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Honey Likes: Customer Engagement with Facebook Page. Case HopeSlashNoHope Oy



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Abstract

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This study was inspired by the case of HopeSlashNoHope Oy, a newly established beekeeping venture in Kajaani, in exploring what type of Facebook content stimulates customer active engagement. Based on that, the company can design attracting content to generate more ideas contributing to its product modification process. The main objective was to discover what are the driving factors in customer engagement behaviour towards content posted by a Facebook Page.

By conducting an online survey, the study gathered 113 responses from Facebook users residing in Finland. 31 respondents showed their interaction with the Page selling Finnish honey and honey products. According to the survey results, frequent Page posts, entertainment, personal identity, integration, and social interaction are not the only factors stimulating customer active engagement toward Facebook Page posts. There is more room for further study into different customer engagement behaviour types, e.g. the consuming behaviour.

Foreword

“It does not matter how slowly you go as long as you do not stop.”

- Confucius

It can be said that writing this thesis consumed more time than I first expected. There were many ups and downs, a plenty of motivation and disappointment. However, I did not stop even though the process was slowly moving. As I know that there is support when I need, and love is always in the air.

In this very first part, I would like to send my most sincere appreciation to my thesis supervisor Ruey Komulainen, without whom this journey will be incomplete. Her wholehearted support and earnest guidance led me to the right direction regardless of how many times I was distracted. What I have learnt from her is beyond books – valuable advice and teachings for life be it either professional or private one. This thesis will not be complete without Ari Teirilä either, my statistical teacher. Thanks to his patient instruction I managed to fulfil the research method. Besides them, I would also like to thank Erja Karppinen for helping me proofread the thesis to improve the thesis cohesion.

During the time writing this thesis, there have been many feelings that I have been through, both positive and negative. Whatever it was, family and friends were always there. There is no word that can describe my gratefulness for having them. More importantly, I would like to express my greatest thank to my husband Iikka who always loves and supports me unconditionally, enlightens and cheers me up during my most daunting moments with his warmth, care, and mischievous humour.

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List of Symbols

API: Application Programming Interface

COBRAs: Consumers' Online Brand Related Activities

CPG: Customer Packaged-Goods

DV: Dependent Variable

IV: Independent Variable

FMCG: Fast-moving Customer Goods

SMEs: Small and Medium-sized Enterprises

SMEB: Social Media Engagement Behaviour

SNSs: Social Network Sites

U&G: Uses and Gratifications

Chapter 1: Introduction

1.1 Research background

Resulting from the Internet disruption to enhance connectivity and transparency in communication (Raacke & Bonds-Raacke, 2008; Kotler, Kartajaya & Setiawan, 2017, p. 5), customer online behaviour tremendously shifts from merely buying to opinion-sharing, especially in social platforms. This pattern creates a social phenomenon influencing business performance either tangibly or intangibly (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). Businesses, thus, are in a race to be discussed and tagged in social media. This creates opportunities for them to prioritize digital-based marketing which stimulates the use of social media in conducting marketing activities (Dahnil, Marzuki, Langgat & Fabeil, 2014). Companies, subsequently, can design digital marketing strategies based on customer insights to *build brand awareness, increase revenue, and improve customer service* (Charlesworth, 2018, p.55).

Social media marketing is considered as a powerful tool to enterprises, especially Small and Medium-sized Enterprises (SMEs), regarding impact, cost-effectiveness (Krishnan, & Rogers, 2014, p.41; Kotler, Kartajaya & Setiawan, 2017, p.123) and high customer engagement (Öztamur & Karakadilar, 2014). Therefore, social media becomes the fastest growing marketing platform in the world (Coursaris, Van Osch & Balogh, 2013). It can be said that engagement and social sharing capabilities are the biggest advantages of social media marketing. Therefore, being on social media can tremendously support marketing performance in approaching customers and attaining information to promote a product and build a relationship with customers (Kotler, Armstrong, Harris & Piercy, 2016.).

By knowing how to maximize the potential of social media channels, SMEs can attain a significant amount of customers' insight to obtain new ideas contributing to product or service innovation (Dahnil, Marzuki, Langgat & Fabeil, 2014). Facebook, one of the most prominent social network sites (Weinberg & Berger, 2011), currently possesses 1.95 billion users (Global Digital, 2020; Facebook, 2020). Besides having a huge number of online users, Facebook is mostly cost-free, personal, and of social nature (Coursaris, Van Osch & Balogh, 2013) except for paid advertisements, in terms of marketing application. Hence, Facebook can be considered a good social network site for businesses to communicate with customers owing to its huge social database (Krishnan, & Rogers, 2014). By engaging customers on social media platforms, feedback and opinions can be

gathered to help in topics as raising customer awareness, product modification, offering customer service, and sales (Haydon, Dunay & Krueger, 2012, p.8). According to Reaktor (2019), SMEs should practice marketing activities from the same phase with product development to engage and build relationship with prospective customers and obtain new ideas for improving products. By creating strategic Facebook brand-post content based on customers' engagement behaviour, SMEs can effectively conduct two-way conversations with customers. Therefore, understanding what type of appealing content and social media engagement behaviour can help businesses design strategic messages to increase competency, especially in the case of SMEs.

1.2 Company background

HopeSlashNoHope Oy, which is a newly founded micro company, specializes in beekeeping and honey products. Making use of the wide environment of northern Finland, the company aims to produce organic floral honey. According to the founder, HopeSlashNoHope operates based on the philosophy: "Sustainability is the core value of our business activities. We value the clean air, pure water, nutritious soils, and other creatures living around us. This philosophy will be wholeheartedly wrapped in every single product we produce ensuring a better life of our valued customers without harming the Earth." The company's target customers are office workers, ecological consumers, sporty people, who reside in the Kainuu region.

The usual beekeeping season mainly starts in April as flowers begin to blossom. To the upcoming season, the first four beehives will be put in production. Currently, the company is at the very beginning of its operating phase concerning *product development, purchasing, marketing & sales, production, and logistics*. During the time the thesis is written, the company is mainly purchasing beekeeping equipment such as beehives, tools, protection clothes, and bee queens.

1.2.1 The current situation of HopeSlashNoHope Oy

Marketing plays a significant role in the company's current situation besides product development because it helps to target the right group of customers to raise their awareness and subsequently to capture sales. The main online marketing channels such as Facebook, Instagram, YouTube will be used. However, Facebook will receive more prioritization as it is the dominant networking channel across Finland and around the world (Sakas, Dimitrios, & Kavoura, 2015;

Global Digital, 2020). Thus, the company founder would like to build a *customer-brand relationship* to have better customer insights contributing particularly to develop new products on Facebook platform organically, focusing on the product appearance. To conduct interactive communication with online customers, the company plans to enhance customer engagement with contents posted on the Facebook Page.

Due to a restricted marketing budget, the company aims to employ Facebook as its main marketing channel, besides the website and YouTube to build a customer and brand relationship. Facebook for Business provides instructive and free tools in maintaining Facebook's activities. Providing that they are well understood and optimally employed, the company can achieve an effective and low-cost marketing activity.

1.2.2 Beekeeping and Customer Packaged-Goods (CPG) industry

As a well-known fact, bees help to pollinate flowers and plants to support agricultural activities, stated by Suomen Mehiläishoitajain Liitto (SML, 2020). European Commission, in 2019, studied that there were approximately 72000 beehives operated by 3300 beekeepers in Finland. Compared to the previous year, the number of beehives increased by 7.9% while the number of beekeepers is 3.2% higher. Although Finland accounts for a small proportion of honey production compared to other European countries, it is one of the most effective honey-producing nations in Europe (EU commission, 2019). In 2018, it ranked first in having the highest average amount of honey yielded per beehive, 47 kilos, which is 26% higher than the second rank and 53% higher than the EU average.

The main purpose of beekeeping is to produce honey products. Honey, classified as customer package goods (CPG), has long been known as a healthy and natural ingredient most commonly in cooking owing to its significantly nutritional values. According to Investopia (2020), customer package goods (CPG) are daily used items with recognizable wrapping identity such as food, tobacco, beverage, clothes, and household products. Customer pays a low switching cost to change the brand, which creates a competitive environment for CPG companies, especially SMEs. In food production, there are growing environmental challenges such as water shortage, hazardous fertilizers, and global warming. Such challenges can be overcome by digitalization in processing, production, or raising awareness. Digitalization helps food companies reduce R&D costs, expand market share, and shorten the product development timespan.

In developing new packaged foods, especially honey, beekeepers face major challenges as an improper application of agrochemical inputs, the high cost of modern hive and equipment, diseases, pests, and predators (Bekuma, 2018). Customers' lifestyles, and advanced technology also influence the way a new product is developed. As the honey market is competitive with an abundance of competitors offering high-quality products at reasonable prices, honey producers are urged to differentiate themselves from others. Therefore, talking and listening to customers from the product concepts until it is physically produced help businesses, especially SMEs, customize the product to better suit customer needs. Therefore, it makes Facebook a suitable platform for businesses to have interactive communication with customers for that purpose. Currently, most large CPG companies, as Unilever, Procter & Gamble, have applied paid search to increase their visibility online. Hence, doing Facebook marketing in an organic approach can become challenging but an interesting topic to delve into as it may support SMEs' marketing financially.

1.2.3 New product development process

HopeSlashNoHope Oy is developing its products regarding product design, flavour, and packaging. Product development is significantly important to the company currently because it contributes greatly to the success of launching the product. Therefore, to have a successful new product, businesses must understand customers besides market and competition to deliver valuable products to customers (Kotler, Armstrong, Harris & Piercy, 2016, p. 263). In order to have a successful new product development process, it is essential to combine different factors ranging from knowledge management, market orientation, new product development process, speed, strategies, teams, technology, and top management support (González & Palacios, 2002). More importantly, a clear and systematic development process makes it easier for the management, adjustment, and operation.

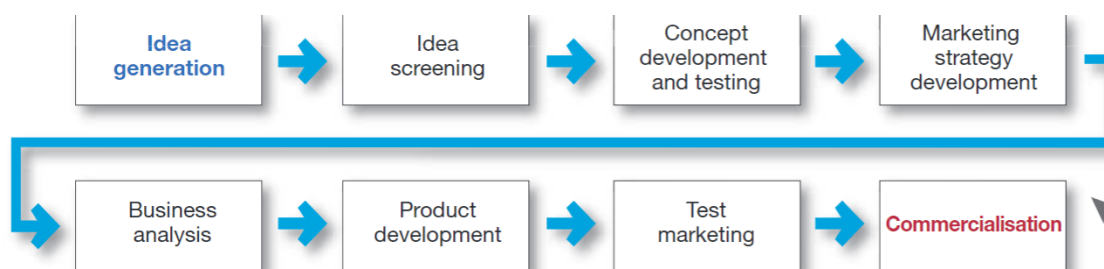


Figure 1. New product development process (Kotler, Armstrong, Harris & Piercy, 2016, p. 263)

Figure 1 presents the new product development process starting from generating ideas, selecting the suitable ideas to develop further, developing idea concepts, and testing it on the chosen target groups of customers to develop an initial marketing strategy. Prior to physically produce the product, sales, costs, and profits to develop the new product are analysed to be aligned with business objectives. The produced items will be tested in real marketing settings before being launched.

Every stage in the new product development process is important to the company. The concept testing requires customer involvement to test how appealing the concept is to customers. In addition, the product development stage can be contributed by customers to make the last adjustment before the concept turns into physical products. Therefore, having high customer engagement in this phase is critical to the company.

In the case of the commissioning company, Facebook Page is mainly used to collect customer opinions for improving the product appearance such as packaging, while flavour testing requires real samples, which cannot be implemented on digital platforms. This thesis will focus on collecting customer's opinions in the product development process, especially in the concept testing and product development phase, before it is commercialized by engaging them through Facebook brand-posted content. To highly engage customers, it is crucial to acknowledge well what content creates active interaction with customers. Therefore, it leads to the need for studying the role of Facebook brand-posted content in facilitating active social media engagement behaviour.

1.2.4 Characteristics of SMEs

According to Burns (2017, p.11) businesses that use innovation to exploit or create changes and opportunities to make profits possess the entrepreneurship mindset. This adds more value to resources by shifting them from a low to a higher productive economic area with a huge amount of uncertainty and high level of risk (Reis, 2011, p.27). In terms of scope, the European Commission (2020) categorizes Small and Medium-sized Enterprises under three groups entailing micro, small, and medium-sized business.

As the case study company has less than nine members, the research focuses on small-scoped business. SMEs mainly target niche markets with more autonomy, especially in decision making. Besides facing a high degree of risk and uncertainty, SMEs also face the high possibility of cash shortage and are heavily reliant on a small number of customers (Burns, 2007.).

1.3 Research problem and questions

Since the day of Web 2.0, characterized by user-generated content (Scheinbaum, 2012; Sponder & Khan, 2018, p. 7), there are abundant of social media platforms invented under the forms of microblogs, online forums, wikis, podcast, live streams, social bookmarks, online communities, social networking, and avatar-based virtual reality (Zeng, Chen, Lusch & Li, 2010; Siddiqui & Singh, 2016). Among these, Facebook has been a superior networking channel owing to the number of its active users (Wong, 2012; Franz, Marsh, Chen & Teo, 2019). Due to Facebook's various features in keeping people connected and entertained, it tightens the connection not only customer – customer but customer – brand relationship also (Muntinga, Moorman & Smit, 2011). Regarding business perspective, Facebook can help to establish a connection with customers to *raise awareness* about the product or brand, *modify products* or solely *maintain the customers-brands relationship*, which is significantly critical to marketing activities (Haydon, Dunay & Krueger, 2012). Doing marketing on Facebook allows businesses to easily reach prospective customers, increase engagement, and enhance brand equity (Kurniawati, Shanks & Bekmamedova, 2013; Jacob, 2015). In SMEs setting, Facebook marketing is a critical tool for marketing communication regardless of limited financial resources and business scope (Wong, 2012; Brito & Zanette, 2015; Herman, 2015; Gatautis, Vitkauskaite & de Reuver, 2017). Thus, by utilizing Facebook application, SMEs can conduct market research, establish *relationships with customers* to construct business innovative models (Gatautis, Vitkauskaite & de Reuver, 2017).

There are two main issues about the application of Facebook marketing in SMEs environment that draws the author's attention. Firstly, albeit repeated practices, some SMEs fail to conduct Facebook marketing as evidenced by them neither thoroughly understanding its functions nor possessing a Facebook marketing plan (Gatautis, Vitkauskaite, & de Reuver, 2017). SMEs usually neglect the full potential of free Facebook Page tools, to post content without specific plans and strategies. Since Facebook is a social network with enormous amount of user-generated contents updated in real-time, there are huge potentials for SMEs to capture this information to increase customer engagement. In Customer Packaged-Goods (CPG) industry, where the market remains fierce with low entry costs for new players and customers can easily switch their favourite brand, having a well-managed Facebook posted content can support the SMEs in building the relationship with customers and generating more ideas.

Secondly, as social network marketing, or Facebook marketing, creates a better effect in building brand awareness than generating leads and boosting sales (Öztamur & Karakadılar, 2014), SMEs can engage customers in the Facebook brand posts to create competitive advantage (Vásquez, & Escamilla, 2014; Kotler, Kartajaya & Setiawan, 2016). In the case of the commissioning company, the main purpose of having Facebook marketing is to involve customers in the product development process. Brand-posted content organically connects brands and customers frequently through meaningful conversation to deliver meaning and experience to customers (Tafesse & Wien, 2017). Therefore, by engaging them strategically via Facebook page posts, the company can gain customers' thoughts and opinions contributing to the product development process. Besides, proactively interacting and communicating with prospective customers can foster the company image by increasing its brand awareness in customers' perspective. Understanding customers' psychology and sociology performed under their social media engagement behaviour (SMEB) allows the company to create appropriate brand-related posts that stimulate greater engagement. By tackling these problems of lacking understanding about SMEB and having strategic Facebook brand post, the research questions are generated as:

1. What are the motivation factors stimulating customer Facebook engagement with brand-posted content?
2. What types of Facebook brand-posted content motivate customer engagement?
3. Is Facebook an effective channel for gaining insights for product development through brand-posted content?

1.4 Research objectives and limitations

Due to the lack of previous studies about Facebook's brand post strategies encouraging Facebook user engagement, the research seeks to study the role of Facebook brand-posted strategies in SMEs context and how SMEs can maximize it to engage customers in a product development process. This mainly focuses on the Customer Packaged-Goods (CPG) industry, where companies, regardless of size, are competing fiercely with each other to get chosen by customers. The context of competitive markets with small-scaled business players highlight the primary need for maximizing all the potential sources to increase business performance, and engaging customer to modify new products on Facebook platform is one of them. Besides, it explores what types of Facebook

brand posts can motivate Facebook user's engagement to create and contribute to brand-posted content.

Previous studies also investigate the inside-out approach by the way organizations design their brand post strategies to meet particular purposes such as in Coursaris, Van Osch and Balogh (2013), Coursaris and Van Osch (2013) and Tafesse and Wien (2017). This approach requires the understanding of customer online behaviour and their driving factors in engagement, regarding advertising perspective. The advertising approach as defined by Kotler, Kartajaya and Setiawan (2016, p. 123) is brand-focused to deliver the framed messages to achieve the particular purposes, while social media approach is driven by customers' needs in designing the message that is useful for either their personal or professional purposes. Since this thesis is customer-driven to understand their social media engagement behaviours in terms of intensity and degree of affection, it focuses on the content that stimulates customer engagement.

While conducting the research, the author faced challenges. Not much of previous studies construct a generalized framework for connecting Facebook marketing strategies, focusing on brand post, to generate customer engagement, especially SMEs in the CPG industry. Subsequently, it challenged the data collection process. Besides, the research approaches the issue of engaging customer interaction with the brand regardless of customers' age, online habit, purchase journey, or cultural values.

1.5 Research structure

Prior to the theoretical framework, chapter 1 introduces the background stimulating the selection of the research topic and problems that the commissioning company is facing. Limitation during the research is also presented together with a general view of the company and research key concepts. SMEs have no longer been a strange topic for business, researchers, analysts, and students to explore, the same as their marketing activities. Owing to a limited marketing budget, SMEs need to consider carefully which suitable marketing tools and methods to select to maximize their marketing performance. These then need to be aligned with business goals and objectives. Facebook marketing, especially brand-post activities, has been applied in many businesses and organizations, regardless of size, for many purposes such as building relationships with customers, customer service, product modification, to name a few. In the context of the

commissioning company, the need to apply Facebook brand-posted content to help modify product from customer opinion, particularly in Customer Packaged-Goods (CPG) industry is essential.

In chapter 2, according to the mentioned problems, theoretical background research is specified to present prior academic studies concerning social media involvement and its contribution to modern marketing practices, especially in the context of SMEs. Facebook, as the prominent social network site, is presented together with its characteristics, its pivotal role in nowadays marketing, and its application on SMEs. Chapter 3 introduces the concept of Social Media Engagement Behaviour (SMEB) motivated by Uses and Gratifications (U&G) theory. Subsequently, an understanding about SMEB is developed, which covers the introduction of customer engagement, customer engagement behaviours, and social media engagement behaviours hereby focusing on its typologies, which are creating, and contributing (Muntinga, Moorman & Smit, 2011). By acknowledging each SMEB typology characteristic, SMEs can tailor the brand-posted content that generated positive affection and encourage a high level of engagement. In addition, it helps to provide an evidence-based classification for the commissioning company to tackle the current issue to develop a strategic brand-post content.

Chapter 4 describes the research methodology by which the research is designed quantitatively. A research questionnaire will be carried out to gather customer engagement behaviour on Facebook toward CPG brands, particularly toward Facebook Page selling Finnish honey and honey products. To examine the consistency of research design, Cronbach's Alpha is employed to measure its reliability and validity. In chapter 5, the collected data is presented under graphs, and relationships amongst variables is measured by PSPP. Frequency description, and cross-tabulation will be applied to examine the collected data. Respondent's profile, engagement tendency, and motivation for Facebook usage are presented under graphs. Afterward, contingency table measures the dependent level among variables among the tested variables. Lastly, chapter 6 discusses four hypotheses based on the interpreted results from the previous chapter. Mistakes and results are discussed. After that, assessment for research limitation, and recommendation are made for future study.

1.6 Key concepts

Cooper & Schindler (2014, p. 51) indicate that common ground should be well established to provide and communicate the initial relevant events to the studied objects. These events are widely

accepted and act as a concept where the studied objects engage in. The concepts are usually described starting from a broad situation and narrowing down to more precise topics. To give a broader background of the chosen topic, some relevant concepts are presented below.

Digital marketing is an Internet-driven communication strategy between business and the community. It supports businesses to make informed action to digital customers and increase target markets without geographic and time restriction. Therefore, by understanding the operated market, customer online behaviour, and how to deploy digital tools to build a mutually rewarding relationship with customers can lift business to the new height of success (Charlesworth, 2018, p. 5), which are primarily measured by the amount of driven action and advocacy (Kotler, Kartajaya & Setiawan, 2016, p. 53).

Social media marketing is, in short, marketing activities performed on social media channels such as Facebook, YouTube, Twitter. It has been important for business in sharing information, building relationship with stakeholders, spreading opinions (Grover & Kar, 2018)

Social network sites (SNS), networking socially on online community sites (Charlesworth, 2018, p.279), are web-based services allowing individuals to (1) construct a public or semi-public profile within a bounded system, (2) form a list of other users in the system (Boyd & Ellison, 2007)

Brand-related content classified by Global Digital (2020), brand-posted content on Facebook are page status, video, image, link post, and other kinds as events, memory, job recruiting, to name a few. *Facebook brand post*, or Facebook brand-posted content, or Facebook brand-related content driven by the interaction between brand and customer, can significantly impact customer online behavioural engagement (Gutiérrez-Cillán, Camarero-Izquierdo & San José-Cabezudo, 2017). Facebook brand-posted content is considered as an important communication vehicle in maintaining regular contact between brand and customer (Tafesse & Wien, 2017).

Uses and Gratifications (U&G) theory emphasizes the active role of users and what motivates them to select the media channel to gratify their needs. According to the study by Katz and Foulkes (1962), U&G perspectives show its application to online media usages such as entertainment, information seeking and sharing, social and relational interaction, and economic incentives (cited by Dolan, Conduit, Fahy & Goodman, 2015).

Social Media Engagement Behaviour (SMEB) is driven by specific motivations that go beyond transaction and purchase. Muntinga, Moorman and Smit (2011), proposed a SMEB construct scaling three SMEB typologies as creating, contributing, and consuming.

Chapter 2: Evolution of Social media

Nowadays, it is uncommon to spot a person having a phone without using social media. Social media has been ingraining in many aspects of people's life from daily communication, study group, customer service to health care. It changes the way people interact with each other and to the brand on digital platform. Thus, this chapter presents the characteristics of social media, social network sites to portray the contribution of using social network sites, especially Facebook, in SMEs' marketing activities. The role of Facebook brand posted content is emphasized in delivering brand content to audiences organically.

2.1 Social Media and Social Network Sites (SNSs)

According to Sponder & Khan (2018, p.7), social media was born under the existence of Web 2.0, characterized as customer-generated platforms (Zeng, Chen, Lusch & Li, 2010). Social media is a computer tool (Krishnan & Rogers 2014; Siddiqui & Singh, 2016), focusing on communicating and sharing through different devices to stimulate social networking. Therefore, it impacts the way people interact with businesses, brands, products, and services (Sponder & Khan, 2018; Kurniawati, Shanks & Bekmamedova, 2013), which portrayed as peer-to-peer, participatory, user-generated content, conversational, relationship-oriented (Sponder & Khan, 2018, p.57). Therefore, it can be used to build relationships with customers motivating their involvement in the product and innovation process (Constantinides, 2014). Due to its wide application, social media has a significant influence on education (Jacob, 2015), society (Mayfield III, 2011; Yle 2020), business (Siddiqui & Singh, 2016) by forming like-minded groups of people to interact with each other (Raacke & Bonds-Raacke, 2008; Jacob, 2015). Social media can become a significant hazardous tool causing "infodemic", as described by WHO about the misinformed of coronavirus spreading (MIT Technology Review, 2020).

Social network sites (SNSs) emphasize on building relationships, improving communication process and promoting products (Boyd & Ellison, 2007; Raacke & Bonds-Raacke, 2008; Kotler, Armstrong, Harris & Piercy, 2016) to replace the traditional interaction and mass media (Urista, Dong & Day, 2009). Thus, it can be considered as a useful weapon among an abundance of marketing strategies that SMEs can utilize (Lacho & Marinello, 2010; Siddiqui & Singh, 2016). SNSs as Facebook is popular for its friend-oriented communication and relationship building (Boyd & Ellison,

2007; Boyd, 2008). It allows people to share information, ideas, images, videos within their network (Siddiqui & Singh, 2016). Individuals actively use social networking sites to experience selective, efficient, and immediate connection with others (Kotler, Armstrong, Harris & Piercy, 2016, p. 145) for interpersonal communication satisfaction and as an ongoing way to seek the approval and support of other people (Urista, Dong & Day, 2009).

The interaction between the network of friends, followers, fans shows their social linkage contributing hugely to social media measurement as it shows what activities happened and how frequently they are within the network. Businesses and customers can communicate effortlessly and smoothly on social channels without concerning geographic and demographic barriers (Kotler, Kartajaya & Setiawan, 2017, p.14). Businesses, therefore, can apply the collected information to increase customer engagement, diversify marketing perspectives, strengthen brand image, boost sales, discover new product ideas (Brito & Zanette, 2015; Jacob, 2015; HubSpot, 2019). Social media is an important part of marketing strategy as social network marketing (SNM) is concerned as a new business practice in marketing of goods, services, information and ideas (Öztamur & Karakadılar, 2014; Dahnil, Marzuki, Langgat & Fabeil, 2014) by delivering brand message and content (Kotler, Kartajaya & Setiawan, 2017).

2.2 Social media marketing and SMEs

In this thesis, the term social network marketing and social media marketing will be used interchangeably because, from a marketing perspective, they both share the same practices in performing activities. Social media marketing only gain success when it enables to conduct a two-way communication with customers (Öztamur & Karakadılar, 2014). Social media marketing is a form of direct marketing, which directly engages customers and customer community to build sustained customer-brand relationship (Kotler, Armstrong, Harris & Piercy, 2016), occurred on social networks (figure 2) to complement conventional marketing activities.



Figure 2. Forms of direct and digital marketing (Kotler, Armstrong, Harris & Piercy, 2016, p.506)

Social media marketing activities are performed through SNSs as Facebook gathering a huge amount of data generated daily from customer thoughts, experience, and sentiment toward the brands, products, or services they encountered. This information is of great value to any business (Kurniawati, Shanks & Bekmamedova, 2013). Large companies designed a blended marketing approach by putting social media marketing efforts with the brand's marketing strategies. Besides, they are no longer pursuit customer's likes and tweets but seeking to create brand-related social engagement (Kotler, Armstrong, Harris & Piercy, 2016, p. 513).

SMEs, unexceptionally, aims to conduct social media marketing to reach and connect with customers in an effective way. However, they face challenges in exploiting its innovative and creative capability as the disruption of technology and lack of knowledge in selecting suitable social network tools (Vásquez & Escamilla, 2014; Dahnil, Marzuki, Langgat & Fabeil, 2014). Particularly in fierce markets as food packaged industry, building relationship with customers are one of the key factors determining the success of product launching. Therefore, the thesis aims to study the application of social network tools contributing to SMEs' marketing activities, namely Facebook Page post.

2.3 Facebook

2.3.1 A quick view...

One of the most prominent social platforms that have been existed must be named as Facebook (Vásquez & Escamilla, 2014). It is the market leader possessing a huge amount of active audience and data gathered online from social network users (Krishnan & Rogers, 2014, p. 86). Facebook is the online social network service where users can create a profile, upload status, photos, videos, send messages and stay in touch with family, and anyone that matters to them (Sponder &

Khan, 2018, p. 62; Facebook, 2020). Started from a dorm room at Harvard, in 2004, Mark Zuckerberg invented Facebook with the mere purpose to connect Harvard students. The platform, then, became phenomenal beyond the Harvard boundary.

Facebook, an owned media channel (Hemann & Burbary, 2018) currently possesses 1.95 billion users (Global Digital, 2020; Facebook, 2020), has powerful Application Programming Interfaces (APIs) allowing a profound understanding of user sentiment and demographics (Krishnan & Rogers, 2014). It empowers communication among family, friends, groups of like-minded people with user-generated content as a low-cost and highly responsive channel (Lacho & Marinello, 2010; Gatautis, Vitkauskaitė & de Reuver, 2017; Hemann & Burbary, 2018; Franz, Marsh, Chen, & Teo, 2019). Facebook users are connected via different devices such as computers, mobile phones, tablets (Caine, 2018). According to Facebook (2020), currently, there are more than 140 million businesses use Facebook apps to connect with customers and grow.

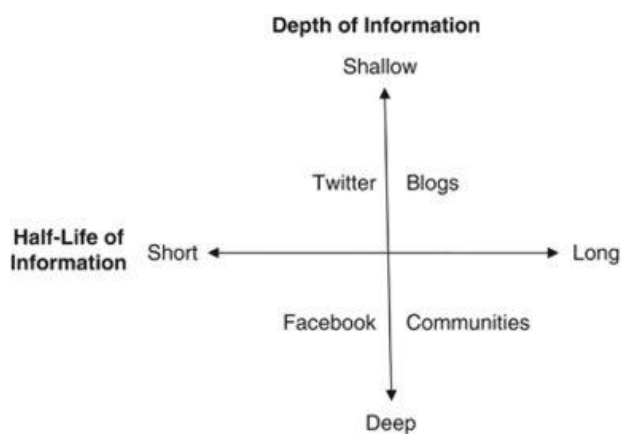


Figure 3. Social media concerning information depth and half-life (Weinberg & Berger, 2011)

As shown in figure 2, Facebook generates deep information as rich media content, and short half-life of information, which presents the longevity of the Facebook content appears on the screen (Weinberg & Berger, 2011). Thanks to its abundant content types, Facebook keeps customers engaged and becomes a potential marketing platform for business to reach their target group, even in niche markets both organically and non-organically.

2.3.2 Facebook as a new marketing tool

According to Facebook for Business, there are free Facebook tools that businesses can maximize such as posts, stories, inbox, groups. Facebook Page, one of the professional functions, was

invented to expose products and services to a massive audience, notify “friends”, “followers” or “fans” about any activities in real-time update, to introduce special events (Lacho & Marinello, 2010). Page owners cannot influence page administration except for the posted content (Gatautis, Vitkauskaite & de Reuver, 2017).

Like other social media platforms, Facebook operates under its distinctive algorithm, which represents inventory, signals, predictions, and overall score, regarding posted content (Caine, 2018; Swan, 2019). As Facebook’s core value is to keep close connection among family members, friends, relevant people; friend-based content gains more weight compared to the content promoted by brands (Swan, 2019). It is essential for businesses to possess a strategic Facebook Page content to organically increase their visibility to reach customers (1) and to encourage customer interaction through the post (2). According to Cooper (2020), the number of monthly posted will affect clicks per post rate and Page should post at least three times a week when audience is online. As Pages having frequent posts that are likely to become meaningful to the audience.

The term Facebook Page posts or brand-posted contents or brand-related content [on Facebook platform] share the same meaning in this research context as Facebook Page represents a brand’s posting activities for marketing purpose. Page post or brand-posted content, hence, means to get customers engaged with the brand’s social activities, including page status, video, image, link, and others (Global Digital, 2020) to maintain regular contact between brand-customers (Tafesse & Wien, 2017). Thus, by increasing the visibility of brand-posted content helps to stimulate customers’ willingness in engaging with the brand.

H1. The high frequency of Facebook-posted content positively impacts customers’ active SMEB.

2.3.3 Facebook marketing and SMEs

Marketing plays an important role in businesses, especially SMEs. Owner-managers primarily interact with customers more frequently in person because personal contact is more powerful compared to mass promotion (Burns, 2007.). They are willing to spend more time to bring value to the current customers while finding new customers are less prioritized. Webster (1992) pointed out that the entrepreneurial marketing is *relationship-based* where customer loyalty is sustained (as cited in Burns, 2007, p. 142). Entrepreneurs, therefore, should undertake vigorous market research attaining insightful acumen to build relationships with customers. As said by Kotler, “Marketing is the homework that we do before we have a product”. By saying this, he strongly

emphasizes the important role of marketing during the beginning phase prior to launch a product. Strongly agreeing with that, Reaktor (2019) in *Starting up Course* mentions enterprises should never start marketing when the product is ready. Businesses can even start marketing the products from the early days of having an idea or solution. By interactive communication with customers via Facebook Page post, more ideas will be generated to contribute to the product development process.

The research conducted by Chmielecki, (2014) studied that lacking trust in Facebook's potential to generate revenue is the primary obstacle preventing [Polish] SMEs to do Facebook marketing. In addition, albeit massive practices, some SMEs fail to conduct Facebook marketing in neither thoroughly understanding its functions nor possessing a strategic plan (Gatautis, Vitkauskaite, & de Reuver, 2017). SMEs do not pay much attention to the strategic role of Facebook Page post. It is beyond the posting and considered as the main communication vehicle in maintaining sustained customer-brand relationships. When the relationship is tightened, customers are more willing to contribute to the conversation, especially for product development ideas.

Chapter 3: Social Media Engagement Behaviour (SMEB)

Prior to study Social Media Engagement Behaviour (SMEB), it is crucial to understand what drives these behaviours. Therefore, a brief review of Uses and Gratifications (U&G) theory is presented to give a general picture of why customers practice their behaviour on social media. Subsequently, customer social media engagement behaviour is introduced. By acknowledging different sets of motivations leading to different SMEBs, brands can design content to strategically stimulate high degree of customer engagement (Muntinga, Moorman & Smit, 2011).

3.1 Social media Uses and gratifications

Uses and gratifications (U&G) theory is a customer-driven approach to understand why and how individuals actively select and use specific media to satisfy their specific needs (Katz & Foulkes, 1962). U&G theory was developed based on various communication theories and researches triggered by Herzog's work in 1944. He studied the motives of soap opera fans by interviewing them. Later, interest concerning the perspective of uses and gratifications theory arose among researchers, table 1.

	U&G theory
Herzog (1944)	Emotional, wishful thinking, learning
Lasswell (1948)	Surveillance of the environment, correlation of society, social heritage
Katz and Foulkes (1962)	Entertainment, information seeking and sharing, social and relational interaction, and economic incentives
McQuail et al., (1972)	Diversion: escape from routine/ problem/ emotional release Personal relationship: companionship, social utility Personal identity: self-reference, reality exploration, value reinforcement Surveillance: forms of info seeking
Blumer & Katz (1974)	Affection, cognitive, socially interactive, personal integration, tension-free
McQuail (1983)	Entertainment, integration and social interaction, personal identity, and information

Table 1. Uses and Gratifications

Despite the ramification of U&G theory, its core characteristic remains unchanged as it focuses on why and how media is selected and used by individuals to meet their specific needs. Therefore, it formed a shift from a conventional systematic approach suggesting individual media customers are passive (Urista, Dong & Day, 2009). Among these, the McQuail's U&G theory (1983), has been influencing on recent studies regarding social media usage. Previous researchers applied the Uses and Gratifications (U&G) perspective to study user-generated media usage (Shao, 2009), Facebook and instant messaging (Quan-Haase & Young, 2010), social media usage (Muntinga, Moorman, & Smit, 2011).

Among these, the study of Muntinga, Moorman and Smit (2011) shows the high relevancy to the studied topic compared to others. That can be explained as the thesis focuses on studying individual's motivation determining their engagement behaviour on Facebook so that brands can design adequate Facebook Page contents to stimulate customer active interaction. Their study interferes with previous studies on some U&G noticeably as information seeking and sharing, social and relational interaction, entertainment, focusing on social media usage. Together, they construct a Consumers' Online Brand Related Activities (COBRAs) concept studying the customer's motivation in engaging with brand-related activities. Albeit the concept generally covers social platforms as Facebook, Twitter, and YouTube, it proposes a unifying framework explaining customer activities towards brand-related content. The concept, additionally, encompasses customer online behaviours as electronic word-of-mouth (eWOM) and user-generated content (UGC) in "computer-mediated environments", stated by Muntinga, Moorman and Smit (2011). Therefore, it selectively explores and compares different behaviours, which is the focus of this research.

The concept, so far, has been applied as a premise in many researches in different social platforms including *Facebook* (Wallace, Wilson & Miloch, 2011; Cvijikj & Michahelles, 2013; Luarn, Lin & Chiu, 2015; Dolan, Conduit, Fahy & Goodman, 2015), *Instagram* (Sheldon & Bryant, 2016), *YouTube* (Khan, 2017), *Twitter* (Kim, Sung & Kang, 2014). This thesis will apply the Consumers' Online Brand Related Activities (COBRA) concept to study the customer's gratifications in Facebook usage in response to Page posted content.

3.2 Social Media Engagement Behaviour (SMEB)

3.2.1 Customer Engagement

The definition of engagement has been studied in many different fields such as psychology, organizational behaviour, sociology, and political science. Its implication in community, student, employee, civic, social, stakeholder has appeared in recent researches. Despite the various definition and different field studies, engagement is conceptualized as recognition of affectional, cognitive, and behavioural states of activation. Based on that, Hollebeek (2011a, 2011b) defined three dimensions of engagement (as cited in Dolan, Conduit, Fahy & Goodman, 2015.), among which behavioural activities are described as individual's level of willingness and energy exposed in interacting with a brand.

Customer-brand engagement happens when brands directly and collaboratively communicate with customers. By engaging customers in social media conversations, brands can expand their understanding of the market from a natural environment [via customers contribution]. Subsequently, online customer engagement has been a primary goal of business strategies (Brito & Zanette, 2015, p.6). Kotler, Kartajaya and Setiawan (2016) complemented that customer online engagement is the highest level in creating business competency compared to customer's joy and experience. As the thesis aims to study the motivating factors to increase customer engagement on Facebook, it focuses on exploring the *behavioural activities* of customers toward Facebook brand-posted content.

3.2.2 Customer engagement behaviours

In marketing context, customer engagement plays a critical role in contributing to various events. Brito and Zanette (2015, p. 6) emphasize the crucial role of understanding social media users psychologically and sociologically in constructing a strategic advertisement on social media platforms. Van Doorn et al., (2010) defines customer engagement behaviour as a customer-brand relationship focusing on the behavioural aspects [of customers]. Additionally, customer engagement behaviour embraces customer co-creation, which leads to customer's co-creation activities contributing to aspects of customer engagement behaviours as co-designing, co-inventing, production sharing (Lusch & Vargo, 2006, as cited in Van Doorn et al., 2010). Therefore, by engaging

in brand-posted content, customers contribute to the service or product development or improvement.

3.2.3 Social Media Engagement Behaviour (SMEB) and its typologies

As engagement is interactive and context-focused, it requires a thorough investigation to understand the engagement's motives. Social Media Engagement Behaviour (SMEB) is not purchase-driven but motivation-driven as "a customer's behavioural manifestations that have a brand or firm focus, beyond purchase", stated by Van Doorn et al., (2010). In recent work, Dolan, Conduit, Fahy & Goodman (2015) gathered the main studied aspects of customer engagement behaviour from previous literatures, which are to offer product or service; media; activities, and events. In the study, they emphasize the focus on customer engagement within social media platforms to gain deeper insight into behavioural engagement regarding its *intensity*, which indicates the low or high engagement level, and *valence*, which is positive or negative attitude. This type of behaviour constructs customer-brand experience, which can be generated through Facebook brand posts (Gutiérrez-Cillán, Camarero-Izquierdo & San José-Cabezudo, 2017).

Previously, there are different typologies of Internet users. Mathwisch (2002, cited in Muntinga, Moorman & Smit, 2011) introduced four types of Internet users as *lurkers*, *socializers*, *connectors*, and *members*. Within which, customer commitment increases from lurkers to members. Brito and Zanette (2015, p.6) classified five types of social media users including *spectators*, *joiners*, *collectors*, *critics*, and *creators*. The engagement level of these types to brand-related posts increase from inactive to creator. However, these types are user-orientation, which does not consider that users are often engage in multiple roles. Usage typology, on the other hand, tackles this limitation by emphasizing the multiple roles of users while using social media. Through Consumers' Online Brand Related Activities (COBRA) concept, Muntinga, Moorman, & Smit (2011) proposed three social media usage typologies as creating, contributing, consuming. These typologies were introduced according to the activeness of customer involvement in brand-related activities. Among which, the active level gradually reduces from creating to consuming type. Each usage typology is generated by a set of gratification.

According to COBRAs typology adapted by Muntinga, Moorman & Smit (2011), creating SMEB has the highest level of customer active engagement amongst three types. It entails producing and publishing activities [of customers] while consuming SMEB prioritizes the passive role of customer

in consuming brand-related content on social platform without making any active interaction. Contributing SMEB lays in the middle of activeness level in COBRA concept. Customers performing this behaviour show the tendency to add values to current activities created either by brands or other users. Hence, creating and contributing typology indicates interactions between customer and brand. Customers who perform either creating or contributing type, show observable interaction such as like, share, or comment towards Facebook Page posts. Consuming behaviours such as download, play, send contents do not produce interactive communication between customer and brand. However, in the case of the commissioning company, being able to conduct the interactive conversation with customer is the most important issue to gain customers contribution [in product development process]. Therefore, creating and contributing typology are more suitable to be applied in the context of this research (table 2).

Typologies	Uses and Gratifications (U&G)	
	Motivation	Sub-motivations
Creating	<i>Entertainment</i>	Escaping or being diverted from problems or routine Emotional release or relief Relaxation cultural or aesthetic enjoyment Passing time Sexual arousal
	<i>Personal identity</i>	Gaining insight into one's self Reinforcing personal values Identifying with and gaining recognition from peers
	<i>Integration and social interaction</i>	Gaining sense of belonging Connecting with friends/family/society Seeking support/emotional support Substitute real-life companionship
	<i>Empowerment</i>	Exert influence
Contributing	<i>Entertainment</i>	Escaping or being diverted from problems or routine Emotional release or relief Relaxation cultural or aesthetic enjoyment Passing time Sexual arousal
	<i>Personal identity</i>	Gaining insight into one's self Reinforcing personal values Identifying with and gaining recognition from peers
	<i>Integration and social interaction</i>	Gaining sense of belonging Connecting with friends/family/society Seeking support/emotional support Substitute real-life companionship

Table 2. SMEB typologies adapted from Muntinga, Moorman and Smit (2011)

The COBRA concept was based on McQuail's UGT (1983), introduced the gratifications of social media usage in engaging on social platforms including entertainment, personal identity, information seeking and sharing, integration and social interaction, incentives, and empowerment. One motivation can contribute to different typologies. For example, personal identity is one of the motivated elements in creating and contributing typology. Table 2 describes the motivation and sub-motivation of creating and contributing SMEB. It is apparent that these two typologies share mostly the same motivation and according sub-motivation. The shared motivations between these two typologies are *entertainment, personal identity, and integration and social interaction*. The only motivation that differentiates creating from contributing SMEB is self-power seeking. Customers who perform creating engagement behaviour on social platform tend to show a desire in applying influence on others.

Entertainment as motivation for customer online engagement has been mentioned in not only Muntinga, Moorman & Smit (2011) study, but in Shao (2009). It entails escaping or being diverted from problems or routines, emotional release or relief, relaxation, enjoying cultural and aesthetic beauty, passing time, or sexual arousal. Customers who are encouraged by personal identity motivation are self-driven in gaining insights into one's self, strengthening personal values, and identifying and gaining peers' recognition. Integration and social interaction motivations are driven by surrounding people. Customers are motivated to gain sense of belonging, to connect with friend, family, and society, to seek for support, and to look for real-life companionship substitution. The common motivation between these two behaviours will be chosen for the generalization of active engagement behaviours as entertainment, personal identity, integration, and social interaction. As empowerment is the only factor differentiating creating and contributing typology, it will be left aside for further study in creating SMEB.

By understanding the motivation behind customer active social media engagement behaviour (SMEB), which exist under creating and contributing typologies, appropriate brand-posted content can be designed to increase customers' engagement. Therefore, content stimulating entertainment, personal identity, integration, and social interaction are crucial in the context of Facebook Page selling Finnish honey and honey products to conduct brand-customer interactive conversations. Hence, creating and contributing typologies toward Facebook brand-posted content will be studied further in SMEs setting to generate customer's opinions regarding product and service improvement (Eigenraam, Eelen, Van Lin & Verlegh, 2018). As a result, brands can apply

this knowledge in creating their Facebook brand posted content to stimulate high degree of customer engagement.

H2a: Content stimulating entertainment positively impacts customer's active SMEB

H2b: Content stimulating customer's personal identity positively impacts customer's active SMEB

H2c: Content stimulating customer's integration and social interaction positively impacts customer's active SMEB

In conclusion, due to Facebook algorithm, content proposed by close contact will outweigh paid advertisement. Frequent Page posts creates a meaningful awareness among Facebook users. Therefore, Page that promotes frequent, and meaningful interaction with customer will receive high visibility (Tafesse & Wien, 2017). In addition, entertainment, personal identity, and integration and social interaction motive (Urista, Dong & Day, 2009; Muntinga, Moor-man & Smit, 2011; Kotler, Armstrong, Harris, Piercy, 2016, p. 145) play a pivotal role in individual Facebook usage, especially in making interactive conversation. Based on the literature review, four hypotheses are developed as:

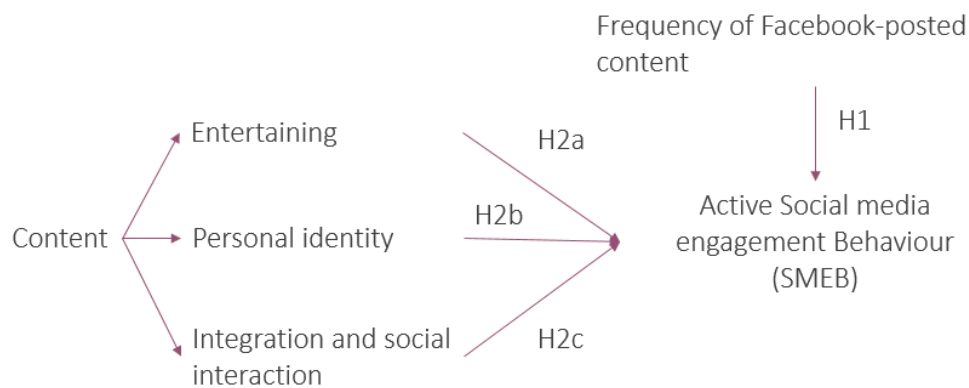


Figure 4. Research hypotheses

Chapter 4: Research methods and implementation

The application that searching for the truth about business phenomena by scientific methods is considered as business research. By identifying business opportunities, problems, generating and evaluating ideas, monitoring performance, and business process, business research helps to deliver the findings so that adequate implications can be made (Zikmund, Babin, Carr & Griffin, 2009, p.5.), especially in making smart decisions. *Applied business research*, a problem-based approach, is commonly used due to its predetermined purposes for solving a business issue (Zikmund, Babin, Carr & Griffin, 2009; Cooper & Schindler, 2014). Therefore, this approach suitably fits into this research in exploring motivations for customer active engagement toward Facebook brand-posted content operated in the CPG industry, especially SMEs that start their marketing activities from scratch.

When the problem is not widely discussed and lacking previous researches and investigation, *exploratory research* is implemented. Accounting to that, this research is composed of the exploratory approach attaining secondary data from external sources such as books, scientific journals, and reliable websites. The exploratory phase helps to gain profound theoretical background to refine research questions, design sample's questions, size, and frame (Cooper & Schindler, 2014, p.94.).

The chosen research strategy is in *quantitative* approach, which is aimed to test theory to construct a positivism scientific model objectively. The theory will be elaborated from other data sources to create appropriate hypotheses. Based on that, a research design will be chosen to measure the concept. The collected data will be analysed to draw final thoughts, and conclusion (Bryman & Bell, 2015, p. 161)

4.1 Research design

The way to design a research is important and requires thoughtful analysis. The research design is meant to frame the data collection zone. Depending on the design type, a suitable approach will be determined (Bryman & Bell, 2015, p.49). Being motivated by the commissioning company situation and the emergent of the studied topic, the author considers the company as an instrumental case study to generalize the study of active user's engagement behaviour in interacting

with Facebook Page posted content in CPG industry context, especially posted by Finnish honey-selling Page. A cross-sectional design, which aims to gather data from more than one case at the same time to pattern the association behaviour (Bryman & Bell, 2015, p.49, p. 61) will be conducted by creating a survey form.

The survey is aimed to understand what motivates Facebook users to engage in Page Post such as status, stories, videos, events, especially toward pages that sell Finnish honey and honey products. The survey targets Facebook users residing in Finland regardless of their age, online habits, and purchasing journey. By participating in the survey, respondents provide data anonymously and responses are kept confidential. The survey includes two main parts aiming to study the important of having frequent Page post in generating customer engagement, and what motivates customers active engagement [on Facebook].

The first part covers general information as gender, profession, their tendency to interact with Facebook Page, and their interaction with honey-selling Page, especially Finnish ones. The questions are designed as yes-no, and multiple-choice. Part 2 explores customers' personal motivation for using Facebook. In part 2, three studied sub-categories as 1) entertaining motive, 2) personal identify motive and 3) integration and social interaction motive are designed under five-point Likert scale (1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree). Part 2 was compiled relying on theoretical background of Facebook usage U&G and customer engagement behaviours.

The questionnaire was designed under Google Form format collecting data from Facebook users residing in Finland anonymously. The survey was published on Facebook groups whose interest mainly concerns [Finnish] honey and bee, [Finnish] culture and food including *Mehiläishoitajien keskusteluryhmä*, *Meidän Kajaani*, *Hunaja / Honey*, to name a few. After one week of conducting the survey, 113 answers were collected regardless of their age, online habits, and purchasing journey.

Research Construct	Questions	Reference
Frequent Facebook Page post	(Q3) In general, do you tend to engage to Page that posts more than three times a week?	Tafesse & Wien (2017)
Entertaining motive	(Q8) I am entertained by using Facebook because I ...escape or being diverted from problems or routine ...feel emotional release or relief ...am Relaxed	Muntinga, Moorman & Smit (2011)

	...enjoy Cultural or aesthetic beauty ...pass time ...feel sexual arousal	
Personal identity motive	(Q9) I feel myself identified when using Facebook because Iam recognized by other users reinforce my personal valuesam recognized from peers	Muntinga, Moorman & Smit (2011)
Integration and Social interaction motive	(Q10) I feel integrated and social interaction by using Facebook because I gain sense of belonging connect with friends/family/society can seek for support /emotional support can substitute real-life companionship	Muntinga, Moorman & Smit (2011), Kotler, Armstrong, Harris, Piercy (2016, p. 145) Urista, Dong & Day (2009) Muntinga, Moorman & Smit (2011)

Table 3. Scales of the study (n=15)

4.2 Reliability and Validity

Cronbach's alpha, α (or coefficient alpha) was employed to measure the reliability of the construct. The reliability or internal consistency shows how well the test measures. Regarding Likert scale questions, the minimum Cronbach's α should be 0.7 for the acceptable internal consistency. It will be highly reliable if the Cronbach's α values more than 0.8 (Tavakol & Dennick, 2011.). As measured, the whole question set has Cronbach's Alpha valuing .79 showing the consistent level of 22 items (Appendix 2, part 1).

According to table 4, each research construct shows a high level of internal consistency as Cronbach's α valuing more than 0.8. Thus, these constructs are reliable to measure entertaining, personal identity, and integration and social interaction motive.

Research construct	Cronbach's alpha	Number of items
(Q8) Entertaining motive	.81	6
(Q9) Personal identity motive	.90	3
(Q10) Integration and social interaction motive	.86	4

Table 4. Reliability of Measurements Instrument

Chapter 5: Data analysis

The collected data will be analysed with PSPP, a free statistical analysis software (PSPP, 2005). It is a substitute for Statistical Package for the Social Science (SPSS). Frequency descriptive, cross tabulation will be used to analyse the collected data. Besides, graphs are applied to present respondents' profile, engagement tendency, and motivation for using Facebook.

5.1 Respondents' Profile

The data was collected from 113 respondents who are Facebook users residing in Finland, among whom male respondents contribute to 71% of the total answers, while female and "Prefer not to say" account for 26% and 3%, respectively, *figure 5*. Among these, 83 were student (73%) followed by 13 respondents with working background (12%). Jobs seeker, housewife, and "other" background have relatively the same percentage, which is around 5%, *figure 6*.

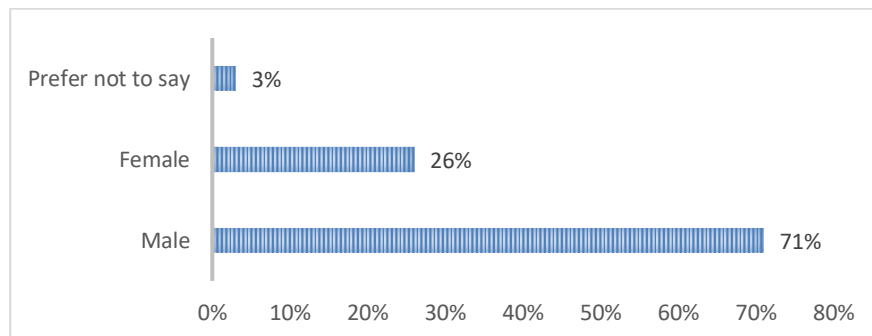


Figure 5. (Q1) What is your gender? (N=113)

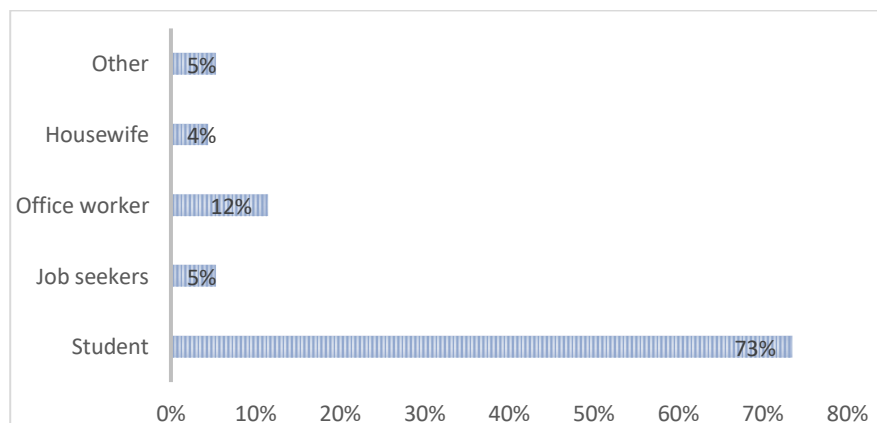


Figure 6. (Q2) What is your profession? (N=113)

5.2 Respondents' engagement tendency

When being asked about the tendency to engage in Pages that post more than three times a week, 55 answered "Yes" (49%) while 37 and 21 said "Maybe" (33%) and "No" (18%), in the same order, figure 7.

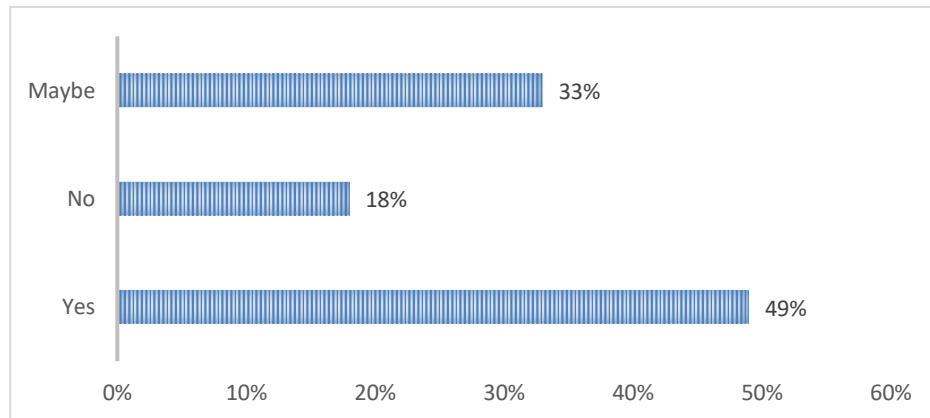


Figure 7. (Q3) In general, do you tend to engage in Page that posts more than three times a week? (N=113)

Figure 8 describes users' tendency in engaging with Page having frequent posts among respondents who engage in Facebook Page selling Finnish honey and honey products (N=31). Compared to the whole survey population (N=113), data shown by people who engage in Page selling Finnish honey and honey products shares relatively the same percentage in all three categories.

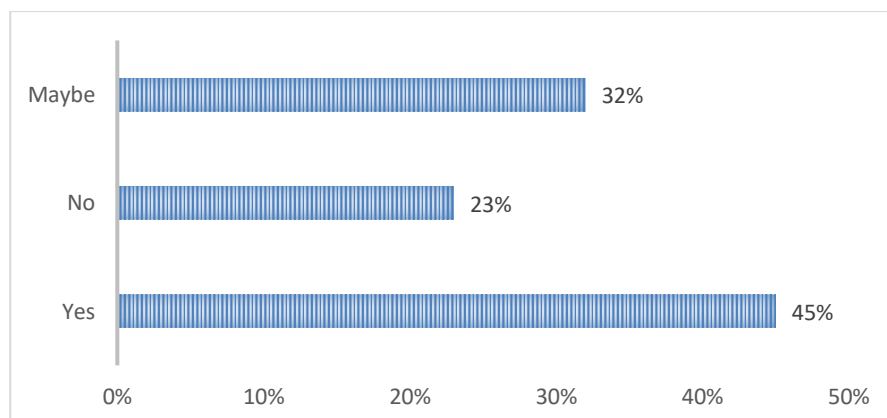


Figure 8. (Q3) In general, do you tend to engage in Page that posts more than three times a week? (N=31)

Question 4 and 5 study the current situation of respondents regarding their interaction with Facebook Page selling honey and honey products. Generally, 77 answered "No" (68%) in engaging with brand selling honey and honey products in Facebook, and 82 said "No" (73%) particularly to

Finnish pages selling the same products. Among 35 were “Yes” (31%) in engaging with Facebook Page selling honey and honey products, 31 respondents engage with Pages selling the same category but Finnish (27%).

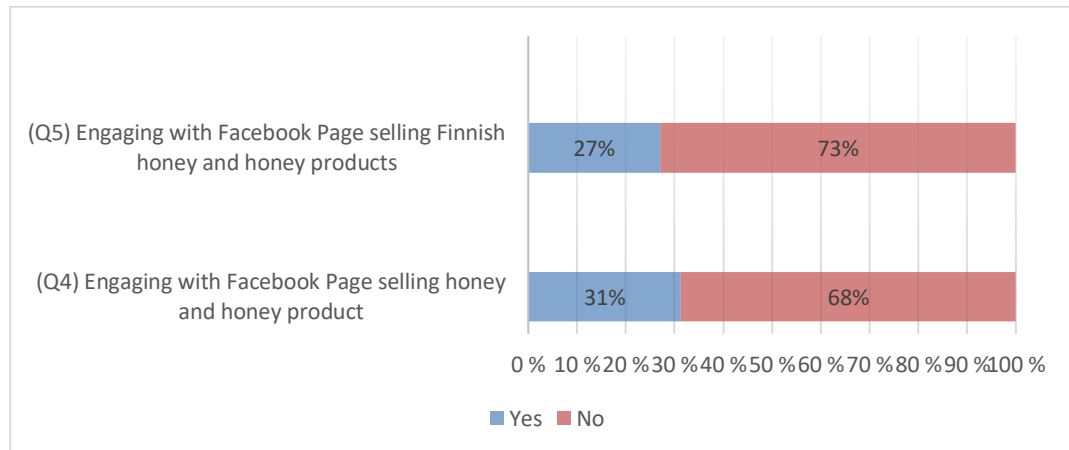


Figure 9. Engaging with Facebook Page (N=113)

Regarding the reason for interacting with Facebook Page selling Finnish honey and honey products, among 31 respondents engaging with Finnish Page, 6 said they are motivated by the entertaining factors (19%), 12 were for personal identity motive (39%) and 8 were motivated by feeling integrated and social interaction (26%), *figure 10*. Besides, “To obtain information about honey”, “I don’t”, “I want to support local entrepreneur”, “Auto follow”, “Don’t have a need”, “My mom buys it so I don’t have a chance to buy” are among the other reasons (34%).

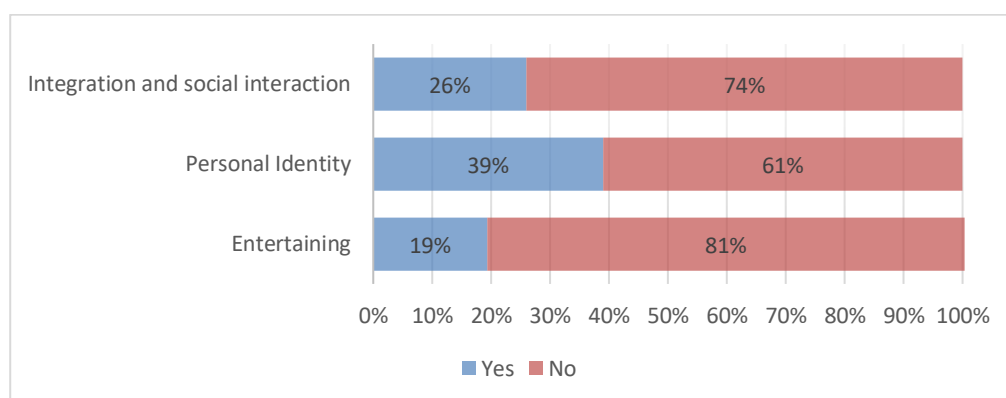


Figure 10. (Q6) Why do you follow/ like/ friend with Facebook Page selling Finnish honey and honey products? (N=31)

Among those who engage in Finnish Facebook Page selling honey and honey products, in terms of engaging frequency, majority of responses are “More than three times a week” (48%) including “Every day” with 11 answers (35%) and “Three times a week” with 4 answers (13%). The percentage of people answered, “Less than three times a week” and “I don’t remember” are 33% and 19%, in the same order.

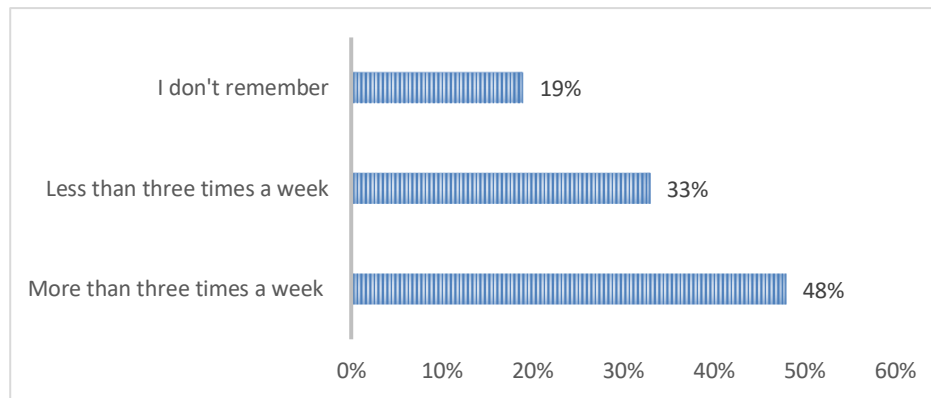


Figure 11. (Q7) How often do you interact (like, share, comment) with Page selling Finnish honey and honey products? (N=31)

5.3 Respondents' motivation for using Facebook

The three following questions belong to the second part of the survey studying customer's motivation for using Facebook. “Strongly Agree” and “Agree” will be counted as agreement, while “Strongly Disagree” and “Disagree” mention the disagreement. Table 5 shows the mean (μ) of each Entertaining factor on a scale of 1 to 5, which 1 is Strongly Agree and 5 is Strongly Disagree. It is obvious that Cultural or aesthetic beauty receives the highest agreement level while Sexual arousal has the highest disagreement level.

	Cultural or aesthetic beauty	Relaxation	Passing time	Emotional release	Problem escape	Sexual arousal
Mean (μ)	2,84	2,94	2,97	3,10	3,32	3,55

Table 5. Mean of Entertaining variable (N=31)

Regarding entertaining motivation asked in question 8, enjoying cultural or aesthetic beauty and being relaxed share the highest agreement among respondents, which are 48% and 45%, respectively. Following up are Passing time (39%) and Emotional release (38%). Majority responses disagree to use Facebook for Sexual arousal (52%), followed by Problem escape (45%).

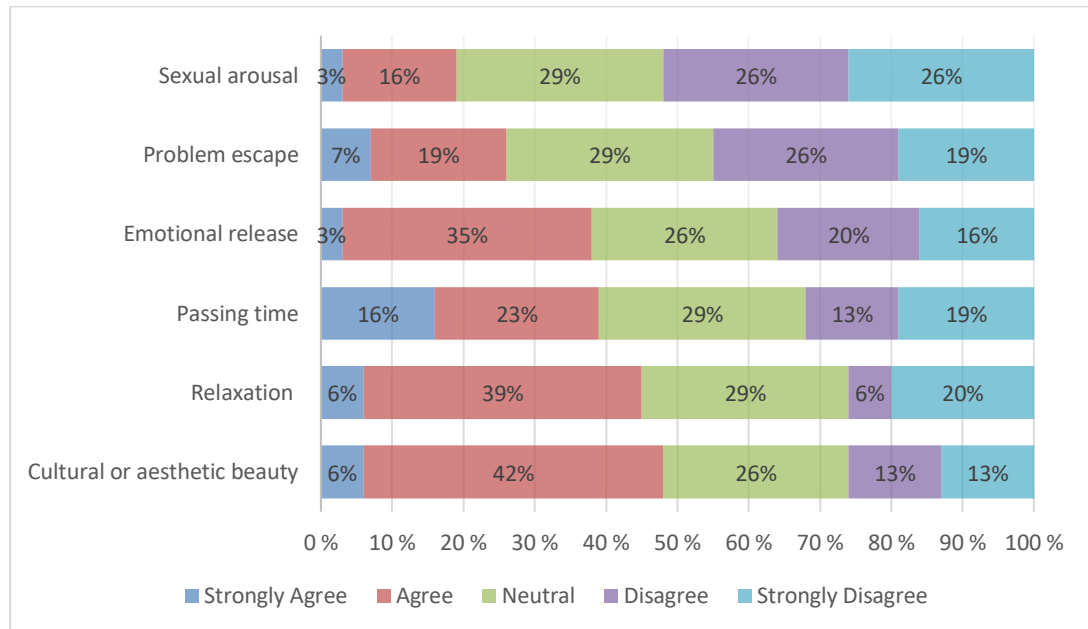


Figure 12. (Q8) I feel entertained by using Facebook because ... (N=31)

The next question studies the contributing role of personal identity encouraging individual's Facebook usage. Table 6 presents the mean values of Personal values reinforcement, Other users' recognition, and Peers' recognition from a scale of 1 to 5, which 1 is Strongly Agree and 5 is Strongly Disagree. It can be said that the mean values of these elements gain relatively the same level of Neutral opinion and show more tendency toward the disagreement side. Among these, Personal values reinforcement received the lowest level of neutral disagreement, while Peer's recognition has the highest disagreement level.

	Personal values reinforcement	Other users' recognition	Peer's recognition
Mean (μ)	3,16	3,23	3,32

Table 6. Mean of Personal identity variable (N=31)

It is noticeable that Other users' recognition, and strengthening personal values receive approximately the same amount of neutral opinion (29%). Among these reasons, the percentage of

agreement on gaining Other users' recognition (39%), which is 3% higher than Personal values reinforcement (36%). Meanwhile, the percentage of disagreement is highest in gaining Peer's recognition (32%).

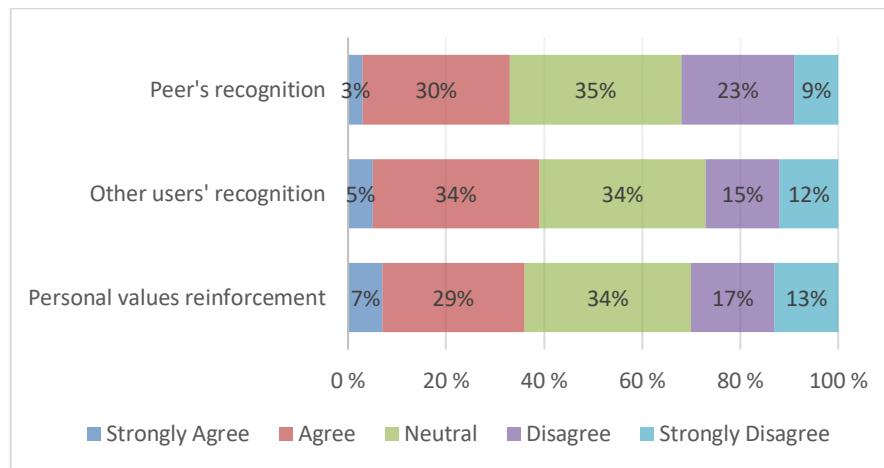


Figure 13. (Q9) I feel myself identified when using Facebook because ... (N=31)

The last question is about to understand the role of Integration motivation in Facebook's users. There are four subcategories under Integration motivation including Connection, Real-life companionship substitution, Support seeking, Sense of belonging. They are ranked based on the mean value presented on the scale of 1 to 5, where 1 means Strongly Agree and 5 means Strongly Disagree. According to the mean result presented in table 9, Connection has the lowest mean value, which means the highest agreement level while Sense of belonging receives the highest disagreement level.

	Connection	Real-life companionship substitution	Support seeking	Sense of belonging
Mean (μ)	2,84	3,06	3,26	3,32

Table 7. Mean of Integration variable (N=31)

It is apparent that Connection with friends, family and society is the main motivation for Facebook users' integration (55%) followed by Support seeking (39%). Real-life companionship substitution and gaining sense of belonging receive 35% and 32% of agreement, respectively. Over one-third of responses disagree with using Facebook for Support seeking (45%), Real-life companionship substitution (42%), and Sense of belonging (41%).

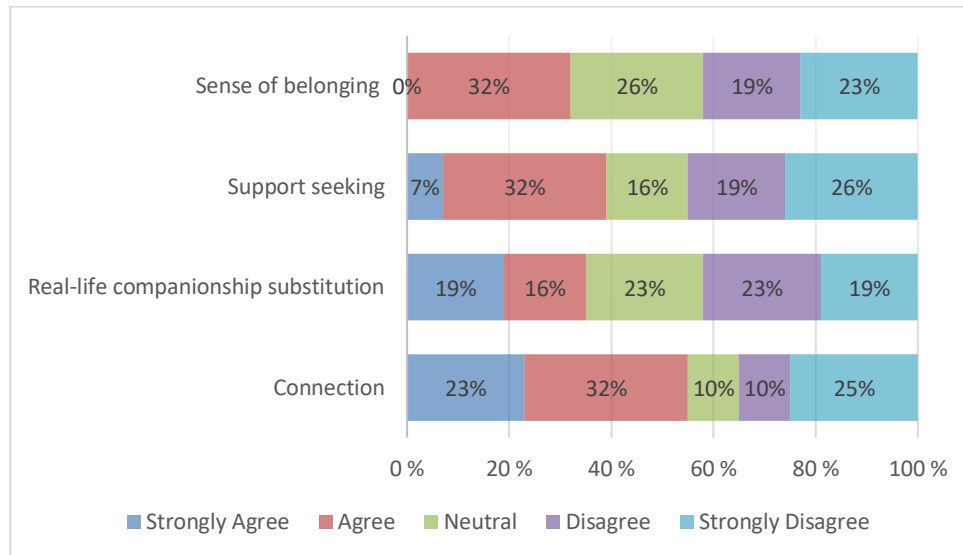


Figure 14. (Q10) I feel integrated and socially interacted by using Facebook because (N=31)

5.4 Statistical tests

5.4.1 Cross tabulation

Contingency coefficient (CC) is used to measure the dependent relationship between the two variables. Thereby, the dependent correlation between variables will be statistically measured. Dependent variables are Engaging with Page having frequent posts, and the three constructs namely, Entertaining, Personal Identity and Integration. The independent variable is Engagement frequency.

DVs \ IV	Entertaining	Personal identity	Integration and social interaction	Engaging with Page having frequent posts
Engagement frequency	.69	.69	.60	.51

Table 8. Contingency coefficient between IV and DVs (N=31)

Table 8 shows the dependency among tested variables with CC values ranging from .51 to .69 (> 0.3).

5.4.2 Chi-square test of independence

Chi-square independency test is used to measure the dependent relationship between the two variables by comparing them in a contingency table. Specifically, it evaluates if observed frequencies are significantly different from expected ones. In other words, Chi-square independency test measures the distribution level of Dependent Variable (DV) between the classes of Independent Variable (IV). The more different between observed and expected values, the more likely there is relation between the two variables. The chi-squared dependence formula is presented as:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

χ^2 = chi-square

O = observed frequencies

E = expected frequencies

DVs \ IV		Entertaining	Personal Identity	Integration and social interaction	Engaging with Page having frequent posts
Engagement frequency	<i>Pearson Chi-square</i>	3.62	3.99	8.87	2.85
	<i>df</i>	8	8	8	4
	<i>Asymp. Sig. (2-tailed)</i>	.890	.858	.354	.583

Table 9. Cross tabulation between IV and DVs (N=31)

Because of the high variance in IV classes, data is re-coded to increase frequencies of expected values. Therefore, the IV classes are transformed into three main categories including “More than three times a week”, “Less than three times a week”, and “I don’t know”. Table 9 shows the chi-squared results by conducting a cross-tabulation test between the re-coded IV and DVs. It is apparent that most of the expected frequencies were less than 5. This result does not meet the requirement of at most 20% of expected frequencies may be less than 5. Besides, assumption p-values ranging from .354 to .890 are much higher than the conventional significance level of .05,

the dependency among variables cannot be observed through the collected data. However, as the assumption for the test were not strictly met, the results are only approximate.

In conclusion, there exists no dependent relationship among variables. Despite the high dependency indicated by contingency coefficients which are from .51 to .69 (> 0.3), the chi-square test of independence shows there is no correlation among tested variables as insignificant p-values, which can be caused by the normal fluctuation in contingency coefficient test.

Chapter 6: Discussion and Recommendations

Based on the analysed data, four hypotheses will be briefly presented, and the conclusion will be made to support the research problems. The hypotheses are tested within the population of 31 respondents who engage in Facebook Page selling Finnish honey and honey products, accounting for 27% of the whole population (113). Following that are research limitations and recommendation for further study.

6.1 Hypotheses

According to Chi-square test of independence results, there is a high probability that the tested hypotheses are weakly supported. The Chi-squared p-values tested among variables are much higher than the conventional significance level of .05.

Hypotheses	Variables	Pearson Chi-square	Sig (2-tailed)	Result
H1. The high frequency of Facebook-posted content positively impacts customers' active SMEB	IV: Engagement Frequency DV: Engaging with Page having frequent posts	2.85	.583	Inconclusive
H2a: Content stimulating entertainment positively impacts customer's active SMEB	IV: Engagement Frequency DV: Entertaining	3.62	.890	Inconclusive
H2b: Content stimulating customer's personal identity positively impacts customer's active SMEB	IV: Engagement Frequency DV: Personal identity	3.99	.858	Inconclusive
H2c: Content stimulating customer's integration and social interaction positively impacts customer's active SMEB	IV: Engagement Frequency DV: Integration and social interaction	8.87	.354	Inconclusive

Table 10. Hypotheses result

Hypothesis 1: The high frequency of Facebook-posted content positively impacts customers' active SMEB

There is no conclusive result explaining the relationship between customer Engagement frequency and Page having frequent posts. The significant level (two-tailed) is not satisfied (.583). In the context of packaged goods industry, particularly Finnish honey and honey products, customers do not necessarily engage with brand through their Facebook Page, as less than half of respondents (45%) shows firm willingness to interact with page having frequent posts.

This behaviour is reasonable when packaged goods are common and their information is well introduced in the package with the support of official website, as in mature brands. That could lead to the reduced curiosity of customers about the products. Customers barely see the need to engage with brands excepts in some cases requiring prompt responses as filling a complain, and asking questions, for example. Hence, frequent Page posts will not be supportive until customers have a raising need to communicate with brands. Most successful CPG Facebook Pages usually act as a customer service channel, where prompt support is well made and additional information about the brand is quickly spread to customers. In addition, that does not satisfy the need of customers will be unsupportive in stimulating engagement since customer's motivation for engaging with Page is about other factors for example entertaining, personal identity, integration, supporting local business, to name a few.

Hypothesis 2a: Content stimulating entertainment positively impacts customer's active SMEB

There is no conclusive result explaining the relationship between Entertaining and customer's Engagement frequency. The significant level (two-tailed) is higher than the conventional significance level of .05, which is .890. Less than one-third of people engaging Facebook Page selling Finnish honey and honey products agrees Entertaining factors motivates them to engage with Page (32%). Regarding Entertaining factors, 19% agrees to the role of entertainment in motivating customers engagement. Supported by the theoretical background, Entertaining motivation is clarified as Problem escape, Emotional release, Relaxation, Cultural or aesthetic beauty, Passing time and Sexual arousal. When it comes to these contributing factors, the agreement percentage is 32%, increasing by 5% compared to general Entertaining motive asked in question 6. It is possible that respondents' general opinion about Entertaining factor in Q6 is now supported with detailed categories in Q8, which makes their choices more objective. In the same topic, Entertaining, results show difference between the general idea of the topic and the given details of the topic.

Hypothesis 2b: Content stimulating customer's personal identity positively impacts customer's active SMEB

The analysed data shows no conclusive correlation between customer's Engagement frequency and Personal identity motive. The significant level (two-tailed) is not met, which is .858 ($> .05$). It is possible to say that Personal identity as gaining recognition from other user, peer, and reinforcing personal values does not strongly motivate respondents to engage with Facebook Page selling Finnish honey and honey products (32%). However, regarding what motivates customer engagement in such Page in general, Personal identity has the highest agreement, which is 39%. This phenomenon can be explained as respondents perceived different type of Personal identity than the mentioned factors including recognition from other user, peer, and reinforcing personal values.

Hypothesis 2c: Content stimulating customer's integration and social interaction positively impacts customer's active SMEB

The analysed data shows no conclusive correlation between customer's Engagement frequency and Integration and social interaction motive. The significant level (two-tailed), .354, is higher than the conventional significance level of .05. 26% said Integration and social interaction is their main motivation in engaging with Facebook Page selling Finnish honey and honey products (*figure 10*). Integration and social interaction motives are classified as Sense of belonging, Connection with friend/ family/ society, Support seeking, Real-life companionship substitution. The agreement percentage in Integration and social interaction motive, whereby, ranks the highest among other motivating factors, which is 45%. It is obvious that respondent's perception of Integration and social interaction (in Q6) in the context of Page selling Finnish honey and honey product, and in general (in Q10) are different. Users main reason in using Facebook is to participate in the social networking circle while the need for being integrated with Page selling Finnish honey is not high.

6.2 Discussion

It has been pointed out that despite massive practices, SMEs have underestimated Facebook marketing implication in either not possessing a strategic plan or maximizing its functions. Additionally, regarding the situation of the commissioning company with a limited marketing budget, the company would like to gather customer insights for improving their product modification. This leads to the emergence of studying what Facebook brand-posted content can be employed to

encourage higher customer engagement organically. Thus, these problems generate three questions that the research would like to address in 1) understanding what motivation factors stimulate individual Facebook usage in engaging with Page selling honey and honey products, 2) what content can generate higher customer engagement level [on Facebook], and 3) if Facebook is an effective channel to gain insights for product development process via brand-posted content. Based on that, the four hypotheses were developed

H1, H2a, 2b, 2c are testing the strength of relationship between customer's Engaging with Page having frequent posts, Entertaining, Personal identity, and Integration and Social Interaction motive (DVs) towards customer's Engagement frequency (IV) with Facebook Page selling Finnish honey and honey products. These variables are retrieved from Consumer's Online Brand Related Activities (COBRA) concept exclusively applied in the context of social media engagement behaviour. Prior to test the hypotheses, the research reliability and validity are measured with Cronbach's Alpha valuing .79 with 22 items representing. The Cronbach's Alpha of .79 shows acceptable level of consistent within the research questions. Besides, the construct of Entertaining (Q8), Personal identity (Q9) and Integration and social interaction (Q10) are also measured under Cronbach's Alpha testing with the result of .81, .90, .86 showing the strong consistent within the construct.

All four hypotheses' result show the inconclusive correlation between tested variables with significant level measured by chi-square test of independence. The results are statistically insignificant. As a result, there is no evidence of dependent relationship among variables. This could be resulting from the insufficiency of collected data. Additionally, the statistically insignificant values demonstrate that the type of tested relationship between Engagement frequency and customer's Engagement to Page having frequent posts, Entertaining, Personal identity and Integration and social interaction motive, which are observed in the sample would more likely not be observed among Facebook users locating in Finland. To explain this circumstance, there are some possible causes such as the small-sized sample, the inappropriately designed questions, and the variance of response data.

Firstly, the effect of dependent variables as Engaging with Page having frequent posts, Entertaining, Personal Identity, and Integration and social interaction are insufficient. This can result from the small sample size of 31 respondents, who are selected among 113 responses based on their engagement with Page selling Finnish honey and honey products. The selected group accounts for 27% of the original data base. With a confidence level of 95%, the relative proportion of those respondents who engage in such Page is between 18.5% and 35.5% (Appendix 2, part 4).

Secondly, inappropriately designed questions could lead to the answers that are not supporting the research problems. The research is aimed to study the relationship between Entertaining, Personal Identity, Integration and social interaction, Frequent posts, and customer active SMEB. The active SMEB factors is understood as customer's engagement frequency toward Page. However, active SMEB consists of two outstanding behaviour as creating and contributing. These two typologies share the same motivations as entertainment, personal identity, integration, and social interaction. However, a "creator" seeks to practice their influence on others, making empowerment the only different factor between creating and distributing typology. Therefore, it can be said that the survey was unable to explore further the creating typology within its questions. Subsequently, the active SMEB is now limited as contributing SMEB. Furthermore, in hypothesis 1 testing the relationship between Page with high frequent posts and customer active SMEB, poses a concern in designing the survey question. It is possible that customer engagement tendency can be observed without statistical testing.

In addition, since some question provide wide selection of options, the responses were scattering within the given categories. As a result, data collected for each option is smaller in size. Within the sample design, especially on question 6 regarding the motivation in interacting with Facebook Page selling Finnish honey and honey products, there exists the high variance of the response data (N=113). Therefore, data transforming could be applied to increase the volume of expected frequencies. While analysing data, the author transformed the classes of answer into fewer classes by recoding data into different variable. Because of this high variance in some survey questions, it creates a large amount of "noise" and directly influences the statistical result.

In conclusion, the survey shows that customers are motivated to engage in Facebook Page posted content by personal identity in general. However, when it provides specific personal identity factors as gaining recognition from peers, others, and reinforcing personal values, the results show most neutral opinions and have tendency toward the disagreement side. Customers are motivated to engage with Page selling honey and honey products beyond entertainment, personal identity, integration, and social interaction. Therefore, besides designing content stimulating these factors, Page owners need to explore other motivations for Facebook usage to increase the engagement level through the content posted on Page. In addition, Facebook brand-posted content is considered as an important communication vehicle in conducting interactive conversation between customers and brand, through which customer opinions can hugely contribute to various business aspects, including product modification.

6.3 Research limitation and recommendations

The research provides preliminary results in studying customer engagement behaviour toward Facebook brand-posted content. Therefore, mistakes and limitations are unavoidable. In this section, research limitations will be evaluated to make insightful recommendations for future study.

6.3.1 Limitations

There is an abundance of prior studies of social media engagement behaviour on various social platform as Facebook, YouTube, Instagram, Twitter, and its implementation on various industries as sport, fast-moving customer goods, for example. However, little has been studied on social media engagement behaviour toward Facebook Page selling Finnish honey and honey products. Hence, this study provides preliminary result so that discussion concerning hypotheses and research limitation can be assessed for further improvement. Generally, there were noticeable constraints occurring during the research such as sample size, profile of respondents, customer behaviour's change during the unstable circumstances, data collection process, survey time and method.

The research targets respondents using Facebook for personal purpose in Finland to select the ones engaging with Facebook Page selling Finnish honey and honey product. Hence, it required significant amount of responses to generate a reliable result. The research sample collected data from 113 respondents randomly and selected 31 responses meeting the requirement of engaging with Facebook Page selling Finnish honey and honey products (27%). According to DataReportal (2019), until January 2019, there are 2.9 million Facebook users in Finland. Compared to that statistic, the collected data humbly accounts for 0.0039%, which poses a challenge to result generalization.

Majority of the respondents (61%) are students. Therefore, their selection will hugely impact the generality of the whole sample. Students, mostly millennials, tend to consume rather than contribute regarding social media (Global Web Index Report, 2019). This behaviour, therefore, strongly influences on the survey result. Besides, as the survey was conducted amid COVID-19 pandemic putting the world in its most unstable condition within a decade, customer online behaviours may also be impacted. Changes in daily routine led by social distancing regulations and principles can generate different mindset and prioritization. Thus, survey result can be influenced

as customer behaviour tremendously changes, especially in shopping and social media behaviour. Subsequently, the survey may solely reflect tip of the moving iceberg in delving deeper into this new lifestyle.

In terms of data collection process, the main literature applied in research was designed qualitatively. This thesis, on the other hand, is designed in a quantitative approach with online survey. Because of this difference, the study of customer engagement behaviour may not be fully supported. Furthermore, the survey was exclusively conducted online, via Facebook groups who show interest in Finnish honey and honey products, Finnish culture and food, Finnish beekeeping, and other local Facebook groups. The survey language was in English. Consequently, one survey-distributing channel and lack of language diversity restrict the accessibility to potential customers. Therefore, customers who were unable to be available online during the research time or unable to communicate in English did not participate in the survey.

During the survey time, much feedback was contributed by respondents either conservatively or constructively. For example, when asking for permission to share the survey on Facebook group, the author was questioned by one Facebook group administrator about the purpose of the survey and its reliability. This, therefore, lengthened the survey time while this information could have been precisely presented in the survey introduction. Besides, as Facebook continuously updates news, the survey was slipped down under news feeds. This required the author to conduct interactive communication within the post to maintain its emergence. Additionally, the survey lasted for one week with 113 respondents, which is sufficient for a small sized sample. However, it is positive that more responses can be generated if longer time is allowed.

6.3.2 Recommendations

6.3.2.1 Bee communities

Despite the inconclusive results from computing tests, the research provides useful insights for Finnish honey sellers, beekeepers, especially small-sized enterprises, who are building Facebook marketing organically. There are some noticeable insights worth mentioning as customer's high tendency to engage with Page having frequent post. The number of monthly posted will affect clicks per post rate and Pages having frequent posts are likely to become meaningful to the audience. Regarding interacting with Page selling Finnish honey and honey products, the survey result

points out that the main motivations for such action are beyond entertainment, strengthening personal identity or integration and social interaction. However, as student respondents play dominant role within the sample, their behaviour can impact the sample generalization.

6.3.2.2 Academic researchers

The author believes that although social networks as Facebook, Twitter, Instagram, YouTube share the same characteristics in linking individual on digital platform, each of them possess their own unique features influencing on customer engagement behaviour. Therefore, it raises a need to study engagement behaviour on different social platforms as Instagram, YouTube, Twitter regarding Finnish honey selling market.

In studying customer behaviour on social platform, the thesis does not cover other factors of customers such as age, online habit, purchasing journey, and culture values. Besides, the focus of study is to apply in product modification process particularly for honey producing brands, further study can broaden the topic's implication into different industries in different sizes. In addition, the customer behaviour in this study was based merely on the activeness level of customers, while different dimensions can be applied, such as empathy.

The research was conducted during one of the most gigantic shifting periods in customer behaviour caused by COVID-19, customer behaviours show bold transitions towards digital channels, and products. Customers are globally expected to consume more time in social media (McKinsey, 2020.). Therefore, although the survey was conducted in the transition time of customer behaviour, the result may not be strongly impacted. Indeed, it opens a new door for SMEs [selling Finnish honey and honey products] and marketers to invest further effort in their online marketing activities to fit in the current situation.

6.4 Future research

In the context of honey industry, where products are common and easily replaceable, engaging customer in Facebook Page post requires a thorough understanding of customer online behaviour especially on a Facebook platform. By acknowledging customer needs and motivations, brand can design appropriate content to stimulate customer's engagement to accomplish organizational goals and objectives. This, as mentioned earlier, is the main purpose of this research. Based on the research limitations, recommendations can be made to support future research.

Firstly, as the current sample is small, data analyzation is unable to show the strength of the tested variables. Hence, the sample size should be increased to generate a more reliable result. Secondly, the survey distributing channels and language should be improved. It should be conducted in both online and offline channels such as sending physical survey questions in supermarkets to gather more diversified respondents' profile; by which, objectiveness is ensured. Finnish, if possible Swedish, should be used together with English to stimulate responses from different backgrounds.

Thirdly, this thesis focuses on studying customer active social media engagement behaviour (SMEB) which is demonstrated through interactive communication between the brand and customer via Facebook Page posted content. The main studied behaviours, therefore, are creating and contributing by which customers show their willingness to contribute to the brand posted content by like, share, or leave comments on Facebook Page posts. This, on the other hand, disregards other behaviour where customers prefer to passively consume the content without making any interaction. Hence, consuming SMEB, where customers read, view, or download the posted content, is not included in the research, maybe worth further study in the same context.

Fourthly, to reduce noise in response data, survey questions should be designed in a topic-driven approach with more appropriate types of question. Different research method, as in qualitative approach, can be employed to generate a more objective result. Furthermore, the survey covers customer active SMEB regardless customers' age, online habit, and purchasing journey, which contribute to customer engaging motivation. Therefore, these topics can be expanded to study customer social media engagement behaviour.

6.5 Conclusion

Customer online behaviour has been a critical subject in marketing context on the Internet, online shopping, and social networks. Engagement on social media becomes an emergent topic due to the blooming of social media usage, especially on Facebook platform. Newly established enterprises, particularly SMEs, with limited marketing budget can consider social media marketing as a powerful marketing weapon in this digitalization era. Therefore, studying customer online engagement behaviour toward Facebook Page posted content contributes hugely to build customer-brand relationship. Based on which, brands can be benefited from customer contribution in various business aspects, and product modification is one of them.

This research applies the motivation provided by COBRA concept to maximize the customer engagement by understanding the main drivers behind individual's pertaining behaviour toward Facebook Page posted content. Through the collected data, frequent Page posts, entertainment, personal identity, and integration and social interaction are shown to not be the only motivating factors for customer active engagement. Customers engaging in Facebook page posts are encouraged beyond entertainment, personal identity, and integration and social content. Therefore, it poses a need in further study for motivation behind customer active social media engagement behaviour (SMEB) on Facebook platform. Providing that brands well acknowledge these motives; they can design strategic Facebook Page posts to generate more engagement.

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Appendix 1. Survey questions

Part 1: Engagement with Facebook page selling honey and honey products

Q1. What is your gender?

- Male
- Female
- Prefer not to say

Q2. What is your profession?

- Student
- Job seeker
- Office worker
- Housewife
- Other

Q3. In general, do you tend to engage to Page that posts more than three times a week?

- Yes
- No
- Maybe

Q4. Do you follow/ like/ friend with any Facebook Page selling honey and honey products?

- Yes
- No
- Other

Q5. Do you follow/ like/ friend with any Facebook Page selling Finnish honey and honey products?

- Yes
- No

Q6. Why do you follow/ like/ friend with Facebook Page selling Finnish honey and honey products?

- Because it entertains me
- Because I feel recognized by follow/ like/ friend with that page
- Because I feel integrated by follow/ like/ friend with that page
- Other

Q7. How often do you interact (like, share, comment) with Page selling Finnish honey and honey products?

- Every day
- Three times a week
- Twice a week
- Once a week
- None
- I don't follow any page like this
- I don't remember

Part 2: Motivation of Facebook usage

Assess each statement on a scale from 1 – 5 of which 1 = Strongly Agree, 5 = Strongly Disagree

	1 = Strongly Agree	2 = Agree	3 = Neu- tral	4 = Dis- agree	5 = Strongly Disa- gree
(Q8) I am entertained by using Facebook because					
I can escape or being diverted from problems or routine					
I feel emotional release or relief					
I feel relaxed					
I can enjoy cultural or aesthetic beauty					
It passes time					
I feel sexual arousal					
(Q9) I feel myself identified when using Facebook because					
I am recognized by other users					
I am recognized from peers					
I can reinforce my personal values					
(Q10) I feel integrated and socially interacted by using Facebook because					
I gain sense of belonging					
I connect with friends/family/society					
I can seek for support /emotional support					
I can substitute real-life companionship					

Appendix 2. Result generated from PSPP

Part 1. Cronbach's Alpha

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.79	22

Reliability of the total (N=113)

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.81	6

Reliability of Entertaining (N=113)

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.90	3

Reliability of Personal Identity (N=113)

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.86	4

Reliability of Integration and social interaction (N=113)

Part 2: Frequencies table

(Q1) What is your gender? (N=113)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Male	1	29	14.29	25.66	25.66
Female	2	80	39.41	70.80	96.46
Prefer not to say	3	4	1.97	3.54	100.00
.	.	90	44.33	Missing	
<i>Total</i>		203	100.0	100.0	

(Q2) What is your profession? (N=113)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Student	1	83	40.89	73.45	73.45
Job seeker	2	6	2.96	5.31	78.76
Office worker	3	13	6.40	11.50	90.27
Housewife	4	5	2.46	4.42	94.69
Other	5	6	2.96	5.31	100.00
.	.	90	44.33	Missing	
<i>Total</i>		203	100.0	100.0	

(Q3) Do you follow/ like/ friend with any Facebook Page selling honey and honey products?

(N=113)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No	0	77	37.93	68.14	68.14
Yes	1	35	17.24	30.97	99.12
Other	2	1	.49	.88	100.00
	.	90	44.33	Missing	
<i>Total</i>		203	100.0	100.0	

(Q4) Do you follow/ like/ friend with any Facebook Page selling Finnish honey and honey products? (N=113)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No	0	82	40.39	72.57	72.57
Yes	1	31	15.27	27.43	100.00
	.	90	44.33	Missing	
<i>Total</i>		203	100.0	100.0	

(Q6) Why do you follow/ like/ friend with Facebook Page selling Finnish honey and honey products? (N=31)

Entertainment

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No	0	25	80.65	80.65	80.65
Yes	1	6	19.35	19.35	100.00

Personal Identity

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No	0	19	61.29	61.29	61.29
Yes	1	12	38.71	38.71	100.00

Integration and social interaction

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No	0	23	74.19	74.19	74.19
Yes	1	8	25.81	25.81	100.00

(Q7) How often do you interact (like, share, comment) with Page selling Finnish honey and honey products?

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
More than three times a week	1	15	48.39	48.39	48.39
Less than three times a week	2	10	32.26	32.26	80.65
I don't remember	3	6	19.35	19.35	100.00
<i>Total</i>		31	100.0	100.0	

Part 3. Cross tabulation – Chi-square test of independence

Summary.

	<i>Cases</i>					
	<i>Valid</i>		<i>Missing</i>		<i>Total</i>	
	<i>N</i>	<i>Per-cent</i>	<i>N</i>	<i>Per-cent</i>	<i>N</i>	<i>Per-cent</i>
<i>HOWOFTEN2 * In general, do you tend to engage to Page that posts more than three times a week?</i>	31	100.0%	0	0.0%	31	100.0%
<i>HOWOFTEN2 * Entertaining</i>	31	100.0%	0	0.0%	31	100.0%
<i>HOWOFTEN2 * Personal_Identity</i>	31	100.0%	0	0.0%	31	100.0%
<i>HOWOFTEN2 * Integration</i>	31	100.0%	0	0.0%	31	100.0%

HOWOFTEN2 * In general, do you tend to engage to Page that posts more than three times a week?
[count, row %, total %, expected].

<i>HOWOFTEN2</i>	<i>In general, do you tend to engage to Page that posts more than three times a week?</i>			<i>Total</i>
	<i>No</i>	<i>Yes</i>	<i>Maybe</i>	
<i>More than three times a week</i>	2.00	7.00	6.00	15.00
	3.39	6.77	4.84	.00
	13.33%	46.67%	40.00%	100.00%
	6.45%	22.58%	19.35%	48.39%
<i>Less than three times a week</i>	4.00	4.00	2.00	10.00
	2.26	4.52	3.23	.00
	40.00%	40.00%	20.00%	100.00%
	12.90%	12.90%	6.45%	32.26%
<i>I don't remember</i>	1.00	3.00	2.00	6.00
	1.35	2.71	1.94	.00
	16.67%	50.00%	33.33%	100.00%
	3.23%	9.68%	6.45%	19.35%
<i>Total</i>	7.00	14.00	10.00	31.00
	22.58%	45.16%	32.26%	100.00%
	22.58%	45.16%	32.26%	100.00%

Chi-square tests.

<i>Statistic</i>	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-tailed)</i>
<i>Pearson Chi-Square</i>	2.85	4	.583
<i>Likelihood Ratio</i>	2.76	4	.599
<i>Linear-by-Linear Association</i>	.44	1	.506
<i>N of Valid Cases</i>	31		

HOWOFTEN2 * Entertaining [count, row %, total %, expected].

HOWOFTEN2	Entertaining					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
More than three times a week	1.00	4.00	4.00	4.00	2.00	15.00
	.97	3.87	3.87	3.87	2.42	.00
	6.67%	26.67%	26.67%	26.67%	13.33%	100.00%
	3.23%	12.90%	12.90%	12.90%	6.45%	48.39%
Less than three times a week	1.00	3.00	3.00	1.00	2.00	10.00
	.65	2.58	2.58	2.58	1.61	.00
	10.00%	30.00%	30.00%	10.00%	20.00%	100.00%
	3.23%	9.68%	9.68%	3.23%	6.45%	32.26%
I don't remember	.00	1.00	1.00	3.00	1.00	6.00
	.39	1.55	1.55	1.55	.97	.00
	.00%	16.67%	16.67%	50.00%	16.67%	100.00%
	.00%	3.23%	3.23%	9.68%	3.23%	19.35%
Total	2.00	8.00	8.00	8.00	5.00	31.00
	6.45%	25.81%	25.81%	25.81%	16.13%	100.00%
	6.45%	25.81%	25.81%	25.81%	16.13%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	3.62	8	.890
Likelihood Ratio	4.02	8	.855
Linear-by-Linear Association	.53	1	.465
N of Valid Cases	31		

HOWOFTEN2 * Personal_Identity [count, row %, total %, expected].

HOWOFTEN2	Personal_Identity					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
More than three times a week	1.00	3.00	4.00	4.00	3.00	15.00
	.97	3.87	4.84	2.42	2.90	.00
	6.67%	20.00%	26.67%	26.67%	20.00%	100.00%
	3.23%	9.68%	12.90%	12.90%	9.68%	48.39%
Less than three times a week	1.00	3.00	4.00	.00	2.00	10.00
	.65	2.58	3.23	1.61	1.94	.00
	10.00%	30.00%	40.00%	.00%	20.00%	100.00%
	3.23%	9.68%	12.90%	.00%	6.45%	32.26%
I don't remember	.00	2.00	2.00	1.00	1.00	6.00
	.39	1.55	1.94	.97	1.16	.00
	.00%	33.33%	33.33%	16.67%	16.67%	100.00%
	.00%	6.45%	6.45%	3.23%	3.23%	19.35%
Total	2.00	8.00	10.00	5.00	6.00	31.00
	6.45%	25.81%	32.26%	16.13%	19.35%	100.00%
	6.45%	25.81%	32.26%	16.13%	19.35%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	3.99	8	.858
Likelihood Ratio	5.79	8	.671
Linear-by-Linear Association	.24	1	.624
N of Valid Cases	31		

HOWOFTEN2 * Integration and social interaction [count, row %, total %, expected].

HOWOFTEN2	Integration					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
More than three times a week	3.00	3.00	1.00	5.00	3.00	15.00
	2.90	2.42	3.39	3.39	2.90	.00
	20.00%	20.00%	6.67%	33.33%	20.00%	100.00%
	9.68%	9.68%	3.23%	16.13%	9.68%	48.39%
Less than three times a week	2.00	1.00	5.00	.00	2.00	10.00
	1.94	1.61	2.26	2.26	1.94	.00
	20.00%	10.00%	50.00%	.00%	20.00%	100.00%
	6.45%	3.23%	16.13%	.00%	6.45%	32.26%
I don't remember	1.00	1.00	1.00	2.00	1.00	6.00
	1.16	.97	1.35	1.35	1.16	.00
	16.67%	16.67%	16.67%	33.33%	16.67%	100.00%
	3.23%	3.23%	3.23%	6.45%	3.23%	19.35%
Total	6.00	5.00	7.00	7.00	6.00	31.00
	19.35%	16.13%	22.58%	22.58%	19.35%	100.00%
	19.35%	16.13%	22.58%	22.58%	19.35%	100.00%

Chi-square tests.

Statistic	Value	df	Asymp. Sig. (2-tailed)
Pearson Chi-Square	8.87	8	.354
Likelihood Ratio	10.81	8	.213
Linear-by-Linear Association	.00	1	.945
N of Valid Cases	31		

Part 4: Confident interval

$$p \pm 1,96 \times \frac{\sqrt{p(1-P)}}{\sqrt{n}}$$

=

$$0,27 \pm 1,96 \times \frac{\sqrt{0,27 \times (1 - 0,27)}}{\sqrt{113}}$$

Interpretation:

With a confidence level of 95%, the relative proportion of those respondents who engage in Facebook Page selling Finnish honey and honey product is between 18.5% and 35.5%