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A Case Study of Motivators Behind The Use of Social Networking Sites

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Abstract

Title:	A Case Study of Motivators Behind The Use of Social Networking Sites
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Authors:	Maja Arpi, Jila Shademanpour
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Key words:	Social Media, Social Networking sites, Relationship Marketing, Technology Acceptance Model, Case Study
Purpose:	The purpose of this study is to gain in-depth understanding of the motivating factors behind the target groups engagement with company profiles within Social Networking sites. Furthermore the aim is to gain knowledge about what content is attractive on a company profile within a Social Networking site and the women's general Internet habits. Finally the findings intend to provide a base for giving recommendations to the company.
Methodology:	This is a qualitative case study of the company KappAhl and consists of a pre-study and focus group interviews. The primary data for the study has been gathered trough semi-structured interviews with the company and two customer based focus group interviews. Secondary information has been collected from the company homepage, results from two quantitative surveys as well as information from company profiles within the Social Networking site Facebook.
Theoretical Framework:	The theoretical foundation for this paper is based upon the Technology Acceptance Model and Relationship Marketing theory. Based on the mentioned theories a research model for this study has been designed.
Empirical Foundation:	The empirics are based on facts from KappAhl's annual report, results from two surveys about costumers Internet habits and interests online. In addition information from the company homepage has been used, semi-structured interviews with employees at KappAhl have been conducted and two costumer based focus group sessions were held.
Conclusions:	If a consumer feels trust, attraction and commitment towards a company or Social Networking sites the intention to interact with the company profile increases by increasing ease of use and usefulness. Furthermore the importance of enjoyment can be confirmed by this study. Normative pressure is a further construct influencing usefulness and enjoyment. When it comes to the content it is very important that it differs to the company homepage. Topics around kids and kids wear are out of big interest for the target group.

TABLE OF CONTENT

4

1 Introduction

The first part of this thesis consists of a description of the background, problem discussion, purpose and research question but also insight about what previous research within the field and the identified research gap. This will provide the reader with a foundation for further reading.

1.1 Background

Communicating and information seeking is something humans always have done, but the means used to do so have developed over the centuries and since the arrival of Internet maybe in an even faster pace. Shih (2009) states this in a good way by saying:

> *"Each digital revolution enables new forms of media"..."Over time, new technologies are making it easier to deliver the right content in the right context at the right time while reaching larger audiences and reducing costs" (Shih, 2009 p. 25)*

New communication technologies are today part of many people's daily lives, and the use of these new technologies have a great impact and influence on the social world in multifaceted ways. A pattern that has been discovered through research is that interaction through computer-mediated communication (CMC), where social media is a category, has increased rapidly. Within social media there are many different categories, some examples are: blogs, microblogs, discussion platforms and social networking sites (SNs), (Risley, 2009; Shih, 2009). CMC has opened up the boundaries of communication and people are no longer limited by factors such as geography. The new technologies have created worldwide business opportunities and people's online activities have become an important part when managing social relationships. (Rosen; Stefanoe & Lackaff, 2010). But already before the existence of these medias Armstrong and Hagel (1996) argued that:

> *"by creating strong on-line communities, business will be able to build customer loyalty to a degree that today's marketers can only dream of and, in turn, generate strong economic returns" (Armstrong & Hagel, 1996 p. 135).*

Now more than ten years later technology has developed and companies have started to use these tools for marketing and brand- and relationship building (Shih, 2009; Scott, 2010).

1.2 Social Media

Even though social media is a fairly new research field and little material with a general approach (most studies address different categories within social media e.g. blogs and SNs) has been published in scientific research, it is a emerging field. It is today one of the most discussed topics within marketing (Happe & Vancil, 2008). It can be defined as follows:

> *"Social media provides the way people share ideas, content, thoughts, and relationships online. Social media differ from so called "mainstream media" in that anyone can create, comment on, and add to social media content. Social media can take the form of text, audio, video, images, and communities."(Scott, 2010 p. 38)*

If considering the growth of social media e.g. different social networks it is something that cannot be ignored. Facebook grew by 228 percent and Twitter by 1382 percent from Feb. 2008 to Feb. 2009 (Nielsen b, 2009). Furthermore, social media is now spreading over all age groups, not only among young people (Nielsen b, 2009). According to Facebook statistics (2009) people aged from 35 and up are the age group with the fastest growth rate. This can be further stated by Sean Duffy from The Duffy Agency who in an interview[1] argues, that social media can be for everyone, it is just the content that needs to be right.

1.2.1 Social Networks

One of the most used social media categories by consumers are SNs and according to a study, they are now a more common online activity than emails (Nielsen a, 2009). Examples of social networks are Myspace, Facebook and Linkedin.

> *"A social network site (SNS) is a web-based platform which allows users to build their own profiles in a bounded system and share connections with their friends within this system. Social network sites integrate digital communication and publishing together which makes the communication simple and across time and space." (Shi, Lee, Cheung & Chen, 2010. p.1)*

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[1] Interview with the full service ad-agency The Duffy Agency about social media in november 2009. Used for a paper about brand management and social media.

Many different variables influence the way SNs are used e.g. age and gender. Hargittai (2008) and Weiser (2001) suggests for instance that it is more common that women interact with other people online compared to men. This is not surprising since research shows that women tend to be more socially engaged (Moore, 1990). Hence, women's use of social media is interesting to study.

Within the field of SNs a vast amount of research and articles from different angles have been published. Most studies study young peoples and children's behaviour and habits within SNs (conclusion of literature review). But few studies, if any, studying women between 30 and 40 years with children were found. SNs are often referred to within the field of information technology or information systems. The literature review stated that a wide range of research has been conducted within this field. Sledgianowski and Kulviwat (2009) address for instance SNs in a hedonic context and the different factors that influence the use of these. Moreover, Kwon and Wen (2009) study factors affecting SNs use but only by focusing on individual differences and in particular on social identity, altruism and telepresence.

Trough observations online, within different SNs, the researchers of this paper have noticed that many of the Swedish fashion retailers are active within SNs and other social media, examples are H&M and Lindex. These retailers exist on foreign markets. Another big player on the Swedish fashion market is the company KappAhl who just like the other companies exist on foreign markets. They compete with H&M and Lindex but have a more niche target group; Women aged 30 to 50. KappAhl is still not active within SNs but aims to, according to the marketing director, communicate the same information on all its markets. This makes it an interesting case to study for a thesis within a master program with an international focus.

1.3 Relationships Marketing

The field of relationship marketing has been widely studied, yet it is a fairly new research area (Hunt, Arnett & Madhavaram, 2006). One of the aims of social media and SNs is relationship building. But today, due to the development of IT, it is not only the company deciding how they want to engage with a consumer, it can also be the other way around (Shih, 2009). Consumer

behaviour has shifted towards being more consumer generated, and social media and SNs a place to share information (Cole, 2007). The consumer is becoming a co-creator of the content. But in order to make him a co-creator the content needs to create added value (Nielsen a, 2009, Cole, 2007), which today involves more than the actual product. The emotional value has also become important for consumers (Brown, Broderick & Lee, 2007). Knowing the different consumer needs and trying to meet these can build more and stronger relationships. In doing so a company can become more competitive (Armstrong & Hagel, 1996). Furthermore, it is known that recommendations from someone you are engaging with on a social media, a fan of or just are friends with is seen as more trustworthy than from companies (Shih, 2009).

1.4 Problem discussion

Social media and especially SNs and in particular Facebook, are continuously growing, as has been argued. This makes it a tool with many possibilities to reach out to the audience and build brand loyalty, relationships, Word-of-mouth and eventually, if successfully done, it can lead to sales. In research, as we have seen, the field is being studied but so far, to our knowledge, not from the particular perspective of a company profile within a SNs. Many companies have started to use this tool in order to communicate and interact with their consumers but not KappAhl, which makes it an interesting case for further investigation. Adding to that, KappAhl's target group is women and these are socially more engaged than men and amongst the age group where a big increase in the social media use can be observed. Other research within this field has not focused on such a particular age group who does not only consume for herself, but also has her family in mind when doing so. But behind everything a company does, there ought to be a strategy and in order for a company to create a strategy for SNs, it is essential to know the consumer. It makes no sense to establish oneself on a SNs that is not used by the consumer or to publish content or activities that do not appeal to the consumer (Armstrong & Hagel, 1996).

1.5 Purpose

This particular study focuses not only on SNs in general, it goes further into looking at a company profile within a SNs. As previously stated this is an emerging phenomenon and the study attempts to understand what would motivate particular consumers to interact with a company, in this case KappAhl. Since there, to our knowledge, have not been any previous studies conducted within this field it is believed that this study can contribute to enlighten the opportunities of this new marketing, communication and relationship building tools. This leads us to the purpose, which is twofold. Firstly, the aim is to analyze and gain in-depth understanding of how women between 30 and 40 years with children who shop at KappAhl use SNs, but also to gain an understanding of their Internet habits. In addition the focus is to find out what makes a company initiated profile within a SNs attractive for this consumer and what can motivate them to adopt the usage of this service. Secondly, based on these findings the aim is to analyze and be able to give managerial implications to KappAhl on which this study focuses. As regards to the scientific contribution of this paper the aim is to give an increased understanding of the different factors that motivate a consumer of a certain age to engage with a SNs. Furthermore the findings of this study are expected to shed light on and give an increased understanding of the factors that influence the consumer behaviour of a special target group within the field SNs. This knowledge is expected to lead to recommendations that can be of managerial interest for KappAhl. For instance these can contribute to the development of the design of an attractive company profile within a SNs.

1.6 Research questions

The above discussed combined with data about that a big share of those joining social networks are within KappAhl's target group leads us to the research question which will be addressed in this thesis:

Q1: What motivates consumers/customers to engage with a company profile within a SNs?
Q2: What content does appeal to the consumer?

1.7 Delimitations

Even though the KappAhl target customer are women between 30-50, men, tweens (children from 10-14 years old) and children, the focus of this study will be women aged 30 to 40 with children. Due to the time span of this study and the fact that Sweden is the biggest market the focus will only lie upon the Swedish market even though the aim for KappAhl is to use media the same way in all markets. Since social media is a very large area this study is narrowed down and focuses on SNs.

1.8 Thesis Outline

Introduction
- Background
- Identified Research Gap

Method
- Qualitative Data Collection
- Case Study

Theoretical Framework
- Relationship Marketing
- Technology Acceptance Model

Empirical Framework
- Company Facts
- Semi-structured Interviews with Employees at the Company
- Focus groups

Analysis
- Motivators Behind the Target Groups use of Social Networking sites

Conclusions
- Managerial Implications
- Future Research

2 Method

This chapter describes the research design and approach of this study continued by how the empirics were collected. Furthermore, a description of how the analysis was carried out will be given. The scientific validity, reliability and credibility and criticism will also be discussed.

2.1 Research Approach

Since the aim of this thesis is to explore and gaining in-depth understanding of what would motivate particular consumers to engage with a company profile within a SNs the research approach is qualitative. According to Denscombe (2003) a qualitative research method is suitable when doing an in-depth and describing study. With the help of a qualitative study the authors of this paper can analyze one single case profoundly and get explicit insights in a phenomenon, in this case SNs (Holme & Solvang, 1997). This is important for the authors since the in-depth knowledge will help support the scientific and managerial implications.

The starting point and approach of this study was data collection about the company and the field that was studied, search for the theoretical framework and go back to collect data. This kind of approach is in the literature often referred to as being abductive (Alvesson & Sköldberg, 1994, Jacobsen, 2002) or as Bryman and Bell (2007) call it; iterative. It implies that the researcher during the research process moves back and forth between theory and data. This is a combination of the inductive approach, where theory is created from data and deductive approach where one first looks into theory followed by collecting data.

2.2 Research Design

A research method where focus is upon a certain entity/-ies is called a case study. This way of conducting research involves detailed and careful analysis of a case and is concerned with the complexity and particular nature of the case in question (Bryman & Bell, 2003). According to Bryman and Bell (2003), the term is often related to a location, such as a work place or organisation. The case of this thesis is the company KappAhl, which will be seen as one entity and its customers who will be seen as various entities (Yin, 1994; Yin, 2009). Since this thesis is

focusing on one company, KappAhl, it will be a single case study (Yin, 1994). It is a company with a clothe range that can be found at several other retailers and therefore the rationale for conducting this single case study can be argued to be a representative or a typical case (Yin, 2009). Furthermore, this defends the fact that this is not a multiple case study, which according to Yin (2009) is to be preferred since the data richness is bigger. The assumption is made that the customers do not solely shop at KappAhl, and can therefore also be seen as being customers to other companies. The aim of this study is to examine and gain thorough understanding of a company and what motivates a selected target group to use a SNs. The judgement is therefore that empirics based on qualitative data are favourable, since quantitative data would not give the exhaustive information that is sought for (Bryman & Bell, 2008). However, case studies can contain both qualitative and quantitative methods (Bryman & Bell, 2008, Yin, 2009). Even though the focus is on a particular target group it is believed that a generalization can be drawn when it comes to SNs that target women or mothers. Yin (2009) argues that the importance of such generalizations can be drawn even when conducting a single case study since this often is why case studies are criticised.

In order to conduct this study several sources of information were examined whereof one of the most important ones, according to Yin (2009), are interviews. Firstly, semi-structured interviews were conducted. This is referred to as the pre-study and it consisted of interviews with the company as well as printed information, which was given to the researchers. Much input and basic understanding of the company was gathered during this day. Secondly, data was collected examining online sources. Thirdly, three focus group interviews were conducted.

2.3 Data Collection

The collected data consists of both primary and secondary data. The primary data was gathered through semi-structured interviews with employees at KappAhl. Furthermore, customer based focus groups were formed. The purpose of the interviews with KappAhl was to gain a better overall understanding of the company but also what the main goals are for the company when investing in social media and who their target group is. The theoretical proposition of the focus group interviews shaped the data collection (Yin, 2009). Moreover, the purpose of the primary

data collection was to better understand what habits the selected target group had when using SNs and what type of content they like to observe online.

The secondary data aimed at helping the authors of this paper to gain comprehensive knowledge of the field of study. The data consists of information from the company homepage, Facebook statistics, fan pages on Facebook and results from two surveys conducted by KappAhl. These sources will be used in order to fulfil the purpose of this study and to gain knowledge about the selected target groups interests within the field of SNs as well as their motives behind the usage of SNs. All of the sources were chosen upon reliability, validity and credibility (Easterby-Smith et al., 2008).

2.3.1 Pre-Study

The authors of this paper decided to conduct a pre-study before starting with the main study. This since it was believed that it was essential to set a strategy in agreement with the company, which this case study is based on. But also to gain in-depth understanding of their purpose with this course of action and to obtain a solid understanding for how the company actually can benefit from this study. Hence, it was chosen that interviews with the company should be conducted in the very beginning of the writing process.

When doing qualitative research the interviews conducted tend to be un-structured or semi-structured (Bryman & Bell, 2003). After evaluating different interview methods the authors of this thesis decided that the semi-structured method was the most suitable. It gave the researchers the possibility to create an interview guideline covering the desired discussion topics whilst making it possible to, during the interview, be flexible and ask spontaneous questions (Bryman & Bell, 2007; Easterby-Smith et al., 2008; Jacobsen, 2002). If the questions in the interview would have been closed or opened too little or too much in-depth information would have been obtained. Hence, it would have been difficult to, during the time span of this thesis, fulfil the purpose of this case study.

Interview Procedure

The interviews with KappAhl were organized to give the researchers an overview of the topic that was going to be studied. An interview guideline was prepared in order to cover important topics. Since the purpose of these interviews was to get an overview rather than in-depth understanding only notes were taken and since there were two persons taking notes different aspects could be paid attention to. After each interview there was time for the researcher to discuss what had been talked about and the most important points were further elaborated and discussed, if further questions came up the possibility to ask these was given.

2.3.2 Focus Groups

Focus groups are in the present day a well-known form in order to conduct qualitative research in an extensive series of disciplines. The method can be used in order to study content, meaning the group members opinions, attitudes, thoughts, perceptions and arguments. It can also be used in studies intended for research within the area of interaction between individuals. By using focus groups as a research method the researcher is given the opportunity to get an insight in how knowledge and ideas are developing and used in a specific context (Wibeck, 2000).

The method consists of group interviewing where a small group of people are gathered together to discuss a specific topic under a limited period of time on a researchers require. A significant point here is that all type of group interviews cannot be entitled as focus groups, there are three basic rules that distinct focus groups from other type of group interviews. The first rule to keep in mind is that focus groups are a research technique, meaning it is a method that is intended for collecting data for research. Secondly, the method is aiming to collect data through group interaction, hence interactive discussions are in focus. Thirdly, the researcher sets the topic of discussion. The focus group is lead by a moderator who introduces new aspects of the topic in question and leads the conversation in the right direction when needed. Something of great significance is that the moderator is not an interviewer in the traditional sense. The word focus indicates that the discussion should be around a set topic and the goal is to get the participants to discuss freely around it. Furthermore, there are certain criteria's that needs to be fulfilled for this type of research method, a focus group must consist of a specific amount of people who do not know each other from before and they must meet in a formal environment. (Wibeck, 2000)

According to Bryman and Bell (2003) focus groups are suitable when the study aims to explore a specific topic in-depth. After careful evaluation of different type of qualitative interviewing methods, such as for example in-depth interviews, the authors of this paper decided that focus group interviews was the most suitable alternative for collecting data intended for this study. This due to the fact that the study is aiming to make it possible to draw conclusions based on the target groups motivation for using SNs and not only specific individuals usage.

Focus groups require a lot of practical work from the researchers; first and foremost the right groups of people must be recruited in order to create fruitful group discussions. Moreover, suitable discussion topics must be set in order for the outcome of the discussion to be of relevance for the study and the focus group discussions must be analysed in order to come up with conclusions (Wibeck, 2000).

Recruitment

Initially, the authors of this paper planned to conduct three focus group interviews with four participants in each. Due to the low response rate of interested participants only two groups were at the end formed. Because of the limited period of time intended for this project it was at an early stage decided that mini groups would be formed. Mini groups are in essence the same as full focus groups but consist of about half as many participants, 4-6 participants. (Greenbaum, 1998) Before starting the recruiting process several important decisions were made.

In order to recruit the right candidates, for the purpose of this study, a few basic criterions needed to be fulfilled. The participants of the focus groups had to be KappAhl costumers, they had to be women with children and they had to be between 30-40 years old. With the help of a CRM analyst at KappAhl and a company that supplies consumer data 397 email addresses to women within the target group were put forward. An invitation was sent out to these from an email address that was created only for the recruiting process. Out of the 397 invitations sent by email, 7 email addresses did not work, for this reason; only 390 people received the invite. The name of the company was not mentioned in the email and the authors decided to only explain that the study was about social media with focus on the fashion industry. In total 11 people

responded to the email. Out of these 3 were negative responses and 8 were positive. Due to the low response rate a second invitation was sent out to the women that did not respond to the first email, this in order to assure that the sessions could hold place. The outcome of this was 2 positive responses and 9 negative. Additionally, 3 other women were interested but did not have the possibility to participate on the set dates. Out of these in total 10 positive responses, the authors coordinated two focus group sessions, with five participants in each. One day before every session a reminder was sent out to the participants with time and location. Unfortunately before each session one participant called in sick, hence the focus group interviews held place with 4 persons in each. At the end of each session all of the participants were given gift vouchers as compensation for their participation.

Focus Group One
- Isabella, is 35 years old. She is about to start her own business and is working at a middle sized IT company beside. She lives with her husband and her children are aged 9, 12 and 1.

- Silvia, is 37 years old and is a law student. Silvia recently took a break from her studies and she is focusing on starting her own company. She lives with her husband and Her 5 year old daughter.

- Anna-Karin, is a 36 years old. She recently finished a life coach diploma and is right now working part time as a nurse as well as starting her own business. She has one child aged 3.

- Sandra, is 38 years old and she works with digitalization of media. She lives with her husband and two children aged 9 and 12 years.

Focus Group Two

- Ylva, is 32 years old. She works as a kindergarten teacher and lives with her husband and one child aged 3.

- Johanna, is 40 years old and works within the medical sector. She lives with her husband and four children. Two of the children are still living at home and two have moved out. Johanna is still shopping for those who live at home since they are only 10 and 12 years old.

- Elina, is 39 years old and works as a receptionist. She is a single mother living with her son that is 19 years old.

- Anna, is 39 year old and works as a therapist. She lives with her husband and two small children aged 2 and 8.

Location

The environment in which focus group interviews are held is of great importance and can have great impact on the participants in numerous ways. For example the size of the room can have a great influence, research done in the area shows that the interaction between the participants are more intense when the session are held in a smaller room, other factors to keep in consideration when doing focus groups are the physical distance between the participants, the shape of the table and how formal the environment is (Wibeck, 2000). The sessions were held in seminar rooms at the University of Malmö. This because literature in the area recommends that sessions should be held in a formal environment, and this option was the most suitable one for us. According to Wibeck (2000), such locations can raise different feelings amongst the participants. Some feel uncomfortable because they are not used to it and some are very comfortable since such locations feel natural to them. This can lead to some people taking over the discussion. All our 8 participants spoke during the sessions and our impression was that they felt the location was of pleasure. The table and seating of the participants was around a round table, this to minimize that somebody would take a dominant position.

Procedure and Interview Guide

According to Wibeck (2000) there is a distinction between structured and unstructured focus groups interviews. The moderator's participation is a decisive factor in this matter. If the discussion is steered by the moderator it is considered as a structured form of focus group interviewing. When the group members are discussing freely around a specific topic with a very poor participation from the moderator it is considered being an unstructured focus group. In this form there are no specified questions that should be answered but the purpose of the session is to listen to what the participants have to say and what they believe are important aspects regarding a particular subject.

The interview guide can be formed in various ways depending on if the sessions are structured or unstructured. When conducting structured focus groups the questions are specified and the questions should follow certain guidelines. First the moderator starts off the sessions by asking the participants opening questions, such as name and profession, in order to start up the discussion and give the participants the feeling or belongingness to each other. In the second phase the moderator introduces the topic of discussion by asking introducing questions, the next step is transitional questions, along with the key questions that are of most meaning for the analysis and after that concluding and final questions. (Wibeck, 2000).

However, the focus groups conducted for this study were of unstructured nature, this due to the reason that the authors did not want to risk that our own opinions and understanding for the subject would have an impact on the participants. This way the true interests of the participants could further on be analyzed (Wibeck, 2000). Some set questions were prepared before every session as a backup plan if the participants did not feel comfortable enough to speak freely about the topic. These questions were following the same guideline as for those of structured interviews, but they were more extensive in their nature in order to create a broad discussion amongst the participants. Fortunately keeping the discussion going was never an issue, however the moderator had to take help of the set questions at numerous occasions when the discussion was going the wrong direction and the participants started to talk about topics outside the area of interest. Even though the discussion flow was good in both focus groups the first session was somewhat more fruitful since some participants were voicing their experiences and opinions a bit

more than in the second session. An assistant was also present at the focus group sessions, her main task was to take notes and make sure that the participants were comfortable. The assistant did not participate in the discussions until the end of every session when the atmosphere was more relaxed and the group interviewing was in the concluding phase. Both focus group interviews were recorded. The authors of this paper decided that this was the most effective way since videotaping in some cases make the participants feel uncomfortable (Greenbaum, 1998). After the each session the material was transcribed and analysed.

2.4 Data Analysis

The results from each focus group session have been compared and analyzed in order to identify themes around the studied topic, and the women's motives behind using SNs. The authors of this thesis made an in-depth content analysis from both sessions and the knowledge that was gained out of these was used as a base when giving recommendations to the company. The outcome of the focus groups was compiled in line with the theoretical proposition of this thesis; Yin (2009) argues that this is the most common strategy when conducting case studies. Furthermore a tabulation of the respondents' most valuable answers was done (Yin, 2009).

When analysing material from focus group sessions it is up to every researcher to explore and improve his or hers own methods. Hence, there are no set rules for how an analysis should be properly done. What kind of analysis is suitable depends on the empirics (Wibeck, 2000). The authors of this paper decided to analyze the collected data using a narrative approach. This approach is suitable when analyzing interview material and data where people are telling stories (Easterby-Smith et al, 2008). According to Wibeck (2000), this method can be used when the focus group participants are speaking very descriptive around a topic that is close to them. Even though the use of SNs in particular does not seem to be a topic that is very personal, the discussions that were conducted were of very personal nature since they contained personal experiences. The participants were telling stories about their private lives, which had an impact on their engagement with SNs. The stories followed one after another during the sessions and by studying these from a narrative approach the authors of this paper were able to draw interesting analytical conclusions. In addition, a narrative approach can be underpinned by that a human beings story is saying something not only about him or her, but also the world in which he or she

exists and the experiences from it (Hydén, 1997 as stated in Wibeck, 2000). Furthermore, a central aspect in the analysis process is to find patterns, and to distinguish and compare different data (Wibeck, 2000).

2.5 Validity, Reliability and Credibility

When conducting scientific research it is of great significance that the data is trustworthy and consistent. This is essential in order to be able to come up with qualitative and dependable conclusions. Hence, all of the collected data should strive towards being reliable, valid and credible. Reliability refers to if the study is repeatable or not and consistency is one of the key ground rules (Bryman & Bell, 2008). In order to make a reliable study the data must be dependable. One way of doing this is to have different sources of information included in the study. This thesis includes both primary data as well as secondary data. The primary data was collected trough semi-structured interviews with the company and two focus group sessions. This way of conducting research will give the study a varying input and opinions around a certain topic. In addition the material from the focus groups were analysed by both authors and the same moderator was used in both sessions. Hence this paper should have high reliability (Knodel, 1993 as stated in Wibeck, 2000). However, this study would be more reliable if more than two focus groups would have been held. Unfortunately, due to difficulties in the recruitment process and a limited time period it was only possible to conduct two sessions in the end.

Validity concerns what is valid and important in a precise context and for a specific research question. This study contains literature and scientific articles written by authors within the field of SNs, the Technology Acceptance Model and Relationship Marketing. Therefore the authors of this paper believe that this study is fulfilling the criteria validity. Credibility is about how credible and dependable the findings of the study are, this has been strived towards by critically analyzing the collected data. A study can have numerous different outcomes and it is the researchers task to make a credible study. (Bryman & Bell, 2008). Kreuger (1993) as stated in Wibeck (2000) gives some recommendations regarding how to maintain a good quality when conducting focus groups. For instance the place and the atmosphere is of great weight along with assuring the participants strict confidentiality. Furthermore, in order to be sure that the discussion topics would be correctly understood by the focus group participants the topics were discussed

with two persons that were not involved in the research process. The combination of focus groups, interviews with the company and in-depth literature review should give this study dependability.

2.6 Methodological Criticism

According to Bryman and Bell (2007) qualitative research methods are sometimes criticized for being subjective. Research is seldom objective though and the reason behind this is that a researcher has been formed by his previous experiences (Bryman & Bell, 2007, Jacobsen, 2002). In this case the researchers are business administration students with a focus on marketing and therefore their views are likely to be seen from this perspective. But since the authors of this thesis have different backgrounds, discussions show that differing views exist which leads to more reflection when taking decisions. Therefore awareness exists about the fact that other researchers might evaluate the findings from the gathered data in a different way. More weight to the results of the study could have been given if it would have been a combination of a qualitative and quantitative study.

3 Theoretical Framework

The aim of this chapter is to describe the theoretical constructs on which this thesis is based. This is important in order to give the reader an understanding of the scientific perspective as well as continued reasoning and analysis.

The theoretical backdrop, which this study is based upon, origins from the following scientific disciplines: Relationship Marketing Theory and Information System Theory. These theories will be discussed in brief and in continuation a more in-depth description will be presented.

In order to increase the scientific understanding and be able to understand relationships between the customer and a company profile within a SNs, relationship marketing theory has been identified to be useful. The reason is that SNs is a relationship-building tool and since it is important to understand what is important for a consumer in such a relationship, constructs from relationship marketing theory will be used. Once knowing this it will also be interesting to analyse and understand what influences or motivates a customer to adopt the use of a company profile within a SNs and what type of content is found to be engaging. Therefore the theoretical backdrop will also be based on the Technology Acceptance Model (TAM). This will make it possible to give managerial implications, draw conclusions and make recommendations upon the data that will be accumulated when using these theories.

3.1 Relationship Marketing Theory

The phenomenon relationship marketing is rather old but the use of the actual term can according to Gummesson (2008) be traced back to the early 1980´s. Relationship marketing is a widely studied field even if it is fairly new within scientific research (Hunt, Arnett & Madhavaram, 2006).

According to Gummesson (2008) relationship marketing consists of: relationships, networks and interaction, this can be stated as follows: *"Relationship Marketing is interaction in networks of relationships"* (Gummesson, 2008, p. 5). Gummeson (2008) posits a shift in marketing that is more focused on relationships, networks and interaction putting the four P:s in the second place.

The aim of SNs is exactly the focus Gummeson (2008) proposes. By this he does not mean that the four P:s should be eliminated but only to shift the focus more towards relationships than has been done previously. Grönroos (2007) and Hunt et al. (2006) explain this shift by the growth of service economy, IT, strategic networks/alliances but also by the excess supply on today's markets.

According to Grönroos (2007) a brand should create "*trust, commitment and attraction*" (Grönroos, 2007 p. 40). For a company to be successful a relationship with a consumer should aim at being favourable and a satisfied customer is one of the most important tools for competitive advantage. Knowing a consumer's relationship needs is important and Zineldin (2006) argues that these can be understood by studying wants, attitudes and behaviour. So by studying the consumer an understanding for what the consumer values in the relationship can be gained.

3.1.1 Trust
Trust exists when a customer feels that the company he does business with or somehow interacts with behaves as he/she expects (Grönroos, 2007). Therefore it is crucial that a customer as seldom as possible questions whether he can trust a company or not. Sledgianowski and Kulviwat (2009) argue that trust is an important part for a consumer's intention to use a SNs. But this is easier said than done, especially since the ideal is to, not only meet the customers' expectations but also to exceed these. The difficulty with this is that the customer becomes used to this and sees the exceeded expectation as a natural part of the service. But if achieving trust Grönroos (2007) argues that it leads to valuable competitive advantage, also Gummeson (2008) argues that trust is important for relationships. (Grönroos, 2007).

3.1.2 Commitment
In order for a company to create a relationship with a customer he/she has to feel a certain commitment to do business with the company (Grönroos, 2007). There can be many different reasons for this, one example can be because the company: "*...has shown that it is able to offer solutions that successfully support the value-generating or value-formation processes*" (Grönroos, 2007 p. 41)

3.1.3 Attraction

If a company is not attractive for a customer it is very unlikely that a relationship will be established (Grönroos, 2007). Gummeson (2008) states that attraction is especially important in e.g. entertainment. *"…there should be something that makes a supplier interesting to a given customer…"* (Grönroos , 2007 p. 41). This something can be based on many different factors.

3.2 Motivational Theory

Motivational theory is a much-studied field, often within social psychology. This can be stated when looking at previous research (Lee, Kozar & Larsen, 2003). The theory talks about extrinsic and intrinsic motivators; these *"are two different types of drivers capable of evoking specific outcome behaviour"* (Lee, Cheung & Chen, 2007 p. 2067). The extrinsic motivation means that the activity is undertaken in order to achieve goals or pleasure beyond the actual activity (Davis, Bagozzi & Warshaw, 1989, Teo, Lim & Lai, 1999). It is an indirect way of achieving something. Intrinsic motivation is on the other hand the direct way of achieving something or as Lee et al. (2007) state, *"behaviour is evoked from the feelings of pleasure, joy an fun"*. (Lee et al., 2007 p: 2070). When looking at consumer behaviour the intention to use something is influenced by whether it is used for hedonic or utilitarian means (Van der Heiden, 2004) similarly Teo et al. (1999) refer to this as task performance and relationship performance.

3.3 Technology Acceptance Model

Inspired by the motivational theory, the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) Davis et al. (1989) have created the Technology Acceptance Model (TAM), which as the name indicates focuses on technology. The TRA model origins from social psychology and is an earlier model created by Fishbein and Ajzen in 1975 and 1980. TRA studies *"consciously intended behaviour"* (Davis et al. 1989 p. 983) from a general approach (Davis et al. 1989, Hsu & Lin, 2008). The model claims:

> *"that both the attitude towards an action and subjective norm have an impact on behavioural intention, which in turn affects how people perform action" (Schepers & Wetzels, 2006 p. 90)*

An elaboration of TRA is the TPB, the difference between these models is that the latter also takes perceived behavioural control into consideration (Ajzen, 2005; Kwon & Wen, 2009).
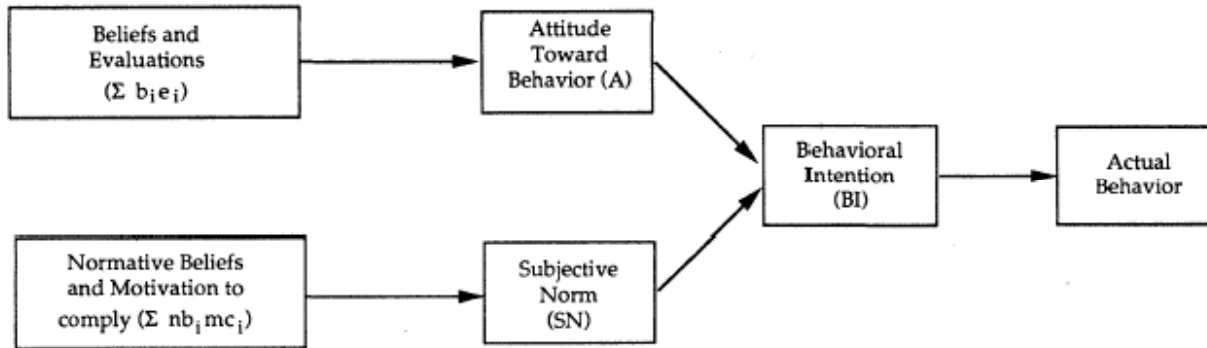
Figure 1 TRA model (Fishbein & Ajzen in Davis et al. 1989)

Davis et al. (1989) reason that the TRA model is appropriate to use as a source for inspiration in order to study a particular behaviour since, as argued, TRA is a generic model, and created therefore TAM. Looking at the two models several differences can be observed. TAM excludes the subjective norm, the reason as argued by Davis et al. (1989) is that there are weak arguments and explanations for the influence of the subjective norm. Furthermore TAM measures several indicators related to technology adoption, which TRA due to being generic does not look at; perceived ease of use and usefulness (Davis et al. 1989; Kwon & Wen, 2010). These two variables then lead to the actual use of the technology by analyzing the users attitude and behavioural intention to use the system, which has been statistically proven in many studies (Lin, Wang, Hwang, 2010).

The TAM model was created in order to explain the *"intention to use a technology"* (Schepers & Wetzels, 2006 p. 90). It *"is conceived largely as a framework for explaining decision making by individual persons"* (Bagozzi, 2007, p: 248). TAM is a widely replicated model within research which focuses on the use of different information technology (Benbasat & Barki, 2007; Lee et al. 2007; Lee et al. 2003; Schepers & Wetzels, 2006; Williams, Dwivedi, Lal & Schwarz, 2009; Lin, et al. 2010). The different studies extend the model by adding factors that relate to the specific information technology or information system (Kwon & Wen, 2009).
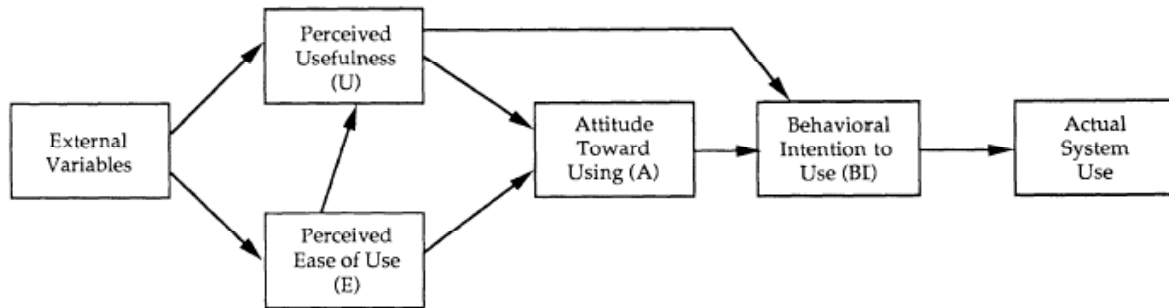
Figure 2 TAM model (Davis et al. 1989)

3.3.1 Perceived Usefulness and Perceived Ease of Use

The subsequent text will go a bit more into depth describing the constructs perceived usefulness and ease of use. *Perceived usefulness* looks at the benefit a person believes that he/she gets out of using a system whereas the *perceived ease of use* looks at the easiness of use for the consumer. As can bee observed in the model perceived usefulness influences the attitude toward using a system, which leads to the intention to use the system and at the end to the actual use of it (Davis et al. 1989). The perceived usefulness can according to TAM also influence the behavioural intention directly before even passing a persons attitude toward using a system. The perceived ease of use works on its own in order to achieve actual system use but influences also the perceived usefulness. Davis, Bagozzi and Warshaw (1992) argue that these two variables are extrinsic, since they cannot directly lead to the pleasure. Ease of use and usefulness can be influenced by many different external variables (Huang et al. 2009; Lee et al. 2003; Benbasat & Barki, 2007). Several studies address for instance that there are differences across western and non-western countries in how consumers perceive ease of use and usefulness (Schepers & Wetzels, 2006). The authors go further and conclude that usefulness is considered as more important than ease of use in western cultures, they argue that this is influenced by the fact that today's consumers are relatively computer literate. Further variables that can influence system use can be e.g. enjoyment, which by itself can lead to system use (Teo, Lim & Lai, 1999).

3.3.2 Perceived Enjoyment

Perceived enjoyment has been studied and added to the TAM model in previous studies. It is an intrinsic factor since it directly leads to pleasure; it is not a task oriented construct. Teo et al. (1999) for instance state that perceived enjoyment has an important impact on whether Internet is used or not. Van Heiden (2004) argues that it in a hedonic context is an important factor influencing information system use, which can be confirmed by Hsu and Lin (2009) who in their study about blog usage; they stress that it is the most significant factor that influences attitude. Also Davis et al. (1992) study perceived enjoyment but in the work place, where it is more utilitarian or task oriented. Their study also points toward the importance that a system should be perceived as enjoyable to use since it makes the system perceived as useful. Interchangeably used with the term enjoyment is the term playfulness as used by Moon and Kim (2001) studying technology adoption from a World Wide Web perspective, which states a positive relationship between playfulness and perceived usefulness and ease of use. Also Chung and Tan (2004) study playfulness by looking at the antecedents, which make an information search website playful. Their findings show that the design of the website influences the perceived level of playfulness. Mäntymäki and Merikivi (2010) look at perceived enjoyment in a social virtual world context stating the importance of this variable to continued use of a social virtual world. Sledgianowski and Kulviwat (2009) study SNs in general by solely looking at it from hedonic perspective and the factors that influence the intention to use the SNs, their study implys that playfulness is the most important factor.

As evidenced here many studies confirm that enjoyment or playfulness influences technology acceptance. In contrast to the original TAM model, which was applied to technology adoption in the work place this study looks at SNs and a created company profile within the SNs, which is used by consumers. Therefore the construct perceived enjoyment will be included in the research model.

3.3.3 Critique

However, TAM has also been criticised since it is so widely replicated and adopted to different types of research studying technology acceptance (Benbasat & Barki, 2007; Lee et al., 2003; Williams et al. 2009; Venkatesh & Davis, 2000 and Bagozzi, 2007). The critiques say that TAM and all its version add little new knowledge to theory, they rather argue that the knowledge accumulates or as expressed by Williams et al. (2009) that there is a *"risk of research in the area"..."moving toward overall homogeneity"* (Williams et al. 2009, p: 1)*,* the authors propose that this can be avoided if researchers use other theoretical and methodological designs. But even though the use of the model has been criticized researchers argue for its robustness *"across time, settings, populations, and technology"* (Venkatesh, 2000, p: 344). This can also bee stated if looking at its extensive use in different research as previously mentioned.

3.4 Research Model

Even though TAM has been criticized the research model for this thesis will be based on it. The authors of this paper believe, as those who advocate TAM that it is a useful model since the aim of the study is to understand what motivates consumers to engage with a company profile within a SNs. The research model differs both in its methodological and theoretical design. Firstly, it can be observed that the majority of studies applying TAM are quantitative whereas this study is qualitative. Secondly, the incorporation of relationship marketing theory leads to that the theoretical design also differs if compared to other studies applying TAM.

Relationship marketing is as argued by Gummeson (2008) about the establishment of relationships, networks and interaction, it is in addition also what SNs is about. A consumer's previous experiences with a company form the type of relationship he or she perceives to have with a company. If this relationship creates trust, commitment and attraction the consumer will be likely to want to continue the relationship (Grönroos, 2007). And a strong relationship means competitive advantage (Armstrong & Hagel, 1996). Moreover, by studying the customer wants, attitudes and behaviour an understanding for what he or she wants from a relationship can be created (Zineldin, 2006). Therefore the research model in this thesis will combine relationship marketing theory with an adopted and somewhat simplified version of TAM which incorporates the construct perceived enjoyment. The authors of this paper believe that the purpose of this

thesis will be able to be fulfilled by applying relationship marketing combined with this elaborated version of TAM. The model will start by looking into relationship marketing and in specific trust, commitment and attraction followed by how this influences perceived ease of use, usefulness and enjoyment resulting in the intention to use.
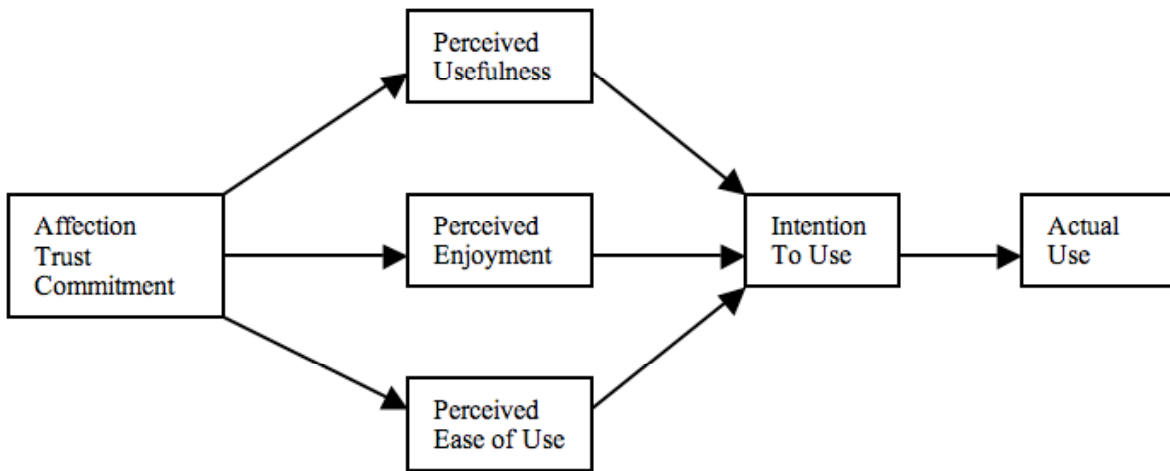
Figure 3 Research model for adoption of company profile within SNs

So what this research model proposes is that the perception a consumer has of a company or SNs influences the perceived usefulness, ease of use and playfulness, which lead to the intention to use the SNs followed by the actual use. Even though the original TAM measures the attitude toward using a system this study will omit this variable as well as actual use. The reason why the latter will not be studied is because KappAhl is not present in any SNs, which target the consumers; hence it makes the actual use impossible to study. Doing this will increase the understanding of what influences consumer acceptance of company profiles within SNs and what factors the consumer finds to be important. Moreover it will give indicators for how a company should design SNs by understanding what the consumer values in a relationship and what she perceives as easy to use, useful and enjoyable. Furthermore, the use of the model will in this way contribute scientifically to the field of technology adoption concerning tools that aim to build customer relationships.

4 Empirical Framework

The empirical framework consists of a description of the case, which this thesis is based upon, followed by information about a SNs. It also includes the results of a survey carried out by KappAhl. Furthermore the result from the focus groups interviews will be presented.

4.1 KappAhl

KappAhl is a Swedish company founded in 1950 in Gothenburg. The company started by selling coats and the concept at that time was to sell high quality at low prices. During the years the company has evolved and today KappAhl stocks women's wear, menswear and kids wear, and has more than 300 stores in Sweden, Norway, Finland, Poland and Czech Republic. Today the company mission is *"Value for money fashion with wide appeal"*. (KappAhl Annual Report, 2009). The main target of the company are women between 30 and 50 years old, this is a growing segment on all the markets. It is also a loyal segment with strong purchasing power. But also men, children and tweens are within the target group. Tweens are children aged 10-14 and is a growing segment (Interview with KappAhl). The sales share within the target groups is women 58 percent children 28 percent and men 14 percent (KappAhl Annual Report, 2009). KappAhl is not a revolutionizing and innovative company, its goal is not to be a trendsetter, it is to be a fashion design company that follows fashion (Interview with KappAhl). KappAhl focuses on designing their own clothes and has 35 designers. The company uses the slogan *"Designed by KappAhl"* to communicate this. In 2006 the company was listed on the Stockholm stock exchange and has about 4500 employees.

When it comes to marketing KappAhl puts great importance on their windows in order to attract consumers to the stores. Further marketing consists of e.g. TV advertisements, printed material and direct marketing (E-mail and SMS). The latter is becoming more and more used. Internet and the company homepage is an additional marketing channel since it on the one hand gives the consumer the possibility to brows the clothing range prior to store visit and on the other hand there is other type of information available, e.g. style guide and tips on clothe care. Also the loyalty cards are important and give the company information about their consumers. Main identified competitors on KappAhls different markets are: H&M, Lindex, MQ, Cubus, Dressman, Seppälä and Reserved. Via E-mail, SMS and mail KappAhl sends out discount

vouchers on a frequent basis to those who use its loyalty cards or have signed up to the club online. (KappAhl Annual Report, 2009).

4.2 Facebook

Facebook is a commonly used SNs founded in 2004 and has today more than 400 million users (Facebook, 2010). The initial target group was college students but soon the site welcomed everyone to join. Facebook is becoming a commonly used tool in order to communicate and interact with consumers, through e.g. sneak previews, the latest news or asking the consumer questions about the company products (New Media Age, 2010). 1,5 million companies have Facebook pages and more than 20 million people become fans of pages each day (Facebook Statistics, 2010). Looking at the average user the statistics from Facebook (2010) tell that these become fans of four pages a month and in average are fans of 12 pages. One implication that can be observed is that more and more companies create their own accounts on different social media platforms (Carlsson, 2009). They move activities from their homepages to e.g. Facebook since this is where the consumers move around (New Media Age, 2010). In addition the companies are becoming more and more innovative when it comes to interaction with the consumers. Examples worth mentioning are H&M, the company updates update information about news in the online shop or asks consumers for their opinion about different clothes continuously. A further example is Hugo Boss who has different competitions, e.g. design competition, becoming a model in their fashion show or meet one of the persons that are sponsored by the company. (own observations).

4.2.1 KappAhl in Social Media

KappAhl has a Facebook page targeting the press including bloggers, the reason this communication channel was chosen is because the company wants to make it as convenient and simple as possible for the press and customers to obtain information (Interview with PR-director). Amongst KappAhls competitors, who previously have been mentioned all apart from MQ and Dressman have their own Facebook page. Looking at the content on the H&M profile it mostly targets women but also men and randomly, but not often content around kids and kids wear is published. Most posts are in English (H&M, 2010). On their company profile Lindex does not, seem to publish particularly much content about kids wear either, most content

published is about womens wear or store openings. Furthermore most posts are in Swedish. (Lindex, 2010).

4.3 Secondary Data from Customer Surveys

In 2009 KappAhl conducted a quantitative study amongst its customers within the ages of 16-51. The questionnaire consisted of questions about consumers use and areas of interest on the company's current webpage. This survey was carried out for the re-launch of the webpage. Out of the total respondents the majority, 59 percent, were women between 31 and 50 years old. Moreover, the majority of the respondents, 77,5 percent, were living in small towns. (KappAhl survey,1, 2009).

The outcome of the survey shows that 77 percent of all respondents use the Internet on a daily basis. 22 percent use the Internet at least a couple of times a week and only 2 percent use the Internet very seldom. Furthermore the result states that 47 percent of the respondents use Internet as a source for inspiration for fashion and clothing. When asking the consumers which sites they look at when searching for inspiration about the latest fashion, KappAhl is mentioned in the first place followed by its competitors. (KappAhl survey,1, 2009).

What Does the Target Group Want to See on kappahl.com?

The main target group of the official company homepage are women aged 30 to 50 with families followed by men and children. Furthermore the website is intended for the media, stylists and opinion leaders, for example bloggers. Other stakeholders that the homepage targets are those on the financial market, potential co-workers and schools. The survey also shows that the content and structure of the homepage should be modified in order to increase the hits on search engines such as Google, this in order to generate traffic to the webpage (KappAhl survey,2, 2008).

The results from the survey demonstrate that the target group's main interests on KappAhl's homepage are the company's clothes for women and children. In addition 53 percent of the respondents answer that they look at the inspirations pages on kappahl.com. Only 20 percent look at menswear and 10 percent say that they look at other type of data on the homepage. A very small amount, 5 percent use the mobile club on kappahl.com. (KappAhl survey,1, 2009).

When looking at what product categories are of most interest, a significant amount of the respondents answer tops and other items for the upper body. According to KappAhl's annual report this is also the product that sells the most in the stores. Followed by tops are the latest fashion items, dresses and skirts. The customers find trousers and basic items to be less interesting products to look at on the web page. For instance only 31 percent answer that they visit Kappahl's homepage to look at the first mentioned items. The items where the customers according to the survey have least interest to look at on the homepage are outerwear, large size clothing, accessories followed by underwear and socks. (KappAhl survey,1, 2009).

Improvements for the Future?
The outcome of the survey also shows that 57 percent of the respondents are satisfied with the content of the homepage as it was at the time when the survey was conducted. They believe that the pictures and the information are good. 26 percent believe that the information on the old page was poor and could be better, but were satisfied with the pictures. 18 percent also pointed out that the amount of pictures on the page was poor and insufficient, although 9 percent out of this group liked the information. (KappAhl survey,1, 2009).

The results from the survey also showed that the target group wanted to have more tips on how to mix and match clothes. They wanted to be able to see the different products from different angles as well as being able to shop online. Furthermore they wanted to see more information about the clothes and sizes. (KappAhl survey,1, 2009).

4.4 Focus Groups

In the focus groups the discussion started around the field of social media in general. This followed by a more in-depth discussion about SNS and what factors influenced the respondent's intention to use a SNs. In continuation the data will be presented more in detail.

4.4.1 General Social Media and Internet Habits

All of the participants of the focus groups were members of Facebook, Johanna and Anna also mentioned stayfriends.se, Anna-Karin is using Twitter but argued that she used it for entertainment, e.g. following John Cleese. Not all use Facebook regularly though, Johanna said

she enters the site about twice a week, and added that she only has like 70 friends there. The Swedish network page Familjeliv.se was also mentioned by Silvia and Sandra. The respondents used this page particularly much when they were pregnant, they practically lived there, *"at the end I had to un sign my account in order to not spend all days there" (Silvia, 37)* another respondent agreed *"...then one was really obsessed with it. Then you had nothing else to do so to speak..." (Sandra, 38)*. Silvia argued, that now that she is not pregnant anymore she uses Facebook more. Another respondent argued, that:

> *"it is like if you don't have Facebook you don't exist. It's like why? Why don't you want and so on?" (Isabella, 35)*

Along the same lines argued Johanna, Ylva and Silvia by stating that they for a long time refused to sign up for an account but in order to stay in touch with friends they felt they had to. It was also discussed that Facebook is very addictive:

> *"One just enters by habit. So sometimes I have to force myself to switch of. It is like a drug, I have spoken with others about it as well. It is such a manic thing. And everyone just updates, sometimes you get over informed." (Isabella, 35)*

Several of the respondents also read blogs. Anna argued that she reads famous persons blogs because it is interesting to see how they live *"if they like something, they write it there" (Anna, 39)*. An important note is that most of the participants engage in social media in order to obtain information regarding, what for them are high involvement products that are attached with a certain risk. For example financial risk, but if the product is a low involvement product the participants usually don't put that much effort in information seeking. When it comes to companies on Facebook one of the respondents argued that sometimes she received e-mails from companies saying *"We are on Facebook now. Join our group" (Anna-Karin, 36)*. And she joined the group. Isabella argued that if one sees friends joining companies one would do so too just because they joined the company profile. She later stated that she would not like to be friends with a company herself though. Sandra stated that she used to be friends with a company, Lindex. But that it became somewhat surreal when Lindex posted e.g. a text and picture with a new dress and users started to comment negatively or positively. She further argued that she is friends with other companies where the other fans don't pick at the company. Not all respondents

were aware of that companies have their profiles on e.g. Facebook though. Elina for instance argued that she cannot tell the difference of whether she is a fan of a company or part of a group on Facebook.

4.4.2 Trust

According to the focus group participants, safety and trust is an important factor when engaging with a SNs. Johanna described the feeling that would be evoked and the consequences it could lead to if her Facebook account was hijacked.

> *"When I was in the states this summer a friend of mine told me that a link was sent out to people that she knew. The link led to a fake Facebook site that looked identical to the real one, and when people logged in, their password and everything was stolen. Can you imagine that!? That is so frightening!" (Johanna, 40)*

The other participants agreed upon that online safety and trustworthiness in the content of different pages are of great importance. This especially when looking for information regarding certain products.

> *"Just recently I read about extension of eye lashes in a beauty blog that I believe is credible. That is really good, especially since the product is quite expensive" (Johanna, 40)*

According to this particular participant credibility is given to a blog that is written by somebody that feels trustworthy or somebody who has the authority to recommend things. Authority can be based upon different factors according to this woman. In this specific matter, this beauty blog is written by a person that the participant had followed for a long period of time. Ylva argued along the same lines by stating that the best recommendation that can be given to you regarding a certain product is a recommendation that comes directly from a person and not from a company. Because the latter includes monetary interest and might not always be pure and honest whereas the first is more genuine. Furthermore, all of the participants looked for information in different online content and social medias before actually making their purchase decision since it makes shopping more convenient and time saving. Recommendations from other people online are sometimes the reason for why they make their final purchasing decision. *"If like 100 people commented on something in a positive way, then it must be good" (Elina, 39).* The same goes for

negative comments about products. The participants here agreed that this might not always be the best for all companies since negative word of mouth spreads very rapidly online.

4.4.3 Commitment

All of the focus group participants are committed to use social media on a weekly or daily basis. One indicator for commitment to SNs is if the particular site or company is fulfilling their personal interests at the moment. For example if you have friends abroad that you wish to keep in touch with or if you are looking for a particular item at a certain time. One lady stated:

> *"If you're looking for a specific thing at the moment then you'll engage with a site that can offer you information about that." (Ylva, 32)*

Other indicators for committing to a certain site are if they can interact with people that have the same interest as them. Or if there is content that includes their particular interests.

> *"When I was pregnant I spent a lot of time on the site familjeliv. I read about other peoples pregnancies and interacted with people in the same situation to share valuable experiences" (Silvia, 37)*

According to the ladies, it is easier to commit to a company that makes you feel special and that gives you personalized service every time you have an issue with something. The ultimate thing would be if one had a personal contact at every company that one could contact when necessary (Anna-Karin). In addition the first focus group discussed and stated that it is much easier to get a good contact with smaller companies.

> *"...I mean, off course big companies care about their customers too, but not in the same way as small companies...It's like smaller companies have more too loose and they **have** to take good care of their consumers" (Silvia, 37)*
>
> *"So it's not possible to say ohhh they are so cosy and sweet at Lindex customer service, because you know you are one out of many." (Sandra, 38)*

Furthermore, suggestions were given that big companies should have some sort of representative that can be the company *face*. So that even if you call the regular customer service you get the feeling that you are talking with the same person that they talked to previous times.

"Every time you call customer service there is a new person to talk to and you really feel like nobody special. They should have someone that you could relate to, like for example Birgitta with a cute dog or something, so that every time you call you get the feeling that you are talking to her. But then of course you know that you don't, but just to getting the feeling. " (Sandra, 38)

4.4.4 Attraction

High attraction value is based upon different reasons that are motivated by various interests. All of the participants agreed that a membership on a fan page online should differ in a noteworthy way from the regular company homepage, and should be able to offer something extra. The participants all believed that some sort of VIP treatment should be given to them since they are engaging with the company online. For example one of the ladies suggested that the company should arrange VIP-events exclusively for members on the site, or some other offering that regular club members cannot have (Ylva).

One woman said:

"...if a company chooses to use social media as a part of their marketing they must in some way be able to offer their consumers something more. There is no use having an extra page if you cannot offer anything that is not already offered. That is actually the reason for why I removed Lindex from my Facebook page. Because they were giving me the same offerings that I was already getting by having my loyalty card" (Sandra, 38)

Another woman agreed by saying:

"There is no use being a member of a page if you don't get anything extra for it. You should get like 5 percent extra off or something just because you are an online member" (Anna-Karin, 36)

Another reason why the participants choose to engage with certain pages is if the page can offer them personalized offerings such as offerings that match their shopping patterns and their clothe sizes. According to the respondents such a site is considered as credible.

"If a company gives you offerings that directly targeted to you, then you know that they care enough about their consumers to do such research" (Anna, 39)

Factor / Name	Trust	Commitment	Attraction
Isabella	Reliable information	Lower for big companies, Discount vouchers, the feeling of being special	Convenience, the feeling of being special, personal relationship
Silvia	Reliable information, does not want to reveal her profile to everyone she is friends with on Facebook	Lower for big companies	For SNs to be able to interact with friends, the feeling of being special
Sandra	Reliable information	Discount vouchers, the feeling of being special	Clear viewable objects of what the company profile aims to provide, good quality kids wear, the feeling of being special convenience
Anna-Karin	Reliable information	Discount vouchers	Good quality kids wear
Ylva	Safety, reliable information	Discount vouchers	Convenience, Personal relationship and dialogue
Johanna	Safety, reliable information, trustworthiness	Discount vouchers	The feeling of being special (not just the mass)
Elina	Safety, reliable information	Discount vouchers	Company should not be too pushy,
Anna	Safety, reliable information	Discount vouchers	Convenience, personal relationship

Table 1 Summary of Focus Groups: Trust, Commitment and Attraction

4.4.5 Perceived Ease of Use

If the system is difficult to use several of the respondents argued that they after a few tries just move on to another page or option. Johanna argued that she does not use Twitter and that it took her some time before she even understood what it was, she perceived it as complicated to understand. When it comes to the content online the respondents all agreed that it is more convenient when everything is on one page so that one does not have to switch between the pages. Isabella further stated that there should be flaps for e.g. women and kids content. Companies send out emails to participants that say join us on our Facebook page and receive offers, Johannas skin therapist sent out an email like this but she did not join because she thought it was a bit strange.

4.4.6 Perceived Usefulness

The respondents argued that Facebook for them was useful since they could stay in-touch with friends and family, especially those living far away. *"We can follow each other in each others everyday life" (Elina, 39)* (by each other she meant family). Isabella argued that the usefulness might differ for you depending on where in life you are. In her case for instance most of the time is spent with her family. She stated that meeting friends is something you do not have so much time for and therefore she believed that people with families compensate by using social media to stay in touch with friends.

Sandra, who had been a Lindex fan argued that she as a fan wants to have discounts as well as information about new products. That is the reason why she joins clubs anyhow, *"you join different clubs and then one receives a few different things" (Sandra, 38)*. But she argued that it should not be too much, like if you enter Facebook and the only thing you see are news from one company since the main aim for her with social media is to stay in touch with her friends and family. She also stated that she left the company profile just because it got too much and they were giving her the same offers that she already got by having a Lindex loyalty card. Silvia is a fan of a company with kids wear because when joining she was given 40 percent discount. And when it comes to the content update of this company she finds it interesting to receive updates about sales and style advice and how you can mix and match different children's clothes. But she pointed out *"but sometimes people comment and so and then there is way to much information" (Silvia, 37)*.

Anna mentioned targeted style advice to be interesting e.g. getting information about clothes that fit the own body, or the style one likes and not baby clothes if one does not have a baby. Furthermore Elina argued that she would join a company profile if she would receive discounts etc. and the other respondents in the second focus group agreed. Johanna stated that they would like to exchange their opinions with a company if they would receive something in exchange. All of the respondents in both focus groups also stated that the content on the company profile needs to contain something that differs from the homepage since one otherwise might just visit that homepage instead. A suggestion was given by Anna-Karin that one could receive another 5 percent discount if one is a fan of the company's Facebook profile. She argued that the reason is

that being a member gives the company free advertising since all her friends see that she is a fan of that company. Isabella on the other hand argued that she is not interested in any fashion advice, only discounts and she continuous…

> *"...I'm thinking of KappAhl for example, I think I would never have bought clothes there if it weren't for the 25 percent discount they send out. That really works. You know that the kids need trousers and you receive a discount voucher and you think awesome then I go there without even calculating that it could be cheaper somewhere else….I know that when my children see that we've received a discount voucher they know exactly that they should come to me and say that they for example wanna have a new pair of trousers"... (Isabella, 35)*

4.4.7 Perceived Enjoyment

When browsing the Internet in general Sandra argued that if she looks for something for herself but does not find anything she might always find something for her children. Anna-Karin argued that when you have children you just focus on them and if there is a special site just for kids you might visit it more often. *"One just ohh! For kids" (Anna-Karin, 36)*. Sandra stated this by saying

> *"...the way to a womens money probably goes via the kids. We shop so much more for our children than for ourselves" (Sandra, 38)*

Johanna argued that she thinks newsletters are good but that she would prefer to receive that in her inbox since she does not want any updates on her "wall", Anna and Elina agreed upon this. They went on by discussing that it would be interesting to obtain style and trend advice. Ylva on the other hand argued that she would not mind to receive up-dates from the company on her wall. One respondent stressed, that the company should consider if they engage with social media:

> *"How shall we do and what do we want out of this? I almost think that it is nice with someone who does not have social media" (Anna, 39).*

What came up in both focus groups was that sale preview is something that in general is appreciated. Also VIP-nights, where the invitations could come via Facebook were suggested. Furthermore Anna argued that she enjoys special collections that are in co-operation with designers since it gives normal people the possibility to get some designer clothes or the "Vintage stories" collection by Kappahl.

Sandra argued that she is not particularly interested in fashion but just wants nice clothes for herself and the children as cheap as possible without discussing something for an eternity. Isabella made a suggestion; and said that it would be fun if the company did a campaign with normal people e.g. a group of mothers or some mothers creating a collection for themselves or a kids wear collection. And that one could follow the steps on e.g. Facebook or a blog. The same respondent, who previously argued that she would not like to be a fan with a company stated:

"the only thing that would make me add a company on Facebook is if I could follow their daily work. How do they think? How do they work? Life at the company so to say. But that's me…" (Isabella, 35)

Variable Name	Usefulness	Ease of Use	Enjoyment
Isabella	Does not want to have updates at all from the company, not interested in fashion or style advice, different content than homepage	Very important	Insight in company's daily work, VIP-nights/day invites
Silvia	Discounts, does not want to see what other consumers comment on a company profile, different content than home-page	Very important	Style advice, sales, kids wear
Sandra	Different information or discounts than in the newsletter, different content than homepage	Very important, not too much information	Information about new products and discounts but not too much information
Anna-Karin	Discounts, announcement about sale, different content than homepage	Very important	Announcement of sale
Ylva	Targeted style advice, different content than homepage	Very important, wall updates but not too frequent	Targeted style advice, not too much information, not even too much discount, VIP-nights
Johanna	Discounts, free samples if it is cosmetics, targeted style advice, if friends use it it is more useful, different content than homepage	Very important, not wall updates, differ between companies and friends	Discounts, style guide, beauty tips, information about special collections, targeted style advice
Elina	Targeted style advice, advanced information about sales, different content than homepage	Very important, differ between companies and friends	Targeted style advice
Anna	Discounts, newsletter, social networking, targeted style advice, different content than homepage	Very important, not wall updates (because they can be overseen in the news fed), and not too frequent updates	Knowing what friends and family do, famous peoples blogs, targeted style advice

Table 2 Summary of Focus Groups: Ease of Use, Usefulness and Enjoyment

5 Analysis

The analysis of this thesis will be based on the theoretical and empirical framework presented previously. The data will be picked out and discussed around central themes starting with general social media and Internet habits. This will give a foundation for further analysis where the focus will be on the presented research model and the central theme: what drives or prevents SNs use.

5.1 General Social Media and Internet Habits

In order to understand the studied target group and the discussion that will follow it is important to have some basic and common understanding of how the participants in the focus groups use the Internet and social media in general. The majority of the respondents in the survey conducted by KappAhl (KappAhl survey 1), 59 percent, were women between 31-50 years old. The target group of this study, women between 30 and 40 years, is also within this group of respondents. Therefore the outcome of the survey should also be of value when drawing general conclusions in this thesis.

As stated in the empirics all participants in the focus groups used different social media. When it comes to SNs Facebook was referred to in both focus groups. Another popular SNs according to two of the interviewed women is the Swedish site familjeliv.se. They agreed that this site was particularly interesting during their pregnancies. Another user said she joined Myspace because her sister used it but that she never really used it herself. This is different to what is stated about Facebook. All the participants felt that they had to have Facebook since everyone else had it, and as one participant expressed it "*if you don't have Facebook it's like you don't exist" (Isabella, 35).* The respondents argued that the main aim for using the SNs Facebook was for social means; to follow friends and family in their daily lives and be able to see their updates on the site. This makes it an intrinsic activity (Lee et al. 2007). It is a important note, since the situation may be caused by the fact that a mother with children to take care of does not have the same possibilities to stay in touch with her friends as someone with no children, which one respondent argued. The result from both focus groups clearly showed that the target group believed that it was important that a line can be drawn separating business and social engagement when using SNs. Hence, receiving news-updates from companies on the own "wall" seemed to be of less interest but the

discussions also showed that if the content is right it can become interesting. This points towards that the use of a SNs mainly seems to be hedonic (Van der Heiden, 2004) or relationship (Teo et al. 1999) oriented.

5.2 What Drives or Prevents the SNs use

Even though KappAhl has many loyal customers (Annual Report, 2009) and the survey conducted for the re-launch of the homepage shows that 77 percent of all respondents use Internet on a daily basis this does not necessarily mean that these customers will use a SNs, which the outcome of the focus group interviews also shows. To drive the SNs use certain criterions seem to be important.

When it comes to trust the empirics showed that it is a very important factor. If the consumer perceives the SNs to be malfunctioning in someway the level of trust decreases and another safer option will be chosen. This in turn leads to that the perceived usefulness, ease of use and enjoyment decreases. Which also influences the intention to engage with a company profile within a SNs negatively. This states what Sledgianowski and Kulviwat (2009) stress, namely that trust is an important part for a users intention to use a SNs but also other social media. When it comes to information or promotions about new products trust also seems to be very important for the respondents. The argument that information about a product read about on a blog feels more reliable than something that the company promotes implies that the consumer does not feel that companies are very trustable. This could mean that if the discussions between consumers within the company profile in the SNs are not limited by the company it could be perceived as more enjoyable and useful. But in a way this contradicts what two respondents argue. One states that she did not like the discussion about products on the Lindex site since consumers commented negatively and the other stated that she does not want to get over informed. One reason for this could be that a consumer reading a blog versus engaging with a SNs has two totally different purposes. So there are different types of consumers and some enjoy reading comments from other consumers and others do not. The former is to read what someone writes whereas the latter aims more at being relationship oriented.

The feeling of commitment towards a company is also important for the consumer in order to feel that the SNs is enjoyable or useful. What the focus group showed was that the consumer feels that big companies do not care about their customers in the same way as small companies. There is a general desire to be seen as somebody special in the eyes of the company; to have a more personal contact with the company. Having this could probably increase the perceived enjoyment and usefulness, which would increase the intention to use the SNs. Other factors that increase the commitment among the women are VIP offerings and invitations to exclusive company events. Some of the women also stated that it would be of high interest to be able to follow a story about the company online. Hence the target group is clearly interested in engaging with companies online, but in order to do so they must be offered something extra, such as stated above, for example inside insight.

When elaborating the variable attraction, the focus group participants believed that attractive SNs are sites that are capable of putting forward offerings that differ from those on other sites online. The focus group participants want to obtain exclusive offers that are directly targeted to them. This is essential for them when deciding whether or not they are going to engage with a company online. This can be further underpinned by what Grönroos (2007) stresses; that attraction is a basic criterion when building relationships. Hence in order to maintain strong relationships online and building up new ones via SNs the company needs to make sure that they have offers that appeal to their target group, since these are important motivators for engagement. In addition attraction can be linked to what is referred to as extrinsic motivation, where the consumers goal is to achieve pleasure beyond the actual activity (Davis, et al. 1989; Teo, et al. 1999). Results from the empirics show that engagement with companies online are only established when the women can benefit from them in a noteworthy way.

An essential building block in order for a consumer's intention to engage with a SNs is ease of use. If the site is too complicated, the focus group participants argued that they would not engage with it, they would choose an easier option. Therefore the company profile within a SNs should be kept simple.

When it comes to the content on the SNs discount vouchers were stated to be attractive. At least if they are different to what the company already provides. This seemed to be more important than that the company provides the latest fashion, according to the respondents. Furthermore, for the special target group; women between 30 and 40 years with children who have more people to focus on than themselves convenience is important. So if the SNs would make their consumption more convenient it could influence their intention to use the SNs it influences the usefulness. Furthermore, the target group, seemed to pay great importance to personal relationships. Maybe this can be explained by the arguments presented by Grönroos (2007) and Hunt et al. (2006) for why relationship marketing has become important; e.g. excess supply. If the company would like to use the company profile within the SNs as a customer service tool it seemed to be something that would be appreciated and seen as useful by the consumers, especially if it submits the feeling of trust. This can be created if the service is somewhat personalized e.g. that the person one talks to always appears to be the same, even though it is not; if the consumer wants to talk to the same person, the times this person is reachable is communicated or if there is a photo of the person since it makes the contact more personal. It would make the consumer more committed and increase the attractiveness of the company, which in turn also would increase perceived ease of use and usefulness. Furthermore ease of use will increase, on the one hand because providing customer service within a SNs makes it more attainable (if the consumer has a an account within this SNs). On the other hand it will be easier to stay in contact with one person who might recall having served you previously. Also perceived usefulness increases since it makes it convenient for the consumer since she knows that the company profile within the SNs is where she can receive customer service easily. Enjoyment seems to be of less importance since contacting customer service does not seem to bee done because it is enjoyable. It is something that one rather wishes one can avoid, this can be stated by what one of the respondents told. That she once had not received the money for something she returned and therefore complained on the company profile on Facebook. The result was that she rapidly received her money. For her the process would have been more convenient if she would not have had to take action like that.

The result from KappAhl's survey showed that almost 50 percent of the consumers use the Internet as a source of inspiration. This means that there are different type of consumers, some find it useful or enjoyable to inform themselves about fashion and others not. This can also be

stated by the outcome of the focus groups. For a SNs this means that not all consumers have to be targeted. The studied target group had in addition an interest in kids wear. In line with the survey carried out by KappAhl the respondents of the focus group argued that womens wear and kids wear is what they find most interesting to look at. This can be interpreted as being what causes most enjoyment. So if the SNs contains information about womens- and kids wear, which is perceived as enjoyable, the intention to use the SNs can increase. Also the statement in one of the focus groups, that if there is nothing interesting for the mum to buy she always finds something for her children implies that the mothers enjoy kids wear a lot. The argument can be continued by the fact that mothers tend to focus more on their children since it is more fun to buy clothes for them. A pregnant woman at home may spend a big amount of time online and is likely to enjoy content that has to do with her current life situation. Therefore content around children and kids wear seems to be very important and should not be excluded on a company profile within SNs for this target group. It can be a pull mechanism to get the mothers to visit the site.

5.3 Normative Pressure

Since the implications show that the respondents from the focus group are influenced to do what their friends do; which is out of their personal control. Firstly, by joining the SNs. Secondly, by joining a group or company profile that a friend has joined, which was stated by one respondent. It means that normative pressure, which is part of TRA model by Fishbein and Ajzen (1975 & 1980), actually influences SNs use. Davis et al. (1989) argued at the time when TAM was designed that the arguments for the inclusion of the construct were too weak. Knowing that TAM originally was used to study the intention and actual use of an information system in the workplace explains the omission of normative pressure. In the workplace an information system is mainly utilitarian- or task oriented whereas a SNs used by consumers according to this and other studies (Teo et al. 1999, Van der Heiden, 2004; Hsu & Lin, 2009) is more hedonic or relationship oriented.
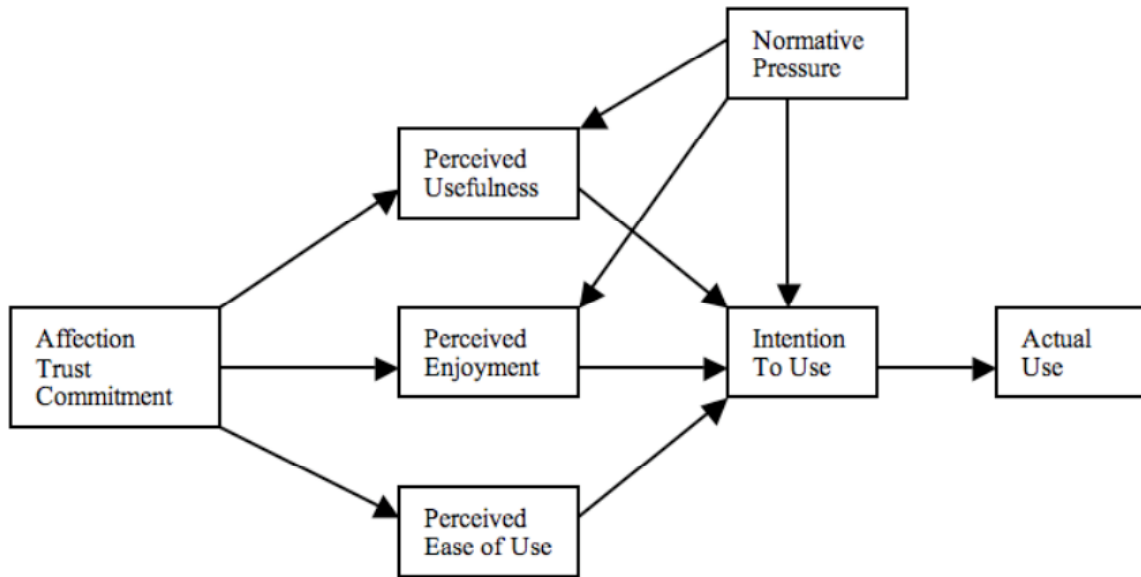
Figure 4 Research model including normative pressure

6 Conclusions

This ending chapter consists of conclusions that can be drawn based on the results of this study. Moreover, it includes recommendations targeting KappAhl and ideas for future research.

KappAhl is the case of this study and the aim is to answer the following research questions:

- **What motivates consumers/customers to engage with a company profile within a SNs?**
- **What content does appeal to the consumer?**

Even though all the respondents use the SNs Facebook it seems as if they would prefer not to mix up their social life with information from a company. If there were to be a SNs aiming at interaction between a company and a consumer this site must be designed in a way that complements the company's homepage. The company profile should contain enjoyable content that matches the women's interest in order to have high attraction value and lead to the intention to engage with the SNs. This also confirms that the construct perceived enjoyment is important in order to motivate the customers to engage with a company profile within a SNs. But what is enjoyable can differ from time to time. This study shows that an incentive to visit a company profile within and SNs the first time are discounts. The second time the intention to use the SNs may still be due to discounts but also pre-information about sales, a VIP-event or targeted style advice. The more time that pass the more used the customer gets to what is being offered and the more important it is that the content within the SNs is varied and exclusive to the SNs. The motivation for visiting a company profile within a SNs the 10th time may still be due to discounts and other promotions but maybe the 20th time it requires something else that is perceived as useful and enjoyable. One suggestion could be some kind of consumer competition or special insight into the company's daily work or personalized customer service. Normative pressure, which was not included in the research model, is a further construct that motivates the customers to engage with a company profile within a SNs since as stated, if a friend "likes" a company the consumer sees this and might also decide to "like" this company.

Trust, commitment & attraction influence the intention to use SNS but seems to be easier for smaller companies to achieve. This because as the data states, the personal bond between the

consumer and company feels more "real" or special. The consumers mostly seemed to be tiered of the oversupply of untargeted information. Feeling special seems to be very important for the target group and if they feel so the intention to engage with a company profile within a SNs would increase. According to our research a consumer is motivated to engage with a company profile within a SNs if trust, commitment and attraction exists on the one hand between the company and consumer and on the other hand between the SNs and the consumer. Important is that the company provides reliable information and that the SNs can be trusted.

When it comes to the content on the SNs discount vouchers are attractive, but they have to be different to what the company already provides. Style guide and content around children and kids wear is very appealing for the target group, much more appealing than information about the latest fashion. Moreover, convenience is very important and content within a SNs that makes the customers shopping more convenient can make the SNs perceived to be very useful. Personal relationships with the company are another area that the target group finds and therefore the function of a personalized customer service appeals to the customer. Other content that is perceived as attractive are invitations to VIP-events, pre-information about sales, targeted style advice and information about special collections.

Even though this is a single case study with respondents from a limited geographical location, Sweden, we believe that the result can be generalized, especially if it is within a field that targets similar target groups, mothers. Furthermore the generalization should be possible to make across international markets. But in order to be able to say that the results can be generalized even for other target groups more research needs to be conducted. In a subsequent part future research will be further discussed.

6.1 Recommendations

The authors of this paper would like to give the following recommendations:

- The company should engage in Social Networking sites if they are able to offer exclusive content which is both useful and enjoyable
- Focus on kids wear and other content related to children
- Provide the right tools for customer relationship building online e.g. provide personalized customer service
- Consumer insight in the company's daily work

As stated above, if the company chooses to design a company profile within a SNs it should be something different. Furthermore since the participants in the focus group sessions are interested in kids wear, and shopping for their kids in general, one suggestion for the company is to have a separate section only for this purpose. Moreover if wanting to achieve competitive advantage, one should attempt to make the customer and customer service encounters more personalized, it could be done through a company profile within a SNs since it may be easier to use for the customer. In addition this appears to be somewhat different to what competitors do within their SNs e.g. H&M and Lindex. One recommendation could be to have a flap within the company profile that could be labelled customer service. Like this the company could manage the content on the company profile such as frequently asked questions, furthermore this is an opportunity for consumers to help each other via personal experiences. Since the consumers argued that they would find it interesting to get insight into KappAhls daily operations one idea is to provide the consumers with such content. It could be trough a company blog or by designing the company profile within the SNs where this type of content is available.

Finally, the results from the survey conducted by KappAhl in 2009 show that most of the respondents of the survey are within KappAhl's target group, women aged 30 to 50. Additionally, 77 percent of the respondents in total answered that they use Internet every day. This together with the results from the focus groups, that clearly showed that the target group is active SNs indicates that online marketing activities is something that KappAhl should focus more on in the future. Not only is this something that is very up to date, but it is also something that their target group is requiring. When looking at social media in general SNs is only a

somewhat small part of it, and results from both of the focus groups indicates that a company blog is also perceived as interesting for the consumer when trying to build good relationships.

6.2 Future Research

Through out the process of this thesis several interesting ideas for future research have come up. It would be interesting to make a comparative study by looking at different target groups e.g. teenagers vs. mothers and see whether any similarities can be found. Furthermore it would be interesting to do this type of study but using a case that already engages within a SNs and to discuss the actual content more in depth in order to see what the consumer finds most useful and enjoyable. Measuring the normative pressure is a further field of interest, do the consumers join a company profile on a SNs because they really like the brand or do they do so because they just like the brand but have seen friends joining the company profile. For a company it would also be interesting to investigate how many of their fans actually have joined them solely due to hedonistic reasons and how many have joined due to utilitarian reasons. By this is meant, how many follow a company because they use the information in their work, e.g. students or competitors. It would also have been interesting to conduct this study using other theories. What would the results have been if using Theory of Reasoned Action (TRA) or Unified Theory of Acceptance and Use of Technology (UTAUT). The latter is a model designed by Venkatesh, Morris, Davis and Davis in 2003 which unifies various information system acceptance theories. It looks for instance at demographic variables and how these influence the different constructs of a model.

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Appendix 1

Hi!

We are two students from Lund University writing our thesis within the field social media focusing on the fashion industry.

At the moment we are, as part of our study, recruiting women for focus group interviews. Focus groups is a research method where a specific topic is discussed in a group. In this case social networking sites (e.g. Facebook).

We have therefore contacted you to ask if you would be interested in participating in our study. We will invite you for coffee and tea and have a group discussion.

We would be were grateful if you would like to participate in any of the dates mentioned below. A compensation consisting of a gift voucher will be obtained. The location is central Malmö. If you are interested in participating please reply to this e-mail by selecting ONE of the given dates. Or contact us on: 07XX-XXXXXX

28/4 - at 17-19
28/4 - at: 18-20

29/4 - at: 17-19
29/4 - at: 18-20

30/4 - at: 10-12
30/4 - at: 13-15

2/5 - at: 10-12
2/5 - at: 13-15

3/5 - at: 17-19
3/5 - at: 18-20

Kind Regards,
Jila and Maja

Appendix 2

Hi!

You have previously received a request regarding the participation of a focus group interview.

We are two students from Lund University writing our thesis within the field social media focusing on the fashion industry.

At the moment we are, as part of our study, recruiting women for focus group interviews. Focus groups is a research method where a specific topic is discussed in a group. In this case social networking sites (e.g. Facebook).

We are very interested in your opinion and therefore we send this email again in order to ask if you would like to participate in our focus group. We will invite you for coffee and tea and have a group discussion.

A compensation consisting of a gift voucher will be obtained. The location is central Malmö.

If you are interested in participating please reply this e-mail by selecting ONE of the given dates. Or contact us on: 07XX-XXXXXX

2/5 at: 16-18

3/5 at: 10-12

3/5 at: 18-20

Kind Regards,

Jila and Maja

Appendix 3

Questions for pre-study

1. What are the company's strategic goals with engaging in social media?
2. What is social media for Kappahl? Where are you in the process right now?
3. How can the company benefit from this study? What does the company want us to do?
4. Can we get access to internal company information, such as information about consumers?
5. Qualitative or quantitative study?

Appendix 4

Questions for focus groups interviews

1. What are your names and what do you do for living?
2. How often do you use Internet for personal use?
3. What social networking sites are you engaged in?
4. What is it that motivates you to engage in different SNs? What is so interesting about it?
5. What type of content are of interest for you in SNs?
6. What is useful for you in SNs?
7. Do you find SNs entertaining? If yes, in what way?
8. Have you noticed that businesses have company profiles on Facebook?
9. Are you a fan of any company profile on Facebook? If yes, then why?
10. How would you like the ideal site for networking online to look like?
11. How do you feel about receiving offerings online?
12. How do you take advantage of the information that is given to you regarding certain products online?
13. How do you feel about the ease of use in SNs?
14. What is the best way for a company to build long-term relationships with their consumers via a SNs?
15. Does anybody have something more to add to the discussion?