SOCIAL MEDIA
-A study about the importance of Brand Awareness and Trust in Social Media

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“Networking is not about hunting. It is about farming. It’s about cultivating relationships. Don’t engage in premature solicitation. You’ll be a better networker if you remember that.”

-Dr. Ivan Misner
To our parents who have supported us throughout our education:

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___________________________________________________________________
Andreas Kärnsby                         Mia Jana                         Yasmin Barroso Bastos
Abstract

Each year, the marketplace is becoming increasingly globalized and the role of the Internet has been crucial to this phenomenon. Marketers therefore are required to be current on the latest trends. The Internet can be used as a communication tool from the marketers and it is an ever changing medium. At first, most companies were only present through their website, whereas nowadays companies have a greater online presence through Social Media. This study aimed at finding out how Social Media presence can influence Brand Awareness and Trust in Business to Business (B2B) companies. It was based on a research model with two hypotheses. A survey was conducted among Swedish B2B companies within the Ljungby municipality. The survey resulted in 68 complete and usable responses, averaging a response rate of 65%. Using a linear regression, the results of hypotheses testing suggest that the usage of Social Media influences Trust; however it does not influence Brand Awareness. This indicates that companies that are concerned about the level of Trustworthiness within their company should have a Social Media presence, especially on Facebook since it was the most common among companies.

Key words: Social Media, Brand Awareness, Trust, B2B.
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1 Introduction

This research focuses on Social Media and how it can influence Brand Awareness and Trust. The following chapter will present the background of the subject together with previous research on the matter in order to create an understanding for the reader.
Before the introduction of the World Wide Web (www) companies used “word-of-mouth” as a cheap method to reach out to customers. According to Petrescu and Korgaonkar (2011) word-of-mouth is defined as “unpaid verbal consumer-to-consumer communication, regarding a brand or product” (p.216). At that time, this technique was limited to how many people they could reach at a time.

Once the World Wide Web became more popular, companies saw opportunities in the number of people they could reach. In today’s globalized world being able to reach many people at once is very advantageous for companies. For instance, as published by Petrescu and Korgaonkar (2011) “eMarketer estimates that online video advertising in the United States will increase from $1.1 billion in 2009 to $4.1 billion in 2013, with online advertising spending rising from 4.3% to 11.0% of the overall advertising expenditures” (p.209). Another very interesting fact about the Internet comes from the rapid expansion of ecommerce, for instance global B2C ecommerce is expected to hit $762 billion by 2015 (Oghazi et al. 2012a). This shows the major influence the Internet has over advertising and in the marketers work. As one can see in a study published in Spain, around 50% of the population uses the Internet and 69% of the users normally use the network to check out other people’s opinions regarding different products or services. From those 69%, 43.2% Trust the information they see; similar results can be found in other countries that have a similar Internet penetration rate (Camarero & Jose, 2011).

According to Statistics Sweden (2013), the number of people using the Internet every day or almost every day is relatively high. Graph 1.1 shows the percentage of people that use the Internet based on age and gender.
Based on the percentage of people that started using the Internet more frequently, “word-of-mouth” was adapted to suit the Internet making it possible for people and companies to reach more people at a time. In the pursuit of this phenomenon in e-commerce, there are various channels of communication through which companies and consumers can reach each other. One of these channels is Social Media.

Social Media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p.61). From this, it is important to clarify Web 2.0 which is defined as “technologies that enable users to communicate, create content and share it with each other via communities, social networks and virtual worlds more easily than before” (Jussila et al. 2014, p.607). The types of Social Media are: blogs, microblogs, image and video sharing sites, social networking sites, location based sites, professional networking sites and social bookmarking sites (Cain, 2012).

There are different ways that companies can use Social Media to improve their organization. They can use it to maintain relationships with customers, increase Trust, positioning, Brand Awareness, advertising among other things. When it comes to Social Media, business to consumer (B2C) companies focus on product promotion while business to business (B2B) organizations tend to focus on branding purposes especially Brand Awareness.

1.1 Background
Social Media has become a widely discussed area with increasing research on it every day. Past research has discussed the negative parts of Social Media Usage; however, the majority of research discusses positive influences of Social Media in a B2B context (Matties, 2012). This is because as technology advances more, companies have realized its importance and have taken advantage of it for commercial use.

Previous studies have shown that B2B companies use Social Media for different reasons and objectives, such as maintaining customer relationships, building relationships and Trust, identifying prospective partners in terms of selling, increasing sales and profitability, for branding strategies such as Brand Awareness, and brand loyalty and also to increase learning, collaboration and sharing of information (Wilson & Vlosky, 1998; Ryssel et al. 2004; Naude & Holland, 2004; Shih, 2009; Piercy, 2010; Michaelidou et al. 2011; Jahn & Nielsen, 2011; Brennan & Croft, 2012; García-Peñalvo
et al. 2012; Järvinen et al. 2012; Rapp et al. 2013). Out of these variables, Brand Awareness is considered as the prerequisite of the others, since it is the first essential step to take when positioning a brand (Rosenbaum-Elliot et al. 2011). However, Trust is also very important, since no relationship can last without Trust (Rotter, 1967). Brand Awareness is defined as “whether consumers can recall or recognize a brand or simply whether or not consumers know about a brand” (Keller, 2008, p.113). While, Trust is defined as “a generalized expectancy held by an individual that the word of another... can be relied on” (Rotter, 1967, p.651).

Previous studies have also shown how important Social Media and social networks can be to companies and the benefits they can bring to them. From 2001 to 2014, research has shown the importance of Social Media in B2B contexts (Copp & Ivy, 2001; Pitt et al. 2006; Jahn & Nielsen, 2011; García-Peñalvo et al. 2012; Jussila et al. 2014). According to a study by McKinsey consultants, 69% of respondents have reported that their companies have obtained many business benefits by being present in the Social Media. These benefits include better access to knowledge, more effective marketing, and lower cost of doing business, among other things (Bughin et al. 2009). Included in these business benefits are the amount of sales that increase from the usage of Social Media. 49% of sellers from the USA, UK, Brazil and China indicate that Social Media is important for their success (Fetherstonhaugh, 2010). The reason that Social Media as a marketing strategy is important is because Social Media is where the customers are. Whether it is B2C or B2B customers are present. Company brands are present on Social Media whether it is intentional or unintentional; it makes sense for companies to capitalize on the opportunity that Social Media gives those (Levey, 2012).

When a company decides to be present in Social Media, it needs to be able to employ it well and choose the correct forum. Brennan and Croft (2012) showed in their research that, Facebook and Twitter are more commonly used for branding strategies. When it comes to what to deliver; the “B2B marketer seeks to deliver interesting business-related content to customers (and possibly other stakeholders)” (Brennan & Croft, 2012 p.11). That is because they want to become influential in the social network. Other research also found that B2B Facebook account posts are more effective if “they include corporate brand names and avoid “hard sell” or explicitly commercial statements. Furthermore, results suggest that including emotional sentiments in Facebook posts is a particularly effective Social Media strategy for B2B and service marketers” (Swani et al. 2013, p.269).
1.2 Problem Discussion
One can see that the research on Social Media is extensive and has increased over time, however; most of the research has been done in B2C and more research need to be done in B2B.

The number of B2B companies using Social Media has increased with time. Now, B2B companies spend more on Social Media as a means for marketing than B2C companies (Jensen, 2006; Spekman & Dotson, 2009; Michaelidou et al. 2011; Moorman, 2012).

According to Fortune 100, in 2010 there were 20 companies maintaining a Social Media account (Mishra, 2011). IBM was the leader among those firms in terms of quantity with 76 micro-blog accounts, 21 online video sharing channels, and 80 employee blogs, all utilized to communicate with customers and various other external and internal stakeholders of the firm (ibid).

While the number of companies using Social Media has increased, literature of Social Media Usage in the B2B sector has not. As mentioned earlier, there are different reasons for companies to use Social Media, but not as many reasons related to Brand Awareness. Most of the Brand Awareness and Social Media studies are in a B2C context. This is despite the fact that previous research shows that Brand Awareness in a B2B context is one of the main reasons B2B companies use Social Media (Michaelidou et al. 2011; Järvinen et al. 2012; Rapp et al. 2013).

Studies on Trust and Social Media are also very scarce. However, the importance of Trust has been shown in extensive literature that has tried to conceptualize the variable and assess its causes and consequences in a variety of market-based situations (Palmer & Huo, 2013). Also, studies have shown how online communities can rapidly create Trust in a brand or undermine Trust in a brand (Chevalier & Mayzlin, 2006; Brown et al. 2007; De Valck et al. 2009; Palmer & Huo, 2013).

Most of the studies that do exist in Social Media Usage by B2B companies have been done in countries other than Sweden (Verhoeven et al. 2012). However, the amount of Swedish companies that take part in Social Media is quite high depending on the sector of activity (Swedish statistics, 2013). Graph 1.2 shows the percentage of companies of different sectors and different sizes that use social networks in their activities.
Due to the extensive use of Social Media in Sweden, it could be interesting to research this topic and its surrounding possibilities.

1.3 Purpose
The purpose of this study is to investigate the relationship between Social Media Usage and Brand Awareness as well as the relationship between Social Media Usage and Trust in a B2B context.

1.4 Research Questions
To achieve the purpose of this study, the following questions will be answered:

- Which Social Media is used most by B2B companies?
- Does Social Media Usage affect Trust in B2B?
- Does Social Media Usage affect Brand Awareness in B2B?

1.5 Delimitations
The authors are only focusing on B2B usage of Social Media; therefore, the study does not cover B2C usage of Social Media.
The authors are only focusing on the B2B companies in the Ljungby municipality.
## 1.6 Outline of Thesis

<table>
<thead>
<tr>
<th>Chapter 1</th>
<th>Discusses the importance of Social Media for companies, it also mentions the previous research done in the area. Here the research problem and purpose of the study are mentioned.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 2</td>
<td>Presents the theoretical framework for the paper. The theories are related to different variables such as, Brand Awareness and Trust.</td>
</tr>
<tr>
<td>Chapter 3</td>
<td>Is based on chapter two and presents two hypotheses for the paper, a research model and a conceptual framework are proposed for this study.</td>
</tr>
<tr>
<td>Chapter 4</td>
<td>Explains the methods the authors chose for this study and why those were the chosen methods.</td>
</tr>
<tr>
<td>Chapter 5</td>
<td>Presents the analysis of the results acquired through the survey.</td>
</tr>
<tr>
<td>Chapter 6</td>
<td>Discusses the hypothesis testing, suggests future research, and limitations of this study. This chapter also suggests implications this study has on a managerial and theoretical level.</td>
</tr>
</tbody>
</table>
2 Theory

*Here the authors introduce different theories that will give the reader a greater understanding of the topic.*
2.1 Communication Strategy

Communication strategy is a plan that is constructed in order to communicate information. These plans work as blueprints of whom and how you want to communicate this information. Hallahan et al. (2007) define strategic communication as “the purposeful use of communication by an organization to fulfill its mission” (p.3). Companies should develop a communication strategy that will allow them to communicate easier with their consumers, it is however wrong to assert that all Social Media channels work the same way (Ramsay, 2010). Each channel is different and it should be investigated and recognized when it is suitable and what channel is suitable for each different purpose (ibid). This may make it easier to have control over the content that is shown and over the conversations between companies and consumers (ibid). According to EPA (2012) a communication strategy should:

- Outline the objective/goals of the communication.
- Identify stakeholders.
- Define key messages.
- Pinpoint potential communication methods and vehicles for communicating information for a specific purpose.
- Specify the mechanisms that will be used to obtain feedback on the strategy.

A communication strategy does not require a formal document of what you should do, it is enough to take time to think about the issue and determine possible approaches to deal with the issue of communicating. However if the issue is high risk, a formal document might be advantageous.

Once the communication strategy is decided, the next step should be to change the focus towards the customers, and think about the marketing strategy.

2.2 Marketing Strategy

According to Kotler and Armstrong (2012), people perceive marketing to be the selling and advertising description of the term, but the specific definition for it is “the process by which companies create value for customer relationships in order to capture value from customer in return” (p.677).

Marketing is about building profitable customer relationships and the basis of marketing theory is to understand the consumers’ needs and wants when it comes to a specific product/service, and the process of satisfying needs and wants through an exchange process (Armstrong et al. 2009; Kotler & Armstrong, 2012).
Zabin and Brebac (2004) defined marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. This implies that marketing is a business discipline that ought to conform to certain standards such as measurements.

Marketing requires coordination, planning, implementation of campaigns and employees with the appropriate skills to ensure the marketing success. Marketing objectives, goals and targets have to be monitored and met, competitor’s strategies analyzed, anticipated and exceeded. Through effective use of market and marketing research, an organization should be able to identify the needs and wants of customers and try to deliver benefits that will enhance or add to the customers’ lifestyle, while at the same time ensuring the satisfaction of these factors (Zabin & Brebach, 2004).

Companies that are successful in marketing often have competitive advantages as a main factor in their marketing strategies; this outlines how, when and where the firm will compete and their ability to execute each strategy (Day & Wensley, 1988; Varadarajan, 2010; Morgan, 2012). An effective marketing strategy is accountable for guiding the deployment to pursue the desired goals that have been established beforehand (Black & Boal, 1994; Morgan, 2012).

“Marketing strategy, as a key part of the marketing literature, faces considerable pressures from the rise of the Internet and associated technologies” (Palmer, 2013, p.383). Therefore, it is important to take advantages of these new areas of marketing, such as online marketing.

2.2.1 Online Marketing
Online marketing is the fastest-growing form of direct marketing that makes the efforts to market products and services and build customer relationship over the Internet (Kotler & Armstrong, 2012). Online marketing is different compared to traditional marketing because customers are becoming broadcasters who are no longer satisfied with just listening to new marketing messages from companies. Instead, customers want to be engaged with customized information and conversations to suit their individual needs (Diffley et al. 2011). This makes the need for a specific digital strategy greater. Evidently, many companies have failed in the transition into marketing on digital channels because they have not assessed the difference between traditional marketing and digital marketing (Truong & McColl, 2010).
One of the biggest challenges with online marketing is to identify and measure the values of digital interactions and getting accurate return-on-investment (ROI) (Afuah & Tucci, 2003; Valos et al. 2010).

There is a lack of research and frameworks regarding analytical approaches to evaluate and plan investments in digital media. Many companies are dealing with how much they should invest in Social Media. Since these companies do not appear on top during Google search or other types of searches they need to make sure they are visible (Chaffey, 2010; Truong & McColl, 2010; Valos et al. 2010).

In the B2B context of online marketing which is a Social Media path that is flourishing rapidly, marketing is defined as a tool for the purpose of reaching new business’ customers, serve current customers more effectively and obtain efficiencies and better prices in their products/services (Kotler & Armstrong, 2012).

To be able to reach new customers or even to be able to sell to their current customers and/ or serve their customers in a more efficient way, B2B companies use email, Web sites, online social networks, mobile apps and other online resources (Kotler & Armstrong, 2012).

The B2B marketers also use the online marketing strategy to build a longer and stronger relationship with their most important business customers/partners (Kotler & Armstrong, 2012).

Nowadays, most of the customers are actively present in the Internet. Therefore, a company’s presence online creates a feeling of friendship, which leads to Trusting that company.

2.3 Trust
Trust is an important topic in different areas of research; one can Trust a person or a company, a brand or a product. But independent of what it is Trust is one of the most important factors in a relationship. Trusting one another is one of the most outstanding factors in the effectiveness of social networks that people belong to today. For a group to be able to survive, adjust to new situations and for them to be efficient, they need the presence of Trust (Rotter, 1967).

Trust is defined as “a generalized expectancy held by an individual that the word of another... can be relied on” (Rotter, 1967, p.651). If this definition is talking about a brand or a product, it refers to what the brand or product is offering and whether one believes it or not. Personal integration between sellers and buyers can reduce the distance that exists between them and increase the Trust between the two parties at the
same time (Friend et al. 2011). Often what defines a buyer’s Trust in the supplier is the amount of faith the buyer has in the actions undertaken by the supplier and if those are fulfilled (ibid).

To Trust someone or something is a slow process and is based primarily on emotions and previous experiences (Barbalet, 1996). Companies should take advantage of the customers’ emotions and positive previous experiences with the brand to bring a higher Trust. This can only bring them advantages for instance; brand loyalty. Companies want customers’ loyalty, they want to be the one that their customers always go to. For loyalty to be achieved, they need their customers’ Trust (Berry, 1993). If customers are loyal to a company or Trust them they will only have positive things to say about them and the word-of-mouth will be positive.

If one person Trusts someone or something else, this means that the person knows them well and that they are aware of them.

2.4 Brand Awareness

Brand Awareness measures how recognizable a brand is for each individual consumer. It can be broken down into two parts (Rosenbaum-Elliot et al. 2011):

- Brand recall which refers to the consumer’s ability to remember the brand in the mention of a cue (e.g. the product’s category).
- Brand recognition which refers to the ability of the consumers to recognize the brand.

A study asked business managers what they believed provided a substantial competitive advantage to their business. The study found that brand recognition was the third most frequently mentioned consideration (Rosenbaum-Elliot et al. 2011). And it is true, a “strong Brand Awareness can indeed provide a significant competitive advantage” (Rosenbaum-Elliot et al. 2011, p.93).

It is important for marketers to understand that Brand Awareness is a function of whether recognition of the brand drives the category need, which is brand recognition, or whether category need drives Brand Awareness, brand recall (Rosenbaum-Elliot et al. 2011). This difference influences the advertising strategy chosen by the companies for it to be effective (ibid).

Consumers pay more attention to brands in which they are familiar with (Harrison, 2013). Therefore, effective Brand Awareness can be a powerful prediction of consumer choice behavior as Haley and Case (1979) and Nedungadi and Hutchinson (1985) stated in their research. Aaker (1998) suggested that Brand Awareness not only
suggests familiarity but also the presence, commitment, and substance for the brand that is suggested. Aaker (1998) also stated that this fact is especially important for business-to-business purchases, since consumers tend to be more cautious when dealing with higher prices.

Another way to influence Brand Awareness is through connections. The more people you know, the more people will be aware of your brand or company if you talk about it.

2.5 Social Networking Theory

The Social Networking Theory provides an explanation of how a study of graphs, logistic network and the World Wide Web functions. The study shows how social structure of relationships around a person, group or organization affects the beliefs or behavior of the population. Social network theory views social relationships in terms of nodes and ties. Nodes represent the people within the networks and ties represent the relationships between these people. In a diagram the nodes would be represented by points and the ties by lines (istheory.yorku.ca).

Other researchers give varied explanations for the theory. For example Rogers (1995) describes a communication network as “interconnected individuals who are linked by patterned flow of information” (p.308). A communication network analysis studies “the interpersonal linkages created by the sharing of information in the interpersonal communication structure” that is, the network (Rogers, 1986, p.203).

The most common methods used to research the theory are interviews and surveys. As Scott (2000) explained the methods, which are geared towards an investigation of the relational aspects of the social network structures. Therefore, the use of these methods depends on the availability of relational rather than attribute data.

In general, analyzed information is based on a hypothesis of the great importance of relationships among interacting units and the focus on the relationships between people rather than the characteristics of people. The social network perspective encompasses theories, models, and applications that are expressed in terms of relational concepts or processes (Wasserman & Faust, 1994).

The following are considered to be of great importance in Social networking:

- Actors and their actions are viewed as interdependent rather than independent, autonomous units.
- Relational ties (linkages) between actors are channels for transfer or "flow" of resources (either material or nonmaterial).
Network models focusing on individuals view the network structural environment as providing opportunities for or constraints on individual action. Network models conceptualize structure (social, economic, political, and so forth) as lasting patterns of relations among actors. Focus on relationships between actors rather than attributes of actors. Sense of interdependence: a molecular rather than atomistic view. Structure affects substantive outcomes. Emergent effects. (Wasserman & Faust, 1994; Borgatti, 2003)

The York University page, briefly explained social networks as being a theory used for the examination of how companies interact with each other. It characterized the many informal connections that link executives together, as well as associations and connections between individual employees at different companies. These networks provide ways for companies to gather information, deter competition, and even collude in setting prices or policies (istheory.yorku.ca). Informal connections can include employees’ use of Social Media to contact employees of other companies which creates stronger Trust among companies and more popularity. If the employees are connected virtually, companies are more likely to do business together because they are already aware of the brand.

More firms have developed their own business pages and profiles on Social Networking Sites (SNS’s) in order to better communicate, engage and interact with their current and potential consumers. It is a tool to increase brand familiarity and efficiency of brand-related messages (Lange & Dahlén, 2003; Delgado-Ballester et al. 2012). This is a good way for marketers to build and maintain consumer-to-brand relationships. At the same time, Social Networking Sites provide a clear and convenient platform for consumers to generate word-of-mouth (WOM) and effective marketing communications for businesses (Hung & Li, 2007; Dobele et al. 2011; Wallace et al. 2014).
Hypothesis & Research model

The previous chapter showed how marketing strategies and more specifically, online marketing strategies’ good communication and connection with other companies, Brand Awareness, and Trust are very important issues in business. There is a research gap in this topic in the context of B2B companies. This issue is important for marketing directors because they want their brand to be recognized by other companies and be trustworthy as well. However, this still has not been addressed completely despite the amount of previous research on B2C. With this in mind, this chapter proposes hypotheses and a research model, which serve as the basis for the following empirical investigation.
3.1 Research Hypotheses
The authors developed a number of specific hypotheses using the theories. They help to create a better picture of what this study aims to investigate. The hypotheses development phase puts emphasis on including variables that were identified as significant in previous research. Also, each hypothesis is based on theories.

3.1.1 Hypothesis 1
Being engaged in someone’s life is very important for the development of Trust. With the help of Social Media, companies can accomplish this. Social Media has made it fairly simple to reach out to others.

The first hypothesis of this study was meant to identify the effect that using Social Media has on Trust.

H1+: There is a positive relationship between the usage of Social Media and Trust.

3.1.2 Hypothesis 2
Being connected to people is very important, and Social Media makes it easier to connect to people. Social Media is where all the customers are, and where all the companies should be. Companies that are on Social Media are more visible to customers and other businesses.

The second hypothesis was meant to identify the effect that using Social Media has on Brand Awareness.

H2+: There is a positive relationship between Social Media Usage and Brand Awareness.

3.1.3 Moderators
Moderators can also be called moderating variables. Moderating variables represent factors that can alter the impact of an independent variable on a dependent variable (Lewis-Beck et al. 2003). When analyzing data from an experiment, control variables are variables that do not change during the study (Oghazi, 2009). The two moderators chosen for this study can be seen on table 3.1.
Whether a company itself joins Social Media or not, its employees will still most likely be there. If the employees are there and they talk about your company, whether it is just to say where they work or simply through word-of-mouth, more people will hear and have knowledge about your company, this can be seen by the Social Networking Theory. Therefore, the company size could influence the relationship between Social Media and Brand Awareness. If a company does decide to participate in Social Media, the turnover will affect the amount of time and resources that will be allocated to it. The bigger the turnover, the bigger the budget for the marketing department.

3.2 Research Model

The authors developed a research model based on the hypotheses. On the research model (figure 3.1) one can see the different connections between the variables and how they are related (positively or negatively).

<table>
<thead>
<tr>
<th>Types of moderator variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company size</td>
</tr>
<tr>
<td>Turnover</td>
</tr>
</tbody>
</table>

Figure 3.1 Proposed research model
3.3 The Conceptual Framework

This research studies the connection between Social Media, Trust and Brand Awareness. The research model was developed using the formulation of specific hypotheses that explain the associations expected between the concepts being investigated. To finish this chapter, a conceptual framework was developed. Table 3.2 shows the concepts of this thesis with their conceptual and operational definitions.

Table 3.2 The concepts and its definitions

<table>
<thead>
<tr>
<th>Concept</th>
<th>Conceptual definition</th>
<th>Operational definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media</strong></td>
<td>“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan &amp; Haenlein, 2010, p.61).</td>
<td>Social Media are Internet platforms in which users communicate with each other and generate content.</td>
</tr>
<tr>
<td><strong>Trust</strong></td>
<td>“A generalized expectancy held by an individual that the word of another... can be relied on” (Rotter, 1967, p.651).</td>
<td>The extent to which an individual or entity can be relied upon.</td>
</tr>
<tr>
<td><strong>Brand Awareness</strong></td>
<td>“Whether consumers can recall or recognize a brand or simply whether or not consumers know about a brand” (Keller, 2008, p.113).</td>
<td>The ability for a customer to either remember or recognize a brand.</td>
</tr>
<tr>
<td><strong>Turnover</strong></td>
<td>“The amount of money taken by a business in a particular period; the rate at which employees leave a workforce and are replaced” (Oxford English Dictionary, 2011, p.1557).</td>
<td>The amount of money generated by a company during a particular period of time.</td>
</tr>
</tbody>
</table>
4 Methodology

In this section the authors discuss the research method for this project in order to give the reader a fundamental idea of how the authors went about answering the research questions.
4.1 Research Approach
In this section the authors describe the various research approaches and why they chose them. The chosen one was the deductive quantitative approach.

4.1.1 Inductive vs. Deductive Research
The two research philosophies considered were inductive and deductive. Inductive is the process of taking empirical data in order to generate theories and models while deductive is when one uses theories and models to make sense of the data (Oghazi, 2013). In a deductive approach, the theories provide a foundation for deciding the information to be selected, how it will be understood and finally how to relate these results to the theory (Patel & Davidson, 2003).

Based on the definitions of inductive and deductive, the authors concluded that the deductive approach would better suit the purpose of this study based upon previous theories which guided this study.

4.1.2 Quantitative vs. Qualitative Research
The different approaches that were considered were quantitative and qualitative.

When conducting quantitative research one needs to identify a problem, make a series of assumptions (hypotheses) regarding the existence of some general truth or law, and then perform an experiment in order to yield measured data by which the hypotheses may be accepted or rejected (Eldin & Beheshti, 1985). A quantitative analysis approach also involves the definition of a problem, the development of a model, the acquiring of input data, the development of a solution, the testing of that solution, the analysis of the results and the implementation of the results (Render et al. 2009).

On the other hand, "qualitative research is concerned with words, pictures, descriptions, and narratives. The qualitative researcher strives to gain a deeper and more complete perspective on the collected data and the studied problem" (Oghazi, 2009, p.71).

The qualitative approach was not applicable in this project based on its definition. Instead, the authors chose the quantitative approach in order to achieve the study’s objectives. This was the best choice because the authors wanted to be able to survey many companies while investigating few aspects at the same time to come up with a general conclusion.
4.2 Research Design

The research design was based on the identification of methods and procedures required to achieve the objectives of this study. The choice of a research design is significant because it influences a large number of subsequent research activities (Churchill & Iacobucci, 2006). Classifying a research design depends on the primary objective of the study as either exploratory or conclusive (ibid).

Exploratory designs help one to gain basic knowledge within a problem area (Shah et al. 2010; Oghazi, 2014). They are appropriate when significant particularity exists and relations concerning the problem reject conclusions (Eriksson & Finn, 1997; Blumberg et al. 2005). Exploratory designs are useful when the purpose of the study is hard to determine (Oghazi et al. 2012b). The aim of this type of design is to gather a great amount of information about a particular subject (Patel & Davidson, 2003). Literature reviews, focus groups, expert interviews and case studies are common types of exploratory research (Tull & Hawkins, 1993; Saunders et al. 2003; Churchill & Iacobucci, 2006).

On the other hand, conclusive design is intended to confirm insights and to help decision makers in choosing a certain course of action (Parasuraman & Grewal, 2007). Also known as confirmatory research, conclusive research’s main purpose is to help decision makers to choose the best course of action in a specific situation (ibid). When a decision maker already has one or more alternatives and is specifically looking for information relevant to evaluating them, conclusive research is a great tool to use. It is also based on large samples that represent the population and the data is obtained through quantitative analysis (http://www.bms.co.in/). Conclusive research design may be either descriptive or causal.

For a researcher to be able to use the descriptive research design, he or she needs to have a great deal of knowledge about the topic that is being studied (Hair et al. 2003; Churchill & Iacobucci, 2006). When the problem that is about to be studied is clearly structured; the descriptive research design is the most suitable (Oghazi, 2009; Mostaghel et al. 2012). This research design can be more suitable if the reason for the study is to explain the characteristics of certain groups, or to make certain predictions, it can even be used to estimate the quantity of people in a specific population with similar features (Churchill & Iacobucci, 2006). This method usually relies on the collection of data through secondary sources or surveys due to its nature (Tull & Hawkins, 1993).
On the contrary, causal research design is used to study relations between causes and symptoms (Cooper & Schindler, 2003; Hair et al. 2003). According to Reynolds (1971) the goal of causal study is to develop a theory that could be used to clarify the empirical findings developed in the descriptive stage. Incorporated in this type of research are the explanations of the reasons one specific factor affects the other (Oghazi, 2009).

The descriptive research, can take two forms: cross-sectional or longitudinal. While a cross-sectional study covers a measurement of a particular sample's characteristics at a single point in time, the longitudinal research design measures a fixed and unvarying sample of elements that are measured over an extended period of time at various points (Churchill & Iacobucci, 2006; Oghazi et al. 2009).

The cross-sectional design can then be divided in two, single cross-sectional design and multiple cross-sectional design. Single cross-sectional is when only one sample is studied, so for example only Sweden, or only the USA; while multiple cross-sectional is when one study covers different samples; for example Sweden and the USA.

In order to decide what type of research design to adopt for the current study, the nature of the study and its objectives were rigorously considered. For the purpose of this study it was clear that a conclusive research design was to be used since it will be based on a significant sample from the population defined for this study. Furthermore, it would be difficult to obtain the control required for the manipulation of the independent variables in this study; hence, it would not be possible to do a causal research design.

Therefore, a descriptive research design was chosen. Due to the limited time frame of this study, it was clearly not possible to do a longitudinal study and therefore the cross-sectional design was chosen. The reason for choosing cross-sectional design was that there is sufficient academic literature available to support the making of a hypothesis. The single cross-sectional design was chosen as this research is mostly focused on the Ljungby B2B companies. See figure 4.1 for a clear description of the research design chosen for this study which is represented in red.
4.3 Data Sources

There are two types of data sources, primary and secondary. Primary is defined as the first hand data a researcher collects, while secondary is defined as the data that already exists (Tull & Hawkins, 1993).

The type chosen for this study was primary data because it gives tailor-made, up-to-date and specific information. The Internet changes so often that up-to-date information is very appreciated for this type of study. Also, there is a lack of secondary data in the study of B2B in Social Media.

4.4 Research Strategy

There are five major research strategies available: experiment, survey, case study, archival analysis and history (Yin, 1994; Eriksson & Finn, 1997; Oghazi, 2009).

An experiment is a research strategy that seeks to determine if a particular treatment influences the outcome of a study (Creswell, 2014). To assess whether the particular treatment influences the outcome or not; the researchers have two different groups, one with the particular treatment and the other without it; the researchers then go on to see how both groups score on the outcome (Bryman & Bell, 2011; Creswell, 2014).
A survey provides a quantitative description of trends, attitudes, or opinions of a certain population by studying a sample of that population (Creswell, 2014). It is a cross-sectional design and data are collected mainly by self-completion questionnaire, at a single point in time (Bryman & Bell, 2011). These data is then quantified in connection with two or more variables which are then studied to identify patterns of a relationship (ibid).

A case study is a qualitative research strategy which entails an intensive and detailed analysis of a case (Bryman & Bell, 2011; Creswell, 2014). The case can be a program, an event, an activity, a process, or a person (Creswell, 2014). A case study can also be comparative and therefore it will have more than one case (Bryman & Bell, 2011).

Archival analysis is a type of observational method in which the researcher goes through the documents or archives of the specific unit that is being analyzed (Aronson et al. 2006). It also involves “exploring associations between various predictor variables (usually estimator variables) and lineup identification outcomes in real cases” (Horry et al. 2014, p.94).

History is the collection and analysis of historical documents and its main contribution is in dealing with the past (Yin, 2009). Therefore, when no relevant person is alive to report on what occurred, the researchers must rely on artifacts or historical documents whether they are primary or secondary (ibid).

According to Yin (2009), there are three conditions one needs to consider when deciding which research strategy is most suitable for the purpose of the study: the research questions that need to be answered, the amount of control the researcher has over the behavioral events, and whether the focus is on up-to-date or historical events. Table 4.1, shows how each of these three conditions relate to the five major research strategies.

<table>
<thead>
<tr>
<th>Research strategy</th>
<th>Form of research question</th>
<th>Requires control over behavioral events</th>
<th>Focuses on contemporary events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Experiment</strong></td>
<td>How, why</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Survey</strong></td>
<td>Who, what, where, how many, how much</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Archival analysis</strong></td>
<td>Who, what, where, how many, how much</td>
<td>No</td>
<td>Yes/no</td>
</tr>
<tr>
<td><strong>History</strong></td>
<td>How, why</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Case study</strong></td>
<td>How, why</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Source: Yin, 2009, p. 8
Based on table 4.1 and the objectives of this study one can see that not all of the strategies were applicable for this study. This study is based on contemporary events, Social Media; therefore the history could be discarded from one of the options. It was also not possible for the researchers to control the behavioral events; hence the experiment strategy was also excluded as an option. As it was established before, this study had a quantitative nature and is in need for primary information, thus case study and archival analysis were not suitable for this study either. Consequently, the research strategy most suitable for this study was the survey method.

4.5 Data Collection Method

The data collection method was chosen based on the research strategy. The different research strategies have different ways to collect the data (Bryman & Bell, 2011). For example, content analysis is a data collection method for archival analysis (ibid). Since the research strategy chosen for this study was the survey method, the data collection method for that strategy was through questionnaires.

Surveys can be done by telephone, in person, on-line, or via email. The advantageous side of surveys is that it can be very cheap in relation to other data collection methods and can also be done relatively fast (Bryman & Bell, 2011). The disadvantageous side is that the response rates can be very low and that the respondents may become biased since they have access to all of the questions at the same time (ibid).

The data collection method chosen for this study was the email survey. It was chosen due to the fact that more people can be reached and also due to the limited amount of time and money allocated to this study.

4.6 Data Collection Instrument

Once the decision to collect data via email survey was made, the following stage was to design a suitable questionnaire. It is critical to have a high quality questionnaire since the questions asked will influence the quality of the data collected.

As Churchill and Iacobucci (2006) argued, the construction of surveys is more an art than a science. However, as Hair et al. (2006) have highlighted, the procedure itself must be scientific and include rules of logic and objectivity.

Tragically, there are no standard procedures that can be employed in order to make an efficient survey (Oghazi, 2009). However, some steps should be followed in order to accomplish a good questionnaire (Tull & Hawkins, 1993; Churchill &
Iacobucci, 2006; Hair et al. 2006; Oghazi, 2009). It is important to: (1) operationalize and measure the variables that are used in the study, (2) have a neat survey design for the respondents to have an easy problem-free access to it, and (3) pretest it, whether this is done by experts or potential respondents. These three stages will be briefly explained in the following subsections.

4.6.1 Operationalization & Measurement of Variables
Throughout the questionnaire the authors made all the questions as understandable and neat as possible, basing and focusing the questions mainly on the purpose of getting the research questions answered.

This study’s questionnaire used several statements from each variable to make sure that the result was valid. When conducting a survey one should include some questions that mean the same but are presented differently, making the intended question more reliable and to lower the risk (Oghazi, 2009).

In this questionnaire the authors decided to use the Likert scale in which “respondents are typically asked their degree of agreement with a series of statements that together form a multiple-indicator or -item measure” (Bryman & Bell, 2011, p.715). The scale ranged from 1-7 where 1 is Strongly Disagree and 7 is Completely Agree. For the purpose of this study, closed questions were used in order to be easily analyzed in SPSS later on. In total the questionnaire consisted of 28 questions which were divided according to the different concepts. These concepts were: Social Media, Trust, Brand Awareness, turnover, company size, and company age. Table 4.2 shows these different concepts and how they were measured together with the questions in the questionnaire that represents them.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Measure</th>
<th>Scale</th>
<th>Items</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Usage, Most used, Activeness, Time spent, Use Better, Importance as a marketing strategy, How much advantage</td>
<td>1-7, Strongly disagree – completely agree</td>
<td>SM 1 – SM 13</td>
<td>4-16</td>
</tr>
<tr>
<td>Trust</td>
<td>Better relationship, Understand costumers, Enhance Trust</td>
<td>1-7, Strongly disagree – completely agree</td>
<td>T 1 – T 4</td>
<td>17-20</td>
</tr>
<tr>
<td>Concept</td>
<td>Measure</td>
<td>Scale</td>
<td>Items</td>
<td>Questions</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------</td>
<td>------------------------------------</td>
<td>-------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>Brand Awareness</strong></td>
<td>Increase customer, More known, Better promotion, More attractive, Ability to remember, How disadvantageous it has been, How well the company has been perceived</td>
<td>1-7, Strongly disagree – completely agree</td>
<td>BA 1 – BA 8</td>
<td>20-28</td>
</tr>
<tr>
<td><strong>Turnover</strong></td>
<td>Money generated annually</td>
<td>TU 1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Company size</strong></td>
<td>Amount of employees</td>
<td>CS 1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Company age</strong></td>
<td>Years in business</td>
<td>CA 1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

### 4.6.2 Questionnaire Design

The physical design of a survey carries a significant role in its overall design and contributes either negatively or positively to the final response rate (Bagozzi & Yi, 1988; De Vaus, 2002; Frohlich, 2002; Churchill & Iacobucci, 2006; Hair et al. 2006). Therefore, it is important to put effort into the survey’s design as well as the format since that will enable a clear communication between researcher and respondent (Hair et al. 2006).

Due to the importance of a well-designed survey, the authors constructed the survey accordingly. A great deal of effort was put into the design of the survey, focusing on areas such as the font and size of the letters, color, and layout. Besides this, certain factors as the length of the survey and simplicity of the questions were considered. Since the survey was made online, using platforms such as email to distribute the survey, the quality of the paper as well as the print quality was neither important nor relevant factors to consider. The questions were put in order so they would not influence each other; therefore the questions were grouped together based on a specific concept. The survey can be seen in appendix A and B.

No cover letter was added to the survey, however, the authors first sent an email introducing them and asking if the respondents would take part in the survey. When the authors sent the survey they reminded the respondents who they were and thanked them for taking the survey. The respondents who had not answered within one week got a
reminder from the authors in which the survey was once again attached to make it easier for them to respond to it. These can be seen in appendix C, D and E.

4.6.3 Pretesting
To make the survey as correct and B2B-adapted as possible, it is recommended that the document is reviewed, re-checked, confirmed that the scaling is correct, that the formatting and wording are right and above all check if the questions are relevant, have a clear language and that they are explicit to the subject (Bagozzi & Yi, 1988; Hair et al. 2006). By giving the survey to experts in the matter one can ensure that the validity is set by using the questions that will help to answer and measure the research questions asked, also the revision of the actual design, and quality of the main data collected (Dodds et al. 1991; Nunnally, 1994; Zikmund, 1994; Saunders et al. 2003; Hair et al. 2006).

To get a better understanding in whether the questions on the survey suit the purpose, the questions could be tested in a small and similar population as the target group. Only then one can see if they perceive the questions on the survey as they were meant to be perceived (Kent, 2007).

The survey for this study was set to go through a number of stages which include; first, the survey that from scratch is made in English was translated into Swedish by person 1. After that translation person 2, who did not know the actual questions in the original survey, translated the Swedish version into English again, only to validate if the questions were perceived by the public as the authors intended them to be. If the result is satisfactory no changes need to be made; otherwise the authors would need to rephrase the questions/scales in the survey. Second, once the questions were translated correctly the survey was sent and examined by three PhD tutors that are experts in the matter of survey and academic research.

Third, the feedback from the experts showed that modifications should be made in the subjects of:

- Changing all the open questions into closed ones, to make the questionnaire easier for the receiver to answer.
- Add interesting questions such as how active they are in Social Media and/or why they chose to not use it.
- Ask the disadvantages of Social Media and not only the advantages. Provides stronger and accurate answers.
- Change the font and color of the text. Making it more clear and neat.
• Some questions were rephrased to make the questions clearer.

After completing these three first stages the authors decided that there is not any major problems in the survey that prevents proceeding to the next stage, as it has already been revised and improved after each stage.

Fourth, the questionnaire was sent to the target group which for the purpose of this study is B2B companies within Ljungby municipality in a full-scale email survey. In addition the English version of the survey was never sent or seen by the population, it was only made for appearing in this study.

4.7 Sampling

According to Oghazi (2009), it is ideal to gather data from all members of the population under study. However, for many different reasons it is not feasible to analyze data from every member of the population.

Therefore, there are two types of sampling, census and sample (Bryman & Bell, 2011). Census sampling studies the entire population, while sample studies only a representative portion of the population (ibid).

It is important to note that Saunders et al. (2003) argue that a well-planned sample survey can be as practical as a census study. There are more than 890 B2B companies in Ljungby municipality; therefore, surveying all of them would not be possible due to time and financial constraints (Mr. J. Melkersson, Ljungby Kommun, Personal interview, 14 March 2014). Hence, the sample study was chosen since it was more appropriate for this study.

4.7.1 Sampling Frame

It is vital to outline the population from which the sample will be drawn, for the purpose of gaining an accurate sample for a study (Churchill & Iacobucci, 2006). Therefore in this study the population was made up out of B2B companies within the municipality of Ljungby.

Once the authors established the population being B2B companies within the municipality of Ljungby, the authors had to establish a sampling frame within the population. “A sampling frame is a list of elements based on which the sample is drawn” (Oghazi, 2009, p.84). After investigating which sampling frame would be most suitable for this specific study, the authors agreed upon using a commercial list provider. The list chosen for this study was Ljungby Business Arena (www.ljungbybusinessarena.se). Ljungby Business Arena is an organization that
combines different companies that are placed in Ljungby in order for them to cooperate with each other (www.ljungbybusinessarena.se). Ljungby Business Arena provided this study with a list of B2B companies as well as company details and contact information, which makes this website a suitable option for the purpose of this study.

4.7.2 Sample Selection

Once the sample frame was chosen, Ljungby Business Arena, the researchers went through the list available in the website, www.ljungbybusinessarena.se. From that list, the researchers separated what was B2B and what was B2C, to make sure only B2B companies were contacted. From the total 125 companies in the website, 111 were B2B and therefore contacted. They were first contacted through an introductory email, in which the authors explained what their goal was and what they were researching to make sure that the companies were available to help. From this first contact, 7 companies answered that they could not help due to different reasons; lack of time (3), they do not use Social Media in their company (2), lack of activity in the company (1), and the representative would be out of the country (1). Therefore, the total number of companies who received the survey was 104.

4.7.3 Response Rate

Out of the 104 companies that were surveyed, 81 companies returned the questionnaire. Furthermore, 13 were excluded due to companies not being valid for the purpose of this study. Consequently, 68 questionnaires were used for analytical purposes, making an effective response rate of 65%. This can be seen on table 4.3.

<table>
<thead>
<tr>
<th>Total sent</th>
<th>Returned</th>
<th>Excluded</th>
<th>Used questionnaires</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>104</td>
<td>81</td>
<td>13</td>
<td>68</td>
<td>65%</td>
</tr>
</tbody>
</table>

4.7.4 Non Response Bias

Biemer and Lyberg (2003) define non-response bias as “a function of the non-response rate and the difference between respondents and non-respondents” (p.316). Survey validities are usually questioned when response rates are low, due to the risk of non-response bias (Lahaut et al. 2003). The T-test was calculated in order to test the non-response bias by seeing if there is any significant difference in answers between early and late respondents. The numbers show that there is no significant difference between
the early and late respondents; therefore non response bias was not a concern in this study. These results can be seen in the table 4.4.

<table>
<thead>
<tr>
<th>Table 4.4 Non response bias</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Turnover</strong></td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>Turnover</td>
</tr>
<tr>
<td>Number of employees</td>
</tr>
</tbody>
</table>

4.8 Data Analysis Method
Once the authors had gathered, edited, and coded the data, the next step was the statistical analysis. The choice of the statistical technique to be used is dependent on the type of measurement scales used in the research instrument and the nature of the hypothesis (Hair et al. 1998). The main statistical package used in this study was SPSS (version 22).

4.8.1 Data Coding
For it to be possible to measure and compare variables statistically, the answers to the survey should be coded into numbers (Christensen et al. 2001). Therefore after collecting the survey, the first step was to code the data, this was simply done since most of the questions of the survey were coded with numbers. This process is done so a mean can be easily calculated. The questions which had a Likert scale were all coded as 1 being completely disagree, 2 being disagree, 3 somewhat disagree, 4 undecided, 5 somewhat agree, 6 agree and 7 completely agree. There were also Yes or No questions which were coded with 1 for yes and 2 for no. The early and late respondents were separated by the number 0 for late respondents and 1 for early respondents. In questions 1 to 3 the respondents had to choose between 5 options, each option was then numbered from 1-5, 1 being answer A and 5 being answer E.

4.8.2 Data Entry
Once the data has been coded, it is time to enter the data. Therefore, all the data that was collected from the survey was entered into SPSS.

4.8.3 Data Examination & Descriptive Statistics
This step was done to make the data simpler to be understood and analyzed. The mean, standard deviation, skewness and kurtosis of the different questions were calculated.
According to the Oxford Advanced Learner’s Dictionary (2005), mean is the average, to calculate the mean you add all of the numbers and divide them by the amount of numbers. A more academic definition for mean is “the total of a distribution of values divided by the number of values” (Bryman & Bell, 2010, p.712).

According to Oghazi (2009), the standard deviation explains how far spread from the mean the values are. Kurtosis on the other hand, refers to the height of the distribution and the numbers should lie between ±3 for it to be considered acceptable (Oghazi, 2009). Skewness is used to explain the stability of the distribution and the numbers should lie between ±1, if the numbers lie outside that, it means that the distribution is skewed and therefore unbalanced (ibid).

Mean can be shown in charts and graphs. Pie- and bar charts are the most appropriate when working with nominal and ordinal variables (Bryman & Bell, 2010). Therefore, different types of charts and graphs were used to represent the different data collected from the questionnaire. Graphs were used in order to make it easier to follow the descriptive statistics; therefore, a graph on the amount of companies that do use Social Media and do not use it was made, this can be seen in graph 5.1. Also a graph that represents what Social Media is used throughout the companies was shown; this can be seen in graph 5.2. A graph (graph 5.3) was also made to show the reasons of why companies do not use Social Media.

The standard deviation is calculated in order to see how the results of the population vary from the mean (Christensen et al. 2001). The standard deviation affects the result with larger deviations affecting more than smaller ones; this means that small deviations are closer to the mean of the sample. For this study, the standard deviation was calculated to know how well the means calculated represented the population.

It is important to note that the authors also processed missing data, and outliers which are answers that totally differ from the remaining answers of that specific question in the questionnaire (Oghazi, 2009). The authors also made sure to skim through the results to find the outliers with extreme values in order to find the correct representation of the target population. The authors decided to exclude the questions which presented outliers from the analysis part of this study.

4.8.4 Reliability Test
According to Bryman and Bell (2010), the testing of reliability is used to test if the statements about a specific variable investigate that variable. For example, if the survey is examining the Social Media Usage there will be many operationalized questions that
touch on this subject, and to see if there was any correlation between the statements of the same subject a reliability test had to be performed.

The Cronbach’s alpha is a tool used to check the internal reliability, and the alpha (α) coefficient gives a summary measure of the relations that exist between the items on a range of 0 to 1 (Hair et al. 1998; Churchill & Iacobucci, 2009). Cronbach’s alpha should be above 0.7 for it to be considered reliable (Hair et al. 1998). In this study, this was no different; a variable was determined to be reliable as long as the Cronbach’s alpha was over 0.7.

Variables that have a Cronbach’s alpha of above 0.7 were considered reliable and therefore further used in the investigation.

4.8.5 Correlation Analysis
In this step, the correlation between the different variables was tested to see if they had a significant linear relation. Pearson’s correlation coefficient was used to test the correlation between the variables. Nolan and Heinzen (2012) explained that the scale of this correlation coefficient goes from -1 to 1 and that the relations are as follow: from -1 to -0.5, there is a strong negative correlation between variables meaning that if variable A is increasing, variable B is decreasing a lot. From -0.5 to 0, there is a weak negative correlation between the variables meaning that if variable A is increasing, variable B is decreasing a little. 0, there is no correlation. From 0 to 0.5, there is a weak positive correlation between the variables meaning that if variable A is increasing, variable B is also increasing a little. From 0.5 to 1, there is a strong positive correlation between the variables meaning that if variable A is increasing than variable B is also increasing a lot. The correlation between the variables is then used to check the p-value.

The p-value demonstrates the critical value where your results are supported (Christensen et al. 2001). In most cases the p-value should be under 0.05 but it can also be under 0.01; however, the level of significance needed to believe that the findings are valid is up to the researcher (ibid). In social sciences the most common is 0.05 meaning that the significance level is of 95% (ibid). Consequently, the p-value this study will be based on is 0.05.

The correlations between the variables in this study were presented in a table (table 5.6) along with the p-value. The p-value found showed whether the correlations were trustworthy or not.

Calculating the correlation coefficient between two variables is a descriptive statistic, because it only describes the strength (strong or weak) and the direction
(positive or negative) between them. However, to decide whether the relations are significantly different from zero, a hypothesis testing needs to be done (Nolan & Heinzen, 2012).

4.8.6 Hypothesis Testing

Nolan and Heinzen (2012) defined hypothesis testing as the process of drawing “conclusions about whether a particular relation between variables is supported by the evidence” (p.7). In this step, the hypotheses that were stated in chapter 3 were tested, in SPSS, through a linear regression model.

A linear regression model tests how one independent variable affects a dependent variable (Christensen et al. 2001). So, in the case of this study, a linear regression model was used to test how the usage of Social Media affects Brand Awareness and Trust.

This study used a one-tailed hypothesis test, a hypothesis testing is considered as a one-tailed test (Nolan & Heinzen, 2012). This means that it only shows an increase or decrease of a dependent variable caused by an independent variable; it does not show both (ibid).

The beta (Β) value was thought out in the hypothesis testing. Beta shows how much a dependent variable will be changed by an independent variable (Nolan & Heinzen, 2012). When using a linear regression model it is possible to calculate that impact (Christensen et al. 2001). The model is $Y = \text{Beta}(X)$ (ibid). These formulas were used to show the linear relation between the tested variables.

4.8.7 Moderating Effects

According to Hair et al. (2006) the moderating effect happens when a third variable modifies the correlation between two related variables. There are two types of moderators, nonmetric and metric. Nonmetric moderators are for example gender, or nationality and it should be hypothesized in the study (Oghazi, 2009). On the other hand, metric moderators are, for example, the number of employees and the turnover of a company, and it may be practical to form groups when doing the analysis. In this study, the moderators were the number of employees and the turnover generated by the company in the previous year (ibid). These were calculated in SPSS and shown in the next chapter.
4.9 Quality Criteria
When doing an academic research it is important to assure that the research in question has a high quality. To be able to reach that high quality, it is important to use good measures when conducting the research (Yin, 1994; De Vaus, 2002). To assess the quality of the research, different measures of validity and reliability can be used (Yin, 1994). In the following subsections, issues related to reliability and validity will be discussed.

4.9.1 Validity
In research “it is not easy to establish whether the instruments actually measure what they are supposed to measure” (Oghazi, 2009, p.97). Validity is what is used to check whether the instrument is actually measuring what they are supposed to measure. To be valid in a measure is essential for the trustworthiness of the research’s results (Cooper & Schindler, 2003; Blumberg et al. 2005). The determination of a study’s validity is based on judgment since validity cannot be proved only argued (De Vaus, 2002; Cooper & Schindler, 2003; Hair et al. 2006).

In this study, three types of validity were considered: content validity, construct validity, and criterion validity. Those three will be explained in more detail in the following subsections.

4.9.1.1 Content Validity
Content validity, or as it is also called, face validity states the extent to which a portion taps into different aspects/dimensions of a construct, and how an operationalization measures the concept that needs to be measured (Bagozzi et al. 1991; De Vaus, 2002). Often assessed by letting a panel of experts judge the dimensionality of a certain construct; meaning that the determination of its validity is based mainly on judgment (Cooper & Schindler, 2003; Hair et al. 2006).

A valid content validity was attained by allowing and taking help from the tutors of this thesis to review and come back with feedback on the content of the survey. Hair et al. (2007) indicate that construct and criterion validity should be assessed and that the measurement of content validity is not enough for concluding the validation. It ought to be mentioned that the survey was carried out, and that the contact with the companies furthermore was completely on Swedish. The authors decided that for the purpose of this study, and due to the fact that one of the group members do not speak Swedish, to
write the original and based survey in English (hence translating simultaneously as changes were made).

4.9.1.2 Construct Validity
Construct validity is defined by Bagozzi et al. (1991) as “the extent to which an operationalization measures the concept it is supposed to measure” (p.421). There are two aspects of construct validity: convergent validity and discriminant validity.

Convergent validity exists when two measures of constructs that are supposed to be related are highly related, in contrast, discriminant validity exists when two measures of constructs that are supposed to be distinct from each other, are in fact unrelated (De Vaus, 2002).

In this study, construct validity was assessed using the Pearson correlation coefficient, also called Pearson’s r. This coefficient will lie between 0 and 1, where 0 means that there is no relationship and 1 means that there is a perfect relationship (Bryman & Bell, 2011). The closer the result is to 1, the stronger the relationship between the variables; the closer the result is to 0, the weaker the relationship between the variables (ibid). If the coefficient is negative the relationship between the variables are negative, and if the coefficient is positive the relationship between the variables is positive.

4.9.1.3 Criterion Validity
According to Engel and Schutt (2010) criterion validity is established when “the scores obtained on one measure are similar to the scores obtained with a more direct or already validated measure of the same phenomenon (the criterion)” (p.70).

In this study, criterion validity was assessed through the testing of the hypotheses suggested in chapter 3. Whether the hypotheses were supported or not will be tested in the following chapter.

4.9.2 Reliability
Reliability “means that a measurement procedure yields consistent or equivalent scores when the phenomenon being measured is not changing” (Engel & Schutt, 2010, p.67). There are two aspects to reliability, repeatability and internal consistency (Oghazi, 2009). Repeatability is: if the study is repeated in a different point in time, the results will still be the same (ibid). Internal consistency is: “when researchers use multiple items to measure a single concept” (Engel & Schutt, 2010, p.68).
To test the repeatability of this particular study, additional data would be required. However, that is not possible due to time and money constraints.

To measure the internal consistency, the Cronbach’s alpha coefficient is used. The alpha (α) coefficient gives a summary measure of the relations that exist between the items on a range between 0 and 1 (Hair et al. 1998; Churchill & Iacobucci, 2009). For the study to have internal consistency that number should be above 0.7 (Hair et al. 1998).

As mentioned earlier, due to time and money constraints measuring repeatability was not possible; therefore, the reliability of this study was evaluated through the calculation of Cronbach’s alpha. The results of this will be described in the following chapter.
5 Analysis & Results

In this section the authors analyzes and presents the results of the study’s survey. The authors will show the descriptive findings and illustrate the validity and reliability of the work. At the end of the chapter the authors will also test the hypotheses, showing the results of this study.
5.1 Descriptive Findings & Data Examination

In this subsection, the authors generated descriptive findings using empirical investigation. This is usually used to obtain a basic understanding of the data at hand (Oghazi, 2009). These statistics are shown according to the research model in chapter 3 (figure 3.1).

5.1.1 Social Media Usage

Through the survey, the authors discovered that while all participants privately used Social Media, not all participants used Social Media for their companies. 84% of survey participants used Social Media as a marketing tool, while 16% did not. Graph 5.1 shows the number of respondents who use Social Media for their company compared to participants that do not use Social Media.

From these 68 companies that responded “yes” to using Social Media, the authors asked which Social Media they use. The respondents were able to choose multiple answers in this question. This allowed the authors to investigate whether companies used more than one Social Media platform. According to the survey, companies used: Facebook (68), LinkedIn (29), Twitter (29), YouTube (12), Flickr (7) and Blogger (3). This is further illustrated in graph 5.2.
After discovering the most popular Social Media platforms used by companies, the authors wanted to know the companies' thoughts regarding Social Media. The authors then asked the respondents questions regarding their thoughts on Social Media (SM). The respondents' opinion of Social Media ranged from 1-7 and had an average mean of 4.2. However, the standard deviation was relatively high, meaning that the answers were somewhat skewed compared to the mean.

Table 5.1 Descriptive statistics Social Media Usage

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM8</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>3.90</td>
<td>1.763</td>
<td>.313</td>
<td>-.967</td>
</tr>
<tr>
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<td>6</td>
<td>2.18</td>
<td>1.281</td>
<td>1.065</td>
<td>.580</td>
</tr>
<tr>
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<td>68</td>
<td>1</td>
<td>7</td>
<td>5.35</td>
<td>1.708</td>
<td>-1.277</td>
<td>.988</td>
</tr>
<tr>
<td>SM11</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>4.66</td>
<td>2.005</td>
<td>-.273</td>
<td>-1.253</td>
</tr>
<tr>
<td>SM12</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>4.68</td>
<td>2.011</td>
<td>-.289</td>
<td>-1.192</td>
</tr>
<tr>
<td>SM13</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>4.28</td>
<td>2.043</td>
<td>-.315</td>
<td>-1.385</td>
</tr>
</tbody>
</table>
5.1.1.1 Lack of Social Media Usage

As previously mentioned, some of the respondents did not use Social Media as a marketing strategy in their company. All the respondents who do not use it said that they have never used this marketing tool before. Respondents gave the following reasons for not using Social Media as a marketing tool: Takes too much time (9), does not fit the industry (2), not enough interest (2). This can be seen on graph 5.3.

![Graph 5.3 Reasons for not using Social Media](image)

Graph 5.3 Reasons for not using Social Media

5.1.2 Trust

The descriptive statistics show that the mean for the questions regarding Trust (T) created by Social Media was about 3.4. One can also see from table 5.2 that the standard deviations on T1-T4 were relatively low, which indicates that most of the results do not differ much from the mean. This means that the results were not widely spread, and that the respondents have approximately the same view on the matter.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>68</td>
<td>1</td>
<td>5</td>
<td>2.71</td>
<td>1.728</td>
<td>0.221</td>
<td>-1.783</td>
</tr>
<tr>
<td>T2</td>
<td>68</td>
<td>1</td>
<td>6</td>
<td>3.15</td>
<td>1.548</td>
<td>0.269</td>
<td>-0.628</td>
</tr>
<tr>
<td>T3</td>
<td>68</td>
<td>1</td>
<td>6</td>
<td>3.81</td>
<td>1.406</td>
<td>-0.512</td>
<td>-0.088</td>
</tr>
<tr>
<td>T4</td>
<td>68</td>
<td>1</td>
<td>6</td>
<td>3.99</td>
<td>1.653</td>
<td>-0.446</td>
<td>-1.154</td>
</tr>
</tbody>
</table>
5.1.3 Brand Awareness
As mentioned previously in chapter 3.3, Brand Awareness (BA) was conceptualized as “the ability of a customer to either remember or recognize a brand”. As a result, the authors asked respondents their opinion on the effect of Social Media Usage on Brand Awareness. As seen in table 5.3, the mean answer for questions regarding Brand Awareness was around 4.5. The standard deviations for all the questions were relatively low, indicating that the answers were close to the mean. Further detail can be seen in table 5.3.

Table 5.3 Descriptive statistics Brand Awareness

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA1</td>
<td>68</td>
<td>1</td>
<td>5</td>
<td>2.74</td>
<td>1.311</td>
<td>.060</td>
<td>-1.172</td>
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<tr>
<td>BA2</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>3.62</td>
<td>1.639</td>
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<td>-1.207</td>
</tr>
<tr>
<td>BA3</td>
<td>68</td>
<td>2</td>
<td>7</td>
<td>4.68</td>
<td>1.429</td>
<td>-.226</td>
<td>-.692</td>
</tr>
<tr>
<td>BA4</td>
<td>68</td>
<td>2</td>
<td>7</td>
<td>4.24</td>
<td>1.566</td>
<td>-.164</td>
<td>-1.358</td>
</tr>
<tr>
<td>BA5</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>4.26</td>
<td>1.580</td>
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<td>-.661</td>
</tr>
<tr>
<td>BA6</td>
<td>68</td>
<td>4</td>
<td>7</td>
<td>6.25</td>
<td>.780</td>
<td>-.863</td>
<td>.395</td>
</tr>
<tr>
<td>BA7</td>
<td>68</td>
<td>2</td>
<td>7</td>
<td>5.51</td>
<td>1.501</td>
<td>-.806</td>
<td>-.087</td>
</tr>
<tr>
<td>BA8</td>
<td>68</td>
<td>1</td>
<td>7</td>
<td>5.03</td>
<td>1.602</td>
<td>-.565</td>
<td>-.381</td>
</tr>
</tbody>
</table>

5.1.4 Excluded Questions
In this subchapter the authors will discuss and explain why some questions were excluded from the analysis in this study.

5.1.4.1 Outliers
According to Oghazi (2009) outliers are those cases that consist of data values that differ a lot from the majority of data values in the data set. The study contained data outliers, calculated using SPSS and the Boxplot method.

The authors identified BA 6 as an outlier and removed it from the data set.
5.1.4.2 Skewness
In order to get a better picture of what the authors were attempting to measure, skewed questions were removed from this study. These questions were SM9 and SM10. As one can see in table 5.1 both of these questions have skewness above 1.0.

5.1.4.3 Cronbach’s Alpha
As discussed in chapter 4, a study is reliable if it has a Cronbach’s alpha above 0.7. In order for the variable “Brand Awareness” to be reliable, the question BA8 had to be excluded from further analysis.

5.2 Cronbach’s Alpha
As stated in chapter 4, Cronbach’s alpha evaluates the internal reliability of each variable.

The Cronbach’s alpha for the variable “Social Media Usage” included 4 questions: SM8, SM11, SM12 and SM13. The authors arrived at a Cronbach’s alpha of 0.731.

The Cronbach’s alpha for the variable “Trust” included 4 questions ranging from T1 – T4. The authors arrived at a Cronbach’s alpha of 0.741.

The Cronbach’s alpha for the variable “Brand Awareness” included 6 questions: BA1, BA2, BA3, BA4, BA5, and BA7. The authors arrived at a Cronbach’s alpha of 0.724.

Because all variables had a Cronbach’s alpha above 0.7, all were considered reliable. Table 5.4 shows the Cronbach’s alpha for the three different variables.

<table>
<thead>
<tr>
<th>Table 5.4 Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Usage</td>
</tr>
<tr>
<td>Cronbach’s alpha</td>
</tr>
</tbody>
</table>

5.3 Pearson’s Correlation
The authors used Pearson's correlation to measure construct validity (convergent and discriminant) and to measure how strong is the correlation between the variables.

5.3.1 Construct Validity
As stated in chapter 4, Pearson’s correlation is used to check for construct validity, more specifically discriminant and convergent validity. A Pearson’s correlation below 0.5 means that the questions are measuring different things. On the other hand, a Pearson’s
correlation that is above 0.5 means that the questions are measuring the same thing. In order to achieve discriminant validity, the questions related to one variable should have a low correlation with the questions related to the other two variables. In addition, for this study to have convergent validity the questions related to one variable should be highly correlated to each other. As one can see in table 5.5, discriminant validity is achieved by most of the questions except T4 which is highly correlated with BA1, BA2 and BA3. These questions should have a low correlation in order to show discriminant validity, however, they are above 0.5.

On the other hand, convergent validity was not present for many questions that should have it. When looking at the questions related to the construct of Social Media, SM8 was not highly correlated with any of the other SM questions. The same happened with the construct of Brand Awareness: the question BA7 was not highly correlated with any other BA questions. In all other cases there was a high correlation between the questions of the same construct, not for all of the questions together but some of them. For example, T1 is only highly correlated with T2, but not to any other. Table 5.5 shows this in more detail.
<table>
<thead>
<tr>
<th></th>
<th>SM8</th>
<th>SM11</th>
<th>SM12</th>
<th>SM13</th>
<th>T1</th>
<th>T2</th>
<th>T3</th>
<th>T4</th>
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<th>BA2</th>
<th>BA3</th>
<th>BA4</th>
<th>BA5</th>
<th>BA6</th>
<th>BA7</th>
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</tbody>
</table>
5.3.2 Correlated Variables
Pearson’s correlation also shows the correlation between two variables. In table 5.6, one can see the numbers representing Pearson’s correlation between the constructs. Social Media Usage and Trust showed a Pearson’s correlation of 0.339. This indicates a weak positive relationship. The other relationship studied (Social Media Usage and Brand Awareness) showed a Pearson’s correlation of 0.146 which also indicates a weak positive relationship.

Table 5.6 Pearson’s correlation variables

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Social Media</th>
<th>Trust</th>
<th>Brand Awareness</th>
</tr>
</thead>
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<tr>
<td>Pearson Correlation</td>
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<td>.339</td>
<td>.146</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.005</td>
<td>.05</td>
<td>.233</td>
</tr>
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<table>
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<th>Brand Awareness</th>
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</thead>
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<td>.246</td>
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<tr>
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<td>.043</td>
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<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>Social Media</th>
<th>Trust</th>
<th>Brand Awareness</th>
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</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>.146</td>
<td>.246</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.233</td>
<td>.043</td>
<td>.043</td>
</tr>
<tr>
<td>N</td>
<td>68</td>
<td>68</td>
<td>68</td>
</tr>
</tbody>
</table>

5.4 Hypothesis Testing
In order to test whether the hypotheses suggested in chapter 3 were supported or not, the authors conducted a linear regression analysis. As mentioned in chapter 4, p should be smaller than 0.05 (p<0.05) for the hypothesis to be supported.

5.4.1 Hypothesis 1
In chapter 3 the authors stated hypothesis 1 as: “There is a positive relationship between the usage of Social Media and Trust”. According to the linear regression analysis this hypothesis was supported to a 99.5% certainty. Table 5.7 shows this.

Table 5.7 Hypothesis 1

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Beta</th>
<th>P-value</th>
<th>Hypothesis test</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM→T</td>
<td>.339</td>
<td>.005</td>
<td>Supported</td>
</tr>
</tbody>
</table>

5.4.2 Hypothesis 2
In chapter 3 the authors stated hypothesis 2 as: “There is a positive relationship between Social Media Usage and Brand Awareness”. According to the linear regression analysis this hypothesis was rejected because the acceptance level was 0.05. Table 5.8 shows the numbers.
5.5 Moderating Effect

The moderators are supposed to influence hypothesis 2, nevertheless, that hypothesis was rejected. Yet, the authors still wanted to examine if the moderators could have had an effect on the relationship even if it was not significant. Therefore, there will be no further discussion on this topic other than this chapter.

5.5.1 Company Size

When examining the relationship between Social Media Usage and Brand Awareness, the authors concluded that company size does not have an effect on the connection between the variables. Table 5.9 shows data that supports this conclusion.

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>Beta</th>
<th>P-value</th>
<th>Moderating effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10</td>
<td>.245</td>
<td>.260</td>
<td>Rejected</td>
</tr>
<tr>
<td>11-50</td>
<td>.161</td>
<td>.510</td>
<td>Rejected</td>
</tr>
<tr>
<td>51-150</td>
<td>-.388</td>
<td>.238</td>
<td>Rejected</td>
</tr>
<tr>
<td>151-250</td>
<td>-.922</td>
<td>.254</td>
<td>Rejected</td>
</tr>
<tr>
<td>&gt;250</td>
<td>.250</td>
<td>.433</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

5.5.2 Turnover

The authors conclude that in 4 out of the 5 categories, the turnover rate of a company did not have an effect on the connection between Social Media and Brand Awareness. The one category that showed to have an effect on this relationship was for the companies who made between 50-100M SEK last year. Table 5.10 shows the data supporting this conclusion.
<table>
<thead>
<tr>
<th>Turnover</th>
<th>Beta</th>
<th>P-value</th>
<th>Moderating effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10M</td>
<td>-.117</td>
<td>.666</td>
<td>Rejected</td>
</tr>
<tr>
<td>10-49M</td>
<td>.267</td>
<td>.162</td>
<td>Rejected</td>
</tr>
<tr>
<td>50-100M</td>
<td>-.658</td>
<td>.054</td>
<td>Supported</td>
</tr>
<tr>
<td>101-200M</td>
<td>-.050</td>
<td>.936</td>
<td>Rejected</td>
</tr>
<tr>
<td>&gt;200M</td>
<td>.466</td>
<td>.206</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

5.5.3 Reviewed Research Model

In chapter 3, the authors included a research model which represented the relationships between the different variables. As one can see hypothesis 1 was supported while hypothesis 2 was rejected. The moderator effects were also rejected in all categories except 1 category in companies’ turnover. This is further illustrated in figure 5.1. The red lines represent the hypothesis and moderator effect that were rejected.

![Reviewed Research Model](image)

Figure 5.1 Reviewed Research model
6 Conclusion & Implications

Social Media has become a widely used tool in the pursuit of competitive advantage. Companies use it in order to keep track of what is said about them, keep a relationship with their customers as well as to market themselves in the new global environment.
Despite the increased interest in the area of Social Media, Brand Awareness and Trust, not many studies have been conducted in this area. This study attempts to contribute to the available literature by studying the relationship between Social Media Usage, Brand Awareness and Trust. In particular, the authors developed a conceptual model in order to explain this relationship. In order to study the impact Social Media Usage has on Brand Awareness and Trust, two hypotheses were developed along with a survey instrument. Once the data from these firms were collected, a series of statistical tests were carried out (chapter 5).

In this chapter, the authors discuss the results of the study along with a discussion of the hypothesis testing. The authors also discuss managerial and theoretical implications of the results. Limitations of this study and future research opportunities on this topic are also presented along with concluding remarks to finalize the chapter.

### 6.1 Discussion

This study was based on an analysis of 81 companies within Ljungby municipality. The goal of the study was to gather information about companies’ usage of Social Media. The companies within Ljungby municipality that participated in this study displayed a high usage of Social Media. More specifically, 84% used Social Media and 16% did not use Social Media at all. Furthermore, it also showed that Facebook was the most used Social Media platform (45%) which might have an influence on companies. These numbers showed that companies were interested in being online in order to be available for their customers.

The numbers show that Social Media in the B2B context is different than Social Media in the B2C context. Social Media in B2B is still a very prominent area and should not be discarded by B2B companies as a marketing tool, since it can increase Trust between buyers and sellers.

### 6.2 Discussion of Hypothesis Testing

In this subsection, the authors discuss possible reasons for why hypothesis 1 was supported and why hypothesis 2 was rejected.

#### 6.2.1 Trust

Two parties can improve their Trust through personal integration (Friend et al. 2011). Social Media is considered a personal integration because it allows the buyer and seller to communicate on a personal level. Being present in someone’s life and being available
to help them at all times will only increase Trust if done well. This is because companies appear to be more dependable. Another reason for this relationship to be accepted is because by being online, the company shows that they are keeping up with technologies, they are up to date and they are informed.

It makes sense that the relationship between Social Media and Trust is supported in a B2B perspective because the seller will be more present in the everyday life of the buyer.

6.2.2 Brand Awareness

When looking at previous research from B2C one may think that Social Media Usage affects Brand Awareness in a B2B company. However, the study showed that Social Media does not affect Brand Awareness in the B2B context. This is because in the B2B context, the quantity and price are higher making the buying process more complex than B2C. Therefore, B2B purchases are not based solely on brand recognition, it is based more on the relationship they have.

Another reason for this hypothesis to be rejected is that the authors studied the seller instead of the buyer. If the authors studied the buyers’ perception of companies in Social Media, there might have been different results.

It is important to note that this study did not accomplish construct validity. This meant that questions that should be related to each other were not and questions that should be unrelated were actually related. This might have influenced the hypothesis being rejected.

6.3 Implications

In this chapter the authors discuss firstly, the theoretical implications, and secondly, the managerial implication that the study identified.

6.3.1 Theoretical Implications

This subchapter discusses possible theoretical implications that the study’s findings have brought forth. Remenyi (1998) proposed that “a contribution to the body of knowledge should include one or more of the following: extending our ability to understand phenomena, new ways of applying existing science or theories, rejecting invalid theories, and providing unifying explanations for events and circumstances” (p.20-21).

Firstly, as discussed in the introduction, there have been an extensive amount of studies in Social Media but in a B2C context. One interesting fact that was discovered
through this study is that the effect of Social Media Usage on Brand Awareness differs in B2B. This is interesting from a theoretical view, because it gives further reasons to study this more in detail and get a more holistic view of Social Media in a B2B context.

The data collection of this study could be interesting for further research. The findings that were gathered from the participants from this study could be useful for researchers as secondary data if one would want to make for example a comparison between different times. However, as discussed in this study it might not be wise to use the result of this study’s data collection as the main secondary data as it might not be applicable in the future.

One aim of this study was to see what effect Social Media Usage had on Brand Awareness, this hypothesis was rejected however, the first hypothesis was not. The first hypothesis was “Trust is affected by Social Media Usage”.

The primary contribution of this study was the organization of the different variables together into a research model and the testing of that research model.

6.3.2 Managerial Implications
This subchapter discusses possible practical contributions that this study’s findings highlighted. These findings are beneficial to practitioners, managers or policy makers because these suggestions may bring forth considerable benefit to these aforementioned groups (Oghazi, 2009).

Hypothesis 1 which stated that Social Media Usage influences Trust was supported. This shows that managers can benefit from being online in Social Media platforms if they are concerned with improving Trust among customers. Companies may have issues with consumer Trust. One solution is setting up a Facebook page or another Social Media platform. As logic dictates, just being active on a Facebook page and responding to both negative and positive feedback would further increase the Trust that customers have for your company. Even though your company is not active on Social Media forums, your company will still be discussed there. Therefore, it is good to respond to feedback so that you can offer your point of view on both negative and positive comments.

The study also found that the most popular Social Media platform used by companies was Facebook. It is important to note that these studied companies were also customers. This means that there is also an extensive amount of B2B customers present on Facebook, which can be beneficial for managers searching to reach out to more customers. Furthermore, a majority of companies use Social Media (shown in 5.1.1) in a
B2B context. This supports the argument in favor of using Social Media in companies because that is where the customers are. Being where the customers are, helps the company to understand more about them as they would be present in their daily life. This could lead to new partnerships between the seller and buyer company and a longer and more trustworthy relationship.

In this study, the biggest reason for companies to not use Social Media is “it takes too much time” as seen in graph 5.3. Due to the findings of this study (hypothesis I being supported), it is worthwhile to use Social Media if Trust is an issue for a company. As discussed before, Trust is an important factor for a company to have, and simply being present in Social Media could enhance Trust. Therefore, there is much gain in contrast to the effort you have to make.

As discussed in hypothesis testing (chapter 6.2.2) Brand Awareness is not influenced by Social Media Usage, this may be a consequence of the fact that business in B2B is not solely based on the brand being recognized but more on the relationship between them.

To end this subchapter, the authors want to inform managers that although Social Media Usage influences Brand Awareness in a B2C context it does not affect Brand Awareness in the B2B context. Therefore, companies should not waste their time using Social Media in an effort to enhance Brand Awareness in a B2B context, but as thoroughly expressed previously, it enhances Trust which is only positive.

6.4 Limitations
The authors took every possible measure in the design and execution of this study to minimize its flaws and weaknesses. Nevertheless, no study is flawless, and this study is no exception. In this chapter the authors will present the most visible limitations.

The major limitations of this study were related to the time length, the lack of previously conducted studies, and the criticism of using subjective measurements as a performance indicator. The study was conducted in a relatively limited time frame and the respondents were only given two weeks to answer the questionnaire. It is also worth pointing out that this period contained some holidays which may have affected the response rate. With a longer time frame available, there is a higher possibility that the authors would have been capable to collect data from more respondents.

Firstly, due to the time frame, the authors were unable to do a pre-test before sending out questionnaires to the companies. Instead, experts reviewed and approved
the questions to be distributed. By doing a pretest the authors could have ensured that
the questions included were suitable for the purpose of this study.

Secondly, while the total number of B2B companies in Ljungby municipality is
890, the sampling frame (Ljungby Business Arena) only had 111 B2B companies. To
improve reliability the results of this study, the authors could have included a larger
sample.

Another limitation was the authors’ use of the quantitative approach. Although
the quantitative approach was most suitable for the purpose of this study, a qualitative
approach could have helped the authors understand more about the subject, making it a
mixed method approach study. Also, this study included a cross-sectional data
approach; to get a better understanding about the subject a longitudinal data approach
could be applicable for future studies. However, a longitudinal data approach of this
study was not useful or accurate within the planned schedule of this study.

The lack of previously conducted literature about Brand Awareness in relation to
Social Media and Trust was also a limitation. This is because the authors did not have
the choice of replicating a previously conducted study they could not compare their data
with previous research.

Even though every effort was made to use well-established measurements in this
study, especially with particular calculations, relatively new improvements can be made
to overcome limitations that may have been present at the time. Some questions in this
study were convergent with each other while others were not convergent with each
other (SM8 not being convergent with SM11, SM12, SM13). This indicates that the
questions were not related. Question T4 was highly correlated with all the questions
related with Brand Awareness in the questionnaire, this resulted in T4 not having
discriminant validity. Even though these two represent construct validity another
measuring approach might be used to have a more specific result.

When the authors found outliers in some of the questions, it was decided not to
exclude the questionnaire containing the outliers, but the entire question from the
analysis. Removing these data values and testing the hypothesis altered the data.
However, outliers caused by anything but chance must be removed from the data set.
The presence of one outlier in a data set can cause an array of unnecessary problems.
Outliers can also alter our ability to interpret and analyze statistical results. In this case
it would be dishonest to keep outliers in the data set because the conclusions would in
fact be incorrect. For a more specific and accurate result, research including all gathered data is proposed, this was not an option for the authors and therefore a limitation.

6.5 Future Research

In this subsection, the authors make suggestions for further research on this topic, and discuss with a general observation, the significance and increasing importance of Social Media Usage as a marketing tool, the importance of Brand Awareness and Trust. This study is only a seed for future research and the suggestions are as follows:

First, there are other possible variables that could influence Brand Awareness such as Trust. The authors already established a relationship between Social Media and Trust; it could be interesting to see the relationship between Trust and Brand Awareness.

Second, there are other possible variables such as brand image that could be influenced by Social Media Usage. This could be the purpose of a different study. By studying this topic one can get a more holistic view on how using Social Media helps companies.

Third, the authors suggest that a study on this topic should be done in the same manner, but from a customer’s perspective. By studying this, one can get a better understanding of how being present in Social Media actually affects the customer, rather than seeing how the company itself feels about it.

Another suggestion could be to do this research using the mixed method approach. By using the qualitative method as well, interviews, for example, could provide more in-depth information on the matter of Social Media Usage and Brand Awareness.

Fifth, this study could be repeated with a larger population to get a more reliable and accurate result. Another suggestion is to do a cross-culture study, in this manner the study would more applicable in a global perspective.

Sixth, a longitudinal approach would give insights into how companies adapt with Social Media, since it is something that changes so often. For example, at the moment the most popular Social Media network is Facebook, but in the past it was MySpace. How do companies adapt to this type of change?

Seventh, it may be interesting to see how different industries differ in their way of using Social Media. This study could include a breakdown of companies by industry.

Based on the previous suggestion, another study could be done by dividing companies by size and by only studying small-sized companies or medium-sized
companies. This could also be done with the Turnover of the company, and focus on companies’ who make above a certain number every year. It would be interesting to see since the moderating effect did have in impact on the relationship.

The Internet and Social Media are becoming more and more a part of people’s everyday life. Therefore, acquiring more knowledge on this topic can only be advantageous for managerial and theoretical purposes.

### 6.6 Concluding Remarks

In the last decades, there has been growth in technology. Due to this, many new forms of communication have been developed which has led to changes in people’s everyday life. Due to the competitive nature in today’s global environment, marketers strive to be pioneers in the area of communication in order to reach out to their customers. This is demonstrated in the increasing number of companies that are present online.

In the past, companies’ only online marketing tool was the basic websites. Today, companies join social networks for a more interactive relationship with their customers. "In the time it took to read this report, millions of tweets have been posted to Twitter, tens of millions of new postings have appeared on Facebook, and thousands of hours of new video are streaming from YouTube” (Kiron et al. 2013, p.17). This shows how ever-changing the Internet is; therefore, it is important to constantly study this subject to get an accurate picture of the Internet in that specific time period.
References


The following Definitions should be used as a base for the answer of the questions.

Social Media can be defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. From this definition it is important to define Web 2.0 which can be defined as “technologies that enable users to communicate, create content and share it with each other via communities, social networks and virtual worlds more easily than before”.

The types of Social Media are: blogs (blogger and WordPress), microblogs (Twitter and Tumblr), image and video sharing sites (Flickr and YouTube), social networking sites (Facebook, Google+), location based sites (foursquare, yelp), professional networking sites (Linkedin) and social bookmarking sites (Pinterest and Stumble Upon).

1. How many years have your company been in business?
   - ☐ <1
   - ☐ 1-5
   - ☐ 6-10
   - ☐ 11-20
   - ☐ >20

2. How many employees does your company have?
   - ☐ <10
   - ☐ 11-50
   - ☐ 51-150
   - ☐ 151-250
   - ☐ >250

3. Can you tell us the firm’s approximate turnover during the last year?
   - ☐ <10 M
   - ☐ 10-49 M
   - ☐ 50-100 M
   - ☐ 101-200 M
   - ☐ >200M
4. Do you use Social Media in your personal life?

☐ YES ☐ NO

5. If yes, which one? (mark all the ones that you do use)

☐ Twitter ☐ Tumblr ☐ WordPress

☐ Blogger ☐ Flickr ☐ YouTube

☐ Facebook ☐ Google+ ☐ Foursquare

☐ Yelp ☐ LinkedIn ☐ Pinterest

☐ Stumble Upon

☐ Other:__________________

6. Do you use Social Media in your company?

☐ YES ☐ NO

If the answer is YES, please refer to questions 10-30
If the answer is NO, please answer 7 – 9
(Please answer the questions based on your company)

7. We are planning to start with Social Media in the near future.

Strongly Disagree Completely Agree
8. The reason we do not use Social Media is:
☐ Too expensive    ☐ Does not fit in the industry
☐ Lack of knowledge in the subject    ☐ Lack of interest
☐ Time consuming
☐ Others: ____________________________________________

9. We used Social Media before, but decided to discontinue it.

1
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 7
Completely Disagree  Completely Agree

If you answered NO on question 6, you can stop here.
If you answered YES on question 6, this is where you start.

10. Which Social Media does your company use? (mark all the ones that you do use)

☐ Twitter    ☐ Tumblr    ☐ WordPress    ☐ Blogger
☐ Flickr    ☐ YouTube    ☐ Facebook    ☐ Google+
☐ Foursquare    ☐ Yelp    ☐ LinkedIn    ☐ Pinterest
☐ Stumble Upon
☐ Other: ____________________________________________

11. We post on our Social Media regularly.

1
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ 7
Strongly Disagree  Completely Agree
12. Our company spends a lot of time on Social Media on a daily basis.

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<th>5</th>
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<th>7</th>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Completely Agree</th>
</tr>
</thead>
</table>

13. I think that we can utilize Social Media in a better way.

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<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Completely Agree</th>
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</table>

14. With Social Media we can communicate with our customers easier.

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<tr>
<th>1</th>
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<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Completely Agree</th>
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15. Social Media is very important for our business as a marketing strategy.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<table>
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<tr>
<th>Strongly Disagree</th>
<th>Completely Agree</th>
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16. Social Media has overall been advantageous for us.

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<tr>
<th>1</th>
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<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Completely Agree</th>
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</table>

The following questions should be based on the specific social media your company uses.
17. With the help of Social Media we have built strong relationships with our customers.

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Strongly Disagree  Completely Agree

18. Social Media helps us to understand our customers.

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Strongly Disagree  Completely Agree

19. I believe that Social Media enhances the Trust the customers have on our brand.

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</table>

Strongly Disagree  Completely Agree

20. I believe that our customers see us as more Trustworthy when we are engaged in Social Media.

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Strongly Disagree  Completely Agree

21. Social Media has increased our customer base.

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</table>

Strongly Disagree  Completely Agree
22. Social Media has gotten our brand more known.

1 7
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

23. Social Media is a great tool to promote our brand.

1 7
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

24. I believe that our presence in the Social Media makes us more attractive to customers.

1 7
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

25. I believe that our participation in Social Media make customers remember us better.

1 7
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

26. Using Social Media to promote our company has been a waste of money.

1 7
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree
27. Social Media has not improved how consumers perceive the company.

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ 7 ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

28. Social Media has not changed the way our customers see us.

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ 7 ☐ ☐ ☐ ☐ ☐ ☐ ☐
Strongly Disagree Completely Agree

PLEASE MAKE SURE YOU HAVE ANSWERED ALL THE QUESTIONS.

Thank you for your participation!
Brand Awareness Enkät

De kommande definitionerna bör användas som en bas för att svara på frågorna.

Social Media kan definieras som ”en grupp av Internet baserade applikationer som bygger på de ideologiska och teknologiska underlagen från Web 2.0, och det tillåter skapelsen och utbyte av användar-genererat innehåll”. Ifrån denna definition är det viktigt att definiera Web 2.0 som kan definieras som ”teknologi som tillåter användare att kommunicera, skapa innehåll och dela det med varandra via samfund, sociala nätverk och virtuella världar lättare än någonsin tidigare.

De olika typerna av sociala medier är: Bloggar (Blogger och WordPress), mikroblogg (Twitter och Tumblr), bilder och video delnings sidor (Flickr och YouTube), Sociala nätverks sidor (Facebook, Google+), plats baserade sidor (foursquare, Yelp), professionella nätverks sidor (Linkedin) och sociala bokmärkes sidor (Pinterest och Stumble Upon).

|   | 1. Hur många år har ert företag varit verksam? |
|---|---|---|---|---|---|
|☐ | <1 | ☐ | 1-5 | ☐ | 6-10 | ☐ | 11-20 | ☐ | >20 |

|   | 2. Hur många anställda har ert företag? |
|---|---|---|---|---|---|
|☐ | <10 | ☐ | 11-50 | ☐ | 51-150 | ☐ | 151-250 | ☐ | >250 |

|   | 3. Skulle ni kunna säga på ett ungefär hur mycket ni omsatte föregående år? |
|---|---|---|---|---|---|
|☐ | <10 M | ☐ | 10-49 M | ☐ | 50-100 M | ☐ | 101-200 M | ☐ | >200M |

|   | 4. Använder ni sociala media på privat tid? |
|---|---|---|---|---|
|☐ | JA | ☐ | NEJ |
5. Om ja, vilken? (markera alla ni använder)

☐ Twitter ☐ Tumblr ☐ WordPress
☐ Blogger ☐ Flickr ☐ YouTube
☐ Facebook ☐ Google+ ☐ Foursquare
☐ Yelp ☐ LinkedIn ☐ Pinterest
☐ Stumble Upon
☐ Annat: ____________________________________________________

6. Använder ni sociala medier i ert företag?
☐ JA ☐ NEJ

Om svaret är JA, var god att fortsätt till frågorna 10-30
Om svaret är NEJ, Var god att svara 7-9
(var god och svara frågorna baserat på ert företag)

7. Vi planerar att börja med sociala medier i en snar framtid.

1 ☐ ☐ ☐ ☐ ☐ ☐ ☐ 7 ☐

Stämmer inte Stämmer helt

8. Anledningen till att vi inte använder sociala medier är:
☐ För dyrt ☐ Passar inte industrin
☐ Inte tillräckligt med kunskap inom området ☐ Inte tillräckligt med intresse
☐ Tar för mycket tid
☐ Annat: ____________________________________________________
9. Vi använde Social Media förut, men bestämde att sluta med det.

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Stämmer inte | Stämmer helt

Om ni svarade NEJ på fråga 6, så kan ni stoppa här
Om ni svarade JA på fråga 6, är det här ni börjar.

10. Vilken Social Media använder ert företag? (markera alla ni använder)

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11. Vi publicerar i vår sociala media regelbundet

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Stämmer inte | Stämmer helt

12. Vårt företag spenderar mycket tid åt sociala medier dagligen.

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Stämmer inte | Stämmer helt

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Stämmer inte Stämmer helt

15. Social Media är viktigt för vårt företag som en marknads strategi.

1

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Stämmer inte Stämmer helt

16. Social Media har i stort sett varit fördervallt för oss.

1

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Stämmer inte Stämmer helt

Följande frågor bör vara baserade på den specifika Social Media ert företag använder

17. Med hjälp av Social Media så har vi byggt en stark relation med våra kunder.

1

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Stämmer inte Stämmer helt

18. Social Media hjälper oss att förstå våra kunder

1

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Stämmer inte Stämmer helt
19. Jag tycker att Social Media förbättrar tilliten kunderna har till vårt märke.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt

20. Jag tycker att våra kunder ser oss som mer trovärdiga när vi deltar i sociala medier

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt

21. Sociala medier har gjort vår kundbas större.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt

22. Social Media har gjort vårt märke mer känt.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt

23. Social Media är ett utmärkt redskap för att marknadsföra vårt märke.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt

24. Jag tycker att vår närvaro i Social Media gör oss mer attraktiva för kunderna.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer inte

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Stämmer helt
25. Jag tycker att vår deltagning i Social Media gör att kunder kommer ihåg oss bättre.

Stämmer inte  Stämmer helt

26. Att använda Social Media för att marknadsföra vårt företag har varit ett slöseri med pengar.

Stämmer inte  Stämmer helt

27. Social Media har inte hjälpit oss till det bättre hur kunder uppfattar vårt företag.

Stämmer inte  Stämmer helt

28. Social Media har inte ändrat sättet kunder ser oss.

Stämmer inte  Stämmer helt

VAR SNÄLL OCH KONTROLLERA ATT NI SVARAT PÅ ALLA FRÅGOR.
Tack för er medverkan!
Appendix C- Introduction (Swe & Eng)

Bäste herr/fru

Vi är tre studenter från Linnéuniversitetet (Växjö), som studerar programmet International Sales-and marketing program i CIL, Ljungby. Nu på vårt sista år av detta program är vi skyldiga att skriva en C-uppsats och vi är mycket intresserade av detta företag och de framgångar som har gjorts under åren. Tack vare anvisningarna från Birgitta Kristoffersson beslutade vi att bara fokusera vår uppstats på bolag inom Ljungby Business Arena. Vår fråga till dig är om du skulle göra det möjligt och ge oss lite tid till forskning i fråga om kommunikation och varumärkeskännedom inom sociala medier i ditt företag. Vi undrar om det hade varit ok för oss att skicka en enkät för er att svara? Om du är intresserad av att hjälpa oss får du gärna svara på detta meddelande och så kommer vi att fullfölja denna process.

Med Vänliga Hälsningar,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kärnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75

Dear Mr/Ms

We are three students from Linnaeus University (Växjö), studying the program International sales-and marketing program in CIL, Ljungby. Now on our last year of this program we are required to write a C-thesis and we are very much interested in this company and the achievements it has done during the years. Thanks to the directions from Birgitta Kristoffersson we decided to focus only on companies within Ljungby Business Arena.

Our question to you is if you would allow and give us some time to research in the matter of communication and Brand Awareness within Social Media in your company. We would like to know if it would be ok for us to send you a survey for you to answer?

If you are interested in helping us please reply to this message and will continue this process.

Kind Regards,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kärnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75
Bäste herr/fru

Vi är verkligen tacksamma över att ni tackade ja till att svara på vår enkät. Så nu är vi tillbaka igen, denna gång för att skicka enkäten till er. Vi beräknar att det kommer att ta er från 5-10 minuter att besvara den. Om du kan ladda ner dokumentet till din dator, fylla ut den (allt du behöver göra är att trycka på rutan som bäst passar ditt svar), spara den på nytt och fåst den igen i ett mail till oss (du kan bara besvara på denna e-post). Som tack för ditt deltagande, är vi mer än villiga att skicka uppsatsen när vi är klara med den i juni. När ni skickar tillbaka enkäten får ni gärna meddela oss om ni vill ha den eller ej.
Tack på förhand för din hjälp,

Med Vänliga Hålsningar,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kärnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75

Dear Mr/Ms

We are really appreciative that you said you would answer our questionnaire. So we are back again, this time to send you the questionnaire. We estimate that it will take you from 5-10 minutes to answer it. If you could please download the document into your computer, fill it out (all you need to do is press the box that best suits your answer), save it again and attach it back on an email to us (you can simply reply to this email). As a thank you for your participation, we are more than willing to send you the thesis once we are done with it in June. When you send us back the questionnaire please let us know if you would like to receive it.
Thank you in advance for your help,

Kind Regards,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kärnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75
Bäste herr/fru

Vi förstår att ni är upptagen med arbetsansvar och ibland glömmer man saker som inte verkar så viktigt. Därför sänder vi er detta mail. Vi vill påminna om att ta undersökningen för vårt examensarbete. I detta mail finner ni att enkäten bifogas igen för att göra det lättare för er och så att ni inte behöver titta igenom er tidigare e-post. För att tacka dig för ditt samarbete, vill vi skicka er vårt examensarbete så att ni kan se vad ni har hjälpt oss med och använda den information som finns för ert egna företags fördel. Om ni vill ha det så låt oss veta när du skickar enkäten tillbaka.
Tack så mycket för hjälpen, vi uppskattar det verkligen.
Med Vänliga Hälsningar,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kårnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75

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Dear Mr/Ms

We understand that you are busy with working responsibilities and sometimes forget things that do not seem so important. Therefore, we are sending you this email. We would like to remind you to take the survey for our thesis work. In this email you will find the survey attached again to make it easier for you so you do not have to look through your past emails. In order to thank you for your collaboration, we would like to send you the final thesis so you can see what you have helped us with and use the information found for the benefits of your company. If you do want it please let us know when you send us the survey back.
Thank you very much for your help, we really appreciate it.
Kind Regards,
Mia Jana, 072 336 20 11
Email: miasoledadjana@gmail.com
Andreas Kårnsby, 070 716 41 14
Yasmin Bastos, 072 354 07 75