Companies on Facebook
How many of the 100 largest Swedish Companies have a Facebook page, and how do they use it?

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Yours Sincerely,

Johanna Björkqvist, Erik Johannesson, Linn Jorikson
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Abstract

Purpose: The purpose of this thesis is to see if the 100 largest Swedish companies are present on Facebook, and if they are, how they use their business pages. Further the customers’ perception of companies’ use of Facebook will be included. To investigate this, three research questions were created.

Background: As Web 2.0 and its application has changed, the use of Internet, both for companies and customers, there has been change in how information is delivered and how people take in information. One application of Web 2.0 is Facebook, and in this investigation the authors will look at the use of the application in companies marketing strategy. Many researchers and marketers (Constantinides & Fountain, 2008; Carlsson, 2009; Yang et al., 2009) recognize the importance for companies to take advantage of this new media and sees a value generating process for both company and customer, but how this value generates profits is harder to identify. Further the market and possibility to reach customers is every day increasing as Facebook has gone from 100 million in 2008 to approximately 600 million members in 2011. Today in Sweden, over four million people have a Facebook account.

Method: To gather empirical data the use of a coding sheet has been developed through content analysis when investigating the selected companies’ business pages. The companies were found from a list over the 100 largest Swedish companies ranked after turnover. Further to collect the customers’ perception of companies on Facebook a focus group were conducted. In the focus group a semi-structured interview approach was chosen to create an open discussion within the group but still maintaining on the subject in hand. To analyze the empirical findings theories about social media, customer loyalty and communication were used.

Conclusion: The authors of this thesis have determined three different appearance areas by companies on Facebook; support forum, advertising channel and just exist on the social media. Two main ways for companies to use Facebook is as a customer support page or as an advertising/promotion/publicity channel. In customers support pages the communication between the company and customer is more substantial and different types of communication are to be found such as B2C, C2B and C2C. By using Facebook as advertising/promotion/publicity page the companies communicate more through pictures and videos that is pushed out by the company. The customers interact through viewing and commenting the uploaded material.

The result from the focus group showed that the customer appreciated the advertising/promotion/publicity page as this corresponds with their perception of companies on Facebook. The participant saw the customer support page on Facebook as unserious and not a suitable way of communicating with a company.
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1 Introduction

1.1 Background

Today, we are surrounded by the concept social media, but what is it and how can companies take advantage of it? Carlsson (2009) defines social media as services on Internet where users can converse, make contacts and exchange information. Social media gives every single person the opportunity to in an easy and responsively way take use of, and share information on the Web.

Social media is part of what has been named Web 2.0 which are "a set of applications and technologies that allows users to create, edit, and distribute content; share preferences, bookmarks, and online personas; participate in virtual lives; and build online communities" (Laudon & Traver, 2009, p.17). Web 2.0 is what the Internet has been developed into from the basic form it had in the beginning where the purpose was to share e-mails and files between remote computers and servers (Laudon & Traver, 2009).

The development of Web 2.0 has given companies the possibility to share information and interact with the customers via Internet. This makes it easier for the companies to create an understanding of the customers' needs. Web 2.0 creates a two-way communication where customers get the opportunity to in a convenient and efficient way discuss products and/or services with other customers all over the world. Nowadays customers do not have to enter a company’s homepage to get information about a specific product; instead they can log in to any of all the different social media that exist. Customers can make a new thread and discuss any specific product or service with customers who already experienced it (Carlsson, 2009).

Internet is a marketing channel that consists of different social media, for example Facebook, Twitter and YouTube. Through these marketing channels, companies can reach out to a wide target group. The social media are a quite new and very efficient way for the companies to communicate with their customers, but it requires a lot work from the employees, because the channels on Internet have to be maintained and made in a user-friendly way (Laudon & Traver 2009). Another aspect that the companies have to take into account is; if the company fails with any product or service this will end up in negative information that will spread over Internet (Grönroos, 2008; Carlsson, 2009).

Year 2004 when Web 2.0 was introduced, the first application to Web 2.0 occurred - Facebook. Facebook is a social platform where people, who have an account, can communicate with friends and family through messages or via the Wall. You also get the possibility to upload pictures and videos and you can create groups and fan-pages (Facebook, 2011a). According to Facebook’s own statistic the site has over 500 million active users. 50 percent of these 500 million users log in to Facebook everyday (Facebook, 2011b). More information about Facebook can be found in section 2.1.1. Other examples of Web 2.0 applications are Twitter and YouTube, which could be connected to your Facebook account.

More often people try to avoid traditional ways of mass marketing through putting “no commercial, please” on their mailbox, install security net on the Web that take away commercial pop-ups but there are few that click on a banners on a Web site. Furthermore customers are more and more neglecting this type of marketing making it less powerful (Carlsson, 2009).
Carr (2010) talks about traditional marketing and he believes that the traditional marketing is “dead”. During commercial breaks on TV people starts to zap, go to the bathroom or get some food (Carr, 2010).

Therefore Facebook could be a good way for companies to cross these barriers. Companies can create business pages that customers can find or come in contact with, with help from digital Word of Mouth, D-WOM. When the customers find a business page on Facebook, where they get the information they seek, a relationship between the company and the customer can be established, and the customers can discuss between each other (Constantinides & Fountain 2008).

For the authors of the thesis, this phenomenon has been self experienced when using Facebook in our private lives. From these experiences and the evolution evolving of social media, the curiosity of how a company uses this new forum in their marketing communication emerged.

1.2 Problem & Opportunity discussion

Social media are in continuous development, and through concept of Web 2.0 it has taken further steps to be a natural part of the marketing strategies that marketers are taking into account. Constantinides and Fountain (2008) come to the conclusion in their paper that Web 2.0 and its application, Facebook, has changed the power structure in the marketing world. It gives the customer a strengthened position and weakens the position of both the marketers and the companies. This gives the customers an opportunity to control which marketing they want to be a part of, and what they want to expurgate (Rowley, 2004). The customers can make a decision where they want to search for information, and what kind of product or services they want to discuss. Companies that use Facebook and create business pages on Facebook can take part of the customers’ comments and complaints. It gives the companies an overview of how the customers perceive the company.

From a company’s point of view it is important to know what customers define as valuable in a product or service, equally important is that the definition is up-to-date (Webster, 1994). Webster (1994) means that they need to be supported by accurate information about the customer’s needs, wants, preferences and buying habits. This will help if the company has direct contact with customers. Through a business page on Facebook an interaction between company and customer is possible, and here the company can get an insight of what the customers appreciate. It is important to take both negative and positive criticism into account, and try to turn the negative aspects into something positive. Quick respon on customers questions and speculations may create credibility for the customers against the company. This, hopefully end up as something positive – it shows that the company is always available and wants to help the customers as well as possible. Susan Gunelius (2011) reflects on this in her article “Turn Negative Reviews into Positive Word-Of-Mouth Marketing”.

Web 2.0 gives new opportunities of marketing and combines different characteristics from both mass media communication and interpersonal communication, which gives the ability to have one-to-one, one-to-many and many-to many information flows in the same marketing tool (Rogers & Allbritton, 1995; Rowley, 2004). Furthermore the possibility to gather information about customers has increased due to the possibilities of looking at customers buying profile or Social Network Site profile (Rowley, 2004).
The continuous developing and growing sector of applications of social media is every day breaking new ground. In August year 2008, Facebook reached 100 million users, until today they have approximately 600 million users, which indicates an increase of 200 percent per year in three years (Medlemmar på Facebook, 2011).

Compared to other marketing communication tools, this area lacks the same extended range of literature and research. Furthermore the discussion of what value the use of Facebook gives companies and their customers, and also that there is difficulty in finding connection between the use of Facebook to sales (Carlsson, 2009), makes this a more interesting area to look into. Because of the increasing use of Facebook this investigation can be useful for companies when creating the market strategy on Facebook. Additionally this thesis will add literature to the market society and help further researches on Facebook. Moreover the changing in the power position between customer and company makes it valid to understand what social media, such as Facebook, offers to use its full potential.

The problem is that there is no previous research about how companies use Facebook in their marketing strategy, and therefore companies that enter Facebook do not really know how they can use it. Further the marketing society could benefit from investigation of Facebook to learn more of how companies and customers interact in this social media. The authors find this interesting to investigate. From this, companies will get knowledge about how Facebook could be used. With help from a focus group, the authors will see how the customers experience the companies’ use of Facebook.

1.3 Purpose

The purpose of this thesis is to investigate how many of the 100 largest Swedish companies are using Facebook in their customer and marketing communication. A deeper investigation of the active companies will be done to see how they use Facebook. Even the customers’ perception of companies’ usage of Facebook is going to be investigated.

1.4 Research Questions

1. What is the usage frequency of the 100 largest Swedish companies on Facebook?

This question will be the base for the further research questions, especially research question two. Only the active companies will be included in further investigation.

2. How do the companies who have an active business page on Facebook use it, and which kind of communication is being held?

In this question the authors want to investigate how the active companies use their business page on Facebook, and which kind of communication is being held on the page. The result here will show the authors which kind of functions and applications that are included on companies’ page. The authors will also get an insight of if the companies in any ways try to involve the customers and interact with them.

3. What are the customers’ perceptions of active companies on Facebook?

This will give us an insight of how the customers’ experience companies on Facebook. And also see how they want the companies to act on their business pages’.
1.5 Delimitations

The authors want to look at if the 100 largest Swedish companies use Facebook as a marketing channel. The reason to limit to only the 100 largest companies is because of the time frame the thesis should be finished, a larger amount of companies needs a longer period of investigation. The choice of only Swedish companies is because the authors are Swedish and are familiar with most of the companies on the Swedish market.

The investigation will only look unto the companies on a national level and not on regional parts of the company. The exact company name taken from the list from NordicNet Products will be used when searching for companies on Facebook.

1.6 Definitions

<table>
<thead>
<tr>
<th>Swedish companies</th>
<th>Companies that are registered in Sweden and report its account to “Bolagsverket” or to “Finansinspektionen” (NordicNet Products AB, personal communication, 2011-04-14).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>A person who has an account on Facebook and enter business pages.</td>
</tr>
<tr>
<td>Social media</td>
<td>A service on the Internet where users can converse, make contacts and exchange information (Carlsson, 2009).</td>
</tr>
<tr>
<td>Web 2.0</td>
<td>“A set of applications and technologies that allows users to create, edit, and distribute content; share preferences, bookmarks, and online personas; participate in virtual lives; and build online communities” (Laudon &amp; Traver 2009, p.17).</td>
</tr>
<tr>
<td>Facebook</td>
<td>Facebook is a social platform where people, who have an account, can communicate with friends and family through messages or via the Wall (Facebook, 2011a).</td>
</tr>
<tr>
<td>“Like”</td>
<td>Create a relationship with company through press the button and then become a member on the company page and get access to the information they share (Facebook, 2011b).</td>
</tr>
<tr>
<td>Wall</td>
<td>Where comments and discussion contributions are shared (Facebook, 2011e)</td>
</tr>
<tr>
<td><strong>Business page</strong></td>
<td>The companies own site on Facebook (Facebook, 2011f)</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------</td>
</tr>
<tr>
<td><strong>Word of Mouth (WOM)</strong></td>
<td>Is a ”tool” that can be used when “the message of the organization, its trustworthiness and reliability, its operation, its habits and services and so on, are transmitted from one person to another” (Grönroos, 2008, p. 294. Freely translated).</td>
</tr>
<tr>
<td><strong>Digital Word of Mouth (D-WOM)</strong></td>
<td>Word of mouth that spreads over the internet with help of social media (Yang, Yao, Ma &amp; Chen, 2009).</td>
</tr>
<tr>
<td><strong>Business-to-Customer (B2C)</strong></td>
<td>Communication from business to customer (Carlsson, 2009).</td>
</tr>
<tr>
<td><strong>Customer-to-Business (C2B)</strong></td>
<td>Consumer search out companies to learn about offers and also to initiate communication. (Kotler, Armstrong, Wong &amp; Saunders, 2008, p. 987)</td>
</tr>
<tr>
<td><strong>Customer-to-Customer (C2C)</strong></td>
<td>Communication between customer and customer (Carlsson, 2009).</td>
</tr>
<tr>
<td><strong>“Check-in”</strong></td>
<td>When you “check-in” at any place via Facebook. This shows in the news feed and friends can comment it.</td>
</tr>
</tbody>
</table>

Table 1, Definitions of terms used in the thesis

### 1.7 Previous Research

The authors have found a thesis within the same area as ours, but with another aspect. The name of the thesis is "De upplevda fördelarna med grupper och sidor på Facebook – En kvalitativ studie ur facebookanvändarnas perspektiv", written by Nilsson and Sandgren (2011) at Uppsala University. They have put focus on the customers to get theirs thought about companies usage of Facebook. They also collaborated with one company to get an insight in how they work with the business page on Facebook.

The authors of the thesis used two blocks with subtitles under each, which they had in mind when they made their research. They made focus groups and held interviews where the participants discussed the different steps when establishing a relationship between company and customer. The theories they used are from the beginning suited for the mar-
ket of service, this has to be take into account since the authors are going to use this on Internet.

The first block, relationship advantages, with the subtitles trust advantages, social advantages and special treatments. The most important was trust advantages, followed by social advantages and then special treatments, according to theory. Next block are named by the authors themselves; network advantages, and with the subtitles learning in network and sense of community. When the authors met the focus group they find out that they had to change the ranking, since the participant did not agree. They find the last category, special treatments more important. They also find out that out from the focus group that Facebook was a good way to get answers of support questions.

To get clarification in the block called network advantages the authors divided this in to two terms; information advantages and economical advantages. The meaning of information advances are that the customers can take part of the information shared at the companies pages. An economical advantage means that member can take part of offerings and that they have special benefits within the company.

Block two, network advantages consists of shared interest area, interaction and usage of the knowledge. These parts can be found on Facebook since shared interest area are one reason to why members become members and want to discuss things between each other. The interaction occurs when the members are active and leave comments, but there is a low amount of the members that are really engaged. The usage of knowledge means that the members learn from the information shared on the Wall on the company's business page.

During the research the authors found out that one more block was needed, remaining advantages. Here they added the entertainment on the page. Pages are more interesting to look at if it consists of videos and pictures.

This investigation is interesting for the authors to look upon, since it mostly focus on the customers’ point of view of Facebook usage in a company’s marketing strategy. It gives a good picture of how a business page on Facebook could be used to attract customers in the most efficient way. From this the authors can take knowledge of the different aspects the customers find important and have this in mind when analysis of the empirical findings are made.

Another previous research the authors want to include in this thesis was written by Ghose and Dou, 1998, “Interactive Functions and Their Impact on the Appeal of Internet Present Sites”. They conducted a research investigation using content analysis in 1998 with the purpose to investigate which role interactivity has on the attractiveness of Web sites of firms. The hypotheses for this investigation where that the degree and nature of interactivity would have a significant influence on the quality of the corporate Web site. Through this view they also saw that the increase in numbers of interactive functions could be linked to the increase of attractiveness to a corporate Web site (Ghose & Dou, 1998). To test their hypotheses the data collection of content analysis were taken and a list of 101 Internet Present Sites were used in the investigation. Their use of content analysis where based on five main categories which contains several components which is seen as different forms of interactive functions on Web sites, for example functions as “surfer postings”, “product and site survey”, and “comment” etc. (Ghose & Dou, 1998)
When going through the Web sites, Ghose and Dou (1998) made two classifications of the sites, “content/image” and “flat ad/cyber-brochure” sites, and compared their result with these two classification to see if there were some difference between them.

Ghose and Dou’s (1998) general findings were that the more quantity of interactivity in a Web site the more probability the sites had on being included in Lycos Top 5 % list. Their conclusion of this where that, the degree and nature of interactivity had a statistically significant effect on the quality of the Web site. In their investigation they found that the most commonly seen interactive functions were “key word search”, “dealer locator”, “software downloading”, “comment”, “online ordering”, “sweepstakes”, and “surfer postings”. Furthermore they saw that the surfer do not only valued tangible benefits but also less tangible benefits such as good feelings that where provided by interactive function such as surfer postings (Ghose & Dou, 1998). They also made connections between the two classifications of Web sites regarding the interactive functions. Functions as “online ordering”, “downloading”, and “product and site survey” were more frequently used among “content/image” sites. Four other functions, “dealer locator”, “games”, “postings” and “comment” were used just as frequently by both “content/image” sites and “cyber-brochure” sites which made them good tools for both classifications of sites to use (Ghose & Dou, 1998). Further the researchers found that the category of “customer support” had an important part of the interactivity of the Web sites. They saw the possibility to use these functions to provide the same service as was performed by firms’ customer support. By using these interactive functions the possibility arise to provide a less costly service and a higher quality service without errors caused by humans (Ghose & Dou, 1998).

A third previous research written by Perry and Bodkin (2000) conducted a research with the goal to investigate marketing communications differences among Fortune 100 Web sites with the aid of content analysis. The research were grounded by three questions; “Do Fortune 100 Web sites reflect the variety of marketing communications activities that are used in the physical marketplace?”, “What are the dominant and rarely used marketing communications on Fortune 100 Web sites?” and “Do industries differ in their use of Web site marketing communication?”(Perry & Bodkin, 2000, p. 88). The aid them in the research the use of content analysis were implemented with 55 components which were categorized into nine broad categories. Some of the most important conclusion that Perry and Bodkin (2000) concluded were that there are significant differences between industries Web site activities. For instance industries like communication and general merchandise retailers are more active in direct marketing. An industry like oil and gas have is on the other hand more inactive in the view of sales promotion (Perry & Bodkin, 2000). Further they saw that very few of the companies investigated use the full potential of marketing communication on the Web. This leading to that a more active company can outmaneuver competition through having a more wide-ranging market strategy on their Web site (Perry & Bodkin, 2000).
2 Theory

2.1 Social Media and Network

Since this thesis focusing on social media, the authors want to make it easier for the reader to understand what social media is. In the coming section definitions about social media will be presented and theories about how it can be used from both company and customer perspective. This will be used in the analysis further in this thesis.

A definition about social media comes from Carlsson (2009), she defines social media as services on Internet where users can converse, make contacts and exchange information. A similar definition is provided by Constantinides and Fountain (2008) where they see social networks as an application that allows users to build profiles that is accessible to other users. Further personal information and communication can be exchanged between the users.

Why is social media used in the marketing context? Carlsson (2009) talks about this in two different perspectives – social media for individuals and social media at work. Individuals use social media to maintain contact with friends and family, Facebook is a good example of this. It is also an excellent way to make contacts with people who share the same interests, find information and reviews on products or services that are of interest. Constantinides and Fountain (2008) refers this to what they call the “blogosphere”. In this sphere customers can search for information about a company and its products without getting in contact with the company. A problem that can occur is that self-proclaimed experts give advice and recommendations without any grounds. This can influence readers negative that do not have enough knowledge to decide the difference between quality and plane nonsense (Constantinides & Fountain, 2008). It is of large importance to acknowledge this change in customers search for information because influence on their buying behavior. Further this has consequences for traditional media and the usually used marketing approach in the regard of its lowering influence on costumer behavior (Constantinides & Fountain, 2008).

Social media at work helps the companies to become more aware of the customers buying behavior (Gummesson, 2002), or in this case, how they act on a company’s business page. Today, most of the companies hold a homepage where they share information about the company, their products and services and many company’s offer online shopping on their pages. One disadvantage with these homepages is that there are small opportunities for instant two-way communication, which can be found on Facebook. The use of social media or network to communicate with customers brings the possibility to go from mass market communication to a direct and individual communication with the customers (Constantinides & Fountain, 2008).

If companies create pages on Internet where customers can join and discuss, as a business page on Facebook, the company can be a part in the discussion. Additionally it is important for companies to be part of social media forums; hence a vital factor to application of Web 2.0, Facebook, is that the users are the main content providers (Constantinides & Fountain, 2008). This means that if a company is present and active on Facebook they can to some extent decide which content about the company will exist within the social media. Further they have the possibility to see if there is something the customers are dissatisfied with and that the company can change to make all the customers happy by “listen-in” to their discussions (Constantinides & Fountain, 2008; Gunelius, 2011). The business page on Face-
book can be used to more than just a communication channel. The company can post public messages, commercials, product information, company news and other relevant information (Facebook, 2011b). Other factors that are of importance for companies are the possibility to create, inform and reach the new and established opinion leaders which can be found in social media. Both “listen-in” and the use of social media in company’s PR set up gives relative low-cost of communication and low-cost of information (Constantinides & Fountain, 2008).

2.1.1 Facebook

The authors chose the social media Facebook since it currently has 629,622,400 people using it (Checkfacebook, 2011), and 200 million of them are using it on their mobile devices. Facebook’s own statistics says that they have more than 500 million active users (Facebook, 2011b) and 30 percent of them log on every day. Below a presentation of Facebook will be found for the reader to get an insight of the development and characteristics of this media.

The average user of Facebook has approximately 80 community pages, groups and events on their pages. People spend more than 700 billion minutes on Facebook, every month (Facebook, 2011b). In Sweden 4,112,180 people, which is approximately 50 percent of the Swedish population, are using Facebook and the largest group are between the age of 18 to 34 and they have 45.1 percent of the total users (Checkfacebook, 2011). In August year 2008 Facebook reached 100 million users, until today they have approximately 600 million users, which indicates an increasing of 200 percent per year, in three years (Medlemmar på Facebook, 2011).

When Facebook was founded in 2004 (Facebook, 2011a) the idea was to use it at Harvard University to help students to get in touch with each other. From this point it started to grow and turn into a global phenomenon and more and more people came in contact with Facebook and started to use it. Facebook is a media that allows people to have contact with their friends, post things on the Wall, upload pictures and videos, and see a flow of things that happens on their friend’s pages (Facebook, 2011a). Nowadays Facebook could be seen as a part of the human living without any limitations to University’s (Facebook 2011d). Facebook put focus on giving people control over their experience so they can express in the way that they want, and that they know that their information reach the one they want (Facebook, 2011a).

The purpose of Facebook is to create networks between people, companies and groups that the users are interested to have a relationship with. Anyone can create a group or page on Facebook and this is often built on mutual agreement, just as a friend request, where both parties must agree to the relationship. A company has two different opportunities when they are creating a business group or page. The first opportunity: become friends, also mutual agreement (Facebook, 2011b). The other way, which the authors see as a more "perilously" is that the person just push the ”like”-bottom, also no mutual agreement needed. Why the authors see this as a more negative way is because of our own experiences. No interaction between member and company needed, just take share of the businesses deals that are posted on the Wall.

The Facebook platform makes it possible for companies to integrate with the homepages and get access to million users through the social graph. (Facebook, 2011a) In December 2009, 1.6 million active pages existed, with 700, 000 pages for local businesses, and a raw total of 5.3 billion fans (Eldon, 2009).
2.2 Loyalty ladder

The loyalty ladder explains the customer's steps from being a stranger against the company, to how the customer becomes a partner and establishes a partnership with the company. This model is profitable for a company to have knowledge about, since it explains how the company should act in each step to attract and not lose the customers. This model and its steps can be used when we look at Facebook. It shows how the persons how have a relationship with a business page interact, and also which person that there are the ones that just “like” the company. This theory will be used when analyzing the empirical findings in all three research questions.

2.2.1 Strangers

The lowest step is called strangers. In this stage, the customer has not had any interaction with, and in some cases not even have any knowledge of that the companies exist. The company’s goal with these potential customers is to try to establish a communication with them to attract and acquire their business (Gummesson, 2002; Zeithaml, Bitner & Gremler, 2009). By adapting marketing correctly, the company can attract the customers (Zeithaml et al., 2009). In the case of Facebook this is mainly made through members’ Walls when they interact on the company’s business page. This interaction can be seen by the customers’ friends, which works as a way to create awareness of the company.

2.2.2 Acquaintances

The next step is when the customer goes from a stranger to being an acquaintance to the company. The base for a relationship between company and customer is created here (Gummesson, 2002; Zeithaml et al., 2009). In this phase the company wants to satisfy customer and give them better value proposition compared to the competitors. In this step the customers reflect on if the company is of value for them or not. If they find the company interesting the customers explore more deeply what they offer and hopefully establish a relationship with the company and in this case became a member of the business page. When a relationship is developed the company get more knowledge about the customers, and because of the relationship the company can adjust their marketing and offers against each customer (Zeithaml et al., 2009).

2.2.3 Friends

In the third step the customers becomes a friend to the company and the products can be more customized, because the company has a better insight about what they are looking for. Here the company gets knowledge about what the customers wants to see on the business page and can therefore adapt the content on the page after customer’s requirements. Further, the customers’ credibility against the company grows and becomes stronger in this step (Gummesson, 2002; Zeithaml et al., 2009). The company wishes to create customer retention at this point of the relationship (Zeithaml et al., 2009).
2.2.4 Partners

The fourth and last step, where the customers are called a *partner*, arises when the company can see the customers more as a partner than a customer (Gummesson, 2002; Zeithaml et al., 2009). A strong relationship between both parties arises. The company are willing to sell more customized products to these “partners” since they trust that customer really are going to pay for it. Further, the customer is more involved and more committed making them a more reliable customer because they will not look for a “better alternative”. They are satisfied with the already existing relationship they have and become more and more loyal to the company. To make the customer feel important and special within the company it is important, from a company perspective to have all information needed for each customer – create a database for etc. In that way the company can make customized offerings (Zeithaml et al., 2009).

To succeed in this step the company has to value the information they obtains about every single customer, and then propose better offerings than the competitors. In this step, the company has to work on enhancing the relationship. It makes the customers feel that the company understand theirs changing needs. Since all needs change by time, because of product development, even the company has to change, and even expand its product range. If the company keeps up with developments, the competitors will not be a large problem. The customers will be satisfied within the company they chosen from the beginning if they, as we mentioned before, keep up with the development (Zeithaml et al., 2009).

According to Gummesson (2002), means that many companies so far have devoted too much focus on the two first steps. The last step is very important since it is here the relationship really get established. He says that a company has to focus more on the third and fourth step, since it’s here the relationships takes shape and the customer turns in to a loyal customer. As the two last steps of the “loyalty ladder” emphasize the exchange of information between the company and customer to get knowledge about each other. In regard of Facebook’s nature this exchange can be taken in an easy way.

Reinartz and Kumar (2002) present a view that many companies has an overestimated the faith in loyalty programs and investments. They present that the link between loyal customers and profit is weaker than believed. An example is that a U.S. high-tech service provider annually invested $ 2 million in customer loyalty programs. Half of the labeled “loyal” customers’ barley generated any profits (Reinartz & Kumar, 2002). As Zeithaml et al. (2009) talks about that customer retention is one of the purpose of creating *friends* and partners but Reinartz and Kumar’s (2002) findings shows the differ. This concludes that companies can but resources on creating loyal customers which in the end will not generate any higher profits for the company. The outcome is than that the company has spend time and money that in the end will not pay off. Therefore it is important to identify which customers that will be loyal and generate good profits. Reinartz and Kumar (2002) present some classifications of loyal customers and rank them after who will generate profits to the company.
2.3  Push and Pull Marketing

This part of the theory explains the different types of traditional marketing: push and pull. The fact that today’s society more and more chose the “pull marketing”, where the customer by themselves finds companies and product that they are interested in and want to establish a relationship, this is included in this part. Companies on Facebook use pull marketing, since it is the customers that search for them because of interest. They chose which companies they want to be a member of. This theory is useful when analyze research questions one and two.

In traditional marketing communication, the focus has been on promotion and the process of transmitting messages. This has encourage a “push” approach in marketing, and media channels that often has been used is television, radio, newspapers, and direct marketing through telephone sales (Rowley, 2004; Carr, 2010). The use of these media has made the communication linear and therefore a one-to-many communication where it is one source sending a message too many receivers (Rowley, 2004). When the communication is one-to-many the receiver has problem to avoid the commercial, since it is “pushed” out. The receiver can estimate it, but cannot choose by themselves if they want the commercial or not (Carlsson, 2009).

On the other hand, the Web can offer an on-linear communication since it is a free flow and exchange of information (Rowley, 2004). The information on the Web is always available and the customer has the opportunity to take part in it if he/she wants it, when he/she wants it and in the way that is most suitable for him/her. This is called “pull marketing” according to Rowley (2004). On the Web the receiver can chose to search information on Facebook for example, and “like” or be friends with a page they thinks have the information they search for (Carlsson, 2009). Carlsson means that there is in “Pull” the customer spread the information, comment on a page or recommended it to someone else. Furthermore, the chance of immediate feedback enhances regarding the enlarged potential of two-way communication when using the Web (Rowley, 2004).

2.4  Word of Mouth

Word of mouth (WOM) is a major part of today’s marketing; therefore this is included in this thesis. Information that people receive from friends how talk about a product or service, WOM, is often more effective than what people reads in the newspaper. People trust what they hear more than what they read. Sernowitz (2006) says that there is no better way of marketing of a product or service than through WOM (cited in Hadzikostats and Shahidi, 2010). Today people share information with each other via Internet, through Facebook for example. In the thesis this type of marketing will be entitled digital word of mouth (D-WOM) (Yang et al., 2009). This theory is useful when analyzing the second and especially third research question.

According to Grönroos (2008) Word of Mouth (WOM) is a “tool” that can be used when “the message of the organization, its trustworthiness and reliability, its operation, its habits and services and so on, are transmitted from one person to another” (Grönroos, 2008, p. 294. Freely translated).

WOM: how persons can convey messages between each other about any product or service they have heard about or tried out. This is not a new way of marketing; it has existed for a quite long time on the market. Further, this kind of marketing often has a better effect than the planned marketing (Grönroos, 2008).
Carlsson (2009) believes that the company itself, to a certain extent, can make the customers talk about the company by doing something unexpected. That can create a "hot topic", but that is not all. It is important that the right person hear about it, in the right time and that he/she spread the news to the right persons in the right media (Carlsson, 2009). If a strong relationship has been built between company and customer the customer often start to recommend the company to relatives and friends and share their good experiences of the company (Grönroos, 2008). These customers are called ambassadors; customers that tells the value of the offers a company has (Grönroos, 2008; Carlsson, 2009). This different criterion makes WOM a complicated and also an uncontrollable force to deal with, but when WOM is managed and build in a good way the award can be high.

Furthermore, good WOM has shown have positive influence on companies’ growth according to Grönroos (2008). This can be connected to that satisfied customers, ambassadors, feels enthusiastic towards the company’s products or services which leads to that they actively recommends the company to other people (Grönroos, 2008). Carlsson (2009) also points out the importance of WOM and ambassadors for companies’ growth by stating “If you manage to create ambassadors that on their own initiative and without incentives spreads good rating of the company and its product, then you really have come a long way – and will reach even further.” (Carlsson, 2009, p. 39. Freely translated)

As mentioned before WOM is a well-known phenomena and has been around for a while (Carlsson, 2009), but yesterdays peoples social networks consisted of family, neighbors, and co-workers that they meet on a daily basis (Gummesson, 2002). Today, with the evolution of Web 2.0 and social media, people’s social network has increased, giving the possibility to disseminate information and opinions very quickly and widely (Carlsson, 2009). In the social media it is often people that are in a relationship or have interest in a company that start discussions. If the discussions are established on Internet, it is called D-WOM (Yang et al. 2009). If companies gives the customers the right environment, tools and support, discussions about a company, product or service can be established and the company can receive valuable information and feedback on customers’ perception about them and their offerings (Gummesson, 2002), for instance through a business page on Facebook.

Even due that social media has created a quick and efficient way for ambassadors and other customers to act and to widen their positive experiences about products, services, and companies it can work against a company. As both Grönroos (2008) and Carlsson (2009) mentions there is one thing that spreads faster than positive WOM, negative WOM. Therefore it is important for companies to be involved in discussions on the Internet and social networks sites to prevent negative WOM to reach the general public. But also interact with customers to get feedback on why they were dissatisfied with the company (Carlsson, 2009). It is important that customer has the opportunity to exchange information and experiences, but it is equally important that the company is involved. They should create environments and give the right tools for customers to interact with each other but also with the right personal and support from the company (Gummesson, 2002). The marketing that circulate on the Internet, the D-WOM, will exist for extremely long time and can be find by anyone, any time. (Yang et al., 2009) And again, therefore it is important that the companies are active and answer questions that occur to turn negative WOM into positive.

WOM can, as mentioned, be an effective marketing tool and is an important part of spreading a good image about a company. But what is also important to mention is that it is mainly the highly loyal customers that act as “ambassadors” (Reinartz & Kumar, 2002).
This means that companies has to use many resources to create and maintain loyal customer to insure that positive WOM is spread about the company.

2.5 Different types of Communications

In this thesis different types of communications will be included, since it is an important part within a company how they communicate and who it is communicated. All employees need to have knowledge about how to communicate with customer, both face to face when having a physical encounter and via Internet. This will probably be done by different parts of the company; therefore it is important that the same information is delivered through the different outputs. Under the coming sections an overview of important aspects of communication will be presented and different theories of how this can be done.

“Integrated marketing communication is a strategy that integrates traditional media marketing, direct marketing, public relations and other distinct marketing communications medias as well as communications aspects of the delivery and consumption of goods and services and of customer service and other customer encounters. Thus, integrated marketing communication has a long-term perspective.” (Grönroos, 2007, p.305)

Today more and more people use Internet instead of reading magazines and advertisement leaflet, all information they need, they search for at Internet. But, this do not means that everyone stop using the traditional marketing and read magazines. For those people who still use it, the magazines have to be still there. The Internet and use of social media can be seen as a compliment to the traditional marketing (Carr, 2010).

2.5.1 Integrated Marketing Communication

This part is important to include in our thesis since all the communication within and outside the company has to be the same (Carlsson, 2009). Even if this thesis not investigate the connection between homepages and business pages, it is important to mention that all information about a company has to be the same in all marketing channels. This theory will be used in the analysis of research question two.

The companies have to bear in mind that the communication has to be the same in all channels, to avoid confusion by the customers. If a business page on Facebook exist, the information has to be the same there as at the company’s homepage. Another aspect that is important to take into account is that all people perceive things differently, depending on their background (Grönroos, 2008). If they are used to go to the homepage to find information, and then start to use Facebook instead, different information will create confusion (Grönroos, 2008).

Integrated marketing is about this. The information company send out both within and outside the company has to be the same all over. If the information differ within the different marketing channels it will create confusion among customers, and in the end it can damage the company’s image (Grönroos, 2008).

Every time a customer has an interaction with a company, earlier interactions will turn up in the customers mind. If it is the first time an interaction occur WOM will affect the experience. WOM creates an impression of the company, and all customers may perceive a company in different ways, since we all are unique. It is important that a company take into account, that new customers probably have heard about the company before they visit them, so the employees can try to ask the customers more in detail what his/hers expectations about the company are (Grönroos, 2008).
They also have to think about that the customers have knowledge about the different ways to communicate; planned messages, product messages, service messages and unplanned messages (Duncan & Moriarty, 1997). Companies have to take into account that it is not just the planned communication that sends out information to the customers. Below is a more detailed description of the types of messages.

**Planned messages:** advertisement through TV, radio and other advertising channels that reach out to a large amount of customers (Duncan & Moriarty, 1997).

**Product messages:** messages about a firm’s products and how the product could be used (Duncan & Moriarty, 1997).

**Service messages:** this is the result from the service process. Here it is about the interaction between customer and the employees – the attitude and behavior the employees has and how the service is performed and even what kind of technique that is used in the service. From here, both customers and employees can find useful information (Duncan & Moriarty, 1997).

**Unplanned messages:** this kind of messages are the messages that the customers that have been in contact with the company spread. Therefore this kind of messages are the most reliable for the customers, since they trust words more than what they read. This kind of messages can be seen as WOM (Duncan & Moriarty, 1997).

The company has to find a balance in their marketing strategy in regard of these different types of messages. By using the social media Facebook a mix of these messages can be used. If they succeed to make the customers active and discuss on the page, unplanned messages are formed, which for the customers is most reliable (Duncan & Moriarty, 1997).

### 2.5.2 Interactive Communication Technologies

This section is about the advantages with an interactive communication technology, compared to the traditional marketing approach. With help from the interactive communication technologies the companies can spread their information more quickly than usual, and to a lower cost. By adapting this on Facebook, the companies will reach out to a wider geographic area. That is why we found this important to describe in our thesis. This theory will be found in the analysis of research question two and three.

Already in 1995 Rogers and Allbritton analyzed the changing of communication. Their investigation highlighted the advantages of the new communication technologies that could be used through Internet. This technology is based in both the characteristics from mass media communication and interpersonal communication. They revealed that, as they named it, the interactive communication technologies housed both the one-to-one and the one-to-many flow of information (Rogers & Allbritton, 1995). This gives companies and marketers the possibility to communicate with customers in more ways than earlier through the same channel.

Interactive communication technologies differ from traditional communications system in its sense of flexibility. A user of interactive communication can, on their own, decide when to send a message, to whom and through which channel (Carlsson, 2009). The one who is sending a message is not restricted by any geographic location, nor is the person in the receiving end either. Cost of using the technology is also very low which also contributes to the flexibility of the interactive communication (Rogers & Allbritton 1995; Yang et al. 2009; Constantinides & Fountain, 2008).
The flexibility of interactive communication can also be the downside that makes that the communication process is never started or reach its full potential. As Rogers and Allbritton (1995) points out is that a receiver can choose not to answer or not even read a message. Furthermore the flexibility of interactive communication provides a new way to go around gatekeepers whom often are the ones the information has to go through to reach the intended target. This tool allows more individualization of the messages then before because the messages can be directed to one person. As mentioned before, the receiver has more possibility to choose which messages/information he or she wants to take part of (Rogers & Allbritton, 1995; Carlsson, 2009).

Using Internet as a marketing channel, gives a cost advantage when trying to reach customers on a long distance. Because of that the physical obstacle of distance is no longer an issue (Yang et al. 2009). As Rogers and Allbritton (1995) states: “The cost of communication is no longer proportionate to distance” (p. 180). Using interactive communication technologies gives the possibility to take out the distance between sender and receiver in the equation when starting a communication process. As both Rogers and Allbritton (1995) and Yang et al. (2009) emphasizes companies has come closer to the customers with interactive communication technologies.

One backside to interactive technologies is what Rogers and Allbritton (1995) refers to as information overload. Because of the technology companies gives the possibility to send a lot of information at the same time, from different sources, to one specific receiver. This specific receiver can be overwhelmed of the mass of the material sent. The negative side of this becomes that important information sent by a marketer or organization can be lost in the overload of information, and therefore never reach its intended target. Carlsson (2009) talks about this too, and says that the companies must take this into account, and with help from technology create new ways of advertising – marketing that stands out from the crowd.

2.5.3 Digital Marketing Communication

As mentioned earlier in the thesis, social media and interactive communication technologies gives new opportunities for companies to communicate with customers and be a part in their everyday life. Therefore companies must develop their way of using Internet as a communication channel, and use digital marketing communication. Since digital marketing communication is partially different from the traditional marketing approach this will be presented in this thesis. Further this theory will assist in analyzing the research question one.

Rowley (2004) identifies that on the Internet, the marketing communications has three focuses; creating presence, creating relationships, and creating mutual value.

Creating presence is the phase in the marketing communication where the organization builds awareness about what the organization offers and try to create an identity on the market. The goal is to encourage customers to get acquainted with the organization (Rowley, 2004) almost in the same way as the first and second step in the loyalty ladder presented by Zeithaml et al. (2009).

Creating relationships is when customer and organizations works together and the relationship is evolving between the two parties as interactions increase. Furthermore, the knowledge about each other grows through each transaction, service dialogue, customer feed-
back, user registration, and as users visit the Web site (Rowley, 2004). This can be connected to step three in the loyalty ladder (Zeithaml et al., 2009).

Creating mutual value is a further step in a relationship. The organization and the customers work together to create value that is beneficial for both parties. When they work together, a partnership occurs (Zeithaml et al., 2009). Rowley (2004) further points out that this can normally be achieved through online communication, but also that such communities, where the communication can take place, will not continue to exist without some value creation. Something that members value is for example member- and organizer-supported content and also the possibility to share and take part of others opinions and expertise (Rowley, 2004).
3 Method

3.1 Research Approaches

The research approach is about how a research and investigation should be made. It explains what types of questions that has to be answered and if a survey or/and interview should be included. The approach the research should have, is decided from the purpose and research questions in the thesis (Saunders, Lewis, & Thornhill, 2007).

3.1.1 Exploratory, Descriptive, Explanatory Research

When starting to form a research, the purpose and the research questions are the main deciding components that decides how the research will be conducted (Saunders et al. 2007). There are three ways of fulfilling and answering described in literature; exploratory, descriptive or explanatory. These three study approaches are not mutually exclusive which means that there can be a combination of them in an investigation (Saunders et al., 2007). In the coming sections the three approaches will be more thoroughly explained and motivated why a certain approach is suitable for this thesis.

*Exploratory studies* are a tool that is used to see what is going on, this also helps the researcher to find new insights. When this kind of investigation is used you need to ask questions which can be a good help to value an occurrence (Robson, 2002). Exploratory studies are effective to use to understand the problem, if the researcher feels insecure about the problem area. There are three different ways to proceed to carry out this method; search in literature, interview persons how have knowledge within the specific area or do interviews in focus groups (Saunders et al. 2007). Further exploratory studies imply that the research will be flexible and adaptable to directions changes because of result of new insights retrieved from them (Saunders et al., 2007).

Next method is *descriptive studies*, which are according to Robson (2002) that you create profiles of persons, happenings or situations. Descriptive studies can be seen as an extension or predecessor to the qualitative or quantitative studies. In this kind of investigation you need a clear picture of what you want to collect, before you start the collection (Saunders et al. 2007).

*Explanatory studies* are about the causal relationship between different variables. Investigation of situations or problems is made to find the relations between the different parts that have been studied. From this, you can go further and exposing the data to statistical thesis, such as the strength and direction of a relationship between two variables (Saunders et al., 2007).

The type of investigation conducted in this thesis is a combination between descriptive and exploratory study. Since the chosen area for investigation, Facebook, has limited previous researches with the focus of companies and that Facebook is a relative new social media an exploratory approach is suitable. Because of the lack of previous research the academic problem of Facebook is not fully investigated and seen, this also point to an exploratory study. Other reasons are the choice of focus group as a data collective method which is usually used in exploratory studies. Further as this thesis also will use a quantitative approach to gather data through content analysis it also has an approach of descriptive study as this part of the data collection is prior constructed. This leads to a combination between
exploratory and descriptive. The choices of data collection will be more thoroughly explained under section 3.2 and 3.3.

3.1.2 Deductive and Inductive Approach

Deductive approach emerges from theories and its purpose is to test hypothesis contained from a set of theories (Saunders et al., 2007). Deductive approach is when the search for an explanation between a casual relation concerning variables. Moreover the research conducted is highly structured in the form to test and answer the hypotheses formed (Saunders et al., 2007). Literature and theoretical framework is to find in extended form which builds up the hypotheses and the theories is the base for the research (Saunders et al., 2007).

An inductive approach is used when the researcher wants to use the collected data to form a theory. Saunders et al. (2007) defines it as building theory or that theory will follow the collected data. When using deductive approach the goal is to test already existing theories, models or hypothesis and testing, develop or evolve them (Holme & Solvang, 1997). This means that the collected data is compared with the theories and analyzed with a perspective that is created by them. With an inductive approach the result from the collected data leads to a creation and making of a new theory (Saunders et al., 2007).

A third approach is called abductive approach and is referred as a mixture of inductive and deductive. This approach is taken when the researchers’ purpose is to discover new things, such as other relationships or variables (Dubois & Gadde, 2002). Further this approach will generate new concepts and development of theories as a mean to modify original theories (Dubois & Gadde, 2002). As can be seen, the relationship between both deductive and inductive is substantial.

For this thesis the authors have chosen an abductive approach (Robson 2007). This is because the authors use established theories from researchers and previous studies and compare their conclusions with our findings. The inductive approach is for most used in the gathering of empirical data but also here the deductive approach is present. In the light of previous studies and other researchers work the authors have formed the outlines of the gathering of data but the smaller components will be formed by the authors of the thesis.

When looking at our empirical data collection and the method of building assumptions in the process it becomes a more inductive approach. This comes from that the area of social media and Facebook is a new established phenomenon in regard to other marketing channels, the literature and theoretical framework is on constantly developing. Therefore a combination of the two approaches is appropriate. Researchers often emphasis the advantageous of combining the approaches, according to Saunders et al. (2007). The approaches will be used separately in different parts of the thesis, but a mix of them will fulfill the purpose and this mix is referred as abductive approach.

3.1.3 Qualitative and Quantitative Method of Data Collection

Qualitative and quantitative approaches are two of the most frequently used methods and are in some way always in a research or investigation. It referrers to how the data is collected, both primary and secondary.

Quantitative approach is a data collection technique where the gathering or the procedure of the data analysis generates or uses numerical data (Saunders et al., 2007). Further quantitative analysis is a simple way of display, describing, and sum up numerical data (Robson,
Some commonly used tools for gathering quantitative data is questionnaires, for example a survey, and for the analysis, statistics and graphs are used (Saunders et al., 2007).

Qualitative data collection approach is where the gathering or analysis of data generates or uses non-numerical data (Saunders et al., 2007), the direct opposite of quantitative. When using qualitative techniques the data can be words, pictures or videos. One commonly used method for gathering data can for example be conducting interviews and for data analysis procedure the data often is categorized (Saunders et al., 2007).

In this thesis quantitative approach will be used to answer and analyze research question one and two when summarizing our empirical findings which will generate statistics over content of business pages on Facebook. Further the choice of the content analysis to gather empirical data to these questions gives the thesis a quantitative approach.

For our secondary data the use of qualitative data, provided by theories and previous research result which will help us analyze our empirical data. To answer research question three the use of focus group will be taken which is a qualitative data collection method.

The combination of qualitative and quantitative approach is called mixed method research and is seen as a good approach to conduct an investigation, merely that the use of different method can help to enrich an investigation (Saunders et al., 2007).

### 3.2 Data Collection

#### 3.2.1 Secondary Data

Secondary data; this kind of data consists of both raw material and published compilations that are collected by organizations (Saunders et al. 2007). Those compilations are available in the school’s library for example. The secondary data used has been retrieved from books and articles on the chosen subjects. This has been made to present different views of the subjects, and provide dept and a larger view of the theories and opinions.

#### 3.2.2 Primary Data

Primary data through observations contains different set of methods: there is systematic observation, recording, descriptive, analysis, and interpretation of the observed subject. There are two different types of observations that the authors are going to focus on - participant observation and structured observation.

Participant observation is a method that is connected to exploratory studies. To get an understanding of what is going on within the company, you participate and observe the company that is investigated. A good starting point is that you are a member of the company you want to observe (Saunders et al., 2007). The goal is to participate in the company’s activities to get a clear picture of how it works and furthermore just not observe the study object but also create feelings as a member (Saunders et al., 2007). In that way you will get more access to information of the company, than if you were not a member. That is why we have chosen to become members of all the active companies from our list of the 100 largest Swedish companies. The purpose is to get access to their activities on their business pages and through that analyze the page. Participant observation is seen as a qualitative approach of observation (Saunders et al., 2007). Even a focus group was conducted to answer research question three.
Structured observation is a quantitative approach through the more separate observation stand in regard to participant observation. This method helps the researcher to get a picture of how often something happens, but not an understanding of why these things happened (Saunders et al., 2007). In the gathering of empirical data the authors will have a structured approach, through the choice of content analysis and the use of previous categorization by other researchers. Furthermore, Saunders et al. (2007) note that by using structured observation on Internet gives a wide scope of the use of this particular method.

3.2.3 Content Analysis

Weber (1990) identifies content analysis as a set of procedures to make valid conclusions from text. Krippendorff (1980) defines content analysis as “…research technique for making replicable and valid inferences from data to their context” (Krippendorff, 1980, p. 21). The conclusions can be about the sender of a message, a message itself or of the receiver and audience of a message. How the procedure is constructed often vary due to the theoretical and substantial interests for the researcher (Weber, 1990).

Traditionally content analysis has been used to classify words into fewer set of content categories. Words, phrases, or units of texts are classified into categories because they are presumed to have similar meaning (Weber, 1990). There are also cases where content analysis not only uses words or text as a mean of investigations. For example Ghose and Dou’s (1998) investigation looked into the occurrence of interactive functions on firms Web sites and how this influences the attractiveness of the sites. In this investigation the content analysis were used to look at the functions that enhance interactivity in comparison to attractiveness. The interactive functions were defined by the authors, one interactive function were for example if a Web site enabled visitors to comment (Ghose & Dou, 1998). Other researchers have taken the same approach. Perry and Bodkin (2000) identified 55 components attached to Web sites and looked how often they occurred on companies Web Sites.

In this thesis the use of content analysis will be used to look upon the occurrence of different set classification and categories with help of a coding sheet (appendix 8.2). A further explanation will be introduced in 3.2.1 Coding Sheet. This method will give the data to answer research questions one and two.

3.2.3.1 Coding Sheet

As mentioned before the same content analysis technique presented by researchers Ghose and Dou (1998), and Perry and Bodkin (2000) will be used. They have looked upon components, functions and applications connected to Web sites and their occurrence on selected Web sites.

To create and define categories in the coding sheet, Ghose and Dou’s (1998) categories where used. In their investigation five main categories which consisted of interactive functions that where associated with marketing functions were used (Ghose & Dou, 1998). As their study investigated Web sites their categories and classifications is not direct applicable to our investigation since Facebook and Web sites has different functions and possibilities. Therefore the categories must be re-designed to be applicable on Facebook.

In this thesis three main categories from one of the previous research will be used from: customer support, marketing research, and advertising/promotion/publicity. These categories content is adjusted after Facebook’s features which the authors of this thesis has de-
veloped under the process of investigating business pages on Facebook. Some of Ghose and Dou’s (1998) components have been used together with the authors.

Customer support looks upon the interaction between the customers and the company (C2B), and between customers (C2C). Marketing Research observes the occurrence of product, page, new product proposal and market survey. In this category the most parts is taken from Ghose and Dou (1998). The last category, advertising/promotion/publicity, refers to the companies activity on Facebook in regard to product/service and company advertising, and offers from the company. In this category many of Ghose and Dou’s components has been reused, but adapted to Facebook.

The coding of the companies will be conducted by one person; this means that only one will interpret the business pages. But the coding sheet and the classifications has been decided and developed between the authors. Further if there were any uncertainties about the classification or how the data would be interpret a discussion among the authors were taken. A full view of the coding sheet that is used is to be found in appendix 8.2.

3.2.3.2 Relevance in Content Analysis

One of the concerns when using content analysis as a method is the reliability of the classifications. Three different types of reliability are connected to content analysis; stability, reproducibility, and accuracy (Krippendorff, 1980). Regarding stability the classifications of the content should be continuous over time and this is often tested through coding the content more than once by the same coder. Since the authors are investigating Facebook, that is a fast evolving and growing phenomena, the stability of the analysis is of large concern. Every now and then there are new applications and features introduced on Facebook. This can change how business pages can communicate and post the information, but with the applications and features present today, that the classifications that are chosen has a solid and stable ground. This is being assured through that the authors are using parts of other researchers’ classifications of interactive functions on Web sites, and classifications of marketing communication mix for Web sites (Ghose & Dou, 1998; Perry and Bodkin, 2000).

The second part of assuring reliability is reproducibility. Here the focus is on making the classifications as general as possible so that other coders than the original coder have the same understandings or meanings of the classifications (Krippendorff, 1980). Because the authors of the thesis consists of three different individuals the productions and meaning of the classifications are being tested by three persons and that gives a quick and efficient respond on if the classifications are reproducible.

The third and last type is accuracy where the classifications should correspond to a standard or norm (Krippendorff, 1980). By using classifications from previous researches and standard definitions of marketing components, it will help the authors to strengthen the accuracy of the content analysis and help gather the data needed for the analyze that will be conducted.

3.2.4 Focus Group

In this thesis a focus group will be used to gather qualitative data about customers’ perception of active companies on Facebook, and give the authors an answer to research question three. The choice of focus group as a mean to gather the searched data is because the authors of this thesis want to take part of the customer’s use of Facebook with the focus on
companies. Further the interaction between the participants will give rich and interesting perspectives that will be useful for the investigation and will result in an important insight in customers’ use of Facebook. Robinson (1999) list some advantages to use this method, some of them are that focus group;

- Is a highly efficient way to gather qualitative data since the number of participants makes it possible to collect data from several people at once.
- The dynamic of group helps to focus on what is most important in the topic.
- The participants can formulate in their own words and the discussion is deepened with the interaction with the other participants.

Some disadvantages that Robinson (1999) sees are:

- The set of questions is limited
- The focus group must be managed well to avoid bias answers and participants can be influenced by other participants if they dominate the discussion.
- The result cannot be generalized because the participants’ opinions cannot be representative for the whole population.

Carson, Gilmore, Perry and Gronhaug (2001) identify focus groups as a group interview with the purpose to discuss a certain topic, service, product or issue. The selected subject will be covered through an interactive discussion between the participants (Carson et al., 2001; Robson, 2002).

When conducting a focus group the interviewer can chose some different approach by the structure of the interview. Both Zikmund (2000) and Robson (2002) see that the interview can take form of structured, semi-structured or unstructured. Structured interviews is a structured approach to do interviews, the interviewer is using a standardized set of questions and usually with pre-coded answers (Saunders et al., 2007). The connection between survey and structured interview is observable and the approach is also identified as a quantitative method. The difference between semi-structured and structured interview is that the interviewer uses a set of themes and questions that will be covered under the discussion with the interviewee (Saunders et al., 2007).

In semi-structured interview the interviewee has a stronger influence, and the answers given will more guide the interview in comparison with structured (Robson, 2002). Unstructured interview, or in-depth interview, does not use a predetermined set of questions as done in the two previous approaches. The purpose is instead to explore a certain aspect or aspects and the interviewee has the possibility to speak freely in relation to the topic area (Saunders et al., 2007).

The chosen approach to this focus group is semi-structured interview because of that the investigation has an already established focus and questions which will be discussed in the group. Further Zikmund (2000) recognize that interviews within a group lean to be relatively unstructured and have a more free flow of discussion. If structured interview had been chosen the interaction, discussion and flexibility between the participants had been lost. Further if unstructured interview had been used the focus of the investigation could had been lost, therefore a semi-structured interview has been chosen. This will give the da-
ta collection a clearly defined focuses but also give the participants the possibility to refer to their own preferences and clarifications.

3.2.4.1 Choice of Group Participants

A focus group can consist of four to 12 participants; the number of participants is selected by the nature of who are participating, the topic discussed and the skills of the interviewer (Saunders et al., 2007). To the focus group five participants has been chosen to be included in the interview and discussion. The choice of five participants is motivated by that the group would not become too large. As Holme and Solvang (1997) emphasize the process of conducting, write down and analyze a focus group is time consuming. Further, in the light that this method is complimented with other methods in the other research questions, the choice of five participants was made. Other criteria for the participants in the focus group were that they regularly use Facebook in their daily life. The participants were chosen to create a homogeneous group with similar background, age, and experiences of Facebook and the group consisted of both male and female. This will help to facilitate communication, promote exchange of ideas and a sense of safety to express different opinions or concern (Brown, 1999). A downside in the use of a homogeneous group is that “group thinking” can occur between the participants and the result will not be that interesting as it could be (Brown, 1999). Therefore it is important that the interviewer support and encourage different opinions within the group. The age of the participants were between 19-25 which was chosen because of the largest group that uses Facebook is in ages 18 to 34 (Checkfacebook, 2011).

3.2.4.2 Creating Interview Questions

The questions created for the focus group are complied together with the coding sheet used in the content analysis for research questions one and two. The reason why this has been chosen is to create a red line in this investigation, and also get another point of view of the categories.

The formulation of the questions goes together with the choice of a semi-structured interview. Open questions will be used to give the focus group the ability to express themselves as they wishes (Saunders et al., 2007) and access what the participants really believe and thinks (Holme & Solvang, 1997). To narrow down and reach the set focus, the use of probed question is used as sub-questions to the initial open question. This will give a deeper explanation to the responses received and help keep the focus to the topic (Saunders et al., 2007).

A disadvantage to open questions is that the moderator can lose control over the interview and other topics will instead be discussed (Holme & Solvang, 1997). As mentioned above probe question will help to keep the discussion within the right focus. Further it is very important not to ask the probe questions with any judgment or personal view from the moderator (Saunders et al., 2007).

3.2.4.3 Conducting the Focus Group

Under the session when the focus group will be conducted the interviewers, in this case three persons, managing of it becomes of vital importance. To create a discussion where all participants feel secure to share experiences and thoughts it is important to look into some different points. One is to choose a neutral setting so the participants do not feel intimidated of the surroundings (Saunders et al., 2007). Further the interviewer has to inform the participants of the topic that will be discussed and also explain how it will be proceeded
(Holme & Solvang, 1997). It is also important that no participants dominate the discussions; all participants should have the possibility to take part. The moderator, the person that will run the focus group, must take these different guidelines into account, and keep the group to the topic and encourage discussion, but not lead the discussion into certain opinions (Saunders et al., 2007).

As the authors of this thesis consist of three people one of them will act as moderator and the other two take notes under the session. Holme and Solvang (1997) also points out that to record the session is most favorable, but notes should also be taken. This is to have more sources to the investigation and but also as a back-up if the recording device should malfunction.

### 3.3 Data Analysis

The purpose with the data analysis is mainly to determine guidelines and principles, and then use them in selecting appropriate approaches. By using these guidelines and principles the investigators can discuss how the results has been extract from the approaches, and how the result should be interpreted (Robson, 2007).

A skill that Robson (2002) talks about is good listening, which the authors will have use of in the focus group. With this he means that a researcher should in an active way listen and take part of the information that is discussed. The investigators need to have an “open mind” when interpreting the data and information. This is of high value for the analysis because of the lack of similar studies and previous research within the same subject. Further the use of focus group, this ability is highly value because of the importance to understand the participants.

During the process of analyzing new questions and problems may arise which has not been anticipated in the startup. It is now the investigator has to be flexible and adaptable, and perhaps add or remove questions (Holme & Solvang, 1997).

The analysis of the collected data will be conducted from a quantitative approach as mentioned earlier in the method part. This means that the data has to be processed to make valid information for the readers of the thesis (Saunders et al. 2007). To explain the findings the authors will use descriptive data, and the aim is to describe the data with graphs, charts and numerical measures (Groebner, Shannon, Fry & Smith, 2011).

To aid in implementing and understanding the gathered data the computer program SPSS will be used to process data and present it in more visual forms, such as charts and diagrams, from the numbers received. In this stage the choice of using nominal data were done. Nominal data or descriptive data is sub-categories from categorical data. The definition of this type of data is that it is impossible to define the categories chosen numerically or provide a ranking of them (Saunders et al., 2007). Therefore this approach looks into the occurrences in the defined category of a variable (Saunders et al., 2007).

For the thesis this type of analyzing the quantitative data is suitable and unanimous with the purpose of this thesis were the authors want to discover how companies use Facebook, what is most frequently used, and how customers experience companies usage of Facebook.

To get a picture of the customer’s perception of companies on Facebook, the use of focus group will be implemented, and this will generate a qualitative analyze. As there are signifi-
cant differences to qualitative and quantitative approaches it is called for different analyze. The use of focus group means that the data has to be transcribed into written form and this material will be the base of analyze together with the theoretical framework.

Holme and Solvang (1997) see two different forms of text analysis in qualitative analysis, comprehensive analysis and section analysis. In this thesis comprehensive analysis will be implemented. There are three phases in comprehensive analysis; choices of theme or problem area, question formulating and systematic analyze (Holme & Solvang, 1997). The two first phases has been done through research question three, the third will be conducted in the light of the theoretical framework presented in the thesis. The different theories will be matched together with the data collected from the focus group and categorized.

To emphasis when conducting qualitative analysis is that there is no standardized approach to analyze the data and that different researchers probably will come to different conclusions due to how they interpret the data (Saunders et al., 2007).

3.4 Good Measurements

3.4.1 Validity

This shows if the research measure what is wanted to be measured (Robson, 2007). The spread of the data variance is measured – the less variance received, the closer the exact value you are (Saunders et al., 2007). The value of the variance is the square root of standard deviations. Also, if the same thing is measured twice and get the same result, the investigator can still not be sure if it works in reality (Saunders et al., 2007).

The authors who do this investigation can be or are controlled by theories that have been read and can therefore never interpret the companies in an entirely honest way. Therefore, it can be difficult to create a fair picture of the companies (Robson, 2002). Validity when conducting an interview is referred to which extent the researcher access the participants’ knowledge and experiences. Therefore validity is not seen as an issue when using this method approach (Saunders et al., 2007).

3.4.2 Reliability

Data collection has reliability if the same result from the same research is received twice (Robson, 2007). It is even about in which range the collection was made and if it will give a consistent result. The result received should another investigator also get, by conducting the same research again (Saunders et al., 2007). It could be difficult to get exactly same result, since things around change and can affect the result. Another factor that can influence is that all people interpret the same things in different ways (Robson, 2007).

The reasons to use a non-standardized interview, focus group, is the nature of flexibility and since the situation that will be investigated are complex and dynamic (Saunders et al., 2007). Saunders et al., (2007) points out that because of the flexibility and the explorer art of non-standardized interview it is not realistic or even feasible to attempt to ensure a replicable investigation without weaken the strengths of the research. Further it is important to not create any bias, such as interview or respond bias. To assure no interview bias the use of open and probe question will be taken. Further the focus group session will be taken in neutral settings and trust between both the participants and the interviewer will be established to ensure discussion without any bias.
In this investigation the authors will look at companies during a specific time frame, so it can be difficult to do the exactly same thing one year later. Technique and companies are under continuous development. The activity on the page may change with time, as companies gain greater knowledge in how they should use Facebook in the most efficient way. But if another researcher do the same investigation and go back to the time frame used in this thesis, the same result will be received.

3.4.3 Generalisability

Generalisability, or external validity as it also could be named, aims to whether the findings can be used in other researches’ to (Saunders, 2007). This investigation is of general approach, since the authors have chosen to look upon the 100 largest Swedish companies. This kind of investigation can be done in any country, branch or other specific area, which are connected to companies on Facebook. A threat against this investigation is that the authors cannot answer whether or not this kind of research can be done on other social media, since this thesis only put focus on Facebook.

Generalisability when conducting qualitative research using semi-structured interview some concerns is to be found, one of them is that the use of a small number objects will be unrepresentative (Saunders et al., 2007). A way of going around this concern is to develop a rigorous case study which will likely be more useful for other contexts. For this thesis the generalisability is an issue, because of the choice of a certain context and themes it will be hard to make the investigation general. But the result will be of value for other researchers when conducting their own focus group; they can use this thesis result as a benchmark.

3.5 Limitations

The use of content analysis is a well established data collecting method and can be used in different forms (Weber, 1990; Ghose & Dou, 1998). As the outline of the content analysis is build on previous researchers’ material and definitions (Ghose & Dou, 1998) the components has been redesigned and adapted to Facebook. These components have not been used by other researchers when conducting content analysis on Facebook. Further the components have been developed by the authors of this thesis in collaboration with Ghose and Dous’ (1998). This means that the components have not been tested by any other researchers before this investigation. This has impact on the credibility of the investigation as the components not have been peer viewed. But as mention earlier there is a lack of previous researches on the subject of this thesis and therefore the components had to be created for the investigation. Further these components and this thesis will act as a platform for further researchers and the components has to be redefined to create a larger knowledge of how companies use Facebook.

The time limit of this thesis has been determined to narrow down the extent of data that could be gathered. As Facebook can supply a large amount of information in a short period of time the time limit had to rather short to not overwhelm the authors with data. Since the usage of Facebook differs from company to company the authors had to create a time period that were suitable for all companies. Therefore the choice of two weeks was taken. A larger time period would bring a greater understanding of companies on Facebook and the authors suggest this should be done in further research.'
Since the focus group only consisted of five persons in the ages of 19-25 years old, it is difficult to get a trustworthy picture of the customers’ perception of companies on Facebook.

As the focus group cannot be representative for the whole population a wider investigation has to be conducted. This can be achieved through the use of focus group that are heterogeneous and consist of a wider range of age and demographics. For this thesis the focus groups composition has been suitable as the group represented the largest group of users of Facebook (Checkfacebook, 2011).
4 Empirical Findings and Analysis

To collect data about the 100 largest Swedish companies, contact with Nordic Net products was established to get access to the list (appendix 8.1). The list was used to search company by company to see how many of them that could be found on Facebook. If the company could not be found on Facebook, or if it was different groups with similar names, the homepage was entered to see if there was any link to a business page on Facebook. When this was done, the findings were applied for further research in our thesis.

4.1 Research Question 1

– What is the usage frequency of the 100 largest Swedish companies on Facebook?

Totally 80 out of 100 companies have a business page, which answer the first research question. Further the authors will investigate how many of these 80 companies that is active on the business page. As mentioned above, 80 out of the 100 companies can be found on Facebook, but only 50 percent, which is 40 companies, has an active business page. Active companies are companies that have a Wall were customers can leave comments and the company post information the customers can take part of. In the investigation a deeper study of the 40 active business pages on Facebook will be done. The next step now was to examine how they use the page and which kind of interaction they have on the business page. Research question two will answer this. Below the name of all the active companies are presented. The reason to show all the companies is for the reader to get an insight in which kind of companies that are using Facebook in their marketing strategy during the specific investigation period, April, 4th–18th.

![Bar chart showing 80% active and 20% inactive.]  

Yes, they have an active Facebook page;

The number in front of the companies indicates where in the list from Nordic Net products (www.largestcompanies.se) they are placed, even the turnover SEK (x1000 SEK) are represented below. Even if the purpose of this thesis is not to look upon if it were any connection between companies’ turnover and resources in comparison with their activity on Facebook, this could be interesting for the reader to see.

1. Volvo, 264 749 000
2. Volvo, 264 749 000
3. Ericsson, 203 348 000
4. Skanska, 122 224 000
5. SCA, 109 142 000
6. H & M, 108 483 000
8. Electrolux, 106 326 000
9. ICA, 93 860 000
11. Sandvik, 82 654 000
The remaining 40 out of the 80 companies that can be found on Facebook are inactive. The companies that are placed under the category inactive have no Wall were companies can upload information, only information taken from Wikipedia are added, and some of them have no interaction at all. A list over the inactive and the companies not found on Facebook is presented in appendix 8.1.1. According to research question two, the purpose is to investigate how the companies who have a business page on Facebook use it. Since these 40 companies do not use Facebook, they are not in interest for our further investigation. The remaining 20 companies have not a Facebook page at all, and will therefore not either be included in further research.

### 4.1.1 Analysis of Research Question 1

The findings presented in figure 2, *Statistics of how many of the 100 largest Swedish companies that have a Facebook page* (p.29), illustrate how many of the 100 largest Swedish companies are to be found on Facebook. This might be a way to establish awareness to the customers and showing them what the company has to offer. This can be related to Rowley’s (2004) first focus in the three focus of marketing communication on Internet, which is creating presence. As illustrated in figure 2, *Statistics of how many of the 100 largest Swedish companies that have a Facebook page*, (p.29) a total of 80 companies of 100 are to be found on Facebook which indicates that companies have identified this social media as an efficient channel to connect with customers. The market strategy taken by the companies on Facebook is a “pull”-approach. As Rowley (2004) identifies “pull”-approach when customers search after the company the use of business page on Facebook can be seen as “pull”, even if the company is classified as inactive in this thesis. Even if not all companies are classified as active in this thesis, this result shows that Facebook is seen in a similar way as Carlsson (2009) sees it, as an easy way to establish contact with customers. Instead of using the homepage to search information, customers can use their Facebook account, which is a part of over four million Swedish people’s daily life (Facebook, 2011b). This give companies a broad market and a large amount of potential and existing customers to reach.

The division of companies on Facebook into active and inactive gives information that some companies have come further in their use of Facebook. The inactive companies is for now just focusing on at being present on Facebook (Rowley, 2004), they have no interac-
tion with customers, only a page that provides a visitor with basic information which mostly is from Wikipedia. In the view of the “loyalty ladder” these pages is only encouraging customers to become acquaintances to the company because they can learn about the company but no exchange of information occurs (Gummesson, 2002). The phenomena, business pages with only Wikipedia information were new for the authors of this thesis. The authors did not have this phenomenon in mind when the investigation started, and therefore some questions have rises during the investigation process. One question is if these pages are really administrated by the companies themselves or if Facebook are collaborating with Wikipedia? An answer to this will not be included in this analysis, since it not is what is going to be investigated in this thesis.

Even if the question of who is running the page is unanswered, Facebook gives a platform for companies to use when they decide to start using the full potential of social media. It is also a way for customers to find information about a company. All this indicates that companies found on Facebook use it to at least create presence in this social media (Rowley, 2004).

The 40 active companies have moved on to the second focus, create relationships, in regard to Rowley’s (2004) three focuses and also moved up a step in the loyalty ladder and at least making the members of the page into acquaintances (Gummesson, 2002; Zeithaml et al., 2009). These identification with the active companies with a goal to establish a stronger relationship with their customers comes mainly from that they have taking the initiative to create a channel where they can communicate with the customer, B2C. Rowley’s (2004) second focus refers to this, due to the possibility and main purpose to engage in a dialogue with the customer, where both parties can learn about each other.

33 of the 40 active companies were found in top 50, the other seven are disseminate below the top 50 companies. This is interesting to note and some questions will arises. For example is an active business page connected to a company’s turnover and resources? As Constantinides and Fountain (2008) and Rogers and Allbritton (1995) points out the use of Facebook is of low cost, and a conclusion from their statement, a company’s resources should not be of major significant if they have a business page or not. The findings presented in the investigation points to differ as all companies except seven are on the upper half of the list. A deeper investigation according to this will not be conducted in this thesis, but the findings employ further research on the area.

In summation, the first investigation showed that 80 out of 100 companies had a business page, but only 40 were active. Further research will be based on these 40 active companies. By using Facebook in the marketing strategy shows that companies has adapt the “pull” approach within marketing, which is the marketing strategy that are taking more and more into account for both companies and customers (Rowley, 2004). The active companies use Facebook to create presence and try to create loyal customers. The authors encounter a new phenomenon, which is companies’ that only has Wikipedia information on the business page.
4.2 Research Question 2

How do the companies who have an active business page on Facebook use it, and which communication is being held?

To answer research question two, the use of content analysis (appendix 8.2) were taken and a coding sheet were created based upon previous research from Ghose and Dou (1998), that were applied when investigating the active companies on Facebook. The data retrieved from the coding sheet were implemented in SPSS which transformed the data input into staples and percental numbers.

The coding sheet consisted of three different categories; customer support, marketing research and advertising/promotion/publicity, taken from Ghose and Dou (1998) previous research. The components of these categories were based on which applications can be found on the active business pages on Facebook.

The first category was called customer support. The questions included in this part were; Support questions from customers, Customer answer questions from customers, Company answer questions from customers and Company’s time to answer questions. To make it easier for the reader to understand, the authors will clarify the meaning of each question. Support questions by customers (fig. 3) are questions about anything concerning the company and its products or services that are posted on the Wall by the customers. It can be a question about how to put together a specific product. If a customer answers a support question from another customer, a C2C-interaction has occurred. This is what the authors mean with customer answer questions from customers (fig. 4). And, of course the next question concerns if the company answers the support questions that are posted on the business page, also a B2C-interaction. The fourth question in this category is company’s time to answer the questions (fig. 6). This illustrate how eager companies are to assist the customers or “defend” any complaints.

From this, information about what kind of communication is being held will be answered. The first question could be answered Yes or No (fig. 3). If the alternative Yes were chosen, another term should be chosen; Daily, Oftentimes or Rarely. Daily means that customer ask questions every day, oftentimes means that questions from customers occur at least once a week and rarely only once a week. This shows the frequency on the page. No means that it does not exist any support questions on the page. The second and third question (fig. 4 & 5) could be answered Yes, Sometimes or No. Yes means that the company/customer answers questions every day, sometimes means that they mostly answer and no means that they never answer the questions. Question; company’s time to answer (fig. 6) also had three different answering alternatives; 24h, 48h and 72h or more. But, only the companies that had support questions were included in these questions, otherwise the question was leaved clean.

More than the half, 60 percent, of the active 40 companies have no support questions by the customers (fig. 3). In the case were questions were asked by customers (fig. 4), 50 percent of the customer answered other customers sometimes. The question company answer questions from customers (fig. 5) have a pretty high percent sum. 81, 3 percent has answered Yes, which shows that they in all cases answer the customers questions. 87, 5 percent of the companies answer the questions (fig. 6) within 24h.
Next category, marketing research, consisted of five different questions; surfer postings, page survey, product survey, market survey and new product proposal. The questions about the surveys (fig. 8-11) had two different answering alternatives only; Yes or No. The main idea with surfer postings (fig. 7) is to involve the customers, by ask them or let them leave comments on how they perceived the companies’ product or service, on the business page. Here, four different options to answer were used; Customers’ initiative, Company’s initiative, Both or No. If the page had surfer postings, the authors looked at from whose initiative they were posted. From the company’s initiative, means that the company urges the customers to share their experiences. And, customer initiative means that customers by themselves visit the business page and tell the other members how they experienced a specific product or service. Mixes of those two were placed under the term both. If the company did not have any surfer postings they were placed under no. 47, 5 percent has surfer postings on their Wall, which is a total amount of both customer initiative, company initiative and both.

A page survey (fig. 8) involves the customers on the page. The customers get the possibility to influence the content on the business page, and the company gets feedback about what the customers appreciate and/or lack on the page. The next question, product survey (fig. 9), could be questions like; “Which of these two products do you find more attractive?” or “Is it any product you miss in stock?” This gives the company an insight of which product the
customers would like to have. A *market survey* (fig. 10) is a general survey that can be found on a business page, that is not related to any specific product or service the company offer. An example in this kind of survey could be; “How often do you drink soda?” By using surveys on the business page, a dialogue can be established between company and customer. The customers feel that their opinions are valuable for the company.

If a company is thinking of launching a new product, a *new product proposal-survey* (fig. 11) could be used. The company will receive knowledge about which requests the customer has. There is a pretty low amount of the active companies that use any kind of survey on their business page. Almost none of the companies had page survey, product survey and new product proposal. Eight out of 40 companies had market survey on their pages, which is 20 percent.

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**Fig. 7 Surfer postings**

**Fig. 8. Product survey**

**Fig. 9 Page survey**

**Fig. 10 Market survey**

**Fig. 11 New product proposal**
The last category, advertising/promotion/publicity, consists of seven questions; multimedia shows, product news, time limited offerings, unlimited offerings, advertising company, advertising product and sweepstakes/prizes. All questions, excluding multimedia shows (fig. 12) has two options, Yes or No (fig. 13-18). The alternatives that can be found in multimedia shows were decided after a deeper investigation on the business pages. It gave the authors an insight in which kind of different multimedia shows that is used. The different alternatives were; Pictures, Videos, Pictures and Videos or All (which consists of Pictures, Videos and Blogs). The purpose with the question, product news (fig. 13), was to look at if Facebook were used as a promotion channel for new products, by uploading release dates, pictures, updates or/and information about them.

The searched answer in next question, time limited offerings (fig. 14), were to see if companies uses Facebook as a announcer of time limited offerings such as sales, campaigns, and special customers offers. The distinction between fourth question, unlimited offerings (fig. 15), and the previous one (fig. 14) is the variable of time. Here the authors want to see if there are any offerings posted on the business page, regardless of any time limitations.

The fifth question, advertising company (fig. 16); is the company promoting themselves and displaying their company spirit through Facebook? This can take form of extended information about the company history or philosophy. Further it can also be done by postings on the Wall through promoting. The purpose with this question is to display if the company frequently uses Facebook to promote the own company. The divergence between the question advertising product (fig. 17) and the earlier product news (fig. 13) is that in this question the focus is on if companies advertise already existing products or services in the company’s portfolio. The last question, sweepstakes/prizes (fig. 18) reflect on the encouragement by the companies to get customers involved in, for example, creating a new flavor for a soda. The goal is to get the customer to participate in the event and revile some personal information. The benefit for the customer is often a prize in the end.

The result from the second question (fig. 13) was that 67, 5 percent did not post product news on their business page. The remaining 32, 5 percent posted product news quite frequent, approximately three posts per week. Only 20 percent used Facebook as an announcer of time limited offering, and none of the companies posted unlimited offerings. 70 percent advertise the company on their business page. Approximately 50 percent of the 40 active companies advertise specific products by posting information about them on their Wall on the page. In the question multimedia shows an amount of almost 80 percent of the companies displays some content regarding multimedia shows. The majority, 42, 5 percent, totally 17 out of 40 companies, have both pictures and videos on their business page which indicates that the use of pictures and videos is commonly used. The last question, sweepstakes/prizes is not usually used of the investigated companies; only 20 percent use it, which are 8 out of 40 companies.
Fig. 12 Multimedia shows

Fig. 13 Product news

Fig. 14 Time limited offerings

Fig. 15 Unlimited offerings

Fig. 16 Advertising company

Fig. 17 Advertising product

Fig. 18 Sweepstakes/Prizes
4.2.1 Analysis of Research Question 2

4.2.1.1 Customer Support

Rogers and Allbritton (1995) study looked upon the new opportunities of interactive communication technologies. One of the advantages that this investigation highlighted was that these new technologies gave both a one-to-one and one-to-many flow of information. The first result in the investigation indicates if customers are engaging in a one-to-one communication with the company. This comes from that the customer asks a specific question (fig. 3) and expects an answer that is directed to him or her, C2B. Further the question and answer to it can be of great value for other customers also, and because the conversation is public on the Wall, it is reachable for all, C2C. That less than half, 40 percent (fig. 3), of the companies investigated has customers that take initiative for contact for support, shows that interpersonal communication between companies and customers exist (Rogers & Allbritton, 1995), even if the use of the communication is not used by all companies. Further, due to the nature of Facebook this also acts as a mass media communication because of that other customers can get access to asked question and answers (Roger & Allbritton, 1995). The result that shows that companies have customers that asks support question on their pages points to that the “pull” approach is present on Facebook as it is the customer that take the initiative for contact (Rowley, 2004).

The result from question two in the coding sheet (appendix 8.2) regarding if customers answer other customers support questions (C2C) (fig. 4) on companies business pages on Facebook, shows that they sometimes do. 50 percent of the companies that have question from customers regarding support, other customers sometimes answer. The meaning that is found in this result is that other customers sometimes act on companies’ business pages. The customers that act on the business pages can be called “ambassadors”.

Both Grönroos (2009) and Carlsson (2009) talks about “ambassadors” and can be identified as customers that spread good experiences about companies on their own initiative. The connection to the result is that the companies that have “ambassadors” on their business page have loyal customers that feel a responsibility to be active on the page and help the company they are members in. This loyalty can also be looked from the perspective of the “Loyalty ladder” (Zeithaml, 2009; Gummesson, 2002). ”Ambassadors” is customers that spread good experiences and talks about a company that they should have a relationship with the company. The relationship and prior knowledge that “ambassadors” have about a company suggest that they are having and has have a relationship with the company under a longer period of time, and also that both parties is familiar with each other. According to Gummesson (2002) and Zeithaml et al. (2009) the customers that have a well built relationship with a company is classified as a friend or even as a partner. These two classifications of customers are on the higher steps in figure 1, “Loyalty ladder” (p.10) which means that they have a greater exchange of information to respond to each other’s needs. The purpose is to provide with a more customized product or service and also increase customer retention (Gummesson, 2002; Zeithaml et al., 2009). The connection between “ambassadors” and friend/partner is that an “ambassador” could be either a friend or partner to the company. This comes from that ambassador/friend/partner is willing to take initiative to help other customers. Further the ambassadors mostly have proper information how to solve a problem that other customer has posted on the business pages Wall. They can also help with knowledge about a company’s services and products. This all indicates that information has been exchanged between the ambassadors and the company, and further that the customer in hand wants to have information about the company he or she has
interest in. The two lower steps in the loyalty ladder, stranger and acquaintances, is not connected to “ambassador” in the eyes of the author of this thesis. This is because these two steps are when customers and company do not have any interaction or just is starting to know each other (Gummeson, 2002; Zeithaml et al., 2009). Further it is important to emphasize that it is not only “ambassadors” that answers customer questions. In some cases customer comments had a negative aspect which is not coherent with the definition of “ambassador”. Our result that 50 percent of the companies that receive support questions from their customers have other customers that answer the question (C2C) (fig. 4) indicates, as mentioned, loyal customers. This does not indicate that the once who did not have customers answer other customers question (fig. 4) do not have loyal customers. It only shows that the 50 percent have loyal customers that want to express themselves on Facebook. Why there is a difference can have many reasons, perhaps that some companies have a culture that foster this type of interaction.

In regard of the result received from question three (fig. 5), under the category of customer support, shows that companies foster these questions asked by customer on Facebook as a mean to be in contact with customers. As 81, 3 percent of the companies that receive question answer them points out to that they want to maintain the channel and have discussion with customers through it. Further, that 87, 5 percent answer within 24 hours demonstrate that the companies is actively using their business page on Facebook daily and foster the interaction between the company and customer. These results can be referred to the third focus, creating mutual value according to Rowley (2004). He points out that mutual value creation can take place through online communication, but it has to be maintained. Specific examples can be the possibility to share and take part of opinions and expertise (Rowley, 2004). The customers’ interaction with the company has to be fostered to up hold the creation of value for both the company and the customer. The result from this questions shows that the companies tries to foster the creation of value by replaying in customer question and being active on their business page. Unfortunately the information retrieved from the interaction can be hard to connect towards a specific customer but a general estimation can be made.

4.2.1.2 Marketing Research

The result regarding surfer posting (fig. 7) showed that 19 out of the 40 companies, which is 47, 5 percent had some sort of interaction where the customers post about their experiences with the company. This where either on the customers own initiative or the company’s. The author of this thesis sees this as a form of D-WOM. The identification of this as D-WOM is because the customers talks about their experiences of a company on Internet (Yang et al, 2009) in a similar way as they do in their social network in the “real world”.

The reason why this question has sub-categories looking into on whose initiative these postings were taking on was to identify “ambassadors”. This is identified through that customers post experiences on the company’s business page Wall which also other members of the page can take part of and leave comments on. As these posting is about positive aspects of a company’s products/services of the company itself a good image about the company will be spread through the community (Gummesson, 2002). The category look in to if the company promotes surfer postings is in connection with the view that companies can control D-WOM. They can create what is called “hot topics” that the company can is some way control (Carlsson, 2009). This is substantially based on that it is the companies that post the question and through asking a leaded question they can in some way control the answers. Surfer posting can also be away of find out the service message that a compa-
ny delivers. Because service messages is constructed and a result from the service encounter a customers’ has with a company (Duncan & Moriarty, 1997), their experiences from the encounter is the result of if a positive or negative message were delivered. In the light of the result that almost half, 19 out of 40, companies has surfer postings on their business page it can be seen that many companies’ tries to use Facebook as a mean of measure the service message. The four remaining questions about surveys (fig.8-11) showed that a very low amount of the companies did not use surveys as it could be used. The survey that was most commonly used was market survey (fig. 10). The authors find this statistics negative, since surveys is a good way to involve the customers and get a picture of what they want to see on the page and in the company’s product range. It is a way to create an interaction between company and customer (B2C), which Rogers and Allbritton (1995) talks about.

The low results from these questions suggest that the companies do not use the full potential that, according to Constantinides and Fountain (2008), exists within social media. They see social media as a way of retrieving information and conduct communication to a low cost. Further, the authors of this thesis identify that the companies on Facebook do not use the potential that is identified and that the result shows a missed opportunity for the companies. The low cost of using the Internet and also Facebook is also recognized by Rogers and Allbritton (1995) and Yang et al. (2009) which emphasis that a geographic location is no longer a hinder for getting in contact with a customer. In the light of these two papers conclusions the use of surveys on Facebook should be higher than the findings in our content analysis. The highest category was concerning market survey which is not in direct link with the company’s services or products. Even if this was the highest category it had a low account of Yes, only eight out of 40 uses it. As seen under customer support there is customers that is active on the business pages and spreads opinions. Further, members want to be activated and involved judging from the result from question two (fig. 4) in customer support. In combination that over four million Swedes are using Facebook (Checkfacebook, 2011) the potential to get the customers opinion through different surveys is unmistakable.

Another aspect of surfer posting and product surveys is that the product and service messages can be measured through one of these types. The use of surveys on Facebook could be an easy way to measure if planned messages, product and service messages has been transmitted probably.

4.2.1.3 Advertising, Promotion & Publicity

According to the focus group from previous research (Nilsson & Sandgren, 2011); they realized that pages are more interesting if there are any kinds of multimedia shows, in form of pictures or videos. In the investigation, one question was if the company had any multimedia on the business page (fig. 12). Only 22, 5 percent did not have any multimedia shows, which the authors found good, since the focus group used in this thesis, appreciate this kind of shows. The companies that have multimedia shows, have either pictures, videos, a mix of it or pictures, videos and blogs which is called all in the coding sheet that could be found in appendix 8.2. Videos and pictures make it easier to get an insight in the company. Blogs consist of information about the company, written by employees within the company. This can be seen as product or/and planned messages according to Duncan and Moriarty (1997).

Next question, product news (fig. 13), was to investigate if Facebook is used as a promotion channel. Here the result showed that 32, 5 percent used Facebook for this purpose, which
the authors found quite surprising low. Facebook has over 4 million active users in Sweden (Checkfacebook, 2011) and 50 percent of the user visit Facebook everyday (Facebook, 2011b). It is an easy way to get in contact with the customers, since they by themselves have decided to be a part of the business page and are willing to receive information about the company and their products. As Carlsson (2009) mention, social media is an effective and inexpensively way to market themselves, and especially new products.

Before the investigation was started, the authors have noticed that some companies used the page to post time limited offerings (fig. 14), and therefore it was interesting to see how many of the 40 active companies that was using it. Result shows that only 20 percent used time limited offerings on their page. A reason to use time limited offerings is that it can attract more customers, and this can be connected to planned messages (Duncan & Moriarty, 1997). Even the fourth question unlimited offerings (fig. 15) can be connected to the reasoning above. The authors only wanted to see if there was any difference between time limited and unlimited offerings, and the statistics shows that none of the active companies used unlimited offerings.

The implication with the fifth question advertising company (fig. 16) was to observe if the company promote themselves on the business page. As mentioned before, customers search for the companies on Facebook because they want to have information about the company, and 70 percent of the companies use the business page to advertise themselves. As Carr (2010) says, people are tired on traditional marketing, but in this case the customers have made a choice to take part of the advertising. Therefore the statistics on this question is good, since more than 20 out of 40 active companies use it.

Advertising products (fig. 17) are connected to previous question. This is also about to cross the barriers and find an efficient way to reach out to the customers (Carr, 2010). Both advertising product and advertising company can be connected to the theory about integrated marketing that Carlsson (2009), Grönroos (2008) and Duncan and Moriarty (1997) talks about. They mean that all communication within and outside the company has to be the same. The advertising on Facebook has to be the same as at the company’s homepage for example. From the last question, sweepstakes/prizes (fig. 18) the authors find out that only 20 percent use it on their business page. The ones, who have it, use it to communicate with the customers, and make them move from acquaintance to friend in the loyalty ladder (Zeithaml, 2009; Gummesson, 2002).

4.2.1.4 Summary of the Analysis of Research Question 2

From the first category the authors find out that the 40 percent that had support questions received questions daily or oftentimes, and at least 50 percent of the customers always or sometimes answer the questions. 81, 3 percent of the companies that have support questions always answer, and within 24 hours. The result shows that an interaction between both customer and customer (C2C), and company and customer (B2C) exist. Another type of application that can be used on Facebook and that create an interaction between the company and its customers are surfer postings, which was used by 47, 5 percent. This is an efficient way to involve the customers to tell about their experiences and the company can take knowledge of these stories, and if there are any negative comments they can try to adjust these problems.

An easy way to capture the customers’ attention is by using pictures or videos for example. A picture says more than thousand words! This is something that many of the companies take us of, since 77, 5 percent has any kind of multimedia show. Pictures or videos from
any specific event could be good to upload, since it gives the customers a greater insight in
the company. Many of the companies have taken the opportunity to promote themselves
on their business page. 70 percent advertise themselves on Facebook. Traditional market-
ing consists of two different approaches; push and pull. The first step is that the customers
search for the company to take part of their marketing – this can be connected to the pull-
approach. Further the company push out information, but only the customers that have
become members receives this information.
4.3 Research Question 3

– What are the customers’ perceptions of active companies on Facebook?

For research question three a focus group were conducted where the participants discussed specific questions. The authors had created the questions with the coding sheet as a base. The focus group consisted of five participants with similar background, age and experiences of Facebook, both male and female. The ages of the participants in our focus group were between 19-25 years. For this focus group the semi-structured interview approach were chosen. The reason to this is that the study has an already established focus and questions will be discussed in the group (Zikmund, 2000). A structured interview make it difficult to maintain a discussion, it makes the participants feel locked to start and maintain a discussion (Zikmund, 2000). A semi-structured interview will give the data collection a clearly defined focuses but also the participants the possibility to refer to their own preferences and clarifications. Further in the thesis the result from the interview will be shown. All the quotes are freely translated by the authors, since the interview was held in Swedish.

The questions and the transmitted answers are found in Swedish in the appendix 8.4 and 8.4.1.

The first question was for the participants to describe how they use Facebook. All of the participants agreed with each other that Facebook were used for amusement and maintain contact with friends. Participant A said; “Mostly for amusement. Keep me updated what people do. Yes, that’s it what I use Facebook for”. All the others agreed with this. Participant E said; “But there is also a job aspect. I have got a lot of business contacts on mine that I keep in touch with”. A sub-question to the first question was to get an insight of how they connect Facebook to companies. This sub-question was kind of confusing for the participants, since they have never really thought about that companies use Facebook to reach to their customers. But, participant B said; “Well, there is some companies that upload pictures when they have sale and special offerings and when they have new products in stock. But, I do not think that you really search for companies”. Further, participant C said; “If you have a favorite company it is good. I use to ”like” theirs pages so I can take part of the information and updates. I find this very good. It is an easy way to push out information”.

Question two was a more probed and direct question as continuation on the previous question; how many companies are you a member in? Even this was a confusing question, since no one had a thought of how many they had on the page. A discussion about what a company is arises. Participant A said; “But, what is a company? Is an artist a company? They promote themselves on Facebook. It is like an entrepreneurship. In that case, I like a pretty large number of companies”. When a definition of what a company is was clarified, an average was five to ten companies per participant. After a minute of silence participant E realized that he was a member of approximately 20 companies, but only because he felt obligated to be a member in some of the companies. After this comment another participant started to speculate and find out that she was a member of friends companies just to support them.

Further, the participants were asked to describe why they have become member in the companies. The answer here was simple – to take part of the information shared on the page. A reason to not be a member was because of too much and too boring information on the page.
The third question was for the participants to describe how they act/integrate on the page. Most of the participants said that they do not do act in any way; they just look on what is posted by the company. One participant sometimes “like” posts on a page if there are any new products, but not frequent. Participant A says that; “If you comment anyone’s post on Facebook, you will receive an email when others comment on the same post, and that is annoying”. That is why she does not comment or interact on the page.

The moderator tries to make them think of if they negotiate any interaction with a company, on theirs Facebook page. Silence arises and the participants do not really get the question, but when they start to discuss them talks about “check-in”, which is a way to show others were they are and shop for example. Participant C says; “Sometimes you say like this; “Ah, I saw that H&M has a new collection. And that is a way to spread the word”. When it comes to support questions on Facebook all participants looked pretty skeptical and none use Facebook to ask questions. The moderator asked them were they search for help when they need answers to support questions. After a while participant C said; “On their homepage or back where I bought the product”. Another participant says; “Some companies are really active and have quick respond, and I have seen that people take us of it, but I have never tried”. Participant A and C started to discuss that some kind of “support forum” would be a good idea to use on Facebook, but one disadvantage that also are discussed is that there will be too much unnecessary posts from customers that the company maybe not have time to answer. Another aspect most of the participants have is that Facebook only should be used to advertise the company. Further, the moderator asks if they use Facebook for searching evaluation of products. Most of the participants do not use Facebook for this cause; instead they search for product reviews on other search engines. One of the participants has noticed that friends write on their own Walls for suggestions from friends.

After this, the moderator asked for a discussion about if they participate in any surveys or competitions, and if they do which kind of surveys or competitions. None of the participants have noticed that companies on Facebook have surveys on their pages, but they have seen that Facebook have started to use survey where you answer just one question about something. The participants’ discuss that if the company would post survey with only one question, most of them would take part of it. But if the surveys are too long and take too much time they would not. An example that one of the participants mention are when you tag yourself in a picture and be a part in a competition. They also discuss that if they would take part of a larger survey, you will get something for it. Participant A was skeptical against this kind of survey and competition, she said; “I think that it is fraud. I think that people upload this, just so people can “like” it. I have never understood if people win or not.” Participant D agreed and added; “I think the entire Facebook is unserious”.

Further the moderator asks the participants to describe the content on “the best page” on Facebook. Here we receive a quick respond from participant E;”The most important thing is that the page is funny. It feels like many companies are strict, they consist of boring posts and information from the company”. Participant A agree with E, and E continuous; But, there are some pages that have humor and make fun of things. Participant A add; “And “stands out” from the others”, and then she continuous and says that; “Pictures are good to upload. Many people look at the pictures instead of reading all the text. Pictures are smooth and easy. Participants E starts to talk again and mention how important it is to find a balance between being active and too active. Participant E says; “Too much updates per
day are just annoying”. Participant A adds; “But contact information is good to add on the business page”.

The last thing that was discussed was that one of the participants realized that nightclubs also are companies and many of the participants are members in these groups. Participant A says; “Especially when you go out, you check these business pages, to see if it are any specific offerings”.

4.3.1 Analysis of Research Question 3

The first question discussed was how the participants use Facebook. The impression the authors got was that all of the participants used it only for amusement and maintain contact with friends. Only one of the participants mentioned that Facebook was a good channel to use for work. The authors believe that the reason this person mentioned it is because he is an artist and use business pages in another way than the remaining participants. According to previous research (Nilsson & Sandgren, 2011) the authors find out that the ones who mentioned companies on Facebook were the older ones, who were working. The focus group consisted of students, and one of them is also working. The result from this questions shows that customers do not notice companies’ usage of Facebook. Carlsson (2009) talks about two different perspectives of social media; for individuals, which means that you as private person use it for contact with friends. The other perspective is the one that one of the participant talk about – social media for work situations (Carlsson, 2009). Even Constantinides and Fountain (2008) discuss this.

In the second question the authors were searching for a number of how many companies the participants had on their own page. No one was really sure about how many they had, and a discussion about what a company is started. When a definition of company was clarified, an average of five to ten companies per participant was received. A discussion about reasons why they have become members arises, and one of the main reasons was to they felt obligated to support their friends companies.

When a user become a member on Facebook this will be shown on his/hers Wall and this can be connected to D-WOM (Yang et al. 2009) as the presence of the company will be spread to the users friends. When the authors asked the participants why they have decided to be members in the group they are interested in and do not feel obligated, all of them answered; “To take part of the information that is shared on the business page”. This can be connected to the two first steps in the “loyalty ladder”, strangers and acquaintances (Zeithaml et al., 2009; Gummesson, 2002). Also, none interaction at all are established between the participants and the companies. The reason for this classification is because of the information is only going one way. The customer takes part of the information posted on the business page and Wall but no interaction occurs. This means that the customer only learns about the company, but the company does not receive any information about the customer. Further this answer strengthens the view of Facebook as a “pull” approach (Rowley, 2004). As the participants’ states, they want to take part of the information which means that they are taking the initiative for contact. As Rowley (2004) mention, “pull marketing” is when the customer search for the company by themselves.

The third question was asked to advance the answer received in the second question, and also to see if any of the participants could be placed in the third or fourth step in the “loyalty ladder”, friends and partners (Zeithaml et al., 2009; Gummesson, 2002). One of the participants said that she sometimes “like” posts on a specific companies business page, so
she is an *acquaintances* to the company (Zeithaml et al., 2009; Gummesson, 2002). She shares her aspect and thoughts about the company and the information that is uploaded. If she starts to comment on the company’s business page, she will turn into a friend to the company. None of the participants can be seen as a *partner* to any company (Zeithaml et al., 2009; Gummesson, 2002). But, the step *friends* can be connected to more of the participants’ when they started to talk about that if they see something on the business pages; can spread this to their friends through WOM (Carlsson, 2009; Grönroos, 2007). They also mention that if they are in a store they can “check-in” and friends can see that they shops there. And this also is a form of D-WOM (Yang et al., 2007) since it is spread on Facebook.

Further the authors investigated how the participants act against support questions on Facebook, if they used Facebook as a support forum. The authors have noticed that some companies use their business pages as a support forum (fig. 3), and also find it out from the results from the previous research (Nilsson & Sandgren, 2011), the positivism against support forums on Facebook. When the moderator asked the participants what they do if they need support, the answer was visit the company’s homepage or go back to the store where they bought the product. One participant had seen that some company have this kind of support but he had never used it. They discuss about this, and in the end they ascertained that this is not good for the company, since people post so much things that the company probably not have time to answer. But maybe if they added a “column” with the most frequently asked questions this will work. Otherwise, they think that companies should have their support where they have it today, and use Facebook only as a promotion channel. The authors think that they have those thoughts because they do not have any experience from this. They have not interacted with the company and other members at a business page. If they have had any experiences from this, the authors think that they will have a different aspect on this, they would probably have seen the benefits that Rogers and Allbritton (1995) talks about. Rogers and Allbritton (1995) say that social media, in this case Facebook, house both the one-to-one and the one-to-many flow of information. Even the geographic location is no longer a problem when sharing information with a large amount of people (Rogers & Allbritton 1995; Yang et al. 2009). As mentioned, the participants expressed some skepticism against towards a business page as a support channel. One response was that it did not feel as a serious approach and that this was not a way to contact the company in a suitable way for them.

Further the moderator asked for a discussion about participating in surveys or competitions, and if they do, which kind of surveys and competitions. None of the participants have noticed that surveys conducted by companies exist on Facebook, but they have seen that Facebook sometimes upload one general questions with no connection to any company. There is not a large amount of the companies that have any kind of survey on their business page (fig. 8-11). That can be a reason to why the participants have not noticed it. The usage of surveys on the pages could be positive from the companies’ point of view – the companies take part of the customers’ aspects and thoughts about the company. This could be referred to what is mentioned in analyze of marketing research. The participants’ discuss that if the company would post survey with only one question, most of them would take part of it. If the surveys are too long and too time-consuming they would not participate. They also discuss that if they would take part of a survey with a large amount of questions, you will get something in return. An example that one of the participants mention are when you tag yourself in a picture and be a part in a competition. This can be con-
connected to the term *sweepstakes/prizes* (fig. 18) from the coding sheet (appendix 8.2) used for research question two (p.36).

In the last questions the authors wanted the participants to discuss a definition of “the best” content on a page, and quickly one of the participants says; “The most important thing is that the page is funny. It feels like many companies are strict, they consist of boring posts and information from the company”. Participant A agrees with E, and E continuous; “But, there are some pages that have humor and make fun of things”. Participant A add; “And “stands out” from the crowd”, and then she continuous and says that; “Pictures are good to upload. Many people look at the pictures instead of reading all the text. Pictures are smooth and easy”. Participant E starts to talk again and mention how important it is to find a balance between being active and too active. Participant E says; “Too much updates per day are just annoying”. Participant A adds; “But contact information is good to add on the business page”. A comparison between the findings in research question two, about multimedia shows, and the received information from the focus group, a clear view of that company has identified multimedia shows as important parts of the customer communication.

To sum up the information received from the focus group, the authors get the feeling that companies use of Facebook have not reached private persons in the way they can do. A result from the focus group is that the participant was positive to companies using Facebook, but mainly as a promotion channel. The participants said that they want to take part of the offerings the company sends out, but they are not interested in interacting in discussions on the business page. The authors thought that the attitudes against support questions on Facebook should be more positive than retrieved from the interview. The view of business pages on Facebook as a support help were not seen by the participants of the focus group. They rather turn to a company’s homepage or a retailer.


5 Summary of Analysis

In this section a comparison will be done from the results from previous empirical findings and analysis. The result from research questions two and three will be analyzed, compared and connected to each others.

First of all, the findings in research question two and the participants’ feelings against customer support on business pages will be compared. The result from research question two shows that 40 percent of the companies answer support questions (fig. 3) on their business pages, but none of the participants in the focus group see Facebook as a “support forum” at the moment. This differs from the authors thought about customer support, after reading previous research (Nilsson & Sandgren, 2011) and investigated the companies. Nilsson and Sandgren’s (2011) focus group had a positive attitude against that companies use their business page as a “support forum”. The companies that are using this are using it frequently and an interaction between company and customer can be seen. One of the participant have seen this function but not used it, instead he thinks that the company should have the support on their homepage. That the usages of the support function have not high frequencies from our participants can have different reasons. One reason to this can be that they only see Facebook as a social amusement and therefore do not really see the companies as anything serious; it is only just for fun. Since the result from the content analysis, the focus group conducted in this thesis, and Nilsson and Sandgren’s (2011) result differs, a clear view is hard to establish. Indicated by the different result from focus groups the person’s personal view makes it hard to get a truthful and general result that can be generalized on a broader population.

The findings from the coding sheet (appendix 8.2) regarding marketing research gives the results that the companies do not use surveys that frequently as it could be used. This can also be seen when the participants get the questions about this. The participants have never seen it on Facebook and according to the results of usage of surveys on Facebook it is not strange. The survey that has the highest percent and therefore is meaningful to mention is market survey, which is a more general survey and has no connection to the company and its products. As Constantinides and Fountain (2008) mention, survey is low in cost to conduct and the information retrieved is of low cost also. But as seen from the result from the focus group the companies must adapt the survey so it is not time-consuming and easy to access. Therefore Facebook is not a prober media to use when wanting to conduct a rich full survey. A basic survey that may work as a mean to get a picture of what the market think would be more suitable. A new phenomena has arises on Facebook after the investigation on Facebook and before the focus group was conducted. The authors receive knowledge about this phenomenon during the interview, since one of the participants’ mentioned it. The phenomena imply that both customers and Facebook itself can create a question and upload it on their own Wall. The characteristics of these questions are short with simple answers, and the results from the focus group strengthen this new application on Facebook.

The authors have seen that many companies, 77, 5 percent use multimedia show. According to the focus group, videos and/or pictures attract customers to visit the business page, a large amount of text are to uninteresting to read. It is easier for the customers to get a better picture of the products by uploading pictures and a short description under each picture. The result regarding multimedia shows from the content analysis and the focus group is coherent, since both company and customers have the same attitude against multimedia

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shows. Sharing of videos, pictures and information is the base idea with Facebook and therefore the authors think that this large amount uses it. Further, the authors investigated whether the companies used their business pages as promotion channels to the full potential that exist in the social media. 70 percent of the active companies use their business page to promote themselves, and 50 percent use the page to promote products. During the focus group the authors comprehend that the companies should use their business pages on Facebook especially for promotion. According to the participants’ thoughts, the statistics from these questions are positive and feels truthful, since the results are similar from the different investigations.
6 Conclusion

The authors have found out that Facebook could be used for many different ways of using it, from the companies’ point of view. The most appearance areas on Facebook that have been found are; support forum, advertising channel or just exist within the social media Facebook. From customers point of view Facebook could be used to maintain their social network, where both companies and friends are involved.

Two main categories that have been found during the investigation are customer support pages and advertising/promotion/publicity pages. These two categories differ from each other, but a mix of them can be found on Facebook.

By using the business page as customer support an interaction between both company and customer (B2C), customer and business (C2B) and customer and customer (C2C) will appear. This leads to that both company and customer get knowledge about each other and together creates value. Since Facebook is a huge part of every/many customer’s daily life, it is an easy way to maintain contact between companies and customers. Advertising/promotion/publicity is a frequently used way of marketing on Facebook. Here the company is the main actor and push out information to the customers. The investigation shows that customer interact more through looking and commenting on the pictures and videos that the company has uploaded. The interaction here is of another sort than customer support pages, it is no direct communication between company and customer, since it is uploaded to all members on the page.

The findings from the focus group shows that the participants prefer business pages that are of advertising/promotion/publicity kind since this corresponds with their perception of companies on Facebook. In comparison with one of Nilsson and Sandgren's (2011) findings that suggested that customers can see business pages as a customer support help. This can be seen as the user’s personal view of Facebook decides if he/she can think of using business pages as a mean of support help.

The findings in these investigations can be useful for already established companies on the social media, and also companies that considering including Facebook in their marketing strategy. Depending on what the company will get out of being a part of Facebook the content has to be suited to what the customers want to see on a business page. One major finding in this investigation was that a “good” business page should include pictures and videos since it attract customers more than only written information and promotion. A quick respond on support questions from customers create credibility against the company, from the customers point of view.

Before a company decides to establish the company on Facebook they have to have a clear picture of for what reason they want to use Facebook. If they want to use it as a support forum, quick and helpful responses are of huge importance, if they want to use it as a promotion channel daily updates are important. You need to have one ”starting point” and develop the page from this.
6.1 Further Research

As Facebook is a relative new media the extent of investigations and studies on the media is lacking and researchers can look in both customer and company perspective and break new ground in marketing. Further, our focus group and the focus group conducted in from Nilsson and Sandgren’s investigation (2011) illustrated that customers and users of Facebook has some different view of how Facebook should be used by companies. Some areas worth study further, the authors of this thesis explain below.

One of the findings in this thesis where that 33 of the 40 active companies on Facebook where on the upper half of the list over companies used in this thesis. As the companies in the list are ranked after their turnover the companies with the higher turnover were of majority on Facebook. The authors of this thesis sees that further researchers can look upon the resources influence on companies’ use of Facebook. The interest in conducting a research in this area comes from other researchers conclusions that social media is a low cost alternative in regard of communication and information (Constantinides & Fountain, 2008).

Another interesting area to look into is if there is any difference between business and their use of Facebook. Even if the content and customer participation differs between the business. A study with this focus could build up the theoretical framework and knowledge about how to use this social media for a specific business.

Further a deeper and a broader study of the customers’ perception of companies of Facebook would give a broader knowledge of how customers behave and use Facebook and would help marketers understand how to use Facebook to their target group.
7 List of References


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Appendix

8 Appendix

8.1 100 Largest Swedish Companies

Top list: The largest companies in the Nordic countries by turnover (excl. national subsidiaries)

<table>
<thead>
<tr>
<th>Company</th>
<th>Turnover SEK (x1000)</th>
<th>Fiscal year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Volvo, AB</td>
<td>264 749 000</td>
<td>201012</td>
</tr>
<tr>
<td>2. Vattenfall AB</td>
<td>213 572 000</td>
<td>201012</td>
</tr>
<tr>
<td>3. Ericsson, Telefonaktiebolaget LM</td>
<td>203 348 000</td>
<td>201012</td>
</tr>
<tr>
<td>4. Skanska AB</td>
<td>122 224 000</td>
<td>201012</td>
</tr>
<tr>
<td>5. SCA, Svenska Cellulosa Aktiebolaget (publ)</td>
<td>109 142 000</td>
<td>201012</td>
</tr>
<tr>
<td>6. H &amp; M Hennes &amp; Mauritz AB</td>
<td>108 483 000</td>
<td>201011</td>
</tr>
<tr>
<td>7. TeliaSonera AB</td>
<td>106 582 000</td>
<td>201012</td>
</tr>
<tr>
<td>8. Electrolux, AB</td>
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<td>201012</td>
</tr>
<tr>
<td>9. ICA AB</td>
<td>93 860 000</td>
<td>201012</td>
</tr>
<tr>
<td>10. Nordea Bank AB</td>
<td>84 024 300</td>
<td>201012</td>
</tr>
<tr>
<td>11. Sandvik AB</td>
<td>82 654 000</td>
<td>201012</td>
</tr>
<tr>
<td>12. Scania AB</td>
<td>78 168 000</td>
<td>201012</td>
</tr>
<tr>
<td>13. Volvo Personvagnar AB</td>
<td>78 022 000</td>
<td>200912</td>
</tr>
<tr>
<td>14. Sony Ericsson Mobile Communications AB</td>
<td>70 277 737</td>
<td>200912</td>
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<tr>
<td>15. Atlas Copco AB</td>
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<td>16. Coral Petroleum Holdings AB</td>
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<td>17. ABB Norden Holding AB</td>
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<td>18. Securitas AB</td>
<td>61 339 800</td>
<td>201012</td>
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<tr>
<td>19. SKF, AB</td>
<td>61 029 000</td>
<td>201012</td>
</tr>
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<td>20. Nordstjernan AB</td>
<td>57 557 000</td>
<td>200912</td>
</tr>
<tr>
<td>21. AstraZeneca AB</td>
<td>50 341 000</td>
<td>200912</td>
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<tr>
<td>22. Apoteksguppen i Sverige Holding AB</td>
<td>43 076 000</td>
<td>200912</td>
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<td>Company Name</td>
<td>Value (SEK)</td>
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<tr>
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</tr>
<tr>
<td>25</td>
<td>If Skadeförsäkring Holding AB</td>
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<td>26</td>
<td>SAS AB</td>
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<td>27</td>
<td>Tele2 AB</td>
<td>40 164 000</td>
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<td>SSAB AB</td>
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<td>SEB (koncernen)</td>
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<td>Peab AB</td>
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<td>Assa Abloy AB</td>
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<td>33</td>
<td>Boliden AB</td>
<td>36 716 000</td>
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<td>Lantmännen ek. för.</td>
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<tr>
<td>35</td>
<td>Axfood AB</td>
<td>34 260 000</td>
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<td>36</td>
<td>Husqvarna AB</td>
<td>32 240 000</td>
</tr>
<tr>
<td>37</td>
<td>Investor AB</td>
<td>31 920 000</td>
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<tr>
<td>38</td>
<td>Handelsbanken</td>
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<td>Swedbank AB</td>
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<td>40</td>
<td>Bonnier AB</td>
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<td>Ratos AB (publi)</td>
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<td>44</td>
<td>Trelleborg AB</td>
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<td>Sapa AB</td>
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<td>Alfa Laval AB</td>
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<td>47</td>
<td>Saab (koncernen)</td>
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<td>Papyrus Holding AB</td>
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<td>Toyota Industries Europe AB</td>
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<td>AarhusKarlshamn AB (publ)</td>
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<td>Noah AB</td>
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### Appendix

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</table>

#### 8.1.1 Companies on Facebook

### 8.1.1.1 Inactive Business Page on Facebook

- Bilia
- Loomis Sverige
- Sapa
- Modern Times Group MTG
- Getinge
- AMF
- Swedish Match
- Ahlsell
- Stena
- Outokumpu Stainless
- Bravida
- Meda
- L E Lundbergföretagen
- Investor
- Assa Abloy
- Holmen
- Hexagon
- Vattenfall
- SKF
- Schenker
- Volkswagen Group Sverige
- Alfa Laval
- Akzo Nobel Sweden Finance
- St1
- Scan
- Tamro
- Apoteksgruppen i Sverige
- OK-Q8
- Södra Skogsägarna
- CellMark Holdings
- Swedbank
- TeliaSonera
- AstraZeneca
- Boliden
- Arla Food
- Telenor Sverige
- Aarhus Karlshamn

### 8.1.1.2 No Business Page on Facebook

- Indap Sweden
- Pharmacia Holding
- Stockholms Stadshus
- Axel Johnson Holding
- Nybrojarl New 1
- Alecta pensionsförsäkringar
- Corral Petroleum
- CellMark Investment
- Siemens Insdustrial
- Ygeia Topholding
- Thomas Cook Northern Europe
- Perstorp Holding
- Fortum Generation
- Papyrus Holding
- Autoliv
- Ratos
- Toyota Industries Europe
- Octapharma Nordic
Appendix

Nobia Statoil Sverige

8.2 Coding Sheet

<table>
<thead>
<tr>
<th>Company name</th>
<th>Turnover</th>
<th>Place in the list</th>
</tr>
</thead>
</table>

1. Does the customer post support questions on the business page?
   - If, Yes
     - 1. Daily
     - 2. Oftentimes
     - 3. Rarely
     - 4. No

2. Does the customer answer questions from other customers?
   - 1. Yes
   - 2. Sometimes
   - 3. No

3. Does the company answer questions from customers?
   - 1. Yes
   - 2. Sometimes
   - 3. No

4. Within which time frame do companies answer questions?
   - 1. 24 h
   - 2. 48 h
   - 3. 72 h or more

5. Do they have any surfer postings in the business page?
   - 1. Customers initiative
   - 2. Company initiative
   - 3. Both alternatives
   - 4. No

6. Is there any page survey on the business page?
   - 1. Yes
   - 2. No

7. Is there any product survey on the business page?
   - 1. Yes
   - 2. No
Appendix

8. Is there any market survey on the business page?
   o 1. Yes
   o 2. No

9. Is there any new product proposal-survey on the business page?
   o 1. Yes
   o 2. No

10. Do they have any multimedia show? If yes what kind of?
    If, Yes
       o 1. Pictures
       o 2. Videos
       o 3. Pictures and videos
       o 4. All
       o 5. No

11. Is there any product news on the business page?
    o 1. Yes
    o 2. No

12. Is there any time limited offerings on the business page?
    o 1. Yes
    o 2. No

13. Is there any unlimited offerings on the business page?
    o 1. Yes
    o 2. No

14. Do they advertise the company on the business page?
    o 1. Yes
    o 2. No

15. Do they advertise products on the business page?
    o 1. Yes
    o 2. No

16. Do they have sweepstake/prizes on the business page?
    o 1. Yes
    o 2. No
Appendix

8.3 Statistics from SPSS

Frequencies

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Does the customers post support questions on the business page?</th>
<th>Does the customer answers questions from other customers?</th>
<th>Does the company answer questions from customers?</th>
<th>Within which time frame do companies answer questions?</th>
<th>Is there any page survey on the business page?</th>
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<td>16</td>
<td>16</td>
<td>16</td>
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Statistics

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<td>.47434</td>
<td>.40510</td>
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</table>
Appendix

<table>
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<tr>
<th></th>
<th>Is there any unlimited offerings on the business page?</th>
<th>Do they advertise the company on the business page?</th>
<th>Do they advertise products on the business page?</th>
<th>Do they have any multimedia shows?</th>
<th>If yes, what kind of?</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Valid</td>
<td>Valid</td>
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<td>2,00</td>
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<td>0,46410</td>
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Statistics

<table>
<thead>
<tr>
<th></th>
<th>Do they have sweepstakes/prizes on the business page?</th>
<th>Do they have any surfer postings on the business page?</th>
</tr>
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<tbody>
<tr>
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## Frequency Table

### Does the customers post support questions on the business page?

<table>
<thead>
<tr>
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<th>Cumulative Percent</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>7</td>
<td>17,5</td>
<td>17,5</td>
</tr>
<tr>
<td>Oftentimes</td>
<td>6</td>
<td>15,0</td>
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<tr>
<td>Rarely</td>
<td>3</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Total</td>
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### Does the customer answers questions from other customers?

<table>
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<th>Cumulative Percent</th>
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</thead>
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<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>3</td>
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<td>Total</td>
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</tr>
<tr>
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### Does the company answer questions from customers?

<table>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</tr>
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<td>32,5</td>
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<td>Sometimes</td>
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<td>1</td>
<td>2,5</td>
<td>100,0</td>
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<td>Total</td>
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<tr>
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<td>System</td>
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## Appendix

### Does the company answer questions from customers?

<table>
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<th></th>
<th>Frequency</th>
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<tr>
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<tr>
<td>Total</td>
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### Within which time frame do companies answer questions?

<table>
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<td></td>
</tr>
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<td>24h</td>
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<tr>
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<td>40,0</td>
<td>100,0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
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<td>60,0</td>
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<td></td>
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### Is there any page survey on the business page?

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>1</td>
<td>2,5</td>
<td>2,5</td>
<td>2,5</td>
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<tr>
<td>No</td>
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### Is there any product survey on the business page?

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<th>Percent</th>
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<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
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<td>100,0</td>
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</tbody>
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### Is there any new product proposal-survey on the business page?

<table>
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<tr>
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<th>Valid Percent</th>
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</tr>
</thead>
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<td>2,5</td>
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<tr>
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<td>Total</td>
<td></td>
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### Is there any market survey on the business page?

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<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8</td>
<td>20,0</td>
<td>20,0</td>
</tr>
<tr>
<td></td>
<td>No</td>
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<td>100,0</td>
</tr>
<tr>
<td>Total</td>
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<td>100,0</td>
<td>100,0</td>
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### Is there any product news on the business page?

<table>
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<th></th>
<th>Frequency</th>
<th>Percent</th>
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<th>Cumulative Percent</th>
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### Is there any time limited offerings on the business page?

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<th>Cumulative Percent</th>
</tr>
</thead>
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<tr>
<td>Valid</td>
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<td>8</td>
<td>20,0</td>
<td>20,0</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>32</td>
<td>80,0</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
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<td>100,0</td>
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### Is there any unlimited offerings on the business page?

<table>
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<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
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<td>100,0</td>
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### Do they advertise the company on the business page?

<table>
<thead>
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<th></th>
<th>Frequency</th>
<th>Percent</th>
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<th>Cumulative Percent</th>
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</thead>
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<tr>
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</tr>
<tr>
<td>Total</td>
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</tbody>
</table>
### Do they advertise products on the business page?

<table>
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</tr>
</thead>
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<td></td>
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<tr>
<td>Total</td>
<td></td>
<td>40</td>
<td>100,0</td>
<td>100,0</td>
</tr>
</tbody>
</table>

### Do they have any multimedia shows? If yes, what kind of?

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<td>Videos</td>
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<td>2,5</td>
<td>30,0</td>
</tr>
<tr>
<td></td>
<td>Pictures and videos</td>
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<td>42,5</td>
<td>42,5</td>
</tr>
<tr>
<td></td>
<td>All</td>
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<td>5,0</td>
<td>77,5</td>
</tr>
<tr>
<td></td>
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<td>40</td>
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<td>100,0</td>
</tr>
</tbody>
</table>

### Do they have sweepstakes/prizes on the business page?

<table>
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<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
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<td>8</td>
<td>20,0</td>
<td>20,0</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>32</td>
<td>80,0</td>
<td>100,0</td>
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<tr>
<td>Total</td>
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<td>40</td>
<td>100,0</td>
<td>100,0</td>
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</tbody>
</table>
Appendix

Do they have any surfer postings on the business page?

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<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
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<td>15,0</td>
<td>15,0</td>
</tr>
<tr>
<td>Valid Company initiative</td>
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<td>15,0</td>
<td>15,0</td>
<td>30,0</td>
</tr>
<tr>
<td>Valid Both alternatives</td>
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<td>17,5</td>
<td>17,5</td>
<td>47,5</td>
</tr>
<tr>
<td>Valid No</td>
<td>21</td>
<td>52,5</td>
<td>52,5</td>
<td>100,0</td>
</tr>
<tr>
<td>Valid Total</td>
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<td>100,0</td>
<td>100,0</td>
<td></td>
</tr>
</tbody>
</table>
Appendix

8.3.1 Tables from Result in SPSS

**Fig. 3** Support questions by customers

**Fig. 4** Customer answer questions from customers
Fig. 5 Company answer questions from customers

Fig. 6 Company’s time to answer questions
Appendix

Fig. 7 Surfer postings

Fig. 8 Page survey
Appendix

**Fig. 9 Product survey**

**Fig. 10 Market survey**
Appendix

Fig. 11 New product proposal

Is there any new product proposal survey on the business page?

Yes: 2.5%  
No: 97.5%

Fig. 12 Multimedia shows

Do they have any multimedia shows? If yes, what kind of?

Pictures: 27.5%  
Videos: 2.5%  
Pictures and videos: 42.5%  
All: 5.0%  
No: 22.5%
Fig. 13 Product news

Fig. 14 Time limited offerings
Appendix

Fig. 15 Unlimited offerings

Fig. 16 Advertising company
Fig. 17 Advertising product

Fig. 18 Sweepstakes/prizes

Do they advertise products on the business page?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentages</td>
<td>47.5%</td>
<td>52.5%</td>
</tr>
</tbody>
</table>

Do they have sweepstake/prizes on the business page?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentages</td>
<td>20.0%</td>
<td>80.0%</td>
</tr>
</tbody>
</table>
8.4 Questions to Focus Group

1. Beskriv hur ni använder er av Facebook.
   - Upprätthålla kontakt med vänner?
   - Leta företag för information?
   - Leta företag för eventuella erbjudanden?

2. Hur många företag ni är medlemmar i på Facebook?
   - Beskriv varför ni har gått med i dessa företag.
     - Någon speciell relation med företaget?
   - Beskriv vad det är som lockar på sidan när ni bestämmer er för att bli medlem.
   - Beskriv om finns det något som gör att ni väljer att inte bli medlemmar på en företags sida?

3. Beskriv hur ni agerar på en företagssida på Facebook.
   - Ställer ni supportfrågor?
   - Kommenterar ni redan befintliga inlägg?
   - Deltar ni i enkätundersökningar? Beskriv i så fall vilka?
   - Deltar ni i några tävlingar? Beskriv i så fall vilka?
   - Delar ni med er av upplevelser från köp ni har gjort på företagets Facebooksida?
   - Beskriv om ni letar efter produkter och/eller rekommendationer på Facebook?

4. Hur skulle ni beskriva en ultimat företagssida på Facebook?

5. Beskriv om ni delar med er av upplevlar från företag på er egen Wall.

8.4.1 Answers Received from the Focus Group

Beskriv hur ni använder Facebook

A; Mest för nöjes skull. Hålla koll på vad folk gör. Det är väl typ det man gör.
B och C instämmer. B tillägger: Aa, det är det C tillägger; Ja, men det är så. Hålla koll på folk.
D; Lägga upp sina egna bilder typ.
B; Hitta gamla kompisar. C säger; JA. B fortsätter; Och hålla kontakt med såna som bor längre bort.
D; Ja, nöjes skull. Haha
A; Ja, men det är ju så, nöjes skull. Alla instämmer på detta.
C; Aa, det är ju det liksom.
E; Men det finns ju också en jobbaspekt i det. Jag har ganska mkt jobbfolk på min.
A; Mm.
E fortsätter; .. som jag liksom håller kontakten med, som du kan rikta in dej till och sådär också.
C; Man sköter ju ändå sin profil så det inte ligger alltför konstiga bilder ute.
E; MM.
A; Alltså det är ett enkelt sätt att nå folk.
D; Men alltså du skickar ju inte typ inbjudningskort längre typ.
A; Nej, utan man skickar en inbjudan på FB eller en grupp typ. Ja, det är ju väldigt enkelt att nå.
C; Mm

**Företagsaspekten**

A; Som använder Facebook?
VI: JA
B; Alltså det finns väl vissa företag som lägger upp bilder typ som när dom har rea och er-bjudanden och överlag när dom har fått nya grejer som man kan titta på och så men annars.. man letar väl kanske inte riktigt upp företag.
C; Om man har ett favoritföretag är det bra om man liksom..Så jag brukar gilla deras sidor så får man information och uppdateringar (A+B; JA) om vad som händer. Det tycker jag är väldigt bra. Det är ett enkelt sätt att få ut information.
A; Alla kollar ju sin Facebook...
D; Varje dag.
A fortsätter: Flera ggr om dagen.
B; Ja
C; Mm.
A; Normalt sett.

**Hur många företagssidor gillar ni?**

D; Jag har nog två. Typ H & M och IKEA.
A; 5 kanske.
C; Ja, typ 5 skulle jag säga.
B; Ja nått sånt tror jag.
E; Jag vet inte.

Appendix

*Moderator ger en definition av företag.*

A; Mm.
C; 5, 10 kanske.
E; 20 kanske. Men det är nog... Samtidigt ja. Det är många av dom som jag inte liksom inte riktigt har för att jag tycker om dom utan för att jag känner mej tvingad. Haha. Men, för det är ju också en grej med Facebook. Man blir ju liksom eh, man kan ju bli medlem för att man blir medtvingad på grejer som man egentligen kanske inte skulle vilja för att kompisar är med... ”Ja, men gilla det här och gilla det här” så har man hela flowen med bara skit till-slut.

A; det kan ju vara kompisars företag också som man liksom supportar lite för att dom ska, för att det ska gå bra för dom liksom. ALLA INSTÅMMER PÅ DETTA.

**Beskriv varför ni har gått med i dessa företag.**

B; Alltså det är väl lite som C säger (C; MM) att man vill ha informationen som företag ofta skickar ut genom Facebook
A; mm det är typ som Atlantis dom har ju liksom, dom skickar ut information. Jag hade ingen om att dom skulle öppna ett ute gym liksom och sen helt plötsligt så stod det i nyhetsflödet, eh, det hade jag inte haft en aning om, om inte det hade stått där, så det är... är kanon.

TYSTNAD

**Beskriv hur ni agerar på dessa företagsidor**

A; typ om vi skriver liksom på deras logg typ eller?

MODERATOR SVÄRAR: LITE ALLMÄNT HUR NI INTEGRERAR MED DOM.

C; Det gör nog inte jag (B; NEJ), utan jag kollar bara vad dom lägger upp

B; Jag kan gilla vissa inlägg som... det är First Aid har jag bland annat. Dom lägger ut väldigt mycket erbjudanden om dom får in nya grejer, det kan jag gilla ibland annars gör jag nog inte så mkt.

C; Nej.

E; Vissa företag jag har haft, har haft tävlingar och sånt, som typ var den första som kommenterar, gör såhär och såhär, då har jag skrivit men aldrig annars.

TYSTNAD

A; men skriver man på någons typ någons status då får man ju såhär mejl typ om andra har skrivit.

E; Mm

C; Ja.

A; och det är ju vårdelöst.

SKRATT.

A; det är ju rätt drygt.

B; Det går ju att trycka bort sånt.

A; Gör det det? Haha. Okej.

**Problem med produkt – vart vänder ni er då?**

C; deras hemsida eller där man har köpt produkten. B; A.C;MM. Tystnad.

A; Mm, eller där man köpt produkten.
A; Kan man använda sig av Facebook till det?
E; Ja, alltså det finns vissa företag som är jätteaktiva och skitsnabba på att svara, och det har jag sett att folk har gjort. Jag har aldrig gjort det. Men dom har skrivit liksom; a shit det här kränglar liksom vad är det som, vad kan jag göra och då har dom varit på och svarat direkt
A; jag såg någon iPhonegrej typ att dom har haft problem med iPhones typ på Facebook. Men det kanske bara är på Facebook?
C+E; Ja..
E; Men annars så nej
C; dom skulle ju kunna ha ngn liten supportlogg liksom av ngt slag.
A; en sän liten flik där under ja
C; Ja, precis
A; Så man väljer typ såhör råd och...
C; typ såhör bra information liksom. Och kanske såhör en sän här svarsfunktion
MODERATOR FRÅGAR OM ÖVRIGA DELTAGARES ÅSIKT.
DÅ; D; Håller med. B säger inget.
SKRATT och tystnad.
A; det är nog svårt typ på Facebook för jag tror folk skriver typ mycket som dom inte ens hinner läsa för dom skriver så mkt skit. Alltså typ om någon?...
B; om dom skulle gå ut med och säga att dom har support menar du?
A; Aa, eller nej. Men typ. Folk skriver ju så himla mkt konstiga saker. Typ såna grejer som kritik och som inte har ngt med saken att göra. Och dom kanske inte riktigt hinner kolla igenom allting och det blir ju en kostnad för företaget.
D; det jag tror dom tjänar mest på att ha på Facebook är erbjudanden och (A; marknadsföring) D fortsätter; ja precis, den biten.
A; ja att dom håller sig till det och har sin support som dom har den
TYSTNAD
MODERATOR SÄGER; använder ni Facebook generellt så, inte direkt kopplat till ett företag?
D; nej inte själv, men typ kompisar har skrivit typ; "behöver hitta detta, hjälp mej". Eller a, såna grejer.
C; JA, det är det många som gör.
TYSTNAD

Interaktion på en företagssida– förmedlar vidare

TYSTNAD.
A; Alltså inte just kanske för att man har haft det via Facebook. Alltså det skulle väl vara alltså om man handlar där typ...
E; Alltså förmedla vidare som i att berätta det för kompisar eller?
C; Lägg upp det på statusen liksom?
A; Jag handlade på H & M..?
C; Det funkar ju när man checkar in. Då får ju dom automatiskt, ”ah, men nu är jag på H & M” liksom.
A; Checkar folk in på H&M?
SKRATT.
C; nej men det.. skratt!
B; Ikea checkar många in på.
C; Ah, men det har jag sett.  
A; Ah, i och för sig. A just det a.  
E; Jo, men sen så om Atlantis ute gym att man berättar det för folk. Alltså det är ju ett sätt att få reda på på grejer och berättar man naturligt det vidare, kanske  
A; det är just rent det företag.. asså nej..  
C; Fast ibland kan man ju säga såhär; ah jag såg på Facebook att Indiska har (A; Ny kollek-  
tion) C; ja. Då för man ju det vidare också  
A; Ja

Beskriv vad den ultimata företagssidan ska innehålla.

E; Alltså jag tycker det viktigaste är att de är roliga. Att det känns såhär, inte… för många företag känns som dom har en pinne upp i röven liksom. Det är så torra inlägg liksom, ”aa, men titta här” (A; aah, hela tiden)  
E; Ah, men sen finns det vissa som verkligen har humor och driver med grejer och det är ju dom företag man går in och kollar på och dom man verkligen…  
A; Som sticker ut lite med speciella saker  
E; Ja. Så det tycker jag är det viktigaste.  
A; Bilder tror jag är ganska bra att lägga upp. Alltså många kollar ju mycket på bilder för man orkar inte läsa en hel text och det är ju snabbt och smidigt att lägga ut en bild. Bilder säger ju rätt mycket. Hm, så bilder är ganska bra!  
E; Plus att man måste hitta den här gränsen när dom är aktiva utan att bli för aktiva  
A; så folk klickar bort dom  
E; A men precis. Man vill ju inte att det ska bli det här jobbiga att man ser dom hela tiden, men dom bör ju liksom lägga upp ganska mkt.  
A; Och så information typ om hur man skall nå dom och typ sådana grejer kan vara bra.  

Moderator säger; kan gå vidare på det, alltså produkter, söker ni på Facebook efter det?  
A+B: Nej, Google.

Moderator: om man skall få rekommendationer?  
A; nej, det gör man på Pricerunner.  
B; men det är ganska många som skriver; ska jag köpa det eller det och så får dom svar av kompisar.  
TYSTNAD  
A; det känns inte som att Facebook är till för det. Eller?  
E; men jag är nog också mer för att googla runt och kolla lite recensioner.  
A; Ja. Kolla lite vad andra gör liksom. Det känns inte som att Facebook nej... Nöje, haha.  
B; det är därför FB stängs ner ganska ofta.  
A; Ja, precis, under tentaperioderna inget Facebook.  
SKRATT.

Deltar ni i enkätundersökningar?  
A: menar du att företag har det på FB?  
D; Jag har aldrig sett det på Facebook, däremot på deras hemsida (C: Aa) brukar det poppa upp, men inte på  
E; Jag hatar sådana.  
SKRATT.
Appendix

D; men jag har aldrig sett det på Facebook.
B; Det enda man deltar i är de från STC som måste delta i typ...
A; måste man delta i dem?
B; Ja, annars får du påminnelsebrev om det
A; Oj.
B; Man måste delta. De är så långa
A; Det är en hel broschyr, va?
B; Aa.
D; Jag tror inte folk orkar göra sånt.
C; Nej.
A; Det skulle vara om man hade väldigt mkt fritid.
D+E; Då vill man ha ngt för det.
D; Typ få en tidning i brevlådan eller något sånt.
E; Ha ett jättebra erbjudande i slutet.
A; Det skulle kanske funka.
B; Men alltså om typ går på stan. Man går runt dom för att man inte vill.
A ; Men om det poppar upp en grej typ på Facebook med en sådana här fråga, alltså det kanske är en fråga då för att liksom lika väl som att klicka ner den så kan man klicka i svar-
TYSTNAD.
E; Ja, dom har ju börjat med sådana frågor på Facebook nu.
A; Ja
E; Så man klicka i och är det bara en så håller jag med dej helt, då kan jag göra det. Det är
som på Aftonbladet och sånt när man är inne och läser så kan man också göra sådana
A; Ja, men såna undersökningar
E; Men just det när det tar liksom...
A; 5 minuter

Deltar ni i tävlingar?

D; Alltså det lockar ju mer men jag har aldrig gjort det själv
E; Jag har gjort det. Jag gör allt man kan få ett erbjudande på.
C; Jag har också gjort det.
A; Ja men då får man ju massa sådant här skräp på mejlen.
SKRATT
A; Ja men inkorgen, nej,
 Moderator säger, på Facebook då?
B; Då måste man skriva i mailen och då får man det till mejlen och det är det du inte vill.
C; Ibland är det ju så att om man gillar så är du med i en tävling och det är ju väldigt sim-
pelt liksom.
A; Typ vinn en lägenhet här typ.
C; Ja och när den tävlingen är över så kan du ju bara ta bort den där ”gillagrejen”.
A; Men är det ens tävlingar, jag tänker att det är bedrägerier. Jag tänker att folk bara lägger
upp det för att få folk att gilla det. Jag har aldri fattat att folk vinner det. Det känns inte
som...
E; Men det är väl typ på företags sidor har dem haft ”a men gilla det här inlägget eller gilla
vår sida så är du med i utloppningen av det här eller alla som gillar nu får si och så, skriv en
motivering här så drar vi en av vinnarna”.
A; År det ngn som vet någon som har vunnit någon gång?
E; Jag vet inte om jag har. Jag tror inte det.
Appendix

SKRATT.

B; Eller så var det för längesen.
E; Jag tror jag vann en rakhyvel en gång. En sådan här fancy grej med batterier.
SKRATT.
A; Men dem har ju haft så här tävlingar, ”tagga dej själv i det här fotot”.
C; JA! Det är roligt.
A; Ja, men tagga dig själv liksom.
Lite tystnad
A; jag vet inte, jag tänker att det är oseriöst.
D; Jag tycker att hela Facebook är oseriöst.

Moderator säger; du nämner ju att du är med i vissa sidor bara för att du måste. Är det bara erbjudanden eller för att man har någ om kontakt m företagen som gör att man vill vara med?

A; Alltså det behöver ju inte vara ett erbjudande, det kan ju också vara grejer som kommer in typ, eller såhär så man håller sig uppdaterad typ. Som jag var med i rosteriet eller vad det heter, typ när de har nya kaffesorter eller typ nått nytt te eller nya produkter. Det är ju ganska kul att se vad de har typ. Eller når de har ny lunch eller, det kanske räknas som erbjudanden? (INTRESSE AV DERAS ERBJUDANDE)
A; Eller typ om hm släpper en ny bikinikollektion. Det är ju också kul.
C; Ja, mm
A; Jag är inte ens med i H & Ms sida.

Är det något som gör att ni inte går med i en sida?

A; För mkt uppdateringar. (ALLA INSTÄMMER) B TILLÄGER; För tråkiga uppdateringar. NÅGRA INSTÄMMER.

TYSTNAD

A; Men krogar och sådant har ju väldigt mycket uppdateringar på Facebook ju.
C; Mm, det är roligt.
A; Det är ju ganska bra. Det är ju företag. SKRATT. A fortsätter; det har jag inte ens tänkt på
C; Ja men klubbar och sådant. ”Gå in gratis före 23”.
A; Erbjudanden och sådant, det är ganska kul att läsa. Man läser inte alla mejlen, men om man ska gå ut så kollar man ändå mejlen vart man ska gå. Kikar runt lite.
C; Man tittar på bilder dagen därpå
A; Jaa, mingelbilder!
SKRATT.
C; Kanon
Appendix

9 Tables & figures

9.1 Tables
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