respondent 2 – (female 25):* I might talk negatively about the brand and chose other alternatives.
- *Respondent 3 – (male 21):* Spread negative word-of-mouth and avoid buying it. It makes me feel annoyed.
- *Respondent 4 – (male 54):* The opposite of positive. The more I get exposed to the brand, the more negative I get. I become negative, tired of the brand and would definitely not buy it.
- *Respondent 5 – (female 24):* I wouldn´t buy the product and will keep a distance from it. I get irritated.
- *Respondent 6 – (female 24):* I wouldn´t recommend it to others and I will keep a negative brand attitude even though I might not have tried that specific product in their product-line. I get tired of the brand and it annoys me if exposed to all the time.
- *Respondent 7 - (female 57):* I will not buy products from the brand
- *Respondent 8 - (female 26):* If I have a bad experience with a brand, I share it even through social media or verbally to friends and family (negative word-of-mouth). It makes me feel angry and disturbed.

❖ ***What is brand loyalty to you?***

- *Respondent 1 – (male 24):* Stability, I can trust what I get. The quality matches the marketing, this makes me loyal.
- *Respondent 2 – (female 25):* Continues to buy products from the brand in favor of other alternatives. Follow the brand in social media and keeps me updated.
- *Respondent 3 – (male 21):* I buy the product/brand every time and I am willing to pay more. I follow the brand on social media.
- *Respondent 4 – (male 54):* I buying the product/brand makes me happy and makes me want to buy more from them.
- *Respondent 5 – (female 24):* If I am happy with the brand, I will keep chosen them in the future. I then don't feel the need to try something new.

- *Respondent 6 – (female 24*): I chose this product/brand instead of other alternatives. I engage in the brand and keep me updated
- *Respondent 7- (female 57):* Buys again and spread positive word-of-mouth.
- *Respondent 8- (female 26):* I chose the brand in favor of others every time I need something. I tell others about my good experience and might also post something or tag the brand on social media, for instance Facebook.

Appendix 3: Questionnaire

Masteroppgave BI - Oslo 2018

Start of Block: Respons Facebook

Q0 I forbindelse med vår masteroppgave i Strategic Marketing Management ved Handelshøyskolen BI Oslo, gjennomfører vi en spørreundersøkelse rundt forbrukerens respons i bedrifter sine sosiale medier sider, nærmere bestemt Facebook. Vi ønsker med dette å få en bedre forståelse for bruk av Facebook som kommunikasjonskanal.
I denne studien definerer vi respons på Facebook som å «trykke like» og å «trykke på URL link" henvist i bedriftens innlegg. Undersøkelsen vil ta ca. fem minutter, og alle svar vil bli behandlet anonymt.
Tusen takk for din deltagelse.

End of Block: Respons Facebook

Start of Block: Eksperiment

Q00 Velg et tilfeldig tall nedenfor.

- ○ 1 (1)
- ○ 2 (2)
- ○ 3 (3)
- ○ 4 (4)
- ○ 5 (5)
- ○ 6 (6)
- ○ 7 (7)
- ○ 8 (8)
- ○ 9 (9)
- ○ 10 (10)
- ○ 11 (11)
- ○ 12 (12)
- ○ 13 (13)
- ○ 14 (14)
- ○ 15 (15)
- ○ 16 (16)

Skip To: Q01 If Velg et tilfeldig tall nedenfor. = 1
Skip To: Q02 If Velg et tilfeldig tall nedenfor. = 2
Skip To: Q03 If Velg et tilfeldig tall nedenfor. = 3
Skip To: Q04 If Velg et tilfeldig tall nedenfor. = 4
Skip To: Q05 If Velg et tilfeldig tall nedenfor. = 5
Skip To: Q06 If Velg et tilfeldig tall nedenfor. = 6
Skip To: Q07 If Velg et tilfeldig tall nedenfor. = 7
Skip To: Q08 If Velg et tilfeldig tall nedenfor. = 8
Skip To: Q01 If Velg et tilfeldig tall nedenfor. = 9
Skip To: Q02 If Velg et tilfeldig tall nedenfor. = 10
Skip To: Q03 If Velg et tilfeldig tall nedenfor. = 11

Skip To: Q04 If Velg et tilfeldig tall nedenfor. = 12

Skip To: Q05 If Velg et tilfeldig tall nedenfor. = 13

Skip To: Q06 If Velg et tilfeldig tall nedenfor. = 14

Skip To: Q07 If Velg et tilfeldig tall nedenfor. = 15

Skip To: Q08 If Velg et tilfeldig tall nedenfor. = 16

Q01 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q02 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q03 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q04 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q05 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q06 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q07 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

Q08 Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til innlegget.

Skip To: End of Block If Du vil nå bli eksponert for et innlegg fra Bohus, og de neste spørsmålene vil være knyttet til in...() Is Displayed

End of Block: Eksperiment

Start of Block: Spørsmål til eksperiment

Q01 Vurder i hvilken grad du er enig med følgende påstander: (Hvor 1 er svært "uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Jeg ville ha trykket "like" på dette innlegget (1)	○	○	○	○	○	○	○
Jeg ville ha trykket på linken i dette innlegget (2)	○	○	○	○	○	○	○

Q02 Vurder i hvilken grad du er enig med følgende påstander: (Hvor -3 er svært "uenig", og 3 er "svært enig")

	-3 (1)	-2 (2)	-1 (3)	0 (4)	1 (5)	2 (6)	3 (7)
Jeg fikk et mer positivt syn på Bohus (1)	○	○	○	○	○	○	○
Jeg fant Bohus mer attraktivt (2)	○	○	○	○	○	○	○
Jeg fikk lyst til å handle mer hos Bohus (3)	○	○	○	○	○	○	○

Q03 Vurder i hvilken grad du er enig med følgende påstander:

	Svært uenig (1)	Uenig (2)	Hverken eller (3)	Enig (4)	Svært enig (5)
Jeg fant innholdet informativt/nyttig (1)	○	○	○	○	○
Jeg ble nysgjerrig (2)	○	○	○	○	○
Jeg lærte noe nytt om Bohus og deres produkter (3)	○	○	○	○	○
Jeg fikk nye ideer til hjemmet mitt (4)	○	○	○	○	○

Q04 I forhold til ditt syn på deg selv, vurder i hvilken grad du er enig med følgende påstander: (Hvor 1 er "svært uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Innlegget samsvarer med min personlighet (1)	○	○	○	○	○	○	○
Innlegget samsvarer med mine interesser (2)	○	○	○	○	○	○	○
Hvordan jeg ser på innlegget samsvarer med hvordan jeg ser på meg selv (3)	○	○	○	○	○	○	○

Page Break

Q05 Vurder i hvilken grad du er enig med følgende påstander: (Hvor 1 er "svært uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Andre trykker "like" på bedrifter sine Facebook-innlegg når venner har gjort det (1)	○	○	○	○	○	○	○
Andre trykker "like" på bedrifter sine Facebook-innlegg for å endre måten de blir oppfattet på (2)	○	○	○	○	○	○	○
Andre trykker "like" på bedrifter sine Facebook-innlegg for å føle seg mer akseptert av andre (3)	○	○	○	○	○	○	○

End of Block: Spørsmål til eksperiment

Start of Block: Bohus og bransjen

Q00 Du vil nå bli stilt noen spørsmål i forhold til møbel- og interiørbransjen i Norge.

Q06 Vurder i hvilken grad du er enig med følgende påstand: (Hvor 1 er "svært uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Jeg er opptatt av at hjemmet mitt ser fint ut (1)	○	○	○	○	○	○	○
Jeg er interessert i møbler (stoler, bord, sofa, seng etc.) (2)	○	○	○	○	○	○	○
Jeg er interessert i interiør (speil, lys, vaser, puter, pynt etc.) (3)	○	○	○	○	○	○	○

Q07 I forhold til din relasjon til møbel- og interiørkjeden Bohus, vurder i hvilken grad du er enig med følgende påstander: (Hvor -3 er "svært uenig", og 3 er "svært enig")

	-3 (1)	-2 (2)	-1 (3)	0 (4)	1 (5)	2 (6)	3 (7)
Jeg er positiv til Bohus (1)	○	○	○	○	○	○	○
Jeg ser på Bohus som attraktivt (2)	○	○	○	○	○	○	○
Jeg har lyst til å handle hos Bohus (3)	○	○	○	○	○	○	○

End of Block: Bohus og bransjen

Start of Block: Facebook-bruk

Q00 Du vil nå bli stilt noen spørsmål om bruken av Facebook.

Q08 Vurder i hvilken grad du er enig med følgende påstander: (Hvor 1 er "svært uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Andre bruker Facebook til å oppdatere egen profil (1)	○	○	○	○	○	○	○
Andre bruker Facebook til å følge med på venner, familie og andre kjente (2)	○	○	○	○	○	○	○
Andre bruker Facebook til å følge med på bedrifters nyheter/oppdateringer (3)	○	○	○	○	○	○	○
Andre bruker Facebook relatert til jobb og/eller skole (4)	○	○	○	○	○	○	○

Page Break

Q09 Vurder i hvilken grad du er enig med følgende påstander: (Hvor 1 er "svært uenig", og 7 er "svært enig")

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Jeg bruker Facebook til å oppdatere min egen profil (1)	○	○	○	○	○	○	○
Jeg bruker Facebook til å følge med på venner, familie og andre kjente (2)	○	○	○	○	○	○	○
Jeg bruker Facebook til å følge med på bedrifters nyheter/oppdateringer (3)	○	○	○	○	○	○	○
Jeg bruker Facebook relatert til jobb og/eller skole (4)	○	○	○	○	○	○	○

Q10 Hvor mye tid bruker du på Facebook i løpet av én dag?

- ○ Mindre enn 10 minutter (1)
- ○ 10 - 20 minutter (2)
- ○ 20 - 40 minutter (3)
- ○ 40 - 60 minutter (4)
- ○ Mer enn 1 time (5)

Q11 Hvor mange venner har du på Facebook?

_____

End of Block: Facebook-bruk

Start of Block: Demografi

Q12 Kjønn

- ○ Mann (1)
- ○ Kvinne (2)

Q13 Hvor gammel er du?

_____

End of Block: Demografi

Appendix 4: Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Jeg ville ha trykket "like" på dette innlegget	53,9438	182,400	,659	,540	,894
Jeg ville ha trykket på linken i dette innlegget	53,1124	184,947	,613	,559	,896
Jeg fikk et mer positivt syn på Bohus	52,0803	185,897	,769	,818	,890
Jeg fant Bohus mer attraktivt	52,0402	184,031	,794	,855	,889
Jeg fikk lyst til å handle mer hos Bohus	51,9639	180,809	,803	,816	,888
Jeg fant innholdet informativt/nyttig	52,9036	204,950	,462	,510	,901
Jeg ble nysgjerrig	52,9759	198,435	,637	,637	,896
Jeg lærte noe nytt om Bohus og deres produkter	53,1486	204,135	,469	,309	,901
I forhold til ditt syn på deg selv - Innlegget samsvarer med min personlighet	53,2249	183,909	,743	,718	,890
I forhold til ditt syn på deg selv - Innlegget samsvarer med mine interesser	52,5823	182,010	,690	,637	,892
I forhold til ditt syn på deg selv - Hvordan jeg ser på innlegget samsvarer med hvordan jeg ser på meg selv	53,0964	190,289	,548	,491	,898
I forhold til din relasjon til møbel- og interiørkjeden Bohus - Jeg er positiv til Bohus	50,8273	197,829	,598	,806	,897
I forhold til din relasjon til møbel- og interiørkjeden Bohus - Jeg ser på Bohus som attraktivt	50,9920	196,597	,580	,824	,897
I forhold til din relasjon til møbel- og interiørkjeden Bohus - Jeg har lyst til å handle hos Bohus	51,0602	191,105	,654	,736	,894
FriendsFacebook	51,1165	210,611	,074	,100	,921

Appendix 5: Analysis of variance

Multiple Comparisons

Dependent Variable: Jeg ville ha trykket "like" på dette innlegget

Tukey HSD

(I) Eksper_new	(J) Eksper_new	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Tilbud 50% miljø mange	Tilbud 50% ikke miljø mange	2,466*	,444	,000	1,11	3,82
	Tilbud 50% miljø få	1,895*	,433	,000	,57	3,22
	Tilbud 50% ikke miljø få	2,962*	,396	,000	1,75	4,17
	Tilbud 20% miljø mange	2,360*	,436	,000	1,03	3,69
	Tilbud 20% ikke miljø mange	2,862*	,433	,000	1,54	4,18
	Tilbud 20% miljø få	2,458*	,420	,000	1,17	3,74
	Tilbud 20% ikke miljø få	2,967*	,448	,000	1,60	4,34
Tilbud 50% ikke miljø mange	Tilbud 50% miljø mange	-2,466*	,444	,000	-3,82	-1,11
	Tilbud 50% miljø få	-,570	,437	,896	-1,91	,76
	Tilbud 50% ikke miljø få	,496	,401	,920	-,73	1,72
	Tilbud 20% miljø mange	-,106	,440	1,000	-1,45	1,24
	Tilbud 20% ikke miljø mange	,396	,437	,985	-,94	1,73
	Tilbud 20% miljø få	-,008	,424	1,000	-1,31	1,29
	Tilbud 20% ikke miljø få	,501	,452	,955	-,88	1,88
Tilbud 50% miljø få	Tilbud 50% miljø mange	-1,895*	,433	,000	-3,22	-,57
	Tilbud 50% ikke miljø mange	,570	,437	,896	-,76	1,91
	Tilbud 50% ikke miljø få	1,067	,388	,113	-,12	2,25
	Tilbud 20% miljø mange	,464	,429	,960	-,85	1,78
	Tilbud 20% ikke miljø mange	,967	,425	,312	-,33	2,27
	Tilbud 20% miljø få	,563	,412	,872	-,70	1,82
	Tilbud 20% ikke miljø få	1,072	,441	,232	-,28	2,42

Tilbud 50% ikke miljø få	Tilbud 50% miljø mange	-2,962*	,396	,000	-4,17	-1,75
	Tilbud 50% ikke miljø mange	-,496	,401	,920	-1,72	,73
	Tilbud 50% miljø få	-1,067	,388	,113	-2,25	,12
	Tilbud 20% miljø mange	-,602	,392	,787	-1,80	,60
	Tilbud 20% ikke miljø mange	-,100	,388	1,000	-1,29	1,09
	Tilbud 20% miljø få	-,504	,374	,880	-1,65	,64
	Tilbud 20% ikke miljø få	,005	,406	1,000	-1,23	1,25
Tilbud 20% miljø mange	Tilbud 50% miljø mange	-2,360*	,436	,000	-3,69	-1,03
	Tilbud 50% ikke miljø mange	,106	,440	1,000	-1,24	1,45
	Tilbud 50% miljø få	-,464	,429	,960	-1,78	,85
	Tilbud 50% ikke miljø få	,602	,392	,787	-,60	1,80
	Tilbud 20% ikke miljø mange	,502	,429	,939	-,81	1,81
	Tilbud 20% miljø få	,098	,416	1,000	-1,17	1,37
	Tilbud 20% ikke miljø få	,607	,445	,872	-,75	1,97
Tilbud 20% ikke miljø mange	Tilbud 50% miljø mange	-2,862*	,433	,000	-4,18	-1,54
	Tilbud 50% ikke miljø mange	-,396	,437	,985	-1,73	,94
	Tilbud 50% miljø få	-,967	,425	,312	-2,27	,33
	Tilbud 50% ikke miljø få	,100	,388	1,000	-1,09	1,29
	Tilbud 20% miljø mange	-,502	,429	,939	-1,81	,81
	Tilbud 20% miljø få	-,404	,412	,977	-1,66	,86
	Tilbud 20% ikke miljø få	,105	,441	1,000	-1,24	1,45
Tilbud 20% miljø få	Tilbud 50% miljø mange	-2,458*	,420	,000	-3,74	-1,17
	Tilbud 50% ikke miljø mange	,008	,424	1,000	-1,29	1,31
	Tilbud 50% miljø få	-,563	,412	,872	-1,82	,70
	Tilbud 50% ikke miljø få	,504	,374	,880	-,64	1,65
	Tilbud 20% miljø mange	-,098	,416	1,000	-1,37	1,17
	Tilbud 20% ikke miljø mange	,404	,412	,977	-,86	1,66
	Tilbud 20% ikke miljø få	,509	,429	,935	-,80	1,82
Tilbud 20% ikke miljø få	Tilbud 50% miljø mange	-2,967*	,448	,000	-4,34	-1,60
	Tilbud 50% ikke miljø mange	-,501	,452	,955	-1,88	,88
	Tilbud 50% miljø få	-1,072	,441	,232	-2,42	,28
	Tilbud 50% ikke miljø få	-,005	,406	1,000	-1,25	1,23
	Tilbud 20% miljø mange	-,607	,445	,872	-1,97	,75
	Tilbud 20% ikke miljø mange	-,105	,441	1,000	-1,45	1,24
	Tilbud 20% miljø få	-,509	,429	,935	-1,82	,80

*. The mean difference is significant at the 0.05 level.

Appendix 6: Linear regression

GroupOffer 1 Information - brand attitude

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,596[b]	,355	,329	,71139711

a. GroupOffer = 1,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,953	1	6,953	13,738	,001[c]
	Residual	12,652	25	,506		
	Total	19,605	26			

a. GroupOffer = 1,00

b. Dependent Variable: ATTITUDE1

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,021	,152		-,140	,890
	INFO_1	,507	,137	,596	3,706	,001

a. GroupOffer = 1,00

b. Dependent Variable: ATTITUDE1

GroupOffer 2 Information - brand attitude

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,629[b]	,395	,381	,75155662

a. GroupOffer = 2,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,887	1	15,887	28,127	,000[c]
	Residual	24,288	43	,565		
	Total	40,175	44			

a. GroupOffer = 2,00

b. Dependent Variable: ATTITUDE1

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,364	,114		-3,201	,003
	INFO_1	,732	,138	,629	5,303	,000

a. GroupOffer = 2,00

b. Dependent Variable: ATTITUDE1

GroupOffer 3 Information - brand attitude

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,691[b]	,478	,459	,56371244

a. GroupOffer = 3,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,132	1	8,132	25,592	,000[c]
	Residual	8,898	28	,318		
	Total	17,030	29			

a. GroupOffer = 3,00

b. Dependent Variable: ATTITUDE1

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,190	,105		-1,809	,081
	INFO_1	,428	,085	,691	5,059	,000

a. GroupOffer = 3,00

b. Dependent Variable: ATTITUDE1

GroupOffer 4 Information - brand attitude

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,578[b]	,334	,306	,61205169

a. GroupOffer = 4,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,506	1	4,506	12,028	,002[c]
	Residual	8,991	24	,375		
	Total	13,496	25			

a. GroupOffer = 4,00

b. Dependent Variable: ATTITUDE1

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,189	,124		-1,525	,140
	INFO_1	,487	,141	,578	3,468	,002

a. GroupOffer = 4,00

b. Dependent Variable: ATTITUDE1

GroupOffer 1 Information - response link

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,788[b]	,621	,605	1,485

a. GroupOffer = 1,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90,245	1	90,245	40,899	,000[c]
	Residual	55,163	25	2,207		
	Total	145,407	26			

a. GroupOffer = 1,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,281	,316		10,370	,000
	INFO_1	1,825	,285	,788	6,395	,000

a. GroupOffer = 1,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

GroupOffer 2 Information - response link

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,586[b]	,343	,328	1,479

a. GroupOffer = 2,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,139	1	49,139	22,464	,000[c]
	Residual	94,061	43	2,187		
	Total	143,200	44			

a. GroupOffer = 2,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,978	,224		13,315	,000
	INFO_1	1,287	,272	,586	4,740	,000

a. GroupOffer = 2,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

GroupOffer 3 Information - response link

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725[b]	,525	,508	1,407

a. GroupOffer = 3,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,292	1	61,292	30,973	,000[c]
	Residual	55,408	28	1,979		
	Total	116,700	29			

a. GroupOffer = 3,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,800	,262		10,671	,000
	INFO_1	1,175	,211	,725	5,565	,000

a. GroupOffer = 3,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

GroupOffer 4 Information - response link

Model Summary[a]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,698[b]	,488	,466	1,262

a. GroupOffer = 4,00

b. Predictors: (Constant), INFO_1

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,392	1	36,392	22,850	,000[c]
	Residual	38,223	24	1,593		
	Total	74,615	25			

a. GroupOffer = 4,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget

c. Predictors: (Constant), INFO_1

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,074	,256		12,028	,000
	INFO_1	1,385	,290	,698	4,780	,000

a. GroupOffer = 4,00

b. Dependent Variable: Jeg ville ha trykket på linken i dette innlegget