ISCTE ⬡ Business School
Instituto Universitário de Lisboa

ACTIVE ENGAGEMENT IN THE FACEBOOK BRAND PAGES OF LUXURY HOTELS

Inês Maria Santos Lopes

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Supervisor:
Prof. Daniela Langaro da Silva do Souto
ISCTE Business School,
Departamento de Marketing, Operações e Gestão Geral

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<u>Abstract</u>

Social Media play a huge role nowadays. With brands entering this spectrum, it is also possible to influence purchasing decisions and consumer behaviour.

Also, tourism rates increased worldwide. Today, users research online before booking and even travelling. This is especially important in the luxury segment of five-star hotels where the price is high.

In this five-star segment, the brand pages on Facebook have a large fan base but a small engagement rate. This means that despite being an open channel, users don't interact with the brand or others on the brand page. Thus, this is important as engaged users produce user-generated content that gives strength to the brand and inspires other users.

To understand this lack of engagement, I conducted semi-structured interviews in Lisbon. The results showed that the primary motivators for an active role on the brand page are: perceiving high levels of brand humanisation; also, perceiving advantages for participating (e.g. information, discounts, inspiration, etc.); and finally, some level of self-congruity.

Furthermore, the users that don't become more involved have profound privacy concerns to what happens to their data and profiles. Also, they're very aware of other people's opinions towards their brand preference.

By understanding these motivations that drive the shift to active participation, brands can learn about the type of language and contents that their audiences search for. If they learn and apply this knowledge, it is expected that they grow their online engagement and positive word-of-mouth.

Resumo

As redes sociais têm um crescente papel no dia-a-dia. Com as marcas a invadirem este espectro, estas plataformas são influenciadoras do comportamento do consumidor.

Também o turismo cresceu exponencialmente nos últimos anos. Para marcar uma viagem, os utilizadores procuram online antes de comprarem. Isto é fulcral de se estudar, nomeadamente no segmento de luxo de hotéis de cinco estrelas em que o preço é elevado.

Estes hotéis no Facebook têm muitos fãs, contudo, a interação é pouca. Isto significa que, apesar de o Facebook ser um canal aberto, os utilizadores não usufruem em pleno. Esta é uma importante temática pois utilizadores envolvidos, significa conteúdo de cocriação que valoriza a marca e inspira outros.

Para perceber este fenómeno do envolvimento, conduzi entrevistas semiestruturadas em Lisboa. Os resultados mostram que os principais motivadores para um utilizador ser ativo são: a humanização da marca; a perceção de vantagens (ex. mais informação, descontos, inspiração, etc); e também deter alguns níveis de congruência de personalidades com a marca.

Adicionalmente, os utilizadores que não participavam tão ativamente demonstraram elevados níveis de preocupação com a privacidade e com o que acontecia às suas informações pessoais, ou mostraram-se preocupados por saber que os seus pares avaliam a sua preferência/interação com as marcas.

Ao percebermos estas motivações que levam à passagem para uma participação ativa, as marcas podem aprender sobre o tipo de conteúdos que as suas audiências procuram e valorizam. Caso apliquem, terão tendência para aumentar a interação na sua página e o passa-palavra eletrónico sobre si mesmas.

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Palavras-chave: cocriação; redes sociais; Facebook; interesse, congruência, humanização, vantagens percecionadas, utilizadores ativos, utilizadores passivos, questões de privacidade, traços pessoais, pressão social, páginas de hotéis cinco estrelas.

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Chapter 1: Introduction

1. **Introduction to the topic**

   1.1. Relevance of the topic

During the past two decades, communication has lived through a huge twist. What was firstly a mere passage of information and closed messages, has now become an ongoing conversation between brands and consumers (Ráthonyi 2012).

Brands produce content and consumers can react and respond to it right away. This has been made possible due to the creation of online platforms that connect people online and in real time (Muntinga et al. 2011). These platforms, being Social Media, rapidly became popular amongst users as they allowed for fast, ready and everywhere communications.

Users gladly go online, post and share content and stay connected to everyone and everything. However, for companies, this type of "ongoing online world" is still just beginning to blossom and prosper.

As this is a fast-moving environment, the effects of Social Media and its engagement and impact on brand communication is still not fully comprehended (De Vries et al. 2012). Brands have the power to communicate and start consumer communications, which is both beneficial to the costumers and the brand, as they get a feel of what users think while opening new bridges of communication.

There are still few companies present and active on Social Media, particularly on Facebook, that manage to open and maintain this communication channel over time. This happens because it is hard to engage with consumers and encourage them to be responsive and contributive to the brand.

With communication and advertisement being bombarded to consumers everywhere, consumers choose to have selective attention to the type of content they consume which means that, if they don't communicate properly, brands will fall into the non-important spectrum of the consumer's newsfeed on Facebook (Muntinga et al. 2011).

This is of great importance as with a shift to two-way communicational systems, and with audiences saturated by advertisement and brand communication in all shapes and formats, engagement, and long-term engagement means a good understanding of the audiences and their motivations.

Jahn & Ludwig (2012) divided brand page engagement at the brand page into two types: active and passive. This division means that despite the platforms allowing for all users to connect and express freely, not all of them use it like that. As so, it is important to comprehend why there's a division between these two and what brands can do to make users cross that bridge from passive to active which means studying the page audiences and understanding their reasons and motivations to participate on the page.

Brand pages are a way of giving an ongoing voice to a brand (Kim & Drumwright 2016). Consumers welcome brands into their homes and lives when they make a purchase. The higher the perceived and (usually paid value), the bigger the involvement. This also means that they feel closer to the brand they're purchasing and want to follow closer than others that they don't feel the connection to them.

If we consider the tourism sector for instance, nowadays it is deeply linked to the social media. People browse and share content and opinions online to advise, brag and tell what they've experienced and share experiences. This means, according to Leung et al. (2013), that social media impacts traveller's in their decision-making and purchasing decisions more than ever.

For tourists to know where to go, what to choose and when to purchase, these hotel brands must be present online and produce content ongoing to be the "top of mind" choices. As so, this means that for the tourism sector, it is of high importance to be ongoing relevant, particularly when the price is higher.

Lu et al. (2015) concluded that the high price of the accommodations is an indicator of luxury. When staying at luxury hotels, for customers it was all about the services and the quality of what they were getting, instead of the value being asked for it (Lu et al. 2015).

Users perceive these high rate hotels as high quality and good service but, nowadays, that isn't all it takes to make a purchasing decision. In this luxury segment, positive customer experiences cause the wish to return or stay longer and to maintain the lifestyle (Lu et al. 2015). With social media, it is also easier than ever for customers to escalate that desire and pass it on to others, by describing and sharing their satisfaction or dissatisfaction online (Lu et al. 2015).

Conferring with Leung et al. (2013), tourism consumers and suppliers have been adopting social media more and more in the recent years. However, the successful practice of manipulating and managing social media remains largely unknown to practitioners and scholars (Leung et al. 2013).

Bearing all of this in mind, and despite being studied and literature review on the online communities have grown over the past years, there is still a gap on what concerns consumer's motivation to contribute more on the brand pages.

This is of great importance to be studied as social media are now a powerful communication channel and the leading influencer in consumer's decisions. As so, what isn't online (or what doesn't have a real online presence) isn't trustworthy.

Consumer engagement and contribution is at his highest importance in the luxury segment, as that drives the brand and builds it up as well as a reasoning for their prices (Lu et al. 2015). As so, I found a gap to study user contribution motivators linked to luxurious accommodations on Facebook brand pages. In this segment, engagement is at the top of its importance as engaged costumers participate more and feel more connected to the brand (Leung 2013). If they're engaged, they're more likely to consume the products and, on the online world, contribute to the brand spectrum in the form of co-creating content that empowers the brand (De Vries et al. 2012).

To further investigate this matter, I will determine what's a passive and an active user on those brand pages and then put to the test a motivators model that enables the conversion to active users.

As this is a topic related to reasoning's and psychological triggers (motivations), the method chosen to obtain the results that may prove that model of passage were semi-structured interviews, to allow respondents to answer as uninterrupted and un-guided as possible to see the main words and impressions they have towards those brand pages.

The results should help to understand the motivations and the barriers of passive and active behaviours on the brand page, as well as what can brand pages to do motivate their users to be more engaged.

1.2. <u>Type of thesis</u>

Aiming to answer the research gap on the Facebook engagement literature review for brands, this master project for Marketing will be developed in the form of a Thesis/Dissertation, as it will entail an empirical part to test a model and explore a new aspect of marketing research.

It is most beneficial to develop this framework in the form of a dissertation so that Facebook Brand Managers can collect information and have a better understanding of their audiences and how to best profit from the brand page.

Despite being focused on a specific industry, there will be some generic managerial and marketing insights to be applied to other brands and even market segments.

Chapter 2: Literature review
<u>2.Literature review</u>

The following chapter will investigate the mutual effects between Social Media engagement, WOM and consumer-brand relationships and what drives them.

<u>2.1.Social Media: the online world</u>

First of all, it's important to define what is Social Media. Kotler and Keller (2012: 546) describe it as "a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa." It is, so, a means to develop a public voice and to promote innovation and communication in real time and to get fast and up to date customer feedback. De Vries et al. (2012) describes the social networking sites as networks for professional or social interactions.

De Vries et al. (2012) describes the social networking sites as networks for professional or social interactions. Consumers use Social Media to entertain themselves, to pass the time, socialise, to belong to a group or community, and even to get and give information. Everything people share and comment on Social Media has an impact on their networks, which will, later on, generate online word-of-mouth. This, of course, has to be taken into consideration when tailoring Social Media efforts.

The most popular social networking website is Facebook, not only due to its fan base growing over the years having reached 1.59 billion monthly active users (www.statista.com, data from April 2016), but also because it allows the biggest interactivity and has the most up to date algorithms that enable communications and sharing of many kinds.

In there, users can do two main types of linkages: they can either become friends amongst them (meaning, other users) or follow and become fans of brands (De Vries et al. 2012). At the brand pages and respective communities, users are joint by their love and shared interests on the brand, products, and values, and can show their support for the brand communications in a more one on one basis and in real time.

The effectiveness of these networks and the broad and fast "contagious effect" they have on users should do with the fact that people join voluntarily and choose what they want to see. Everything becomes user tailored and takes into consideration a person's interests and demands. As users feel so integrated and valued, they feel compelled to engage and to help to build this online world.

This means that social media is a channel that can be very profitable if used correctly by brands. Far more than maintaining a brand presence, it's important to meet expectations and look for opportunities to foster.

2.2. Social Media and Brands

It is possible to say that Social Media evolved from being a network of friends keeping up with each other, towards an extension of the offline marketplace, where brands and customers are interacting and building and gathering information about one another.

These networks appeal to a broad range of people due to the fast and viral spread of information, and because it allows for everyone to be a part of the creation and sharing of information processes. This means that companies aren't anymore the primary source of brand communication (as fans can also share and comment on the products and company practices). Also, it helps to broaden the customer basis of business while also creating bigger and deeper bonds with existing customers. It's about the relationship post and beyond purchase and the values that are co-created and shared between the brand and the user (Jahn & Ludwig 2012).

Consumers now go to Social Media content on a regular basis for research and information purposes, and find them just as reliable as any other official source in fact, in most cases they're perceived as more trustworthy than the official brand communications, as they're unfiltered (Schivinski & Dabrowski 2015).

These platforms allowed for users to shape brand communication, as it makes communication two-way. Communication, in corporate Facebook pages, happens even without the company's control. Of course, it's in its best interest to supervise it and answer the comments, but users are (or should be) able to comment freely.

In fact, Social Media is seen as so powerful that even in the case of not being able to display behavioural loyalty, a person can still demonstrate affinity and brand attitudinal loyalty and alignment, as stated by Dick, A. and Basu, K. (1994). In this way, regardless of not being a customer, at least yet, the person can be an advocate and still spread good messages and content of this brand (Clark & Melancon 2013).

This effect is deeply explained in association with brand personality. Brand personality is built with the symbolic factors that consumers link to a brand. By consuming their content, going to their stores, seeing the ads and absorbing information, consumers retract and analyse certain traits that they feel like it describes the brand. The more closely they look for it and the more positive aspects they associate with it, the bigger the humanisation, which means attributing human traits to a brand (e.g. being kind, funny, friendly, etc (Aaker 1997). As in human relations, when we appreciate someone's personality, we develop a bigger linkage to that person, the same happens with brands, as if consumer's self-concept is a good match with the brand personality, it is said to have a self-congruity, which describes the closeness between the consumer and the brand (Yusof & Ariffin 2016).

For companies, Social Media this is a way to engage loyal customers and to reach potential new ones through friend's activity on the page. It's a way to spread information (less costly and more efficiently than traditional communications) while learning about their audiences and having a real feel for what they're doing as a company and how that impacts customers (Schivinski et al. 2016).

Since costumers now engage in "webrooming" (browsing online and then purchasing in a store), it is important that the available sources of online information and

"discussion forums" are well utilised by the brand so that they can be beneficial and a real extension of the brand and its personality (Guillot 2017).

Brands leverage on the business pages offered by different Social Media platforms. These pages allow communication and content display, and usually, at a premium level, provide measurement options (Jahn & Ludwig 2012).

While some companies use Social Media on a regular basis, others don't use and don't have any intention of doing so. This happens because there still aren't enough studies that show the impact of having an online presence and engaging with customers, despite it being an advantage even if we just consider the fact of getting deep customer insights. Of course, this will also depend on the client segments that the company is trying to reach, and also if the company's core business is B2B or B2C. Nevertheless, it's possible to maintain an online identity, but it's necessary to understand consumers and their needs.

Before becoming a household name, and even afterwards, when promoting new products, all brands want to raise awareness: to what they're doing, to what they can offer, and for what they stand for. Therefore, brand awareness is a key aspect of creating a successful brand and the internet, and particularly Social Media has helped do just that, by keeping everything faster and closer (brands to consumers and vice-versa (Schivinski & Dabrowski 2015).

The online information that is generated on SM is often in the form of online word-of-mouth. Palmatier (2008) defines WOM as "the likelihood that a customer comments positively about a seller to another potential customer" with WOM behaviours sometimes appearing as "indicators of customer loyalty". Offline WOM is usually regarding friends or family's opinions and experiences, but those can also be expressed online through the recommendation of product pages or content.

De Vries et al. (2012) shows that Social Media have a direct impact on online WOM, generating more volume and valence which will, later on, directly impact consumer mindset, as the brand becomes closer to the consumers and their networks and becomes more recognised. Consumer mindset is also an important aspect, as it has an indirect effect on consumer behaviour, just like traditional advertising and marketing efforts.

Schivinski & Dabrowski (2015) propose a distinction between two forms of Social Media communication: firm-created and user generated. The first one refers to the value of a brand to the company, while the second has to do with individual measurements of that value to each consumer. Moreover, Firm generated WOM mixes business generated WOM and consumer generated, it is firm initiated but consumer implemented.

In agreement with the Organization for Economic Co-Operation and Development (OECD), UGC is defined as content available on the internet, reflecting a certain amount of effort, and being created outside professional practices.

Social Media has empowered and encouraged proactive consumer behaviour, and the growing number of consumer generated posts is a result of just that. More than just commenting and advocating of the personal page, fans gather in online fan communities to exchange experiences and expand the consumption experience. This means that nowadays instead of just branding, literature should be referring to user generated branding, as consumers are an active part of the brand construction.

Findings of a study conducted by Dholakia & Durham (2010), show that engagement on brand pages has a positive influence on the consumer-brand relationship. Meaning that for example, Facebook fans are more likely to visit a store they're fans of (and hear about the news) than one of the competitors.

At the core basis of consumer engagement, there are interactive experiences with specific objects, meaning that tailoring a communication action towards a consumer allows for bigger levels of engagement and empathy, resulting in loyalty over time.

Since what distinguishes brands popularity and fan base are the posts that are made, (De Vries et al. 2012) proposes to study brand post popularity by testing six characteristics: vividness, interactivity, informational content, entertaining content, position, and valence of comments.

Vividness is about the extent to which a brand stimulates the different senses (De Vries et al. 2012). It is achieved by colours or pictures and the more senses a post stimulates, the bigger its vividness. If a post is vivid enough to capture attention and that results in a click, that means that it is being effective and causing a reaction. It is said that a video enhances more senses than a photo due to its sound and moving frames, however, vividness, on its own, isn't enough to lead people to click always.

Interactivity is when the communication is both ways, and both parties interact and take part in the communication process (De Vries et al. 2012). Anything that leads customers to answer and take actions towards a brand is considered interactive. Questions and click on links are good examples of interactive posts, as they beg for an action on the other part.

Content is also a big part of what drives people on social networks. The two key goals are informative and entertaining, and a brand should assure both posts to reach a broader audience. Informative posts about the product or the brand itself reinforce the positive attitude towards the brand as fans justify their love and appreciation with that data (De Vries et al. 2012). On the other hand, entertaining and fun posts leave the desire to return to the page in a future opportunity.

Regarding the positioning of brand posts, it is mentioned that a post is most likely to be seen when it's on top of the page and, as so, Social Media managers should be aware of duration between posts, as the more a post stays on top of the page, the more likely it is to achieve real popularity and reach (De Vries et al. 2012).

The valence of comments shows that the more comments a post generates, the bigger the scope and popularity and, as so, it will appear more often on the fan's homepage. Positive comments amongst the users will have a good effect on brand recommendations and perceptions (De Vries et al. 2012) and works as a complement to the post itself as it advocates for the brand. Negative comments generate a lesser positive attitude towards the brand, and negatively increase post popularity, as the post becomes "news material" instead of excellent communication and advocacy for the brand. If there are too many negative comments, the user tendency is to adapt their opinion downwards (De Vries et al. 2012) on Schlosser's work,). Nevertheless, negative comments can also generate discussion and have fans present different perspectives and motives so that not all readers accept the bad comments and start to question things (De Vries et al. 2012 in Moe and Trusov's research).

Enhancing likes isn't the same as increasing comments, as it requires different strategies. Posting a question is suitable for enhancing comments but damaging for likes, as usually, users can't answer with just a click. To get most likes, the best posts are with videos and contests (anything that can be shared and go viral). However, not all videos are good, as too much entertainment has an adverse effect on likes, as users are Facebook

fans because they like the brand and its contents and if the brand doesn't post about itself or its products, it's contrary to its core values (De Vries et al. 2012).

The study also shows that the higher a post is on the page, the bigger the reach and impact, so it's in the manager's best interest to keep their posts trending and on top. Positive comments may help do just that, alongside with justifying the post in itself and by contributing to advocate for the brand (De Vries et al. 2012).

Moreover, posting a link has a positive influence on click rate, but it's not positive for comments, as people navigate away from the original page, so managers should be aware and only post "drive away" links that are relevant and that may bring users back to thank or comment on the good adequacy of the link.

As for research limitations, they are regarding what drives both brands and users, and also as for "viral" purposes, such as how fast do people see a post after its posting, and how far is the reach of a network after a user clicks or comments on a brand post. This gap on motivations leaves an opening for future research work that could so better be explored with in-depth interviews (De Vries et al. 2012).

2.3. Brand engagement on Social Media

Aaker (1991) provides one of the most used conceptualisations of the CBBE, stating that it's a set of assets that the consumer links to the brand and that may emphasise or subtract from the company's value. From those assets, the author talks about brand awareness, brand associations, perceived quality and brand loyalty. In that way, the author (Aaker 1991) conceptualises CBBE as a pyramid with three sides: brand awareness/associations, perceived quality, and brand loyalty. Brand awareness refers to the strength of a brand's presence in a consumer's mind – it's about how quickly the consumer can retrieve the brand from memory. Brand associations are the things the consumer associates with the brand when he recalls it.

Brand communication positively influences brand equity, as keeping the consumers informed helps in building associations and satisfaction towards the brand. It contributes to keeping the brand in the consideration set and, as so, improves brand equity.

Brand associations are multiple ideas, episodes, and experiences the consumer has towards the brand. A good brand association should be built on many experiences so that it is solid (Aaker 1991).

Brand loyalty is when a consumer assumes a commitment to rebuy and make a product always his first choice, despite all marketing efforts of competition, or other outside influences. It's a source of competitive advantage as it makes consumers reluctant to try on new choices.

Peer interactions also have a positive impact on a brand community and also on brand equity, as consumers gather in groups that share the same value and see each other's opinions as truthful and unbiased, and as so, builds on brand equity and loyalty as they tend to reinforce the love and preference.

Brand attachment specifies the bond between the brand and the user. It happens when the user imprints (or the other way around) its values on the brand, and therefore feel empathy. It encompasses two components: brand self-connection and brand prominence. Brand self-connection happens when a brand is close to a user's personality. Brand proeminence is about how often the brand "pops" in the user's consideration set and imaginary.

Brand communication also influences perceived quality – consumer's perception of the overall product and brand quality and superiority amongst other possible choices. According to (Yoo et al. 2000), consumers view highly advertised brands as higher quality ones. Therefore, Schivinski & Dabrowski (2015) propose that quality of the firm-created Social Media brand communication is also related and has an impact on the quality of the brand itself, which holds, as users go to brand pages to search for information about the brand and its products, but are also influenced by other users' comments, which is the main indicator that influences service and product quality.

Schivinski & Dabrowski (2015) study CBBE as a consumer learning process as bases in Aaker's work: to build brand equity firstly it's needed to raise awareness on the brand, to, later on, be able to create brand associations in memory. Once the brand has been learned, memories will be associated with specific brand associations, and over time contact with the brand will help build on the brand quality and, if successful, brand loyalty. The study was conducted on non-alcoholic beverages, clothing and mobile network providers. The criteria used to justify brand choice for the framework of research had to do with frequency of Social Media communications (two posts per week), and at least a fan base of 500 subscriptions (fans who willingly place like on the page to receive content and be contacted by the brand and other fans).

Considering the constituents of CBBE, the increase of brand associations/awareness, impacts both the brand loyalty and the perceived quality, which helps cementing the idea that CBBE is a consumer learning process, and also reinforces the idea that brand communications on Social Media are a plus to any brand, especially when the efforts also include encouraging consumers to create content on the same pages.

Jahn & Ludwig (2012) Propose a division in brand page engagement in two types: active and passive. The first refers to users that follow the content, watch everything, follow links and like, comment and share it. These users not only connect with the brand but also with the brand community. Passive users are those who follow the content but only press like (when they react towards the post).

An investigation by Jahn & Ludwig (2012) shows that brand pages do foster brand relationships. The more active a user is on the brand page, the bigger the attachment, as they follow more closely and are more affected by the brand's attitudes. Passive participators, despite having a lower attachment, also display a significant level of attachment, meaning that even with the less participative members; the Social Media page is strengthening relationships.

Study results show that firm-created Social Media brand communication only influences brand awareness/associations. On the other hand, user-generated Social Media brand communication positively influences brand awareness and associations. Looking at other people's evaluations is perceived as more trustworthy and reliable by consumers.

About support and brand post popularity, De Vries et al. (2012) compares brand post popularity to banner advertising (small advertising on a web page that generates revenue when clicked), as banner advertising also aims to catch people's attention and lead them to click the ad itself. An excellent post should also pop up from the user's page, and be captivating enough to deserve a comment, like or share. The significant difference between the two types of online presence is that posts, when liked, commented or shared, are public displays of affection towards the brand, which means that not only what a user posts about his personal life has an impact and speaks about himself, as the pages and posts he advocates for and about also do. As more and more companies enter the Facebook world, brand posts, such as banner advertising, have become something ordinary. This means that it is even more important for businesses to make a good Social Media management so that they aren't just another post on the wall.

As it is important to measure engagement and have a way to track what is being done on Social Media, Schivinski et al. (2016) present a measurement scale for consumer engagement on Social Media activities – consumer's engagement with brand-related social-media content (CEBSC) scale. It states that engagement is a behavioural construct and is mainly focused on the consumer's perspective, as the brand needs to stay relevant and speak to the consumer to create and maintain engagement.

Consumers use a variety of tools on Social Media to engage with brands, and each brand and situation call for different types of activities and engagement. The author distinguishes between three levels of engagement: the consumption, when the consumer only sees, for example, a picture; the contribution/participation, when they like the post, comment or share it; and finally, the creation/production of content, when they decide to advocate and show proof of their commitment and involvement and create materials about/for the brand. Going forward in the analysis will be referred to as consumption, contribution, and creation, and these activities vary in the degree to which they involve the consumer and call for action (Schivinski et al.2016).

The consumption dimension assumes the membership in networks and online brand communities. It means a minimum level of engagement and encompasses consumers who passively consume brand related media without actually participating. Still linked to the original communication theories where consumers were passive, this is the most frequent type of online behaviour towards brands.

The contribution includes both peer-to-peer and peer-to-content interactions, which means helping without creating something from scratch (Schivinski et al.2016). It is mostly linked to electronic word-of-mouth, as it means consumers were opening about their feelings about the brand/post and advocating for/against it.

Creation means online and public publications of brand-related content. It is grounded with product co-creation and consumer empowerment. It is the strongest level of online brand related engagement. It is highly important as the content consumers create is a stimulus for other creation behaviours, as it is shared amongst the community and encourages more contributions (Schivinski et al. 2016).

The same person can go through all stages depending on the post stimulus and even situational factors.

The study was structured in qualitative and quantitative methods to discover antecedents, establish and confirm the scale measurements. The exploratory questions were related to which activities consumers engage in, and which ones did they think to be more engaging. The answers were referring to videos, pictures, and comments to posts as frequent activities on Social Media.

As a more advanced level of engagement, there was the subscription to a brand-related video channel, commenting on a brand related fan page, or even publishing something about the product (e.g.picture). Also, downloading brand-related widgets, clicking on advertisements and rating a branded product was also referred to, but as being of higher levels of commitment and online engagement needed (Schivinski et al. 2016).

As a contribution, the study showed that the lower/higher the score in the CEBSC scale dimension, the lower/higher is the individual's engagement, being directly related to each other.

CEBSC is described as a learning process with a hierarchical relationship among the dimensions, in which consumers consume brand related content, then contribute to it and, later on, create content that's relevant to the brand. There is a direct implication in all steps of the process, as consumption shows a 0,61 correlation degree to the contribution which relates to creation with a 0,81 degree of correlation.

The scale also helps to justify the importance of brands on Social Media, as consumer's that follow a brand page have a better brand knowledge and build on brand equity, which is highly beneficial to brands, as they become closer to the consumer (Schivinski et al. 2016).

Schivinski et al. (2016) show that consumer engagement on Social Media and their participation is part of a learning process. Moreover, results hold the idea that brand equity and brand attitudes correlate positively with brand-related online activities, which substantiates the input to be taken moving forward in this virtual world. This also means that the more relevant and engaging the posts are maintained, the more likely to start the engagement process online and really make the best out of this communication channel.

Muntinga et al. (2011) encompassed all consumer related activities on social media under the umbrella of one acronym – COBRAs. COBRAs have to do with the full

spectrum of activities, those being consuming, contributing and creating brand related content on brand pages.

Nowadays, social media have much more impact on consumer behaviour than other forms of communication. As consumers opt to follow brands willingly, they are more open to absorbing communications. They only follow what they perceive as interesting or beneficial and, as so, it impacts their behaviour and mindset - consumers are eager to buy what they know and trust the most, and also, they like to contribute and spread the word on their experiences towards the brand. This experiential contribution has to do with eWOM (electronic Word-of-Mouth), which has two ways to be expressed: consumers influencing other consumers, and consumers communicating directly to the brand and through its online channel.

The most important factor, for social media related studies, is, of course, the User Generated Content (UGC), as when it happens, it means that the consumers felt engaged and compelled to participate in the brand's online construction. This world of UGC has widely been expressed in literature reviews, but rather in a more disperse way that encompassed under one umbrella of actions and behaviours (such as COBRAs).

This is an important topic to understand what is the trigger to it, as COBRAs have been shown to influence website effectiveness and traffic, attitudes towards brands, purchase behaviour and communication effectiveness (Muntinga et al. 2011).

Muntinga et al. (2011) developed his COBRAs framework in alignment with specific behavioural patterns that result in four types of internet users (developed by Mathwick 2002), those being: the lurkers, socialisers, personal connectors and transactional community members.

The lurkers are those who mainly observe other's activities without participating or showing they're there. On the other hand, socialisers are the opposite, as they engage with others, provide feedback and urge to construct and maintain relationships with who is on their social media network and spectrum.

Personal connectors are those who engage with people they know personally and use social media to stay in touch. That being, they only interact with whom they know and don't use social media to seek other contacts.

Transactional community members are those who join communities, e.g. brand communities, to obtain a reward or attain a specific goal, such as knowledge for purchase, or even get the best deal.

Although literature sets these user typologies, they're not closed or fixed, as users can derive from one to another depending on the social media, particular moment or even, the main goal to be surfing the web.

2.4. Social Media influencers and motivators

Regarding motivations and what fosters social media usage and contribution, it is linked with personal goals and aspirations (Kim & Drumwright 2016). For example, some consumers engage in brand-related activities to receive economic incentives (an example of extrinsic motivation, as they do something waiting for a reward).

Kim & Drumwright (2016) conceptualized about having a theoretical framework to explain the role of consumer motivations in the process of consumer engagement. In the light of her Self Determination Theory (the theory that explains the sense of autonomy and control over one's actions and decisions), two types of motivations have been encountered: the intrinsic and the extrinsic.

The intrinsic has to do with interests and curiosity. It's what drives people to act without expecting a reward or anything in return. These actions happen because of self-fulfilment and enjoyment. For example, we see a comedy tv show, not because we aim to understand or learn something but to enjoy ourselves and pass the time.

The extrinsic, on the other side, seeks to perform an action or have an attitude towards a perceived end or reward. In this case, the action is an instrument to get something else. It's not something done out of "goodwill", but with other intentions of receiving an expected outcome. This result can either be a monetary reward, a communicational feedback, or a behaviour on the counterpart. Extrinsic motivation leads to situational self-relevance, which vanishes in time. An example of extrinsic motivation is when consumers make a loyalty card: they do it because they perceive advantages and will receive monetary rewards (discounts or gifts) in the future as a reward of shopping a brand often.

Research shows that, the more intrinsically motivated a consumer is, that being, the more enjoyment he perceives towards a brand or a brand activity (e.g. following a

brand in social media), the greater the engagement (Kim & Drumwright 2016). This happens because if the consumer only perceives certain advantages (e.g. monetary rewards), he will have "attention peaks", for example during discount season or, in the social media panorama, during a Facebook contest – this means that they will follow, pay attention and share a brand's content and communication only as long as they perceive to be able to retrieve advantage. Otherwise, the relationship isn't any longer necessary to be maintained and extinguishes – which explains the lack of engagement in the long term.

Most of the intrinsically motivated consumers are linked with inherent psychological needs – that being, they feel the need to be accepted, connected and experience a sense of belonging with others. This can happen in social media, particularly in the sense of online brand communities or pages, where consumers express their love and admiration towards a brand and their products and content.

As the sense of belonging and social relatedness plays such an important role in the human nature (even Maslow in his pyramid of needs stated it as being a need for 3rd degree), when there's social relatedness involved, the engagement increases when this is fulfilled (Kim & Drumwright 2016). This means that, even for an upfront extrinsically motivated consumer, if he perceives social outcomes, he increases his engagement with the brand. Moreover, there's higher future consuming engagement intention.

Kim & Drumwright (2016) show the relevance of understanding which is a leading motivational driver for a brand's consumers and, according to that, conceives the brand communications and social media presence. If there's low willingness to get engaged or openness to the brand, there's no use in investing in a lot of lifestyle posts. On the other hand, if it is a love brand and his products and content as perceived as fun, enjoyable and socially related and relevant, consumers will follow it closely and be more open to whatever's to come.

The user type and motivation have to do with many factors (situational, psychological or goal oriented), and that also influences COBRAs, that being, the main guideline for a behaviour also impacts what consumers do on social media and the level of their engagement. Under the COBRAs umbrella, there are three levels of engagement:

-consuming, which is linked to the lowest level of engagement. It's viewing, listening, reading, playing, downloading or sending privately a brand's social media material. It's everything that is done without much buzz or evidence or so.

-contributing, that being liking, rating, joining a brand profile, engaging in brand conversations, or commenting on brand related comment.

-creating, encompassing publishing, uploading, writing articles, reviews or content.

Consumption is the lowest level of activity. Even if a consumer downloads widgets or apps, there's only statistical evidence for the brand. There's no proof of advocacy nor content that supports the brand's social media efforts.

Contributing means making some sort of classification or evaluation to what's being perceived; it is a shift between activities just user –to-content to user-to-user interactions, as it may either be a supportive behavior (e.g. commenting on agreement with another user), or a significant contribution to a brand forum, such as commenting or uploading content. Even Liking a post it's a natural form of online activity, but the fact that the user chose to like that specific content instead of just "scrolling" through it, means that it had some impact. This is also important because even by just liking something, that activity appears on friend's profiles, either in the news feed or the action bar on the right side, and that tells a lot about which kind of content the users are being exposed and reacting to, but also influences what their friend base will see (e.g. if a lot of friends like the new Nike ad on Facebook, a user that may not even like the Nike page, can be exposed to that content in the form of a suggestion or trending content).

Creating is the highest level, also because it implies stronger brand relationship and link, as it's not only about what is done on social media, but in order to be able to advocate for the brand and give it a personal input, there's also an experiential background with purchasing experiences that is needed – there's no review if the consumer never tries the product. This level has to do with an active consumer that feels linked and wants to have a voice regarding consumption.

Muntinga et al. (2011) cemented his research in a user centric functionalist perspective: where consumers select and consume online communications accordingly to their goals. There's a "gratification sought" and a "gratification obtained" in this consumption, and the more the second meets or exceeds the first, the better the return rate and the engagement.

According to McQuail et al. (1972), based on communication theories principles, there are four gratification theories: entertainment, personal relationships, personal identity, and surveillance. The reason why social media impacts consumer's perspective so profoundly it's because when engaged, a brand page can affect a consumer in all these four gratifications.

Entertainment is the most obvious one regarding SM. People go online to have fun and consume entertaining content. Nowadays, consumers spend more time on social media rather than watching tv, so there's a shift in how to use leisure times and SM it's at the beginning of the renewed list.

Entertainment may be the leading magnet to social media but, once there, a consumer is exposed to many other motivations.

After creating a SM profile, the person is immediately welcomed into a community and a world of possibilities. There are groups, people to be added, pages to be followed, and all accordingly to what's interesting/on the line with my personality. Either by posting what's new, by following friend's updates, or even liking and commenting on a public profile (e.g. brand), the user has a sense of belonging and connection. As in a family environment, the more at ease and "at home" we feel, the more we share – this is also true on social media, as we like to contribute to our community like, for instance, with User generated content.

By belonging somewhere, choosing what will be on the news feed, and by creating content, the user is also building up his identity, both the online and the real one. If one of the online activities is contributing to a brand page, the content and the person who posted will be judged and receive feedback, which also builds character and impacts future actions and decisions, just like in the offline world – we create our personas by living and interacting with others.

Information and surveillance have to do with reducing the risk and uncertainty. Social media has also gained a significant part of people's lives because, in a free world and where we're all connected, news travel faster and we are more up to date. Sometimes it isn't about receiving the whole information all confirmed at once; it's also those bits of information created by non-professionals that may help "spark the curiosity fire" on a topic, or even help reducing the insecurity in a situation (e.g. earthquake or fire in a place where we may have relatives). Also, outside the news and worldwide range, if we

consider friend based events, users use Facebook as a way to gather information and become up to date with what their networks of friends are doing.

Two other more modern and up to date motivations are also empowerment and remuneration. In a world where many businesses happen online and have few or little physical evidence (e.g. Amazon, Airbnb), Social Media may also be a business or employment opportunity or, in a smaller and consumption scale, may help making the best and most knowledgeable buying decision (e.g. getting the best price and the best features).

Each level of COBRA has its specific motivations. The study shows that the consuming cobra is driven by information, entertainment, and remuneration. The contributing is related to personal identity, integration and social interaction, and entertainment. As for the creation, it is driven by the four main types: personal identity, integration, empowerment, and entertainment.

This study is aligned with the thought that from consumption to creation, there's a bigger level of engagement and personal connection and input in what's done on social media.

3.Tourism sector

3.1. Tourism on Social Media

Tourism has always been linked to development, enrichment and a fun and enjoyable industry. Due to being enjoyable, it's profoundly intertwined with a willingness and thrill for sharing and telling it first - hand and, as so, it has changed over the years with the introduction of Social Media.

With the introduction of online networking and sharing websites, Tourism and travelling have become a real conversation and one of the most exciting things to talk about and share (Ráthonyi 2012).

Consumers are proud advocates of their favourite destinations, their travelling plans, and after they return, they're proud guides and showers of everything they've taken from the trip, whether it's pictures, good advice, or even cultural curiosities.

Furthermore, (Correia et al. 2016) stated that there is a relationship between conspicuous consumption, self-congruity and perceived social value. Study results show

that tourism experiences relate with being recognised and with gaining popularity, which makes Tourism an activity associated with rewarding (e.g. "I deserve to travel") and also self-construction (e.g. "By going and showing I've gone, people will see my happiness and how well I'm doing").

Ráthonyi (2012) characterizes tourism as "…an information-based and information-intensive industry. "During this information process, users search for things that may give them confidence in their purchasing decision. This means that no longer does a traveller need to go to a travelling agency to get the best tips or tour guide. Social media has created more independent, experienced and sophisticated consumers, which may even go to physical locations to buy, but make an effort to gather online and networked information before (these consumers engage in webrooming).

Bearing in mind that travelers browse before they buy and travel (as doing so reduces the risk of the unknown), what's not on the web, doesn't exist. This explains the importance of being online, managing the online presence, and also knowing how to ask and deal with feedback, since it's not only what the brand/business produces about itself that counts, as outside reviews are just as important to corroborate the information brands display.

This is of great importance because, since everything is real-time and moving fast and spreading even more quickly, tourism related brands should understand what consumers share, how they share, and where they share it. Not only what they share is important, but also what leads they to share it (e.g. only negative experiences to discourage future travelers). This understanding means that feedback should be incentivised, but also companies should be able to work with it, to make it win-win for brands and consumers.

According to Country Brand Index (CBI), the web was the most important channel to collect information about a tourism destination (67% of total importance) (source: CBI 2007). Nine out of ten cybertravellers read and trust online reviews on tourism products and services (Ráthonyi 2012). As so, this explains that before booking, consumers will browse the web to know what to count on and where to find what they need.

Not only do consumers base their research on Facebook and people on their network basis (friends and family that share stories), but also they go on several tourism pages, whether it's for services or experiences and share their comments and feedback.

Furthermore, there are official sources for feedback and doing this information sharing, such as platforms like TripAdvisor, Trivago, etc, where users can advise others about what they felt in that particular service/location.

Since "the one who has walked that path knows best", consumers now, more than ever, trust social media to get the best advice to plan trips. They perceive it as being far more reliable than any vendor information that advocates for their brand as an incredible experience, of course (Ráthonyi 2012 on Locke et al.'s work 2000).

Taking into consideration the World Travel Market 2011 Industry report, SM has been influencing consumer decisions, as more than half of the respondents in 2011 changed their destination plans according to what they saw on social media. In 2014, the same entity published a report stating that 14% of US Travelers book holidays through peer-to-peer websites (such as Airbnb), which shows that there is a rise in trust amongst peers as consumers more and more think that one's accommodation is more reliable and truthful and money-worth than most hotels.

Ráthonyi (2012) Brings us the Travel 2.0 concept, which refers to the extent to which social media influences tourism and its decisions. This is a new generation of platforms and travellers that collaborate socially to make the best purchase advice based on User Generated Content and life experiences.

Through the usage of Video Sharing, Photo sharing, Podcasts, Chat Rooms, Discussion Groups, Micro-Blogging, Widgets and Social Networking, consumers open up their experiences to each other and participate in value creation willingly because they think it will be valuable – it's a sense of belonging (to a group of people with the same interests) and wanting to help.

Milano identifies three phases to any travel experience formation process:

-the first is regarding the pre-travel, it's building up information based on other people's advice, stories, and reviews;

-the second is about during the travel, as travellers nowadays share real time information on their trip and visitations using mobile applications;

-the final one is built about the post experience, where the traveller now becomes an influencer for other people, as he shares information, comments and evaluates his

emotions and experiences and will be, from now on, an information and research source for future reference.

Chapter 3: Conceptual Model

4. Conceptual Framework and Hypothesis

After revising the literature and having found a gap in the current research regarding motivation for consumer engagement on brand related posts, the research question that is at this moment proposed to be answered is: "What drives customers to go from passive to active Facebook fans on a Hotel brand page?". It is important to stress that passive fans are those who only have like on the page manifest behaviour more silently and discretely, and those who are active, like, comment, share and produce content for the brand page.

Considering the research done by Muntinga et al. (2011) on COBRAS, it is possible to associate the Passive user to the consumption column (see figure 1), and the Active user to the contribution and creation columns. As so, the Passive user is the one that consumes but rarely contributes, while the Active user has two layers: the less engaged, contributing frequently but rarely creating; and the more engaged, participating and creating often.

Consumption	Contribution	Creation
Membership in networks	Sharing	Publishing
Viewing	EWOM	Creating content
Listening	Liking	Uploading
Reading	Rating	Writing
Playing	Joining brand pages	Reviewing
Downloading widgets or apps	Brand conversations	Streaming
Sending privately	Commenting on Brand Posts	

Figure 1: Visual scheme of the COBRAs model by Muntinga et al.2011.

On figure 2, there's a visual adaptation of the Muntinga et al. (2011) COBRAs Model to explain what is encompassed under the definition "Passive user" and "Active user". As it is possible to confirm, the Passive user has less visible actions (a less obvious footprint) – they are online, they belong to the networks to be in touch with certain contents available online, they consume all the content and may even react to it, but don't do it online or, if they do it, they send it privately. The active user can be more or less committed to the online world. The content impacts them but if they are less engaged, they only contribute to what's done and make personal evaluations to it. If the engagement is at a bigger level, they will create a brand comment and advocate for the brand.

Passive user	Active user	
Consumption	Contribution	Creation
Membership in networks	Sharing	Publishing
Viewing	EWOM	Creating content
Listening	Liking	Uploading
Reading	Rating	Writing
Playing	Joining brand pages	Reviewing
Downloading widgets or apps	Brand conversations	Streaming
Sending privately	Commenting on Brand Posts	

Figure 2: Adaptation of the COBRAs model by Muntinga et al.2011.

For a user to feel more engaged, and willing to go from passive to active on the brand page, we propose a conceptual framework for the determinants of active participation on a brand page on figure 3.

In this model, there are three factors that are believed to affect, positively the passage from passive to an active user. This means that the more present/ concrete they are, the more likely/, the bigger the tendency for a user with them to go from passive to active. These variables that are believed to affect active brand participation positively will be called mediators, as they are "go-inbetweeners" the two stages of participation: the passive and the active. The three mediators are: the Humanization, the Perceived advantages, and the Self-congruity.

However, the passage from passive to active doesn't always happen, so it is believed that there are external determinants that block the passage. As they are external from the Online process and brand relation and are thought to be linked to each belief and traits, they will be called moderators, as they influence and guide from an outside perspective. The two moderators to impact negatively the effects that would make the passage from passive to active are the Personality Traits and Privacy Concerns.

These differences between mediators and moderators are explained in the visual model in figure 3. In there we see three hypothesis that may impact the passage from passive to active but on the last stage of the conversion, that being, after these determinants are present and positively impacting, there's the two outsiders that may blur the process and stop the conversion to the desired stage of active users on the brand page.
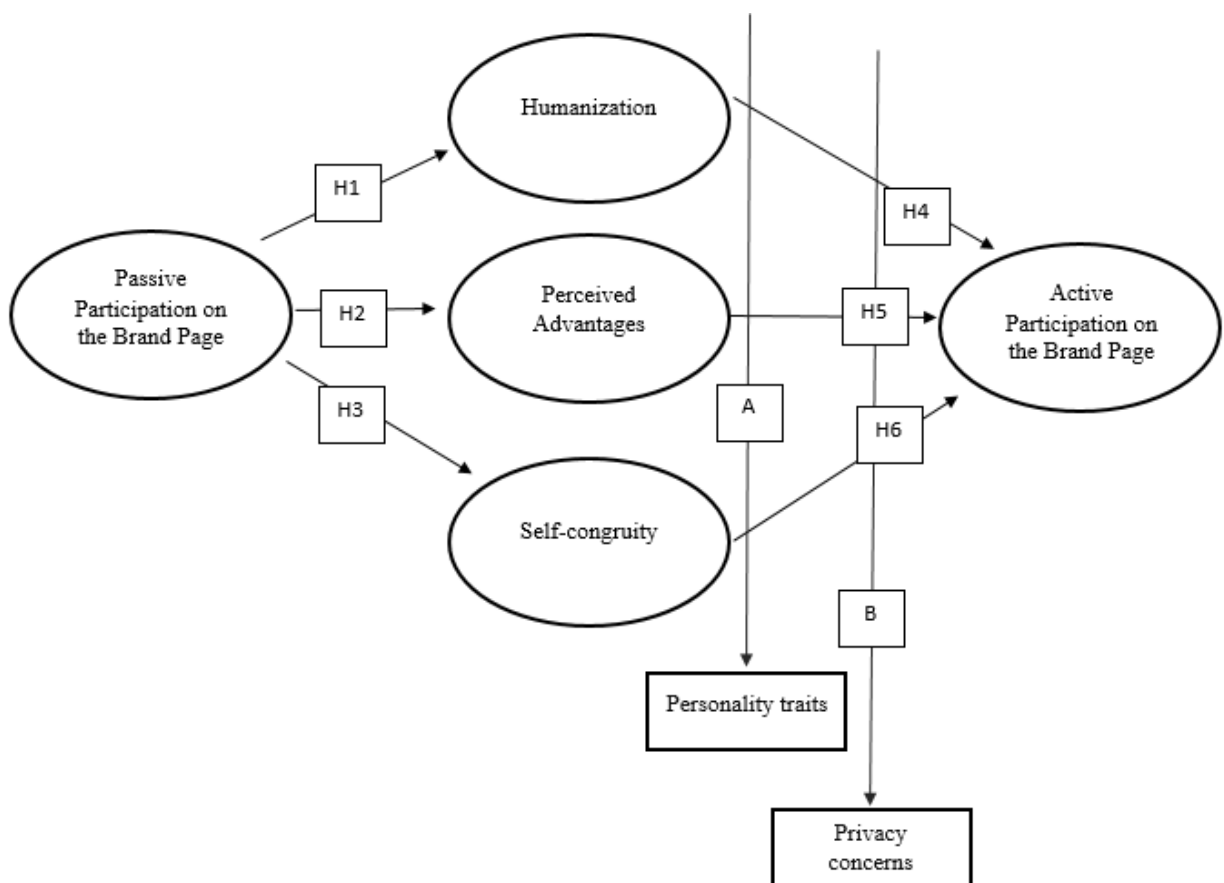

Figure 3: Visual representation of the proposed model to be proven.

<u>Humanization</u>

According to the literature, Humanization is intensely present on consumers' mindsets and how they make decisions towards brands (Aaker, J.L., 1997). Humanization means that consumers perceive certain personality traits to the brand. By consuming their content, they give it a face, tone of voice, features, and also a particular thinking and action pattern that they (consumers) believe to be the accurate to define that "person". As so, when a user consumes the content, the closer will be the relationship with the brand. As over time consumption means that the users will get used to a certain language and will create a brand persona to whom they may/may not feel empathy. Moreover, after humanising the brand, the user will follow it closely as he feels an attachment to the brand. This is a major factor as even by not consuming, and they feel a linkage and proximity to the brand (Clark & Melancon 2013).

Humanisation (or, when in extreme cases like giving a full personality and body to the brand - Antropomorphism) can be seen as the precursor to developing a closer relationship with the brand (MacInnis & Folkes 2017). As so, the more features a user associates with the brand, the closer he feels to it and the more open he is to its ideas.

As seen from figure 3, Humanization is a mediator between passive and active, which means there are two hypotheses associated with it:

H1: The more frequently a passive user on the brand page consumes brand content, the higher will be level of brand humanisation.

H4: There is a positive relationship between brand humanisation and users' active participation on the brand page.

<u>Perceived advantages</u>

Perceived advantages are the benefits that the consumer foresees of his relationship with the brand and, particularly, in consuming the brand's products and content. For our model, we will focus on the extrinsic motivators (Kim & Drumwright 2016), those being the ones linked with outcomes and later on benefits: e.g. economic benefits and informed decisions.

Kim et al. (2016) extended this topic, explaining that as if a consumer is extrinsically motivated, that being "is searching for advantages" or to "obtain something

from his connection with the brand", this means that he will increase his engagement with the brand as the strength scale weighs on.

Kang et al (2014) also referred to these advantages on his research. In fact, he stated that the function benefits are the main driver in creating active brand participation on restaurant brand pages. As an example of functional benefits, he stated: obtaining up-to-date information; communicating with the community; sharing experiences; and even building a sense of belonging with the brand and its community.

Regarding the brand page, it is believed that a user will participate more and more actively, as there's a bigger perception of the advantages to be taken from that participation (Kim & Drumwright 2016). E.g. if a brand offers an excellent loyalty program or some "get it first/better" type of content and products to their community, the users will want to belong and be close to that brand because, as consumers, they want to have smart purchase decisions and be rewarded for their preference.

Schivinski & Dabrowski (2015) also stated the importance of browsing before the consumption process and information retaining, which means that consumers go online to be better informed and to know it first, even if the purchasing decision only comes much time after the information collection.

As so, for perceived advantages there's also a path from passive users to the perceived benefits, and later on the impact of retaining those as a factor that influences active participation. The hypotheses on this chapter are:

H2: The more frequently users consume brand-related content at a passive level on the brand page, the higher their perception of advantages.

H5: There is a positive relationship between the perception of advantages and users' active participation on the brand page.

Self-congruity

Self-congruity refers to the match between of the product's image/ consumption meaning with the consumer's self-concept (Sirgy, 1982). This match can either be done in terms of brand (the consumer identifies with the brand values and personality) with the product itself (it is a quality product and means a smart consumption choice and, moreover, it suits the consumer's lifestyle and needs), or even it means attaining another

level of the self, which happens when the consumer aims to escalate socially or to improve his persona.

Authors use different terms to refer to this construct, such as "self-image congruence", "self-congruence," "self-congruity", and "image congruence" are used interchangeably in the consumer behaviour literature (Kressmann et al. 2006). To conceptualise self-congruity, authors have typically focused on the relationship between products' image and consumers' self-concept.

This is also a multidimensional and complex construct, as considering authors such as Sirgy (1982) determined four facets to self-congruity: (1) actual self (how one actually perceives the self); (2) ideal self (the self one desires to become); (3) social self (the person one believes others perceive); and (4) ideal social self (the person one desires others to see). For this study purposes, we'll be mainly focusing on 1 and 4, as tourism and five stars are both linked to acquired social status (that being, the actual self), and eye glazing for others when in conversation or through media sharing (which falls into the ideal social self- category).

Brand-self congruity may affect or be affected by perceptions of the brand in human-like terms (MacInnis & Folkes 2017). By recognizing a match between the self and the brand, the second is interwoven into consumers' sense of self—who they are, who they have been, and who they might become. By having this interdependence, user self-confidence is restored when choosing a product whose personality matches their own (MacInnis & Folkes 2017).. Having that mental agreement and coherence with the brand affects brand attitudes, intentions, and purchase (Sirgy, 1982).

Some relevant sentences and answers to be taken into account to evaluate this model construct should be "I share/comment with others so that they are aware of my tastes/possessions"; "I identify with the brand/hotel values", etc. By analysing this sentences, we'll be able to determine whether if self-congruency has a significant impact on the respondents, and if so, identify if it the actual self or the ideal social self that weighs more on the decisions.

By developing an online community where the fans are gathered and have content for their love brand, it means reinforcing the emotional bonds that tie the consumer to that brand (Benedikt 2012). This means that users that already feel a linkage with the brand, will likely follow that same brand online, and develop a closer level of self-

congruency, as they'll be subjected to it in a more informal and intimate environment that is likely to transform the brand into a person and influence. Moreover, it is expected that the closer the self-congruency, the more likely the advocacy and engagement.

Bearing this in mind, the hypothesis to be influenced by self-congruency are the following:

H3: The more frequently users consume brand related content at a passive level on brand pages, the higher the perceived self-congruity.

H6: There is a positive relationship between self-congruity and users' active participation on the brand page.

Personality Traits

Personality Traits profoundly influence our lives and course of action (Correa et al. 2010). When in the presence of an individual feature, the outcome is impacted. This also has to do with our view of the world and how we live and experience things. As so, by being such a decisive factor, it is no doubt necessary to also consider these factors in our research for the online world.

The specific personality traits to be taken into consideration should be extroversion/introversion; openness/search for security and familiarity; and conservative/innovativeness.

Extraversion is an essential attribute as if the user usually speaks his mind in the offline world, the behavioral pattern should be reproduced in the online world, as speaking out on social media it's a way of expression that gives much more projection to the communication (Correa, T., Hinsley, A.W. & de Zúñiga, H.G., 2010) . Extroversion involves attributes like enjoying human interactions, talkativeness, assertiveness, and enjoying risk-taking (e.g. commenting or creating content). On the other hand, an introvert should be more distant and will speak less his mind and won't be comfortable with new environments or much exposure.

Openness and innovativeness are also stated as relevant because this is still an uncovered field with lots of possibilities and, as so, the users should be open to change and to discover all the novelties still to come. These traits are also linked with curiosity

and novelty seeking (Correa, T., Hinsley, A.W. & de Zúñiga, H.G., 2010) which can explain someone who likes to be a first timer and influence others, as he "knew first".

Despite not being mentioned explicitly in the research, contrary to an open mind and a risk taker we have also to check for a conservative profile, that being not being open to change and disliking new things and things he doesn't approve or understand. Moreover, there's also an "in between profile", that being the one that needs a sense of trust and security before acting and putting himself out there.

As stated before, these three selected personality traits are part of the user and before all the brand page process. As so, they act as a moderator from the outside and, in this case, if they are present, they should enhance the chances of a passage from passive to active users on the brand page. These proposed traits should be read like opposites, so: extraversion VS introversion; open minded (or risk taker) VS seeking familiarity and comfort zones, and conservative VS innovator. Extraversion, Risk Taker and Innovator shall be seen as positive traits and, in the presence of those, the user should feel impelled to participate on the brand page, and he's passage to an active profile is as probable as the more positive features he gathers. On the other side, there are the negative features, such as Introversion, Familiarity and Conservative that should retract the users impel to participate on the brand page. Alike the positive ones, the more negative features a user gathers, the more he shifts away from a very active user on the brand page to a passive one.

Bearing this in mind, it is possible to translate the personality traits influence on the following hypotheses:

H4A: The positive effect between brand humanisation and the passage to an active participation on the brand page will be amplified by positive personality traits.

H5A: The positive effect between perceived advantages and the passage to an active participation on the brand page will be amplified by positive personality traits.

H6A: The positive effect between self-congruity and the passage to an active participation on the brand page will be amplified by positive personality traits.

Privacy concerns

Privacy concerns are a big part of online damages, especially when talking about Social Media. Users are so attached to their online profiles that they use them to an extent to their offline world and this, of course, means sharing all aspects of life on the profile (Debatin et al. 2009)).

With just a quick browse, we can find almost everything about someone: what they like and dislike, where they spent their last vacation and even the family members name. This of course, despite being quite powerful regarding research for brands, as users disclosure more than ever, it is a significant risk for users who wish to separate their self from their online profile.

According to the New York Times (source: https://www.nytimes.com/2014/10/05/sunday-review/we-want-privacy-but-cant-stop-sharing.html?_r=0), users share more on Social Media than they often do in their offline lives. However, most of the sharing is done with personal matters and little with the focus of brand advocacy.

With more and more policies on big data risks and privacy, this can't be shifted aside. As so, Privacy Concerns are a part of the model but a moderator factor, which means that it retracts the passage to becoming active users on the brand page, as if users share, comment and create content, they will be disclosing their names and profiles and publicly advocating for the brand and what it stands for.

As so, the privacy concerns influence is translated into the following hypotheses it impacts:

H4B: The positive effect between brand humanisation and the passage to an active participation on the brand page will be diminished when in the presence of high levels of privacy concerns.

H5B: The positive effect between perceived advantages and the passage to an active participation on the brand page will be diminished when in the presence of high levels of privacy concerns.

H6B: The positive effect between self-congruity and the passage to an active participation on the brand page will be diminished when in the presence of high levels of privacy concerns.

Chapter 4: Methodology

5. Methodology - qualitative approach

Qualitative methods are based on inquiry methods from the social sciences and are frequently used for market research purposes (Denzin, Norman K., and Yvonna S. Lincoln. 2005). They're useful as they give us a close idea to the reality in the way these techniques approach the data.

Despite being quite useful and frequent, they can occur in errors, as in interviews the respondent may answer what they believe that may seem nice and what translates the best image of himself (as these responses are obtained in a human and close approach and, as so, are more probable to be influenced or biased).

These methods are applied when the theme can be perceived in different ways from the target audience: this method is more open because it allows the determination of answer framework only when analyzing the results, instead of apriori like in a questionnaire (e.g., what links you to the brand? Products? Image? Communication, etc.). Also when the topic is still a novelty, it allows for a better exploitation and less biased results, as people don't know what they "should" answer and so they do it more freely.

In qualitative research there are three primary methods that can be applied, those being: in-depth interviews (which can be semi structured or non-directive); focus group; or projective techniques (free association of words or images).

 In this study, it will be taken into consideration the semi structured interviews, as focus groups require a level of experience that is yet to be achieved, as creating the proper dynamics between the participants isn't easy and can lead to unsuccessful results. As so, the semi structured interviews entail interview development from a previously written script with well-organised topics, leaving only to the interviewed the freedom to use his time and words. These interviews are one on one and aim to set a framework of profiles. Even though it's simpler than directing a focus group, these interviews imply a particular authority and self-trust (from the interviewer) and also a good notion of time and goals. All the interaction should be recorded to, later on, be transcripted and analysed.

6. The study

The sample to be considered should be up to 36 interviewees, 12 per group. The division will be made into three groups. This split has to do with the three user profiles that are believed to influence the proposed model:

-the ones that have like on a brand page but do not usually check it;

-those who have like, consume a lot but rarely contribute;

-and those that have like, and contribute and create frequently.

The three groups that should be created gather a considerable sample within the three types of users that should prove or change the model while considering both those who are already on board with brands on Facebook on a regular basis, and those who still need to embrace these pages.

The first group of interviewees is necessary for the research as they don't even feel compelled to have a bigger connection to the brand online and, as so, they should be the ones to help to check the adequacy of the mediator factors that were proposed: as by being on the "outside lines" of the process, they have a clearer view of what could help them become more engaged with the brand online.

For analysis purposes, the first group -the ones that have like on a brand page but don't usually check it – will from now on be called the Passive Group; the second group - -those who have like, consume a lot but rarely contribute – will be named the Active Group; and finally, the third and last group -and those that have like, and participate and create frequently – will be referred to as the Very Active Group.

6.1. Data Gathering and Eligibility Criteria

Users will be selected based on an active Social Media profile. From ages between 20 to 50 years old (the main age gap on Facebook according to https://www.statista.com/statistics/187041/us-user-age-distribution-on-facebook/), Portuguese/living in Portugal, and they should follow a five hotel brand on Facebook, even if the locations of those hotels aren't in Portugal.

Ideally, even if they don't follow one of the top accommodation pages (Pousadas de Portugal, Pestana Hotels & Resorts; Hotéis Vila Galé; or Montebelo Hotels & Resorts), they should know these brands for comparison.

By checking data on Social Bakers, a Social Media Analytics platform, there's confirmation that these are the top rating accommodation pages, as they are the ones that have the biggest fan base (source:https://www.socialbakers.com/statistics/facebook/pages/total/portugal/brands/ac commodation/ on March 2017), and, by looking at those same profiles, they post and regularly interact with the users on their brand page.

The pages are the top rating and active pages on Social Bakers and have an ongoing growing fan base. All of the options have accommodation locations all over the country, and they're perceived as trustworthy and Love Brands. Due to their country coverage, consumers can go on vacation almost anywhere (and even abroad) and stay within this chain, as they know the service pattern and already have expectations towards what they will find.

Regarding the study inquiries, they should be active and frequent users of Facebook, and follow up with brands and online promotions and communications regarding tourism and, of course, have like on at least one of these pages. Another determining factor is that they should remember any of these brand's posts in the past three months to be eligible.

The sample to be chosen will be from Lisbon, and the interviews should be conducted in Portuguese and then translated into English for analysis purpose.

6.2. The script

To do the interviews in a structured way so that the study objectives are met, the script was designed in a semi opened the way. The questions should make the interviewees speak freely about their experiences and opinions regarding Social Media and five-star hotel pages.

The script has four main parts in order to make the conversation flow: Firstly, we have the simpler questions, about Social Media and its usage; then we move on to specific user habits on Facebook (as it is the SM to be considered for this study purpose); afterwards, the conversation moves on to 5 star hotels on Facebook and the user relation with them; lastly and after a connection was established with the interviewee, there's a part of personality questions.

Despite these being the four splits in the script, the interviews should work as a conversation and, as so, the questions aren't completely closed nor with a straight or right/wrong answer. This is exploratory interviews and should allow for a natural arousing of matters.

The only questions to have simpler and more direct answers regard SM usage and user personality, as it is aimed to define an active user, where it's active, and if the person is more extrovert, talkative and outspoken, or reserved and less open.

Some topics were easier to analyse as a whole, as some questions have multiple sub questions to ensure that the respondent would cover all the topics necessary for a better outcome.

When determining each question and the order, the visual representation of the model (figure 3) was taken into consideration, as the script should cover all the constructs. As so, there are questions to access each construct directly but, as it is a conversation with semi-open questions, the interviewee's answers will determine which is the construct that has the biggest leading force in his profile and actions. Nevertheless, below there's a table showing the design and purpose for each question. If the smaller questions within the big one aren't considered below (e.g. 3.1) it's because they are still related to the main question (in this example, the 3). If the smaller questions are considered, it's because they should recall another purpose.

Question purpose	Question number
Social Media and free speech	2, 5 ,6 ,8 ,13 ,14 ,16 ,19.1 , 20.1 , 24
Social Media usage	1, 3, 4, 7, 9, 11, 12, 15, 18, 19, 20.2, 22
Access Humanization	18.4 , 18.7 , 23 , 23.1 , 29.1
Access Perceived Advantages	12 , 21.1 , 21.2 , 21.3
Access Self-Congruity	18.4 , 18.7 , 23.1 , 29.1
Define Personality Traits	25 , 26 , 27 , 28 , 29
Access Privacy Concerns	10 , 10.1 , 22.4 , 22.5

Figure 4: Visual representation of the correlation between the questions and the research purpose.

The first row of the table (figure 4) when mentioned free speech and social media means that that question aims for the respondent to speak and recall episodes and give opinions freely. This, of course, means, that he may either mention advantages, negative sides, very personal details and so on, depending on his profile. As so, these questions where the type of answer isn't straightforward for all the respondents are determined to free speech as they should help to unveil the respondent profile and more details on the interview and they don't necessarily evaluate a single construct isolated.

Social Media usage questions aim for the respondent to talk about what he does or don't do and explaining why so. They're simpler and don't necessarily entail a very long answer. All the other five categories (Humanization, Perceived Advantages, Self-congruity, Personality Traits, and Privacy Concerns) are those that from the question the answer is already being directed toward accessing that particular detail about the respondent. This doesn't limit on any aspect, but instead of leaving the respondent going on freely, it's a more particular question about a scenario.

The original script and for the thesis purpose it's done in English and can be found in Appendix 1 but considering that the study is conducted in Portugal, the script was translated into Portuguese and the interviews were all done in Portuguese so that asset can be found in Appendix 2.

6.3. The interviews

The interviews were conducted between 9th of August and 29th of August. They were done in Portuguese and 25 were done in person, face to face, and 11 were done via Facebook Chat using the video call feature due to lack of time for personal meetings or the person being in another country.

To attract the participants for the study, it was offered a random contest for the chance of winning a luxury spa experience for two people in the Pestana Hotel installations. The experience should encompass a welcome ritual, a water circuit, a massage or facial treatment, and a tea ritual. This offer was selected to be attractive and practical for all participants to book and use it.

The sorting was done on the 29th of August, and the winner (interview number one) was met via random.org and contacted. To ensure all the participants saw the draw, a video was done and posted on Facebook while the website was sorting out a winner.

Each interview, nevertheless being via Facebook or face-to-face lasted about 28 minutes, and overall the respondents showed some familiarity with the topic and were at ease answering the majority of the questions. Those who implied recalling episodes or describing in three words were the ones that took the most time as it's not such a straightforward answer nor a question that was expected.

7. Sample analysis

After the interviews and looking into the profiles, it is possible to state that the sample obtained is diverse and covers many types of profiles and people.

As for the demographic data, the vast majority are females (23 respondents) while there are 13 respondents that are male. A visual representation of the sample genders can be seen in figure 5.
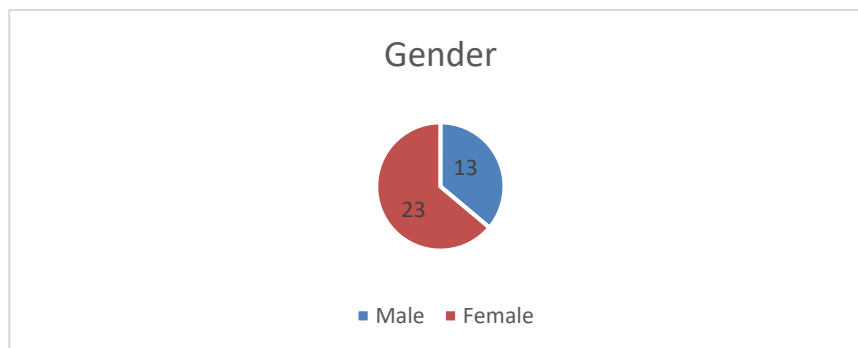
Figure 5: Graphic representation of the sample gender.

When looking into the age group, and because it was a free answer, the respondents were now grouped into three main groups to analyse graphically and have a broader look into generations. As so, the respondents were divided into: 20-29, 30-39 and 40-50. As we can confirm with figure 5, the main age group is 20-29 with 20 respondents as this is the generation that is more accustomed to the Social Media and, also, tends to do more activities and live their lives online and use the Internet more regularly for their matters. Despite being in a smaller count, the other two age groups are of course also of great importance as they represent a different life phase and also the mindset.
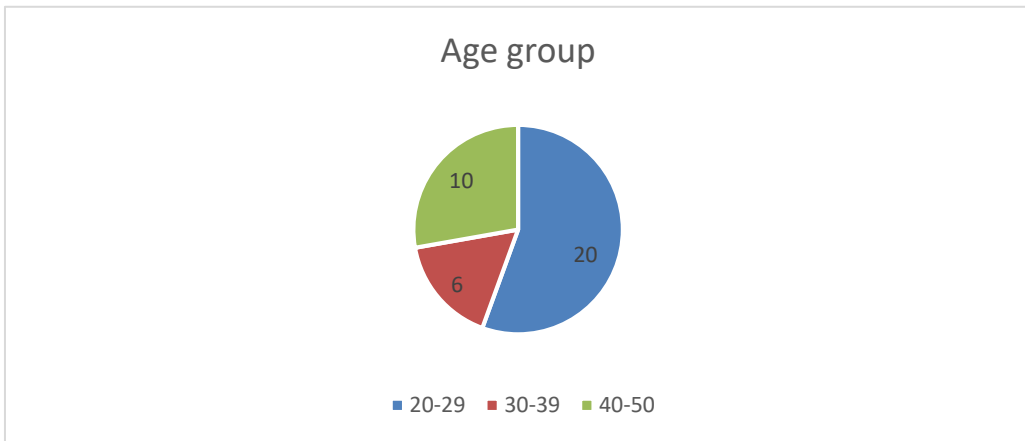
Figure 6: Pie graph representation of the sample age group.

As for interview type (figure 7) and as it was mentioned in a previous chapter 25 out of the 36 total interviews was conducted face, to face and only 11 weren't possible to be in person due to lack of time or the fact that the interviewee was travelling. Despite that fact, even those that were via the Internet were conducted with the web camera on to keep the interview experience as close and intimate as possible. Also because to ask for more explanations or further on the answers, it was easier to see the respondent and its reactions towards each question.
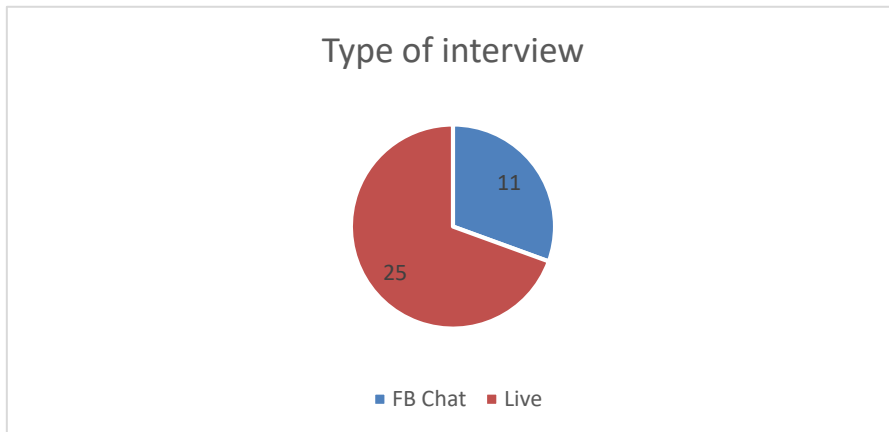
Figure 7: Pie graph representation of the type of interview.

The main occupation for the inquiries is Paid Employment under a company or another entity, as it had 20/36 counts as we can see from figure 8. As for the other two options being Self-Employment and Student, there was a tie at six counts each. Since the age group is only until 50 years old there aren't any retired members and due to the

research topic implying a luxury and expensive segment, that should be the possible explanation to also not having any respondent unemployed. Most of the respondents that are self-employed are linked to occupations that vary accordingly to the project (e.g. designer) and, as so, in this case, it only means they're not tied to a specific project.
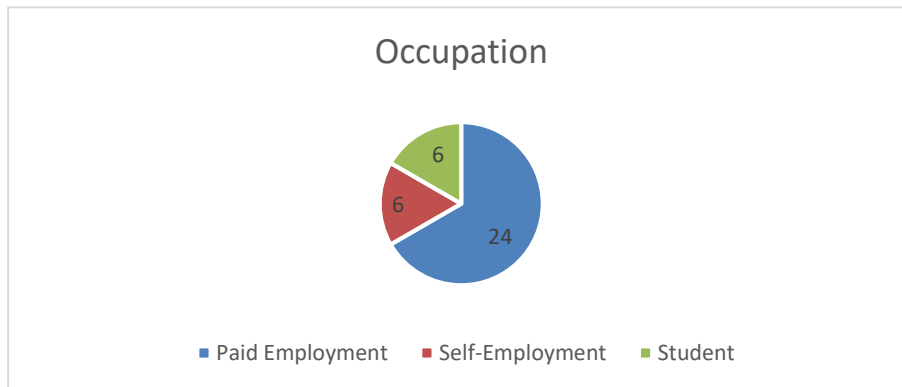

Figure 8: Pie graphic representation of the occupation of the respondents.

Taking into consideration the Education level, the majority of the respondents have a Bachelor degree. However, the rest of the answers were scattered, as we can see from figure 9. Six out of 36 respondents have a master's degree, three ended their studies at a post-graduation, and three of them ended at secondary school, however, from those 3, 2 did it in professional education with a focus on a particular professional field.
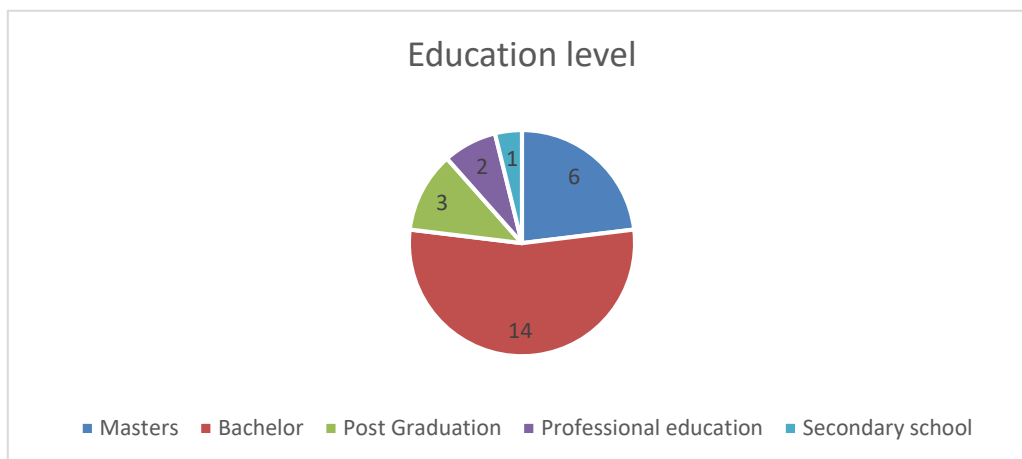
Figure 9: Pie graphic representation of the education level of the respondents.

Despite not being a demographic characterisation, another important thing to analyse as a whole is the Hotel Brand Pages that the respondents follow, as being acquaintance with them was also a criterion for eligibility. By looking into figure 10, we can see that the Hotel with the biggest number of fans from this sample is Pestana Hotels

& Resorts (which checks out when compared to the Social Bakers reports and also comparing page likes), followed by Vila Galé with nine answers and then Pousadas. The hotels with the lowest score are the ones not proposed on the script, and that was, therefore, suggested by the respondents from their likings and experience.
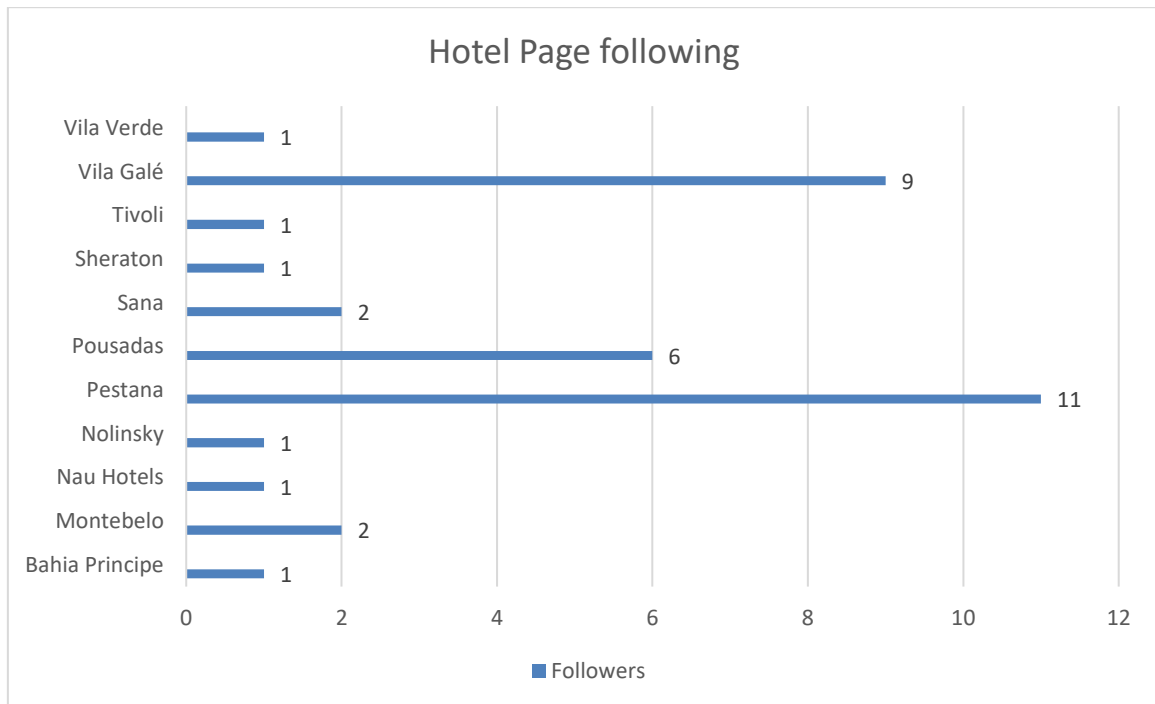

Figure 10: Bar chart representation of the hotel page followed by the respondents.

Now we'll proceed to analyse each specific group – the passive, the active and the very active – and their actions and specific traits as a group to further take conclusions about the proposed model.

Chapter 5: Results

8.1.Very Active Group Analysis

On the first question, all the respondents answered they usually log in their social media every day, and most of them stated they usually do it more than once a day.

When asked about the opinion about the SM on question 2, the words that popped out were: good (or very good!); keeping contacts/in touch; interacting; communication; being closer with people and brands; a fun way to pass the time; useful; a good way to gather information; easy to use; very complete (with lots of possibilities and information);

and, finally the respondents stated how updated it is, specifically with news and information as it can be updated to the very last minute.

For the third question, all the respondents answered they use the smartphone, making it the preferred medium, as clearly seen from the visuals on figure 3. The computer was also a valid option (6 answers) explicitly stated when used during working hours or for extended periods. The respondents prefer to use the smartphone as they state it to be "practical, portable, more intuitive and faster (as it has the apps and the logins done all the time)".
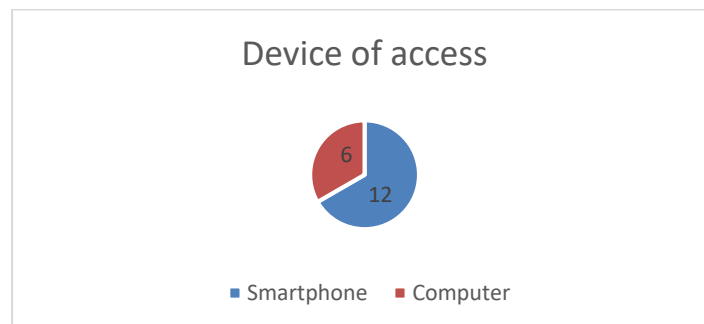
Figure 11: Pie chart representation of the device of access of the respondents extracted from question 3.

Regarding the social media where the users are present, all the respondents are obviously on Facebook (as it was a requirement to be part of the interview group). The same group is also present on Instagram and then Twitter. Mentioned as well but with little usage were: Pinterest, Twitter, Reddit, Snapchat, WhatsApp and LinkedIn. When talking about Facebook users mentioned expressions such as "it has everything", "has all the information", "useful for keeping contact", "I see it for the news", "it's helpful for both work and fun times" and lastly "it has the biggest number of people". When talking about Instagram users stated "it is simpler", "it's more visual", "it's appealing and simple", "it's spontaneous" and "it's good to spend some time".
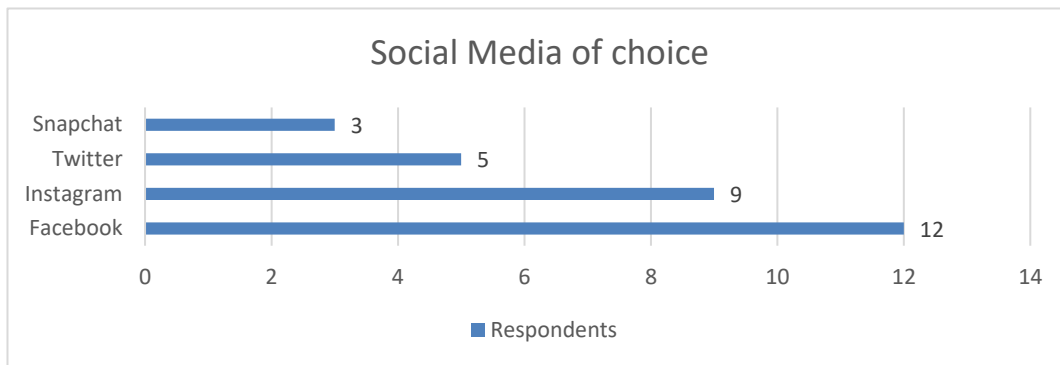
Figure 12: Bar chart representation of the social media of choice from the respondents, extracted from question 4.

When asked about the three words that describe Facebook users answered mainly "Intuitive/Easy", "Practical/Useful", and "Fun". As we see from the pie chart on figure 13, that was also a multiple-choice answer, and there was a tie at two of the words. Also mentioned were versatile, work tool, appealing, immediate, invasive (the only negative word associated with Facebook), friends, photos, news/information, communication, fast and global.
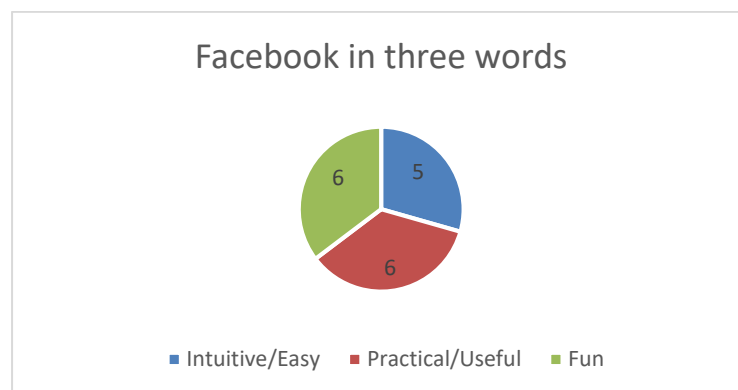
Figure 13: Pie chart representation of the three-word description used to describe Facebook on question 5.

By completing the sentence on question 6a, the respondents answered mostly "allows me to stay in touch" (6/12 answers) and "it's where I can find/know everything" showing that users have two main concerns on Facebook: communication and information. Regarding the negative answers (on question 6b), there was an evident concern with privacy and exposure, as most people (8/12) stated invasion and exposure, following by "excess of advertising" and "hateful comments and fights online".

When speaking about what they do when they log in, all the users answered they "scroll down" or "browse through the home page", stating that they mostly do it before checking notifications to see if there's anything major going on. Then 9/12 answered they check notifications and 8/12 specified checking messages. This shows that these respondents firstly check the environment and only later see what's specifically about them.

About the actions they do or do not do, all the users engage in all the activities but 6/12 say what they do less frequently is Posting, and 4/12 said Commenting. One curious statement was saying "Sharing is simpler than commenting. By commenting, we're doing something personal, input" – respondent 35.

Now analysing the classifications for each action:

Liking: immediate, first reaction, natural, usual, "it's an answer", impersonal (as it's done lots of times), intuitive, fast, "I agree", "I've seen", "I'd like to see this again".

Commenting: secondary, usually with friends/people with whom the users have trust, with brands it's usually negative, with friends it's mostly positive and supporting, it's an opinion, shows interest, it's thoughtful, personal, and can be used to tag other users to see that content.

Posting: shows more interest, it's personal and original content, usually updates or status, lots of photos (self-photos or places been to), involves a lot of thinking as what users post will say a lot about them and it's now "public", it's difficult because users need to evaluate what they post, and most of them stated that they don't do it very often because they don't have news or updates to post about their lives every day.

Sharing: usually news or interesting content with curiosities or something very unusual, it's external content produced by others (peers or brands), it's showing others something they shouldn't be missing, some sharing's include sharing and an opinion (positive or not) about the content, and lastly the respondents stating that by sharing they're saying "I identify with this" even if they only share it without any remark or comment.

Analyzing question 10, most respondents stated the importance of privacy on Facebook and regularly checking the privacy updates and guidelines. However, another important aspect said was how the main "responsibility" is always on the user side, as each person should be aware of what they're posting and whom they add, as privacy

concerns don't solve everything, and even Facebook keeps track of what their users do online. Almost all the users have the profile private, but other than that the main concerns are with location updates, personal photos (e.g. house or car) or photos with friends and family members exposing their location and identities (e.g. with children).

When asked about brands these users said the following: Zara (5/12 respondents), Starbucks (2/12 respondents), Nike (2/12 respondents), Ikea (2/12 respondents), Nit (2/12 respondents), as seen from the pie chart on figure 14. From the 47 brands stated, five were related to news and information, and eight were related to services. All others were related to products. It is also important to stress that the vast majority are related to Fashion or Travelling. The respondents stated that these are their favourite brands on SM as they already liked the products/services previously, they are costumers, or they admire the brand and their online contents and want to be informed of the new collections and promotions.
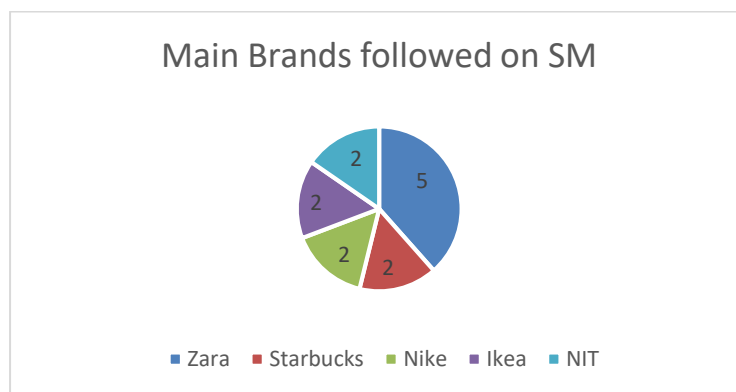
Figure 14: Pie chart representation of brands respondents follow and answered on question 11.

Regarding if they follow or defend any specific brand, 7/12 said they do. They like to see the news and support the changes and updated the brand suffers over the years. The five respondents that stated that they don't support any specific brand stated that they're customers and have preferences, but it's not their habit to comment or follow brand activity other than the new products and prices.

On question 14 the vast majority of the respondents (8/12) answered that it's good to have brands on Facebook as that helps brands being closer to them, to the clients. Also, 7/12 explained it's a good way to get information about brands in an interesting way.

Moreover, the respondents they stated other benefits such as getting discounts, gathering opinions and product reviews and also (to the brand's side), by using a less costly way to keep in touch with customers.

Analyzing question 15, 3/12 respondents said they never used Facebook to solve a matter with a brand. The others stated that they used private messages (8/9 who used Facebook to address a case). Two of them were regarding Facebook Contests (with Carlsberg and Nestlé). Three were regarding a future purchase and clarifying some doubts (the brands were Chicco, MEO and a non-specified hotel). Moreover, three were regarding troubles with a recent purchase or service (Hawkers and MEO had errors and didn't receive what they paid for, and Ikea has missing instructions on an item) and one was to discourage others from trying the service as they were disrespectful (Brickoven Place). On further analysis, we can say that 4/9 of these contacts were negative, as clients had something missing or had a bad service/purchase.

On question 16, the majority of respondents don't recall any situation as the one asked. From those that remember, one recalled seeing an offensive women's day post by StandVirtual and reported and sent a message; another reported posts with sick people and children asking for likes to save; another one said promotions with misleading information, and the final one reported the situation with Ronaldo and Pepsi. From this group, 9/12 stated that they usually ignore or hide the post, and only 3/12 stated they usually take a firmer position with something they don't like/agree on Facebook.

On question 17, 6/12 respondents said they do not comment promotions on Facebook because it "doesn't say anything about them" nor is it interesting to have that information running on Facebook. Facebook contests were also stated 4/12 times. Other than that, respondents said politics and news, and the reasons were always because it's not something that they want to share with everyone (it's a conversation and not a public debate) or because they don't want others to know that they support a certain information.

This group of respondents mainly follow Pestana Hotels & Resorts (5/12 answers) and Vila Galé (2/12 answers) as seen from the bar chart in figure 15. When asked about the reasons to follow each brand the main answer was "I've stayed there, and I liked the hotel and the service" having gathered 8/12 answers. Also regarding the reasons, the answers were tied at 4 respondents on "information search", "discounts" and "curiosity".

Other available answers were "seeking inspiration for the next booking", I travel a lot" and looking for "inspiring/good photography's".
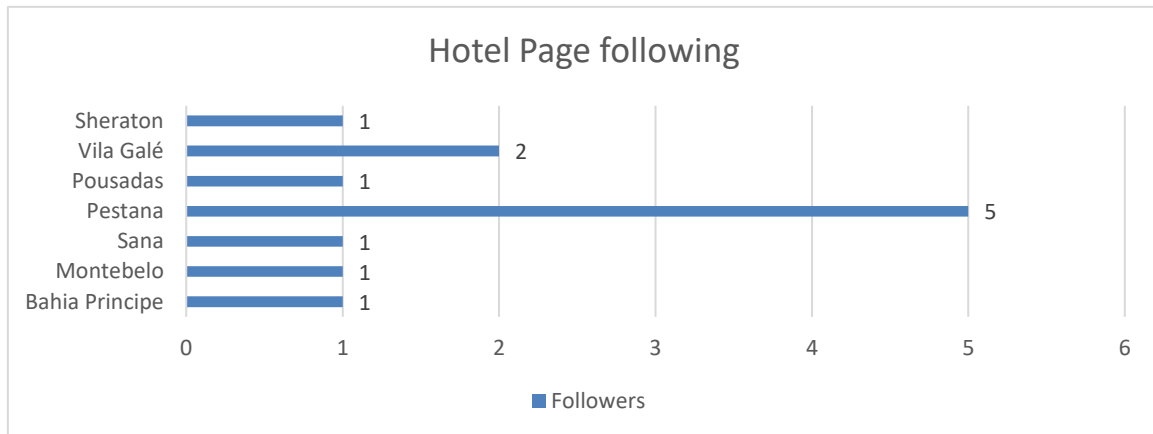
All the inquires like the posts from the hotel they follow. Moreover, the main reason to like them it's "because of the good photos and posts" (6/12 answers), or because they stated how inspiring the posts were to get in the "vacation mood".

When asked to recall a certain post, they all said they remembered. However, 6/12 were very vague when telling the post they remembered. The vague answers were such as: "I remember a children's pool", "Last prices for Algarve", "Sunset in the Pool" and "A hotel with an excellent view". The specific answers remembered details, such as: "A wedding video showing a bride walking down the aisle on a destination wedding", "Websummit accommodation offers", "Gin tasting on an all you can eat dinner at a hotel restaurant".

About the three-word description for the hotel (on question 18.4), the mostly stated word was "comfort" (6/12 times). Also important were the words "quality", "class" "luxury", and "distinction" all with 3 or 4 occurrences.

When recommending new stuff for the hotel's Facebook page, the answers were mostly asking for comments and reviews (4/12) and more information about the local history, hotel's surroundings and local guides of what to do, gathering 3/12 answers. Also on the list were contests, posting more regularly, using guest's pictures and answering comments on their page.
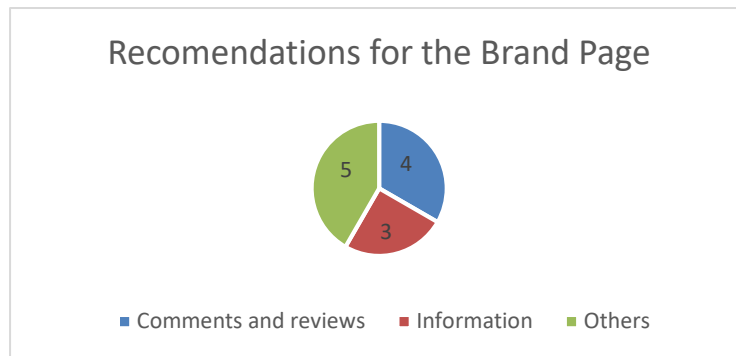
Figure 16: Pie chart representation of the respondent answers on question 18.5.

All the respondents have been to the hotel they follow. As seen from the pie chart representation of figure 17, the majority said they feel closer to the hotel as by seeing it online; they have more information, know the brand better and consider it more often in the future. The three who said that they don't feel closer it's because they believe that what impacts their proximity to the brand it's the guest experience and not the Facebook and, as so, these three respondents say that they follow the brand to maintain the relationship and not strengthen it.
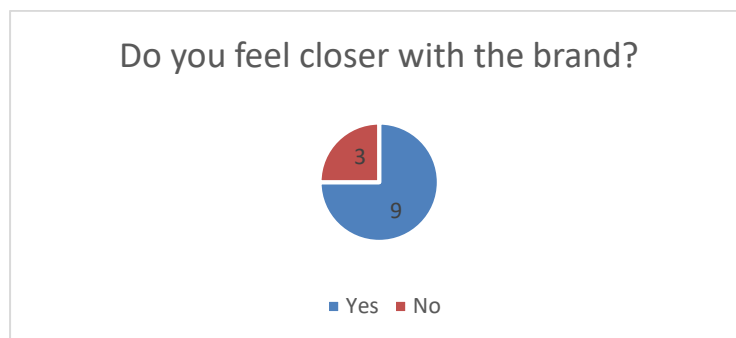
Figure 17: Pie chart representation of the respondent answers on question 18.7.

In hotel knowledge, 7/12 respondents know all the four suggested brands. Only 5 don't know Montebelo and one of those 5 doesn't know Pousadas either. All of the interviewees saw at least one other Facebook from those suggested and, the mostly viewed were Vila Galé 4/12 votes and Pousadas 4/12 votes as well.

When comparing hotels, the main words to describe each brand were:

Bahia Príncipe: family friendly and close;

Pestana: the most international, the most FB friendly, and with little offer diversity;

Montebello: countryside and modern;

Pousadas: diversity, culture and proximity with the guests and the local culture;

Sana: comfort and executive;

Vila Galé: beach (stated 3 times);

Sheraton: premium prices.

When asked about the preferred image, respondents preferred Montebelo (5/12), referring to it many times as the "promotions" one. Respondents preferred this as it was directed towards an action, was useful, meant an advantage and, also, was something (a gain) they could take from their like. When speaking about why they liked the other photos, the respondents used keywords like "good looking", "appealing", "vacation", "inspiring" and "curiosity". About the actions towards the image, 6/12 would like comment and share as it was something for others also to see and seise. 4/12 would like and share but not comment, as commenting was for the brand and not for their friends. And only one would like as stated: "it was only information and there's no need to defuse it". Most of the people who said they'd comment, also said the comment would be a tag.
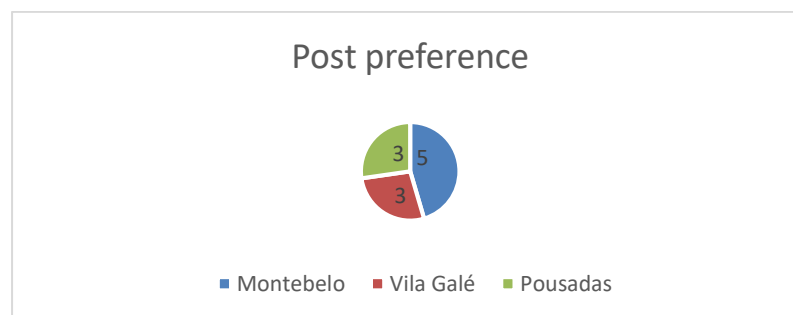

Figure 18: Pie chart representation of the brand post preference from the respondents on question 20.1.

Question 23 it was meant to analyse the reasons why it is interesting to follow five-star hotels on Facebook. The most common answer was "yes it's interesting to get more information and be updated" with 7/12 answers. Moreover, 5/12 people stated it was interesting for the "discounts and opportunities". This showing that the main motivators are regarding advantages and prices for the actual consumer.

Six respondents said they had booked a hotel after seeing the Facebook page, showing that the social media has a growing impact on purchasing decisions. Those who have never booked didn't say they would never do it, leaving an open the door to future deals that may be interesting to seize.

By inquiring the respondents on what is more interesting to see on the timeline on question 21.3, 7/12 answered "discounts and promotions", and there were a lot of quotes such as "if the promotions" are good, later on I'll check the facilities" or "I already know the hotel type".
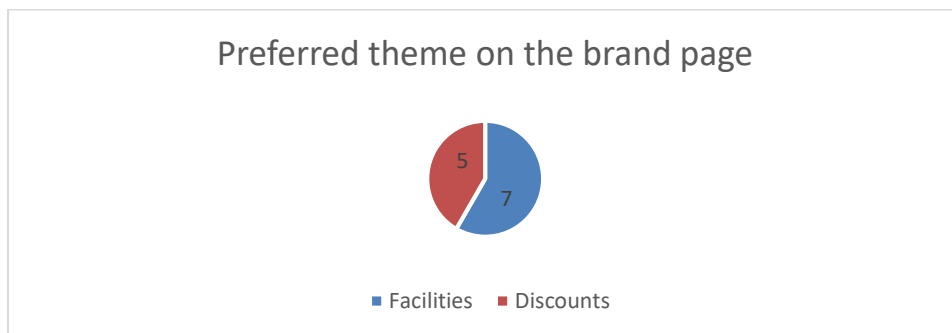
Figure 19: Pie chart representation of the theme preference on question 21.3.

Analyzing the Facebook contest on question 22, and as it's possible to see from figure 20, 5/12 respondents would do the whole challenge without problems as they see the prize as a good reward for the "effort"; 3/12 wouldn't do the app installation nor the sentence; 3/12 wouldn't do the photo/video and the sentence (due to personal exposure); and only 1/12 wouldn't do the app, photo nor the sentence.
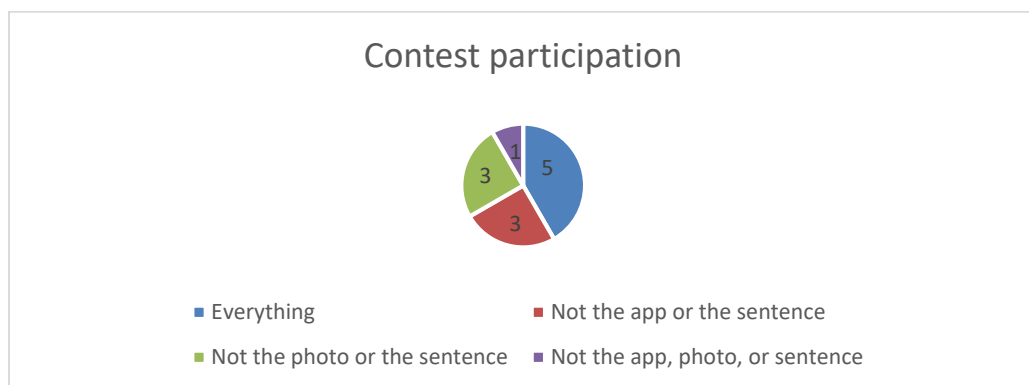

Figure 20: Pie chart representation of the contest participation results on question 22.

When asked to describe the brand as a person the respondents mainly said "nice" (8/12 answers), following by "good looking", "with nice taste", "inspiring", "thoughtful"

and "charming" all of them with 2/12 answers. Everyone said the described person would be interesting and added expressions such as "I identify", "it's a good person" "it's a good company".
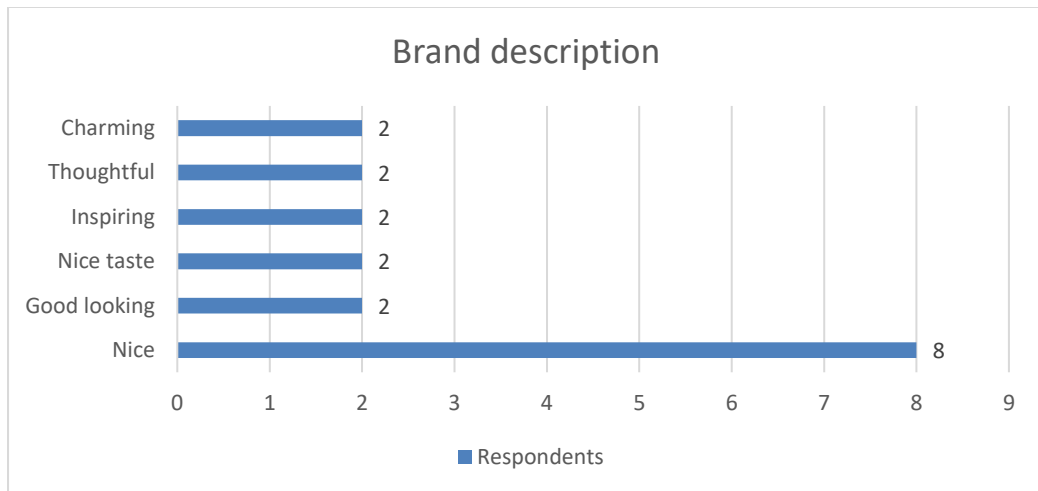

Figure 21: Bar chart representation of the words used to describe the brand, extracted from question 23.

Regarding post suggestions, "more natural and real photos" was the most mentioned (but still with a significant count) with 3/12, and also "user opinion and review", "contests" and "more responsiveness" all with 2/12 answers. As we see from figure 22, the answers were scattered and all the options with low occurrences.
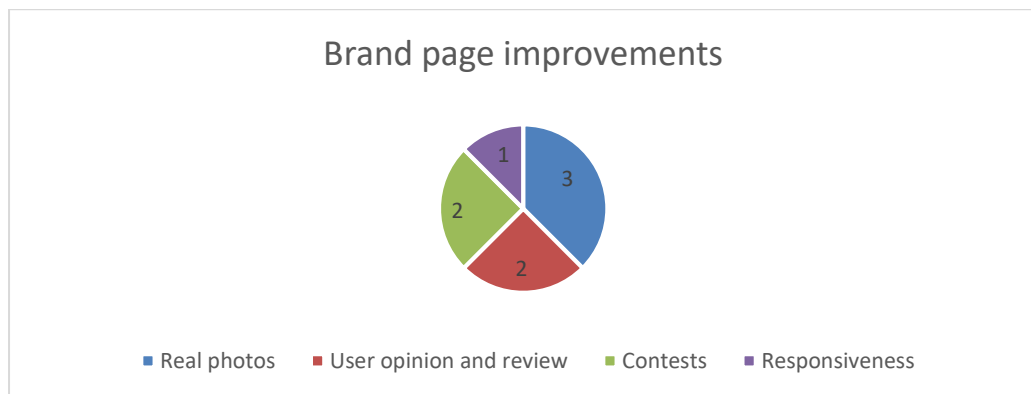

Figure 22: Pie chart representation of the brand page improvements suggested on question 24.

Getting to know the user's personalities on figure 23, the most important trait is "familiarity & comfort" by being the most common feature on 6/12 personalities, and

then "introversion" and "conservativeness" but with a significantly lower rate of answers 2/12 each.
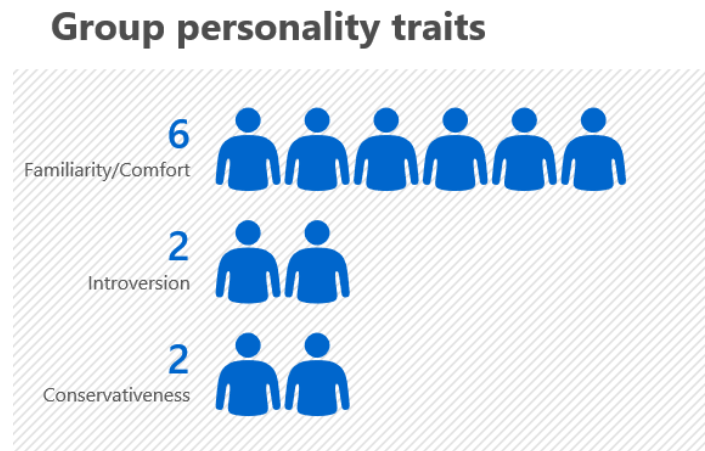
Group personality traits

Figure 23: People chart representation of the group personality traits extracted from the questions 25, 26, 27 and 28.

Analyzing by each question, these respondents are mainly innovators in their network of friends (6/12), as they are always the first to try on new stuff. They're mostly extroverts (5/12) in a new environment, as they tend to get to know more people. About whom they add, they do it by known and familiar situations, as they add people whom they do not know but circulate in the same social circles (6/12). Lastly, they see Facebook as a way to keep relationships with whom they know (6/12). This rather cohesive group do not fear new environments, but they like a certain sense of trust and acquaintance to mingle and to be themselves.

Finally, on the final question, the respondents mainly described themselves as "curious" (5/12 answers), "nice" 4/12 answers, and "friendly" (4/12 answers). Relating to the hotel, 1/12 said they are different people but not opposites, and all the others agreed that there was a fit, some for the personality and personal traits (4/12), others for a good friend and person to complement and go along (8/12). Only two respondent said that they do not identify on a personal level with the brand as "it's opposite to me as I'm not very active on social media and elegance is contrary to pragmatism" (answer by respondent 28); and "we are different people, but we can get along" (respondent 27) showing an overall agreeance and love for the hotel.

Comparing this group to the original model, by far the most present construct is Perceived Advantages, with 11/12 counts. Self-congruity also scored high with 9/12, then Humanization with 6/12, Personality with 2/12, and Privacy Concerns with 2/12. The results are displayed on the people chart on figure 24 to better have a graphic overview of this group's agreement with the model, and we can see that personality traits nor privacy concerns affect the passage to active participation, as expected.
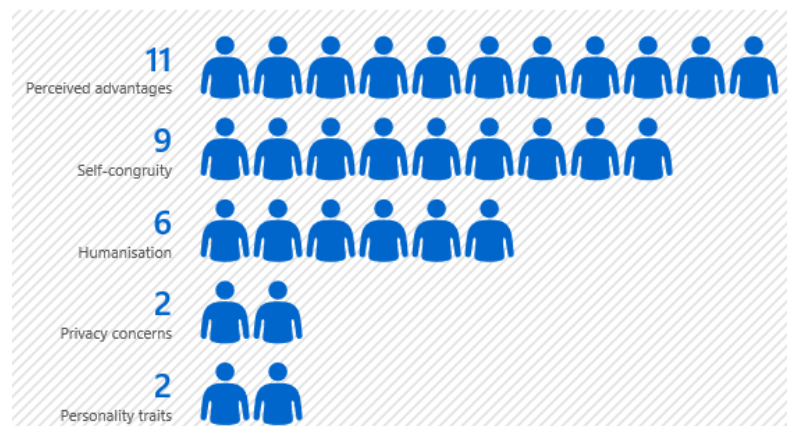
Model constructs within the group

Figure 24: People chart representation of the brand constructs mostly demonstrated by the group.

To show Perceived Advantages the quotes that popped out were: "I like to receive information as promotions directly from the source always come out greater" (respondent 17); "I like to get to know the offers, either about services or new hotels" (respondent 13); "we're up to date about a new destination, for example" (respondent 4).

To illustrate Humanization, the two main quotes are: "it's a friend to whom I could turn to" (respondent 20); and "Vila Galé would be an interesting person, a good friend" (respondent 18).

As for Self-congruity, it is possible to check it on expressions like: "I see similarities, and it matches my qualities" (respondent 1); "I like brands that identify with me, and that answer my tastes and needs hence I like Sana" (respondent 12).

Regarding privacy concerns, it can be seen from expressions such as: "I pay attention to the photos before I post them. I'm also careful with the likes I place on each page as they'll be registered" (respondent 34); "Facebook keeps changing the policies, and we don't even know what do we need to check or find" (respondent 11).

As a disabler of the passage, we can also identify (with the help of these respondents) the following topics: self-image or judgement awareness; the posts are not distinctive enough and finally, the boredom and saturation of Facebook with all kinds of advertising and brands.

8.2. Active Group Analysis

Moving to the second group, the active, on the first question all the respondents answered they usually log in their social media every day and most of them stated they usually do it more than once a day.

When asked about the opinion about the SM on question 2, the highlights were: "keeping in touch" 5/12 answers, "communication" 3/12, and "keeping updated" 3/12. Other mentioned words but scattered throughout the respondents were: "sharing experiences", "advertising", "exposure", "news", "dangerous", "time-consuming", "expression", and "organic". On this question, it's also important to highlight four phrases with a negative meaning, such as "advertising", "exposure", "dangerous" and "time-consuming" which show a growing concern for the social media dangers and negative aspects.

On the third question, 10/12 respondents answered they log in their social media on their smartphones as it's more "practical", "it has the apps, and it's easier", "it's faster" and "it can be accessed anywhere". Also mentioned as options as the computer 5/12 answers especially for extended use or during the working hours, and the tablet 2/12 answers as it is still portable (despite not as much as the smartphone), and it has a good screen size that is comfortable.
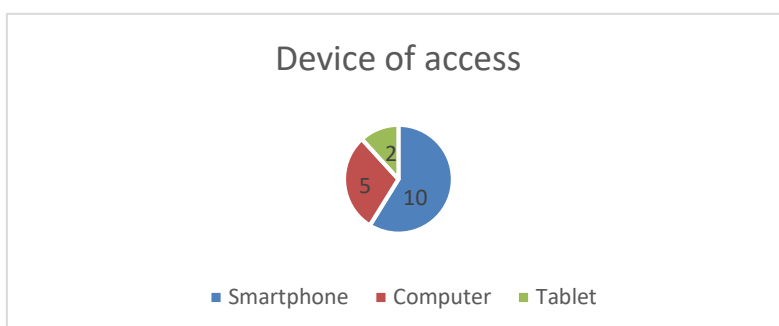

Figure 25: Pie chart representation of the device of access of the respondents extracted from question 3.

For the fourth question, and considering the figure 26 for visual analysis, all the respondents answered they use Facebook, 9/12 use Instagram, 7/12 use LinkedIn, 4/12 use Twiter, and the rest mentioned Behance, Whatsapp, Pinterest, Yammer and Snapchat (each one being mentioned only once). Behance, LinkedIn and Yammer were indicated as professional social media and the others were for contacts and leisure time. Another important aspect to stress is that 2/12 respondents stated they only have a Facebook account. When asked about the reasons behind the choice, the respondents said: "it's simpler" (mainly related to Instagram), "it's where my contacts are" (especially linked to Facebook), "they're complete", "for leisure and passing the time", "for the news and events" (again specially linked to Facebook) and "being up to date".
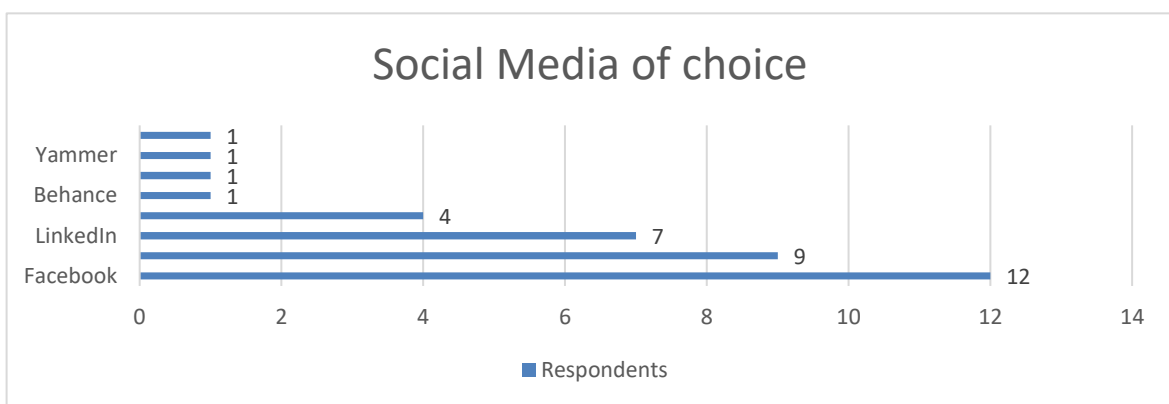

Figure 26: Bar chart representation of the social media of choice from the respondents, extracted from question 4.

On question 5, and as seen in figure 27, when asked about the words to describe Facebook, the answers with the biggest count were: "useful" with 4/12, "knowledge source" 4/12, "modern" 3/12, "easy", "fun" and "interactive" (each one with 2/12 counts). From the other words mentioned and with significant less counts, it is important to highlight the negative words used, such as "unnecessary", "annoying" and "privacy" all related to the fact that Facebook is repetitive, invasive (with notifications and private information) and it's time consuming and doesn't help when you need to focus.
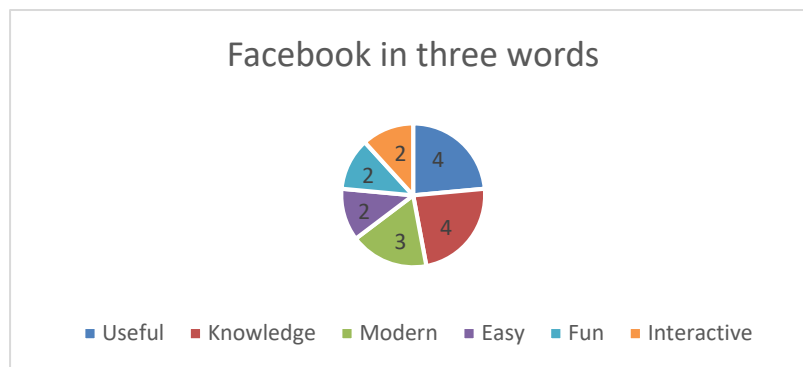
Figure 27: Pie chart representation of the three-word description used to describe Facebook on question 5.

As for question 6 on the positive quote, the most used words were "contact" (with 5/12 answers), "it's a distraction" and "it brings me closer", both of these last two options with 2/12 answers each. Two of the words used were specifically linked to the program and functionalities itself, stressing "versatile" and "user-friendly" showing how people find Facebook useful and enjoy its usage. On the negative quote the biggest word count was on "fake news" with 3/12, "intrusive" with 3/12 as well, and "notifications" with 2/12 answers. Moreover, users stated "repetitive", "irresponsible sharing", "identity stealing", "advertising", "changes in the privacy policy ", and " negative comments".

On question 7 when asked about their activities when they log in the respondents mainly said "scroll down" 9/12 answers, followed by "checking notifications" 7/12 and "checking for messages" 6/12. Also mentioned were the "likes ","monitoring groups, events, and birthdays". Some of the expressions to highlight on this question were "I just like and share", "I only comment and share when I feel like I will contribute", "Posting is my least frequent action".

Scrutinizing each action on question 9:

Like: "usual" 8/12 counts; "easy" 8/12, "I identify/relate" 6/12, "easy and without thought" 2/12, "I've seen" 2/12". Also mentioned but with one count each: "banal", "feeling", "shows interest", "impersonal", "empathetic", "I know".

Comment: "personal" 7/12 counts, "expressing an opinion" 5/12, "with whom I have confidence/implies trusting" 5/12, "easy" 4/12, "involves thinking" 3/12, "rare" 2/12, "fast" 2/12, "shows interest" 2/12, "involves thinking" 3/12, and "shows interest" 2/12. With lower counts we also have "original" and "unusual".

Post: "less regular" 9/12, "sharing for others to see it" 7/12, "original and personal" 7/12, "when I have news" 3/12, "involves more thinking" 2/12, "invasive" 2/12, "usually as a photo" 2/12, "hard to do" 2/12. Also stated but scattered through the answers were "vacation", "shares and shows my interests", "selective" and "less and less usual to see".

Share: "I only do it when it's relevant for others" 9/12, "it's easy" 4/12, "I do it frequently" 4/12, "personal", "little" "events" and "rare" (all with 2/12 counts). Respondents also stated "it's important to me", "it's revealing", "it's thought over", and "being a need to show".

All the respondents use all the actions. However, 8/12 answered that they don't post often, and 2/12 mentioned how they're not fans of commenting, as they rather share or send through the Facebook Messenger.

On question 10, 11/12 users said it was important to talk and focus more on privacy on Facebook. Only one respondent answered no as he stated, "those who want privacy need to take a defensive attitude and control what they publish" (respondent 30). When asked about if they take any precautions about privacy protection, most users stated they have a private profile and think twice about what they post (9/12 answers). Only 3/12 say they only take control over what they post, and that the Facebook privacy policies are not a big deal. A highlight to this mentality is the answer from respondent 29: "Facebook privacy options don't keep nor maintain any user privacy. They're not protective enough".

When asked about the brands following and considering the pie chart in figure 28, the top answers were Zara with 6/12 answers, Massimo Dutti with 2/12, Benefit and Superbock, also with 2/12 each. Six out of the mentioned brands are service related, five are related to news, one is related to social causes, and all the others are product related brands, showing a clear preference for consumption goods.
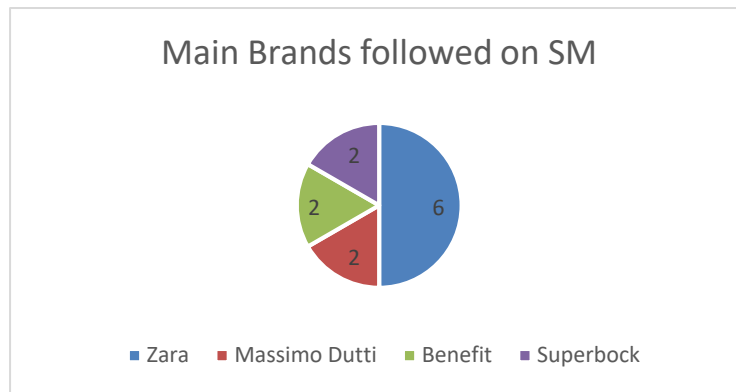
Figure 28: Pie chart representation of brands respondents follow and answered on question 11.

The respondents replied that they follow the brands mainly to be up to date with the novelties (5/12 answers) because they like the products on itself (3/12) and two of them also said that they became fans of the contents by seeing from other user's shares and likes (2/12). Within the reasons to follow these brands were also "information search" and "looking for discounts and events".
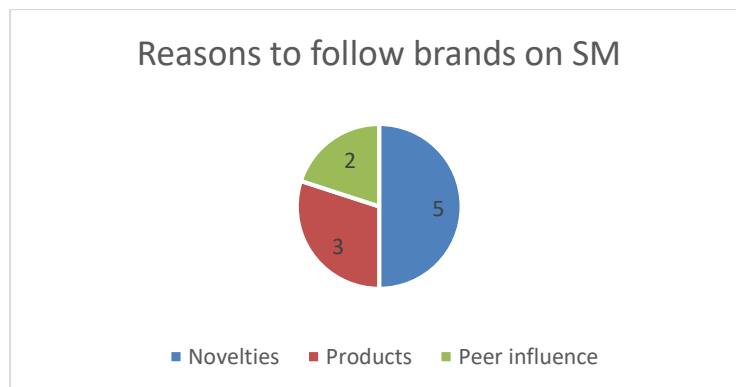

Figure 29: Pie chart representation of the reasons to follow brands on Social Media extracted from question 12.

Analyzing question 13, 5/12 respondents said they're followers or look closely into brands. Some answers to highlight the reasoning to do so: "I follow BodyShop because their products are cruelty-free" (respondent 6); "I like Benefit because I've been a customer for many years and I think the brand keeps evolving" (respondent 16). One of the users who claimed not to be a brand follower stated an interesting opinion of distance: "Brands are distant entities that act regardless of our view." (respondent 30).

Answering about why it's important for brands to be on Facebook, 5/12 stated "they reach a broader audience", 4/12 stated "they showcase their products", and 3/12 said, "they get closer to the public". Also important on the questions obtained were the fact that brands become more "reachable", how it's a mean of "cheaper advertising", the possibility to contact "in real time", and finally "being on Facebook means the same as existing and being an option".

On the next question, 3/12 people said they never used a brand's Facebook to solve any issue, as they preferably use the phone or go to a store location. From the situations reported there were "asking for prices" 2/12, "asking for information/doubts" 3/12, and "asking for products on store" 3/12. Also, another situation was regarding a small traditional brand that only sells and accepts orders through Facebook.

As for negative posts on question 16, 8/12 do not recall any particular situation and, moreover, state that they usually don't do anything, just ignore it. From the answers that were positive to remember a particular case, there is this specific highlight: "Yes, I remembered the Vista Alegre statue a few months ago. I laughed, share the post, but I know I shouldn't have as it was damaging to the brand." – Quote by respondent number 3. Also regarding this question, some users mentioned the fake/click-bait posts and advertising, but they stated they either ignore it or if they're too frequent, they "un-like" the page or hide the content.

When asked about a situation they would not share or comment online, the respondents said "a new product" 3/12, "a promotion/discount" 3/12, and "everything" (this being an answer to those who stated that they do very little advocacy for brands and don't interact with content that's not from their friends). Also answered were "religion", "a work vacant" and "contests or offers".

Regarding the pages following, 4/12 users follow Vila Galé, 3/12 follow Pousadas, 2/12 follow Pestana and then Nolinsky, Montebelo and Nau Hotels scored one answer each. When asked about the reasons to follow that brand 5/12 answered they had been to that hotel and liked the experience; 4/12 said they did to see the promotions and discounts, and 4/12 stated that they wanted to be updated about the news about that brand. The other reasoning's were "I like the brand", "it's inspiration" and "for the activities and events" all with a lower score but still important as all of them at least two answers

showing some agreement in general by this group. Moreover, on question 20.2 all the respondents said they enjoyed the brand contents they saw on the page.

Figure 30: Bar chart representation of hotel page followed by the respondents, extracted from
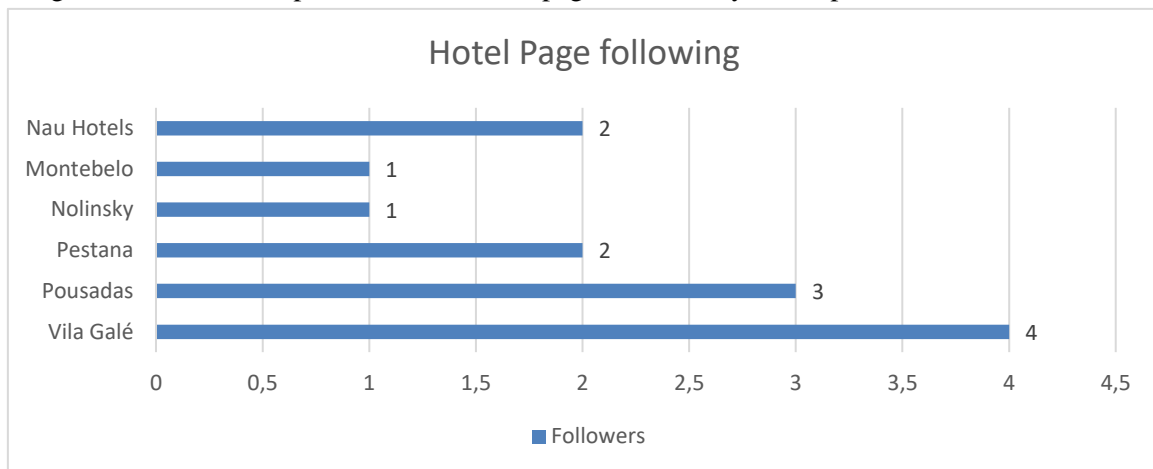
question 18.

About the posts that came to mind, there was a tie, as six people were vague on the description and other six were specific. Some examples of vague quotes are: "it was a post about the hotel lobby"; "it was a hotel in Algarve", "the last summer prices". Regarding the specific storytelling, the main examples are: "it was a post about chef Lubomir's visit to the hotel restaurant"; or "they shared a video about the tourism on the countryside of the country and the green landscapes to attract customers particularly after the Pedrogão Grande fire".

When asked to describe the brand in three words, the main answers were: "nice", "family-friendly", "luxurious", "relax" all of these with 3/12 counts each, "historical" and "elegant" with 2/12 counts each. Other words were also mentioned but less frequently. Nevertheless, all of the answers had a good and positive connotation.

If the respondents could add or change anything about the brand they follow on Facebook, it would mainly be to show/display more about the surroundings of the hotel and more diversity on the hotel installations and spaces they show (5/12 answers), as we see from the pie chart on figure 31. Also, they stated how nice it would be to see more detailing and stories either about the hotel/brand or guest stories (2/12) and photo uploads by the guests (2/12answers).
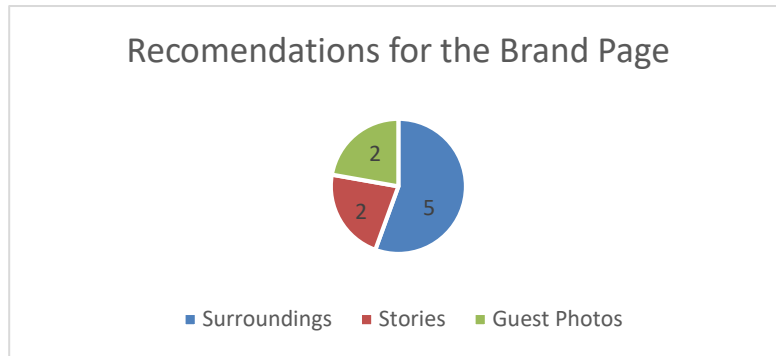
Figure 31: Pie chart representation of the respondent answers on question 18.5.

From the 12 respondents, only two stated they had stayed in the hotels they follow on Facebook. And, when asked if they feel closer to the brand, as confirmed by the pie chart in figure 32, 9/12 answered positively as they are up to date and can be inspired and gather ideas for the next staying and that brand is always an option. The remaining three said they don't feel closer as they're only using the pages to browse for more information, or because it's the service that makes an impression and not what they see on Facebook.
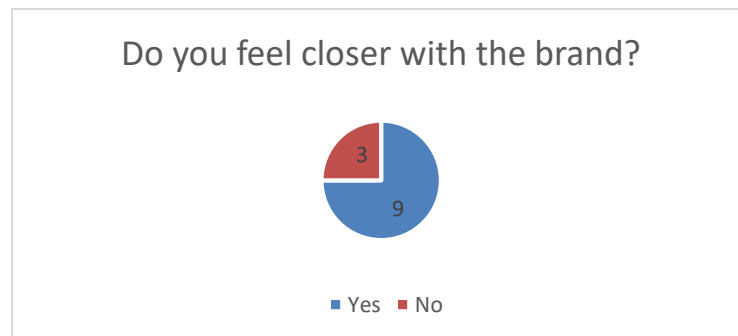

Figure 32: Pie chart representation of the respondent answers on question 18.7.

On question 19, 4/12 respondents knew all the hotel brands, and 8/12 never heard about Montebelo Hotels & Resorts. When asked to compare two hotel brands, the one mostly used as a reference was Pestana, and the overall evaluation of each brand was the following:

Pestana: has more offer, it's more entrepreneur, it's newer, well equipped, less affordable, has a distant image, innovative, and industrial. It's important to stress that three of these evaluations (less accessible, remote image and industrial) have a negative connotation and represent a less positive image for the hotel.

Montebelo: has vulgar posts, it's luxury on the countryside, and elitist. Alike Pestana, also "vulgar posts" has a negative connotation, as it means that they're seen everywhere and, as so, it's less interesting.

Vila Galé: it's more affordable, family-friendly, static in time, conservative, pool, beach, personal. Also with a negative connotation, we see "conservative" and "static in time", meaning that they're falling behind and not improving their image nor the spaces they offer their guests.

Pousadas: historical, plans for two, only for sleeping. "Only for sleeping" is also seen as negative, as it means there's a lack of offer and interest to spend the remaining hours of the stay in the hotel.

On question 20 the respondents were inquired about the posts to choose one and the results obtained are shown in the pie chart in figure 33. The main choice was the Vila Galé with 4/12, followed by Montebello with 3/12, MGM and Pousadas with a tie at 2/12 and lastly Iberostar with one pick. The main reason for choosing was because "it is a beautiful picture" 3/12 and "it's useful" 3/12 (this last one is linked to the Montebelo as it shows a promotion).
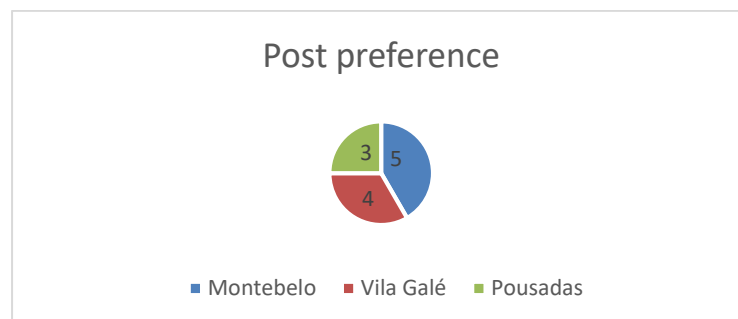

Figure 33: Pie chart representation of the brand post preference from the respondents on question 20.1.

Regarding the actions towards the image, 10/12 would like it, 2/12 would share it (and also like), and 1/12 would comment it (and also like). 2/12 who wouldn't like, wouldn't also do anything as they see it as merely informative. Looking into some specific answers to foster this answers: "I'd comment, but I'd only share if I were going on vacation" or "I wouldn't share nor comment as I've never been to this hotel and I don't know if I'd recommend it". These two quotes show that these respondents think about

their actions and interests in their network, and reacting to a post has to mean and, as so, needs a "reasoning" to it.

When asked if they like to follow and receive information about five-star hotels on Facebook, everyone answered positively that it is rewarding and exciting. As for specific reasoning to follow the results are on the pie chart on figure 34 and we can see that the main answer was to be it's to be up to date with the offers and discounts (8/12 answers), to seek information and news about the brand (4/12) and also to find inspiration for the next booking (2/12).
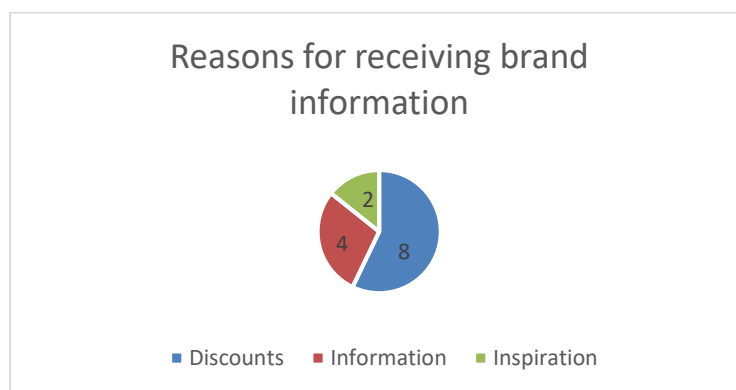

Figure 34: Pie chart representation of the reasons for wanting to receive information from the hotels.

Only one respondent has booked a hotel after seeing the page. All the others reported they schedule accordingly to their friends and family recommendations or from what they see on Booking (either by prices or reviews).

Regarding the preferences for installations or discounts, there was a tie, as the group divided equally between the two options, showing that a hotel page shouldn't be ignoring any of the options as they're both important to this interviewees.

Considering the contest, the results are translated into figure 35. As it is possible to see, 4/12 people would do everything asked, 2/12 would not do the photo challenge nor install the app, 2/12 wouldn't do the creativity nor the photo, 1/12 wouldn't do the photo challenge, and 1/12 wouldn't install the app, nor upload the creativity or the photo. Only two respondents said they would not participate at all. As for reasons either for not participating in parts or the whole, the statements had to do with the excess of trouble to participate, the privacy invasion, and also the brand spam and data gathering.
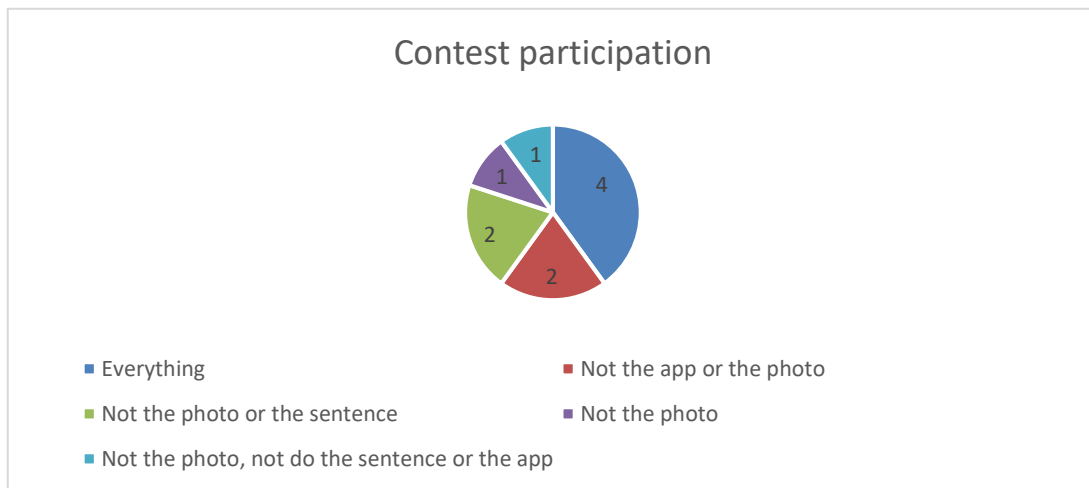
Figure 35: Pie chart representation of the contest participation results on question 22.

Describing the brand as a person, the most used word was "kind" 5/12 followed by "friendly" 4/12, "fun" 2/12, then "elegant" 2/12. All of these features with several occurrences are displayed in the bar chart in figure 36. Also stated were the following: "dynamic", "charismatic", "close", "reliable", "welcoming", "active", "traditional", "relaxed", "modern", "innovative", "familiar", "creative", "proactive", "disorganized", "ambitious", "young", "charming", "tall", "pretty", "appealing", "hard worker". From these words, we can see that a lot are related to a specific kind of personality and even physical traits (such as tall, pretty, young), showing a high level of humanisation.
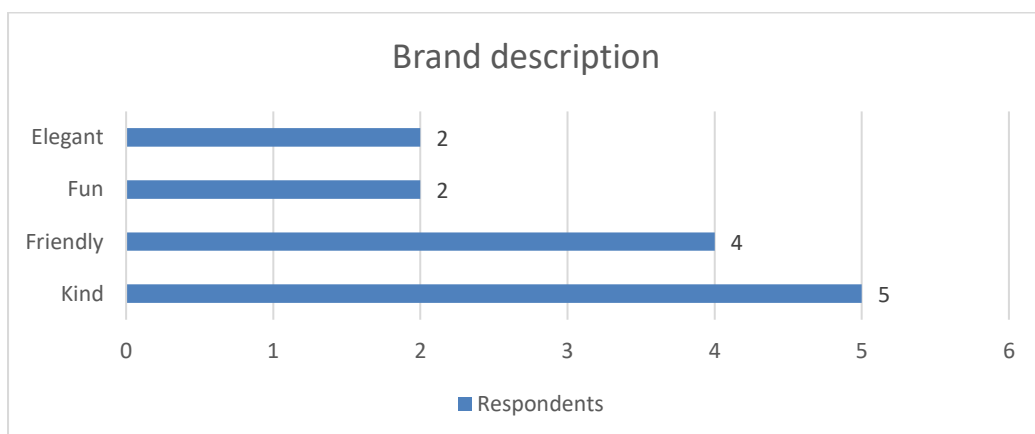

Figure 36: Bar chart representation of the words used to describe the brand, extracted from question 23.

All of the respondents said they thought that person was interesting to get to know, using expressions such as: "It would be an intimate and close person in whom I can trust" or "those are traits I appreciate in others".

When asked about possible suggestions to the brand page, the main answer was to show more about the surroundings 4/12, followed by only posting relevant content (and nothing like mood pictures) 3/12 and lastly, the respondents recommended posting more often 3/12. These were the answers with the biggest respondent count, as we see from figure 37. The rest of the answers were dispersed and with one occurrence each.
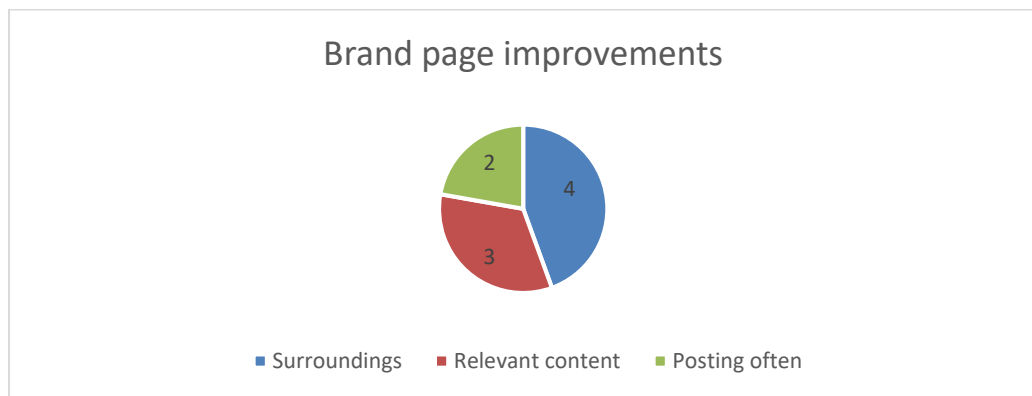

Figure 37: Pie chart representation of the brand page improvements suggested on question 24.

Analysing the personality traits of this group, the two main evident ones are "familiarity" with 5/12 respondents and "conservativeness" with 2/12 respondent count as we can be assured by figure 38. Considering each question, when asked about their network of friends, 5/12 are innovators, as they are always the first to try on new stuff. In a new environment, as they tend to get to tag to the people they know or wait for someone to come to them, as there was a tie at 4/12 for both familiarity and introverts. About whom they add on their profile they're conservative 7/12. And to them, Facebook is clearly about familiarity and maintaining connections they made outside of Facebook 9/12.

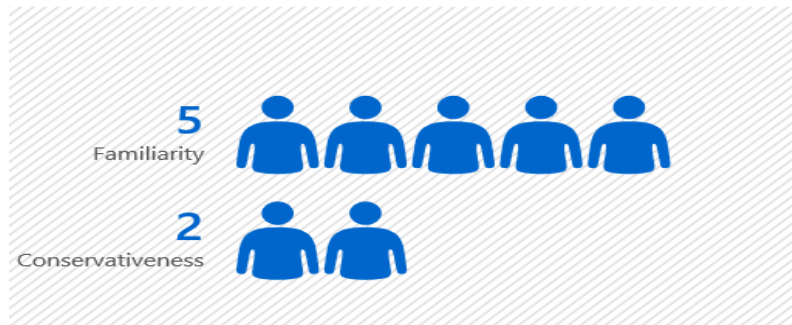## Group personality traits

Figure 38: People chart representation of the group personality traits extracted from the questions 25, 26, 27 and 28.

On question 31 the most used words to self-description were: "nice" 4/12, "creative", "joyful", "stubborn" and "smart" all with a 2/12 score each. Also used were the words "determined", "demanding", "sensitive", "generous", "homebound", "friendly", "cautious", "pragmatic", "mom" "feminine", "conservative", "organized", "different", "indecisive", "determined", "curious", "introvert", "tall", "thoughtful", "social" and "hard worker".

Comparing this group's results in the light of the original model, it is possible to see that 11/12 show Humanization levels, while 6/12 show Perceived Advantages and Self-Congruity. Privacy concerns are present on 7/12 respondents and, finally, on 1/12 respondent specifically did the Personality pay a huge role. The results are displayed on the people chart on figure 39 to better have a graphic overview of this group's agreement with the model, and we can see those personality traits aren't an important influencer to a more active participation on the brand page. However, privacy concerns have a significant count with more than 50% occurrences on the respondents.
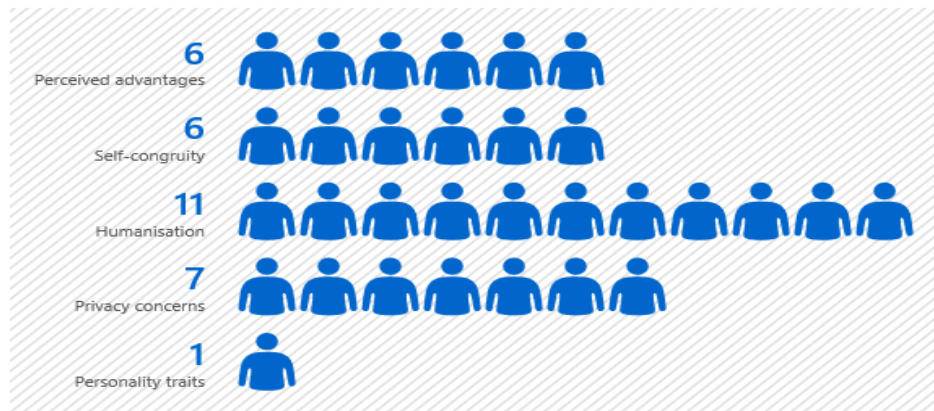
Model constructs within the group

Figure 39: People chart representation of the brand constructs mostly demonstrated by the group.

To illustrate Humanization, it's important to stress this two quotes: "It would be a person with whom I'd like to go get along as it has traits that I value my friends" (respondent 31); "It would be an intimate person, one that I feel like I know him well and that I can trust" (respondent 25).

As for Self-congruity, the most key quotes are: "It's close to the person I am, and to the people, I go along with. Bottom line, I like the hotel because it allows me to be myself and to feel good" (respondent 31); "I choose a hotel where I feel at ease, so it makes sense that it makes for me and like me" (respondent 16).

Privacy concerns are translated into these two illustrative quotes: "I'm always worried for my family members and me, so I often check my posts and theirs, and I give them advice" (respondent 27); "one of the main risks is the exposure and sharing of information that may be used or provided in a damaging way, and we end up in databases that we don't even know about" (respondent 14).

To exemplify perceived advantages, the most important quote is the one by respondent 29: "I follow brands because they post exclusive deals that I can take advantage of". Regarding an extra feature to add to the model, this group only stated how they don't feel a personal connection to the content and, as so, what's lacking is engaging posts with a story and personal feel to make these passives go active.

8.3. Passive Group Analysis

On the first question, all the respondents answered they usually log in their social media every day, and most of them stated they use it more than once a day.

Inquired about the opinion about the SM on question 2, the words that popped out were: "keeping contact" 5/12, "keeping up with the news" 4/12, "useful" 4/12, and "information" and "contests" at 3/12 scores each. With less frequency were also stated the following: "creating and sharing events", "communication", "interaction with brands", "updated every minute", "good", "fat", "simple", "consumes a lot of time", "counter producing", and "entertaining".

For the third question, and represented in the pie chart on figure 40, 10/12 respondents answered they prefer to use the smartphone, as it is portable, they take it anywhere, and the Social Media are simpler. 6/12 also use the computer, stated with more frequency during working hours or to speak with someone for longer hours. Only one person reported the tablet over the smartphone because it's more comfortable and for the screen size.
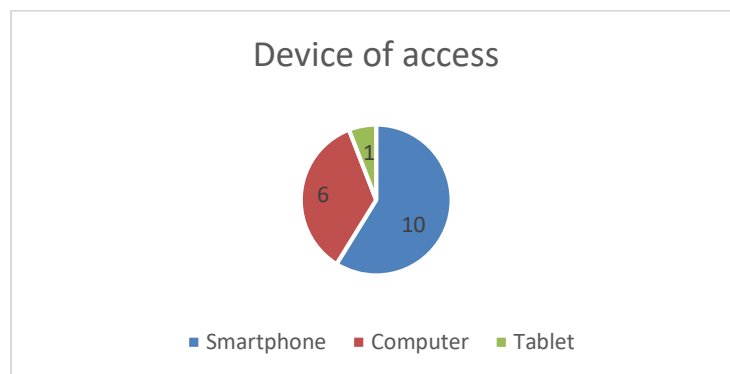

Figure 40: Pie chart representation of the device of access of the respondents extracted from question 3.

On question 4 all the respondents said they use Facebook. Moreover, 8/12 use Instagram, 3/12 use LinkedIn, 2/12 uses Twitter, and there's one user each for the following SM: Pinterest, Snapchat, Twitch and WhatsApp (as seen from figure 41). Also important to stress that 2/12 users only use Facebook. Facebook was described as useful, with more people, useful for organising purposes especially for events, and up to date with all the news. Instagram was also mentioned quite a few times and was a preference for being immediate, less full, simpler and less tedious.
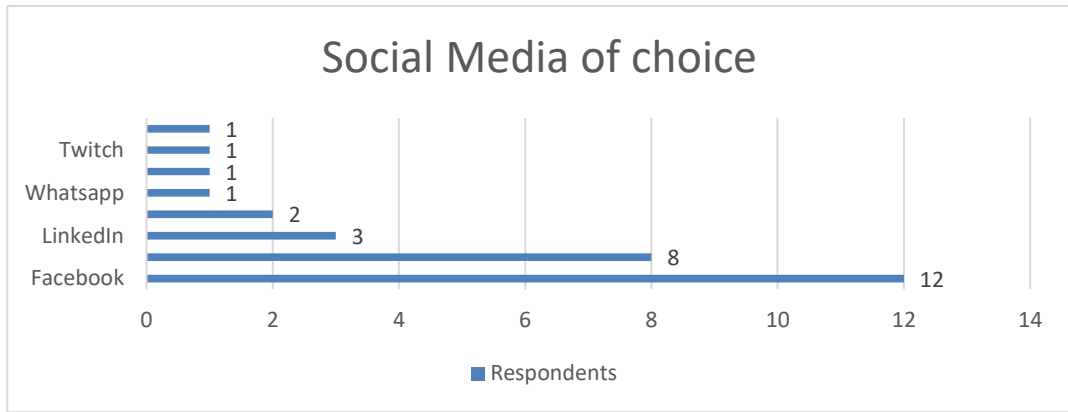
67

Figure 41: Bar chart representation of the social media of choice from the respondents, extracted from question 4.

When asked about the three-word description for Facebook, the respondents said: "useful" 5/12, "information" 4/12, "fun", "updated", "easy to use" and "variety" all with 2/12 answers each, as it is possible to conclude from figure 42. Despite the one quote each, it is important to stress "exhausting", "fake" (as it's very much about the image you're trying to show), and "saturated" (with repetitive posts), as these are all negative. This meaning that when the respondents think about Facebook, they don't just use it and like it without seeing flaws. In fact, they state how it consumes a lot of time for really doing nothing, how it's fake and deceiving because not everything is like we see on the photos and, also, how it's exhausting, both to maintain a Facebook account and to always see things in the same format.
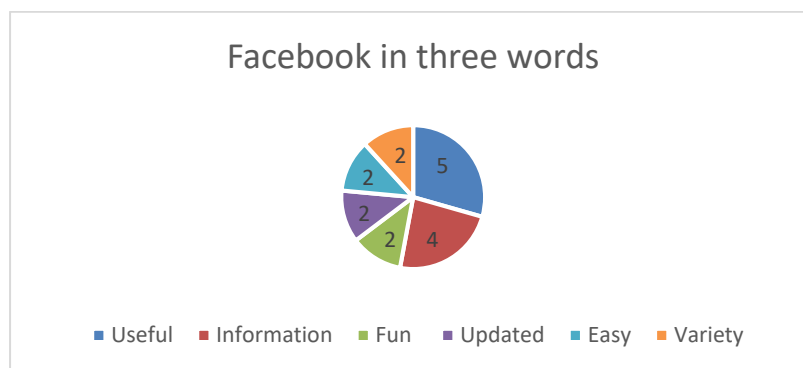

Figure 42: Pie chart representation of the three-word description used to describe Facebook on question 5.

Regarding the positive sentence on 6, the best traits that users mentioned were: "keeping in contact" 3/12 and "I find what I'm looking for" 2/12. The rest of the answers

mentioned "clear information", "connecting people", "keeping up to date", "it's better than phone messaging", "useful tool", "communication", "fast communication", and "updated".

Analyzing the negative sentence on the same question, the two answers that scored the most were "being not reliable" specially mentioning the fake news, and also the "advertising" both with 3/12 answers. The remaining were also scattered with one count each, such as "excess of videos", "negative comments and fighting", "Facebook being able to answer all the demands of a broad audience", "only seeing what I want", "loss of time", "fake image that people portray", and "lack of privacy".

On question 7 about what they do when they log in, all the respondents stated scrolling through the homepage searching for news and updates, while 6/12 said they usually see and like the content. Checking notifications (4/12) and the messages (3/12) are the next main concerns, and the fewer mentioned were commenting and sharing. Some quotes to highlight the view of these respondents on this matter could be: "I only use "likes", as I'm not a fan of leaving a big digital print" (respondent 9); and "I rarely comment and even less often do I post" (respondent 33).

Describing each action on question 8, the answers obtained were the following:

Like: "approving" (5/12), "easy" (8/12), "usual" (6/12), "without much thought" (2/12), "I've seen", "I identify", "unusual", "intuitive", "fast", "organic", "mechanized action", and "immediate".

Comment: "personal" (5/12), "rarely" (5/12), "implies trust and confidence" (5/12), "it's thoughtful" (4/12), "it's giving an input or showing an opinion" (4/12), "showing interest" (2/12), "positive" (2/12), "contributing", "natural", "often", "discussing", "hard", "natural", "an answer", "for tagging friends", "easy", "dedication", "participating" and "rare".

Posting: "personal" (6/12), "rare" (8/12), "planned" (3/12), "showing something" (2/12), "avoiding personal information" (2/12), "intimate", "events or causes", "informative"", "something new/original", "expressive", "exposure", "unspontaneous", "photos", "communicating", "relevant".

Share: "rare" (4/12), "it's content from someone else" (3/12), "simple" (3/12), "news" (3/12), "impersonal" (3/12), "personal" (2/12), "showing something" (2/12), "planned"

(2/12), "it's interesting to me" (2/12), "intimate", "events", "inviting", "communicating", "fast update", "news board" and "redundant".

All the respondents said they do all the actions. However, they usually don't do much of any of them. They stated that what they do the less is posting and sharing. One notable quote to this question is the following: "I don't use Facebook for much than information search and, as so, no action is very relevant to me" (respondent 10).

On question 10 everyone said it made sense to talk about privacy on Facebook, but 4/12 stated that they don't have much care when they're online, either because they're not very active and, as so, they never have much information posted online, or because they only ass whom they want and, so, they feel "safe". Some relevant quotes to stress these answers are: "everything that we do online leaves a trace" (respondent 9); "when we create Facebook we agree to a level of exposure from which there's no escape" (respondent 19), or finally "Facebook is one of the world's biggest information owners, and they do business with that" (respondent 32). All of these quotes show a high level or privacy concerns.

Regarding the brands they follow, the ones that reunite the most votes are: Nit (3/12), Cinemas Nos (3/12) Zara (2/12), Mango (2/12); TAP (2/12); and Skyscanner (2/12), as seen from the pie chart on figure 42. From these brands, eleven are service related; five are about the news; one about social causes and all the others are about products, showing a clear preference for this category.
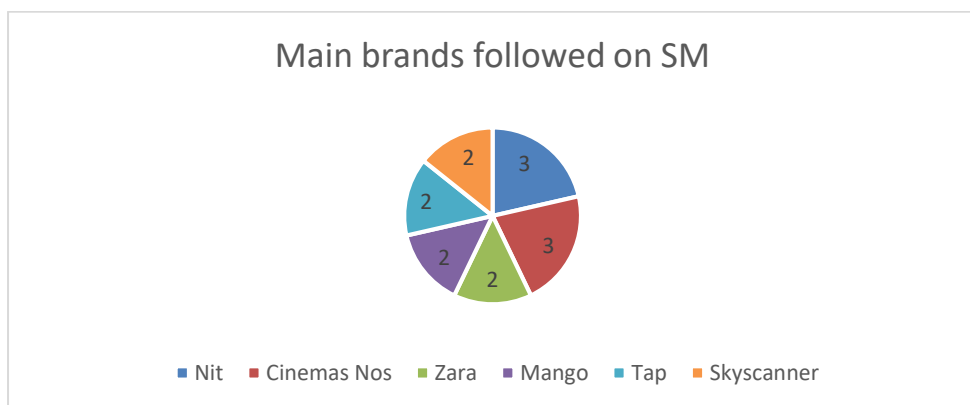

Figure 42: Pie chart representation of brands respondents follow and answered on question 11.

Concerning the reasons to follow the brands, they were related to information and novelties search. Also stated but with fewer counts, the respondents answered about online shopping and for product comparison.

On question 13, only two respondents stated they follow brands. All the other ten said they don't feel any linkage or connection to follow actively. An answer that highlights the main thinking for these respondents could be this is: "I like the products, and I see what's new, but I'm not tied up to any brand" (respondent 10).

On question 14, and following the chart in figure 43, when asking the respondents about the importance of brands on Facebook, they mainly answered "being on Facebook is like existing" 4/12, "it's a marketing tool" 3/12, "brands reach more people" 3/12, and "brands present themselves to the audiences" 3/12. It is important to stress that this group of respondents mainly focused on the utilitarian side of brands on Facebook especially for problem-solving.
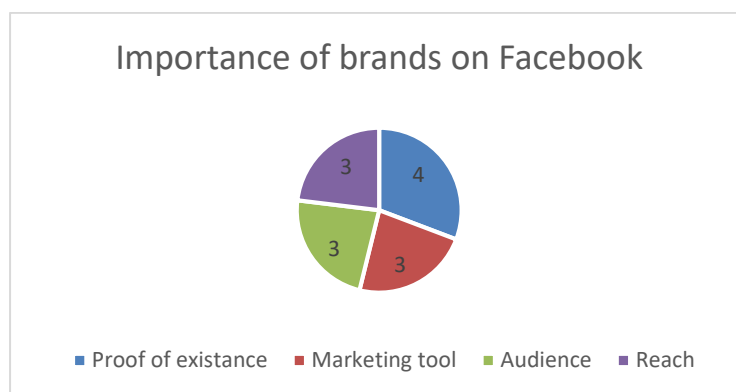

Figure 43: Pie chart representation of the importance of brands on Facebook extracted from question 14.

Only 3 out of 12 respondents never used Facebook to address any situation they have had with brands. The rest of the nine respondents mainly used it for complaints 3/12, or either for online shopping or information search (both with a count of 2/12 each). The other reported situations were regarding prices, doubts or contacting brands for a school paper. Two stories to illustrate the answers are: "I sent a message to Women's Secret about how to access their online store in Portugal" (story by respondent 10), or "I contacted Booking to get a return of an amount they took from my credit card" (story by

respondent 24). These two stories show how these respondents rely on Facebook to solve their inquiries and important matters they have hung up with brands.

On question 16 the majority of the respondents don't recall seeing a particular post they disliked (9/12), but 3/12 remembered. Those who don't remember often said that they either scroll down on the post or ignore it, even if they don't like. One curious story was the one from respondent nine that stated a situation that was against the brand's values, that being: "I saw a post from a soy milk brand that was offering tickets to a zoo… Which is against the brand's values. I told them so via comment and then liked every comment that was doing the same". This story isn't only important as it is a clear violation of the brand's values but also as it is from a respondent that stated quite a few times how much she doesn't like to leave an online footprint.

The next question about what shouldn't be done online, most people said they usually don't leave much trace, but the specific answer counts were: "I don't comment my shopping" 2/12, "contests and promotions" 4/12, "events and news" 1/12, "I don't comment or share anything about brands" 4/12. Again, these answers reflect a deep concern about privacy and brand advocacy.

Regarding the brand page they follow and considering the bar chart in figure 44, it is possible to see that 4/12 follow Pestana, 2/12 follow Pousadas de Portugal, 1/12 follows Sana, 1/12 follows Tivoli, 1/12 follows Vila Verde, and 3/12 follow Vila Galé.
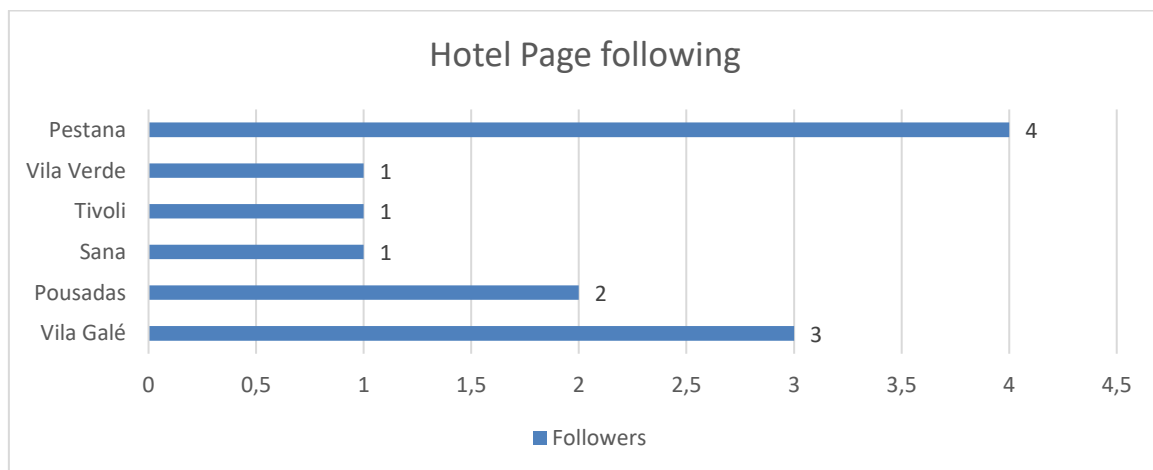

Figure 44: Bar chart representation of hotel page followed by the respondents, extracted from question 18.

As for the reasoning to follow these, "to be informed" 4/12 answers, "I like the architecture and the design of the hotel" 4/12, then "to be up to date with discounts and opportunities" 3/12, and lastly "I like the hotels" 2/12. Moreover, all the respondents stated they like the contents the brand's post as they're nice, good-looking, informative, entertaining and inspiring.
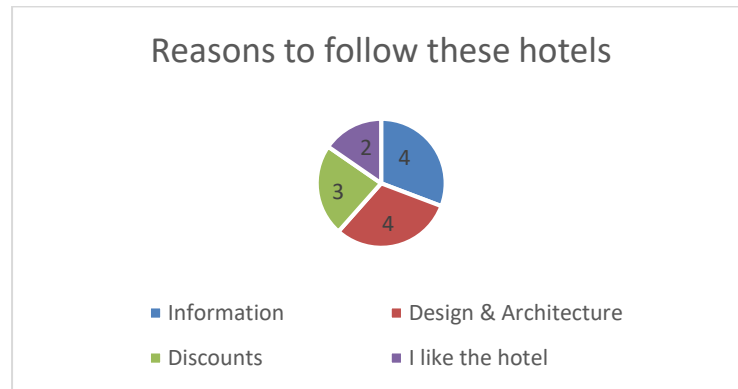

Figure 45: Pie chart representation of the reasons to follow these hotels on Facebook extracted from question 18.1.

When asked to recall a post, 8/12 were vague on their answers (e.g. "It was about night dives in illuminated pools" – respondent 26) and only 4/12 gave accurate and detailed answers to the posts – e.g. "it was a post from Refinery 29 with a video called Lisbon in 60seconds" (respondent 32).

Describing the brand in three words, the final count result is in figure 46. As it is possible to conclude, the ones with the biggest answer counts were "national" 4/12, "luxury", "comfort", "rest", "quality", and "cosmopolitan", all with 2/12 counts each. Other important words mentioned were "appealing", "beach", "relaxing", "vacation", "confidence", "security", "diversity", "pool", "practical", "fair", "executive", "cool", "oasis", "historical" and "well-being". It is important to stress that the majority of these words regarded the hotel spaces and service, and none of the employees or anything more human-related.

Figure 46: Pie chart representation of the main words used to describe these hotel brands, extracted from question 18.4.

From the 12 respondents, eight had been to the hotels they follow on Social Media, referring they had been, most of them to several within the same hotel chain, and stating how it was a preference.

When asked if they feel closer to the brand, 7/12 said they do, as they can "dream about vacation", they "prefer the brand", "it's an open door" or they "already liked the brand, but by following it, they keep it close". The respondents that said they don't feel closer had answers similar to respondent 22: "I don't feel closer as I already choose that hotel on a regular basis and I usually choose hotels due to convenience and not for the brand itself".
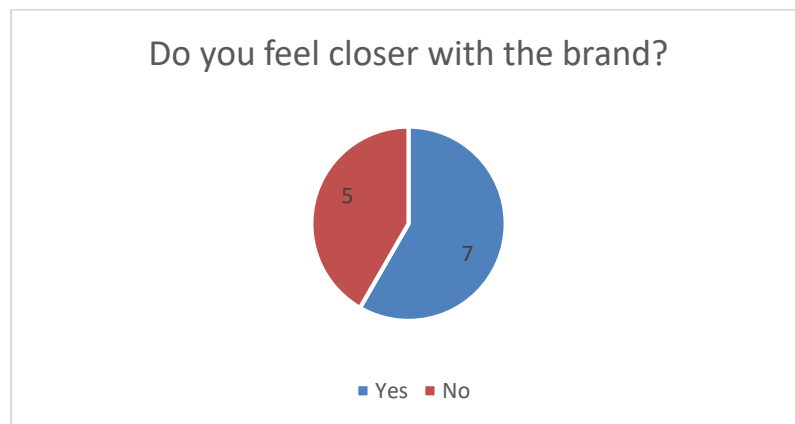

Figure 47: Pie chart representation of the respondent answers on question 18.7.

On question 20, 5/12 respondents knew all the brands, 7/12 didn't know Montebelo, and from those who don't know Montebelo, 2/12 don't know Pousadas either. By making the comparison between two hotel brands, the outcomes for each brand were the following:

Pestana: "technological", "urban", "modern", "good installations", "luxury", "offer", "reference", "history", "upscale", "exclusive" and "intimate".

Vila Galé: "pool", "relaxing", "beach", "spa", "Portuguese", "close", "diversity", "big hotels", "industrial", "familiar". It is important to stress that in this case industrial and big were stated with a negative connotation as being less welcoming and more "general" and without distinctive features.

Pousadas: "history", "patrimony", "sophisticated", "familiar", "rural", "charm", "weekends for two", "couples".

Valverde: "young", "up to date", "design", "social media".

Regarding the posts that could appear on the timeline, respondents mainly preferred Montebello's post 5/12 (as seen from figure 48), followed by Vila Galé's and lastly Pousada's. Reactions related, 6/12 would like, and 6/12 wouldn't do anything. Those who wouldn't do anything stated how they never interact with brands on Facebook to avoid leaving a trace or, said that doesn't add anything about their selves, such as respondent 8: "It doesn't make sense to give visibility to a post just because I thought it was a good deal".
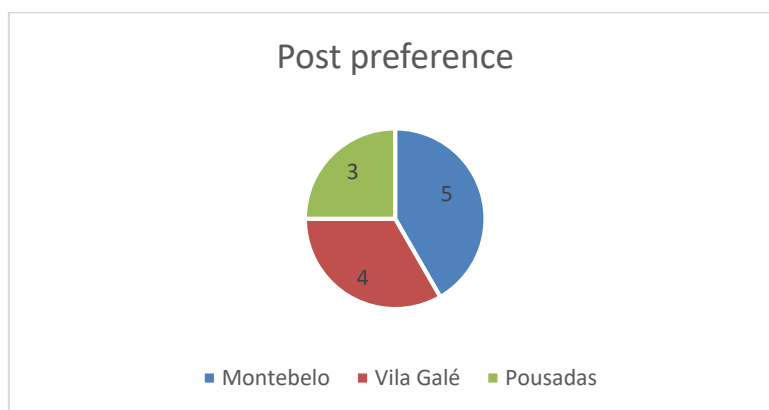

Figure 48: Pie chart representation of the brand post preference from the respondents on question 20.1.

On question 21, all the respondents stated they liked to receive information and follow these brands As displayed in figure 49, this was a multiple option kind of answer, and the respondents gathered some agreement on various options. As so, they enjoy following these hotel brands especially because of the information (5/12), the news (3/12), for the deals (4/12), inspiration (4/12) or even to know where to go on vacation the next time they get the chance (3/12).
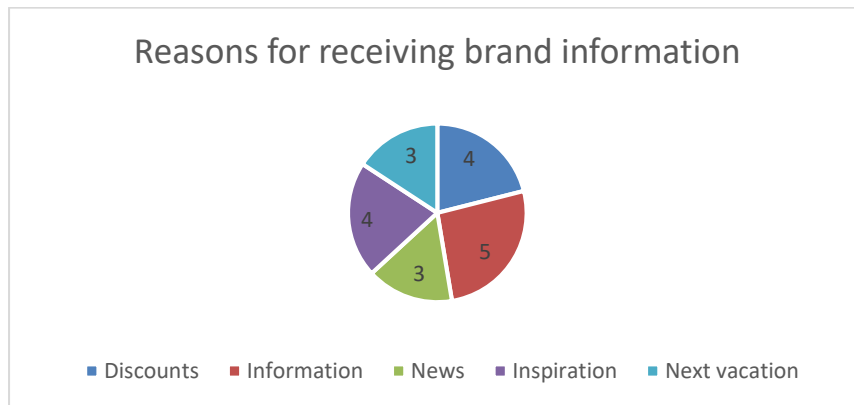

Figure 49: Pie chart representation of the reasons for wanting to receive information from the hotels.

When inquired, on question 21.3, on whether they prefer to see facilities or discounts, the first option scored 7/12 and the second 5/12 (as the pie chart on figure 50 shows). This may also have a relation to the fact that most of the respondents seek inspiration and know the hotel chains from their own experiences and, as so, they prefer to on-going see the installations over the prices.
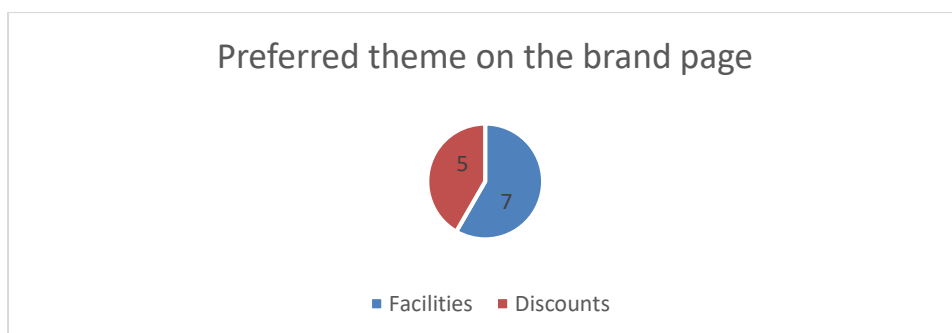

Figure 50: Pie chart representation of the theme preference on question 21.3.

Regarding the contest, 4/12 people wouldn't participate, and only 1/12 would participate in everything. The rest of the answers were very scattered, as each of the remaining 7 respondents wouldn't do the photo plus the app installation, or the creativity plus the app and so on. The important answer to stress on this question is the one from respondent 7 that stated he wouldn't tag friends nor share to his wall as he dislikes "to impose content to the network".

On question 23, and looking into figure 51, we can see that when asked to describe the brand in three words, the most common words were: "nice" 4/12, "professional" 2/12, "fancy" 2/12, and "cheerful" 2/12. Despite the words used being often related to a particular trait humanizing and even giving a human look to the brand, we also need to stress the negatives, such as "rich", "cocky" and "snob" which clearly push people away and don't allow for users to be related to the hotel in any other form than strictly "business" (or for a staying). As so, on the next question, 5/12 people don't find the three-word description to be an interesting person.
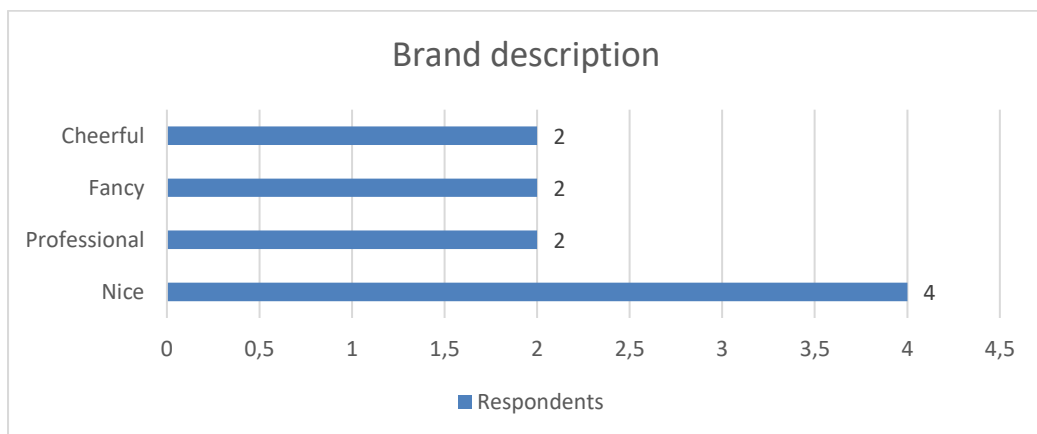

Figure 51: Bar chart representation of the words used to describe the brand, extracted from question 23.

On question 24 about what users dislike on the brand page and that hotels could improve, they mainly answered "the lack of value to the locations" 3/12, "the absence of real photos" 3/12 and "lack of the answer" 2/12. Moreover, users suggested posts about the staff, more user feedback and doing less advertising on the pages. Respondent 8 answered with a specific tale that other users also mentioned throughout their interview: "I dislike the excess of publicity and all the promotions that say "get to know more here".".
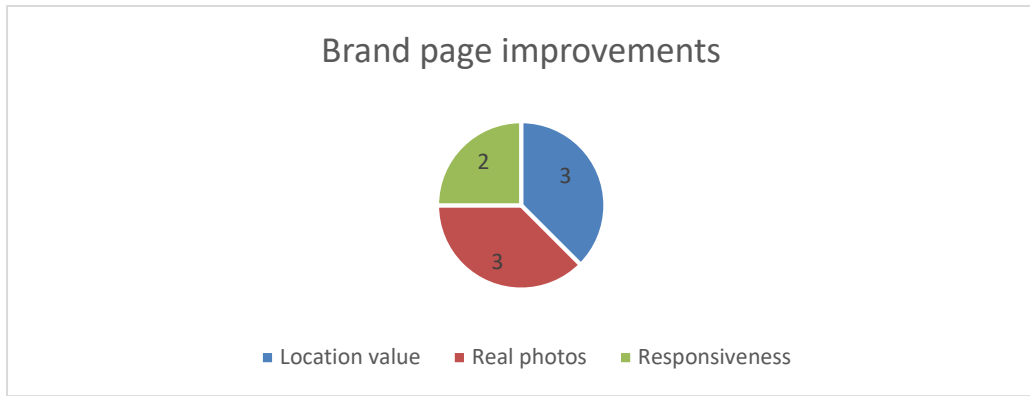
Figure 52: Pie chart representation of the brand page improvements suggested on question 24.

Analyzing user personality and keeping in mind the chart in figure 53, we conclude that the main traits are "familiarity" with 6/12 counts and "conservativeness" with 4/12. On their network of friends, there was a tie between all the options, meaning a very heterogeneous group of respondents. When facing a new environment, they're mainly extroverts (6/12), as they as they tend to get to know more people. On their profiles, they are conservative, with 9/12 answers stating they only add people they know. And lastly, to these respondents, Facebook is mostly about Familiarity (8/12) as they see it as a way to keep relationships with whom they know from the offline world.
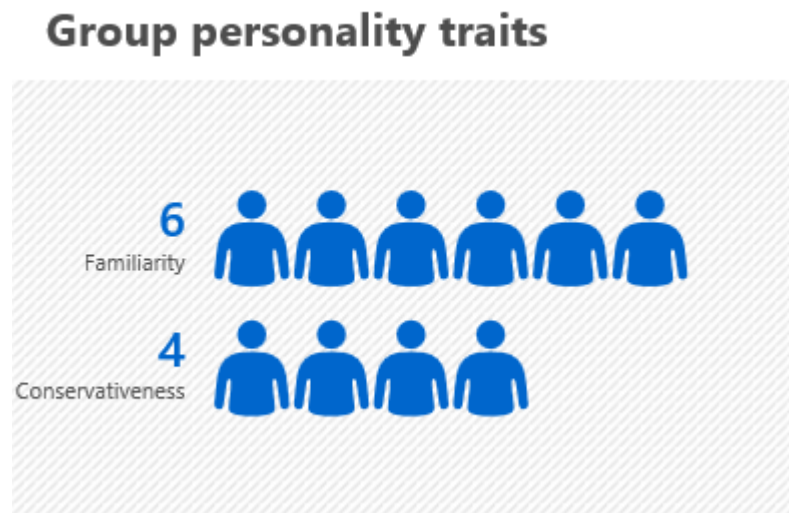

Figure 53: People chart representation of the group personality traits extracted from the questions 25, 26, 27 and 28.

Moving on to the last question about self-description, the respondents mostly said "friendly" 5/12, "skeptical" 2/12, "adventurous" 2/12, and "reliable" 2/12. When comparing the self-description to the brand, only 4/12 said they don't agree they match personalities with the brand – "I'm cordial because that's polite, I work a lot, but I don't live to work. And, as so, I don't see a close profile to Tivoli and me as I only use it as a hotel with good service and installations" (respondent 23). A positive answer of agreement to stress is the one from respondent 26: "I see that I share some of the values that I attributed to the brand and I believe that happens because we tend to feel comfortable with what we know and with what we identify".

By comparing the answers from this group of respondents with the original model, we can see that we have 5/12 showing brand humanisation, 5/12 showing perceived advantages as a motivation, 4/12 showing high levels of self-congruity, 6/12 showing profound privacy concerns, and 3/12 showing negative personality traits.
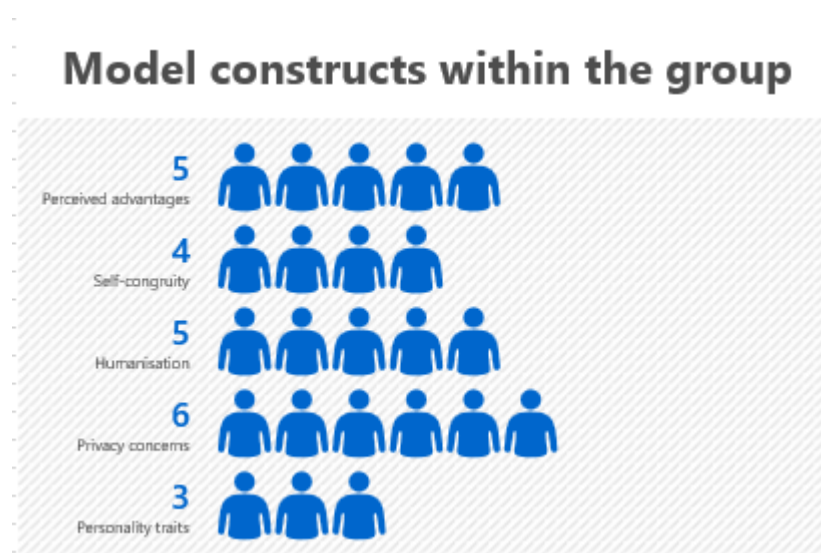
Figure 54: People chart representation of the brand constructs mostly demonstrated by the group.

An example of an answer displaying humanisation is the one from respondent 26: "It would be a person nice to be with (…) I think we'd get along". To showcase self-congruity the two quotes highlighted were: "I see that I share some of the values that I attributed to the brand and I believe that happens because we tend to feel comfortable with what we know and with what we identify" (respondent 26); or "it's an interesting

person with whom to discuss adventures, and I think we'd get along just fine"
(respondent 24).

To show perceived advantages the highlighted quote was: "they're always good options to follow especially when they often post deals and promotions" (respondent 24).

Displaying privacy concerns we have respondent 9 – "I avoid leaving traces or footprints about me, as I rarely share and I have everything private" – and respondent 10 – "Privacy is my number one concern at all times. I'm totally against sharing personal information.

From analysing these interviews, some other options aroused, such as suspiciousness, issues with advertising, lack of engaging content, and other's opinion. To illustrate suspiciousness, we have some expressions such as "I think that's a marketing play" or "They just want our data" (from respondents 22 and 23). And to showcase the excess of thinking and search for other's judgement we have this quote by respondent 7: "I wouldn't do anything as by liking and commenting I also say something about me, and I don't think that's the message I want to convey to others about me".

Chapter 6: Conclusion

9. Discussion

After the individual analysis, it is useful to remind the first model drafted (present on figure 55). As it is possible to see, the original model proposes two stages: a passive, an active, and three primary constructs that enable that passage. We'll now compare the results as a whole to that same model.
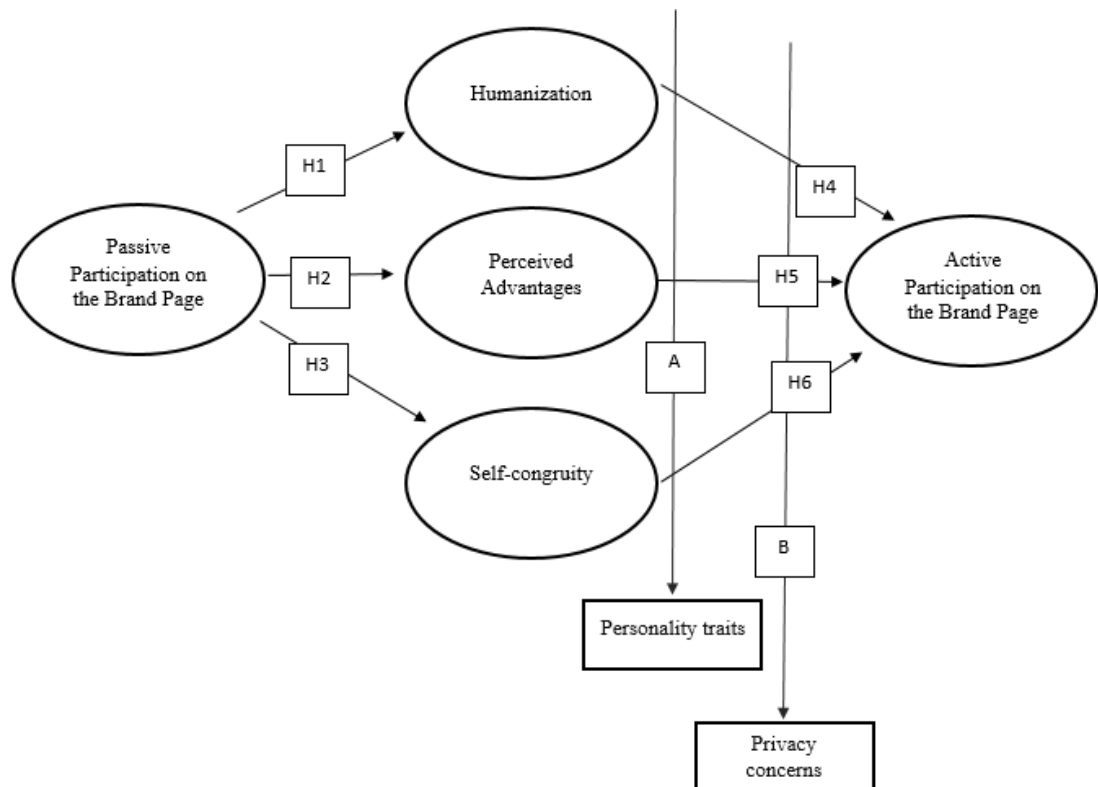

Figure 55: Visual representation of the proposed model to be proven.

From the results of the interviews, users showed that if they are on the brand page, they 'd more likely develop a view of humanisation towards the brand, as by reading the posts and seeing the photos they imagine features to that person, and they give it a personality. Of course, the more humanisation being perceived by the users (especially when a brand is active and replies a lot on social media), the more engagement and, as so, the more active the participation on the brand page. This is also shown by the fact that the highest counts oh humanisation are of the Active and Very Active groups.

As for Perceived Advantages, the same tendency follows, as the biggest counts are on the Very Active. This also proves that the more a user goes to a brand page, the more advantages he detects and, as so, feels more compelled to keep going and interact with the brand.

Looking into Self-Congruency, the highest levels were also on the Very active group, also translating the original model idea that the more time a user spends on the brand page, the more intimate he feels with the brand and, if he does spend all of that time it's because he feels a certain level of "personality" agreement with the brand, hence the self-congruency.

Looking into the moderators, Privacy Concerns scored highly on the Passive Group, showing that is an inhibitor of action, as people are extra cautious of what they do online and the outcomes of those actions. Personality Traits weren't as important, as the behaviour online isn't the same as the one offline, as the passive group is the one with the highest number of extroverts. This may mean that these respondents are cautious of their online activities but, with a different environment they may engage and give more of themselves.

From these results, and also with other themes blooming from the interviews, the research horizons have been opened and that not everything proposed on the original model was proven. As so, a revision must be done to the original design to exclude the personality traits and, to instead include intrinsic perceived advantages, related to engaging content and building up a community and sharing experiences and truthful stories, as most users stated that if the posts are merely informative or price related, they won't react to it as it was their evaluation of a good deal, so it made no sense expressing about it.

Also, on the constructs, a new one also came into the conversation many times, that being the outside judgement and evaluations. This means that before linking themselves to a brand or a theme, the users are very conscious of what that would say about them and, if their peers would approve. On the literature review, this is often referred to as "social pressure" from peers and online communities (Muntinga et al. 2011).

Bearing this in mind, on figure 56 we can see the redesigned model to include these new conclusions and research questions for a further study.
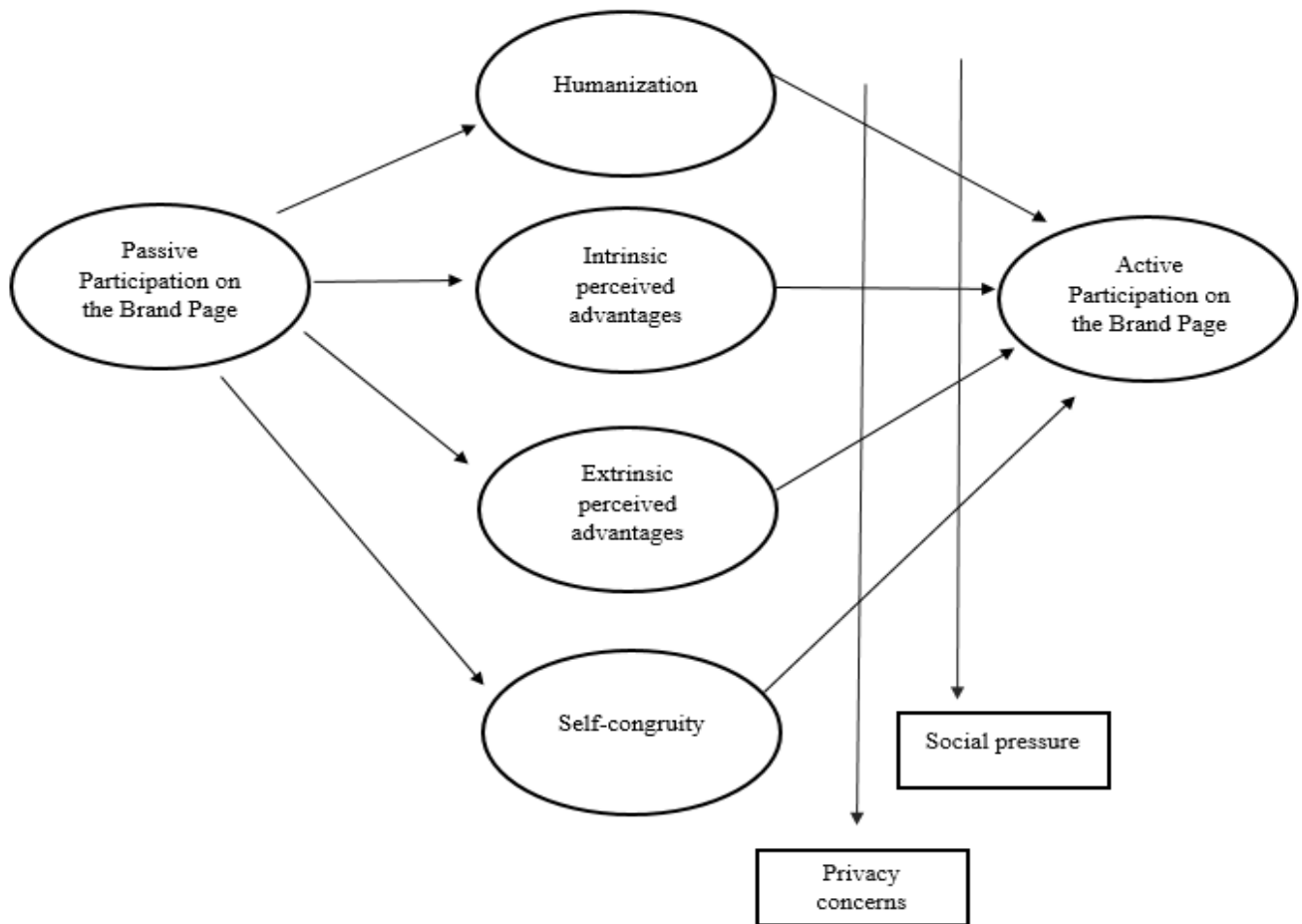

Figure 56: Visual representation of the new research model to be proven.

The extrinsic perceived advantages are those that were firstly considered on the first model, such as information, discounts, etc, based on the original proposition by Kim & Drumwright (2016). The intrinsic perceived advantages are those related to personality, belonginess, inspiration (Kang et al. 2014).

On both of these two mediators, the hypothesis of relation would work something like the original proposition for perceived advantages:

H0 Intrinsic: The more frequently users consume brand-related content at a passive level on the brand page, the higher their perception of intrinsic advantages.

H1 Intrinsic: There is a positive relationship between the perception of intrinsic advantages and users' active participation on the brand page.

H0 Extrinsic: The more frequently users consume brand-related content at a passive level on the brand page, the higher their perception of extrinsic advantages.

H1 Extrinsic: There is a positive relationship between the perception of extrinsic advantages and users' active participation on the brand page.

When considering the new moderator "social pressure", its effect will also affect the positive passage from all the mediators to an active participation. This moderator retracts the passage to becoming active users on the brand page, as if users have a high awareness of other's judgement and pressure, they will think twice before reacting online.

As so, the impact related to the effect of social pressure could be translated into the following hypothesis:

H Humanization: The positive effect between brand humanisation and the passage to an active participation on the brand page will be diminished when in the presence of high levels of social pressure.

H Intrinsic: The positive effect between perceived advantages and the passage to an active participation on the brand page will be diminished when in the presence of high levels of social pressure.

H Extrinsic: The positive effect between perceived advantages and the passage to an active participation on the brand page will be diminished when in the presence of high levels of social pressure.

H Self-congruity: The positive effect between self-congruity and the passage to an active participation on the brand page will be diminished when in the presence of high levels of social pressure.

10. Practical Implications

After the interviews and the analysis concluded, there's some knowledge to be reflected upon for managing social media brand pages.

The first and most simple aspect is that almost every user uses Facebook and goes on their Social Media every day on their phone. This means of course that the brands should try to be where the people are and, moreover, post frequently and adapted to the device users have available. This means that long texts and posts with URLs and that exit to other pages are mostly looked upon. Users want simplicity and everything in one place, like in their Social Media choices.

More and more people use Facebook to talk to brands, solve issues, and even browse before going to shops so, if brands (especially product related or those involving an expensive purchase like, for instance, travelling or technology) aren't online, and with content up to date, they either don't exist or aren't reliable. Moreover, users also stated they want brands to answer so, having a Facebook Brand Page means surveillance and constant attention; otherwise, it portrays a bad brand image.

Specifically linked to hotel brand pages, users frequently stated how hotels should think outside their room areas, as the hotel is located in a field with history and things to do and see and that also values the hotel itself so, it shouldn't be forgotten on the brand posts. Things such as travel guides, curiosity, and visitors testimonials all enrich the brand page and keep up the user's interest and even will to also contribute.

Also important is the user generated content, such as comments, reviews and even picture uploads. The participants in this study overall stated that the more real the content, the better. Thus pages should encourage users to participate and give inputs (but of course should be attentive and react to them) and even create a particular area within the brand page for users to contribute, such as a feedback area.

Since the majority of the brand followers on Facebook had already been to the hotels they follow, Brand Pages are less effective in captivating new customers. That may happen as the majority of the pages are excessively informative, and nothing pops out or "calls to action". Bearing this in mind, to attract new customers it's important to display the prices and promotions in a detailed and cautious way but also to invest in lifestyle

posts and those that show more about the hotel and its soul (e.g. the staff, mourning routines, gastronomy articles, etc.).

Overall the recommendation for five-star hotel pages is to be responsive and to invest in lifestyle and personal content. The more intimate and realistic the content and the photos, the more engaging and unique it is for the users. If users feel like it's just standard information, they won't support it. But, in case of an exclusive detail or invitation, they'll be more active on the brand page and, in the future, get into business with the hotel.

Furthermore, by understanding audiences and reacting to impact on their motivations, these hotel brand pages will create positive eWOM about themselves and encourage their clients to participate more on the brand page, while also gathering the interest of the potential customers to be.

11. Limitations and directions for future research

Qualitative analysis of the interviews that were done is a great way to explore the topic and to let people talk freely and unveil details that were not even considered in the first draft. Taking into consideration that there was there weren't many literature reviews on this topic, the first option would have to be exploratory to remain open to possibilities. Moreover, since this was studying some psychological themes such as motivations and traits, an interview would allow for more truthful and natural answers.

Nevertheless, this study entails some limitations, such as the fact that it was done only in Portugal with Portuguese respondents and the followers from those hotel chains are more and more frequently from abroad as well (due to the internationalization of the brands and because of the growth in own bookings instead of via travel agencies).

However, considering a future research or further analysis on this topic, it is clear that the model should be changed up a little and possibly engage on some group dynamics, as Social Media are also about networking and engaging with one another.

On a future model, the study should consider the effects and concerns with social pressure and evaluation and show more posts and situations for evaluation to understand

what respondents think deeply. Another interesting suggestion could be comparing posts from other hotel categories (e.g. three stars versus five to see the main differences and if the distinction is real).

An additional suggestion to research upon could be studying the relation between active users on the brand page and being customers. From these respondents results it is possible to see that those who follow the page mainly had already been clients (22 respondents from the 36 total) and led also show that the more active they are, the more likely to also be clients offline, but then again, that's also a small analysis from one single question on the whole interview.

As this study was merely exploratory, to further on the conclusions the number of respondents should also be increased to draw better-assured conclusions.

Later on, it would be no doubt necessary to do a quantitative analysis with closed questions to evaluate the correlation between each construct and obtain a deeper and more solid knowledge about these motivators.

One final thought about study limitations would be that Social Media is always evolving and they invade people's lives in a very distinctive way than every other mean of communication. As so, there's no static formula for this or any industry that will prevail for years to come, as sometimes being ahead and surprising gives the boost and engagement needed rather than investing in one form of content or page management that the social media managers feel confident with.

In sum, it is clear that given the present study giving a never before taken approach to the study of motivations of active users on social media, further developments and literature should be done to cement these results and to be able to draw absolute conclusions suitable for the industry.

12. Conclusion

Social media impacts users lives more than ever. Nowadays platforms such as Facebook aren't only networks of friends but rather a place of sharing and interaction between brands and consumers (De Vries et al. 2012).

Brands have entered these platforms, but they're still struggling to make the best out of them, particularly in the tourism sector, that experienced growth over the past few years (Leung et al. 2013). Despite this growth, users still don't interact with the brand page as often as desired.

To understand the motivators for an active participation on the brand page, I've conducted semi-guided interviews in Lisbon. After the results, it is possible to conclude that the initial mediators "brand humanisation", "perceived advantages" and "self-congruity" proposed in the original model were all referred throughout each group's answers. As so, this proves the positive relation to motivate for active participation.

From the original model, only personality traits didn't show to have much relevance in influencing the passage and, for a future study, this moderator should be disregarded.

Furthermore, the users that didn't become more involved showed profound privacy concerns, as well as high levels of awareness of their peer's judgement about the brands they consume and advocate for in social media. This shows that for a deeper understanding of the motivations for active participation, also social pressure should be studied in more detail.

It is important to understand these motivations that drive the passage from passive to active participation so that five-star hotel brands can learn about the type of language and contents that their audiences search for and value. If they learn and apply this knowledge, it is expected that they grow their online engagement and positive word-of-mouth to keep engaging users and attract new ones.

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Appendix

Appendix 1: English interview script

Participant number:

Gender:

Age:

Occupation:

Education:

This interview will be conducted for a thesis development purpose. I'm writing a marketing dissertation on what drives users to go from passive to active on a five star hotel brand page. The aim of the interview is to explore a model with three main constructs that would enhance that passage and to understand if the two pre-determined moderators have any impact in stopping that passage.

First, we need to access Social Media Usage. Then, we'll classify your Facebook User Profile (to determine if you are passive or active type). Furthermore we will extend the interview to five star hotel brand pages for the specific purpose of this research and, in the end we'll access some user behavior patterns.

The interview will be audio recorded so that it helps with the results transcription for study purposes. The answers will not be used separately and each person will be assigned with numbers to maintain their anonymity.

As a way to thank all the participants and, if it is their will to participate, we're making a random contest to offer a Luxury Spa experience for two people with a water circuit, massage and tea ritual in Pestana Hotels. In order to participate, the interviewees only need to state interest and leave a contact for notification at the time of the raffle. This should be done using random.org to maintain the activity unbiased.

First of all we're going to start with some Social Media usage related questions:

1. How often do you go on Social Media per week?

2. What are your thoughts on Social Media?

3. Where do you often go online? (Computer, Tablet, Phone).

   3.1. Explain us why.

4. Tell us which are your top Social Media choices? (e.g. Facebook, Whatsapp, Snapchat, Instagram, Twitter) and why so?

5. If you could describe Facebook with three words, which would they be?

6. Complete the following sentences:

a) I like Facebook because_____.

b) To me the main problem about Facebook is_____.

The following questions aim to define a Facebook user profile. As so, all the questions will be regarding activities on Facebook, both on the own profile and other pages and profiles.

7.Tell us a little more about your Facebook usage. What do you generally do when you log in?

a) browsing and scrolling without any actions;

b) liking;

c) commenting;

d) posting;

e) sharing.

8. About each Facebook action, tell us how you describe each one: (make a description and use adjectives e.g. enjoyable, good, entertaining…etc).

a) liking;

b) commenting;

c) posting;

d) sharing.

9. From the activities stated before, is there any in which you don't engage? Explain why so.

10. Do you think that makes sense talking about privacy on Facebook? Should it be a bigger concern?

   10.1. Regarding your own personal experience, do you have any worries about privacy when you're on Facebook and you're contributing to the community?

11. Do you follow any brands on Facebook?

      11.1. Which are your top picks? Why?

12. Why did you start following/liking brands on Facebook?

13. Exploring a little more about your brand relation, do you advocate for any of the brands you follow? Which one? Explain why yes/no.

14. What are your thoughts on brands being on Facebook?

15. Tell us about a situation where you used a brand's Facebook to solve any problem you've had.

16. Do you remember seeing a post you've disliked? How was it? Did you take any actions?

17. Let us know about a situation where you'd share the information you saw online in a conversation or message but wouldn't comment directly on the brand's page nor share it to your mural.

Specifically within your experience on Facebook we intend to study behavior on brand pages related to five star hotels, so the next few questions will cover those topics:

18. Do you follow any five star hotel brand on Facebook? Which?

      18.1.Why do you follow them?

      18.2.Do you enjoy their content?

      18.3.Do you remember any specific content from them in the past three weeks? Which one?

      18.4.Describe the brand you follow in three words.

      18.5. If you could change anything the brand you follow on Facebook, what would it be?

      18.6 Have you ever been to one of those hotels?

      18.7. Do you feel closer to the brand because you follow it on Facebook?

19. From the following brands, which ones do you know? Pousadas de Portugal, Pestana Hotels & Resorts; Hotéis Vila Galé; or Montebelo Hotels & Resorts.

      19.1. Have you ever seen any of these Facebook pages? Which?

      19.2. If you had to classify_____ in relation to_____ (comparing two brands, ideally the one the interviewee follows and another top brand on Socialbakers). Do you think it is better? Worse? How would you describe this relation? Justify.

20.Which post appeals most to you if you're scrolling on your Facebook news feed?

Fotos da cronologia

Hotéis Vila Galé
Gosta desta Página · 25/5 · 🌐

Sabe o que fazem muitos clientes aqui do Vila Galé Cumbuco antes do café da manhã? Uma curta caminhada de 100m para verem o nascer do sol na praia em frente ao hotel. Não há mesmo melhor maneira de começar o dia — em 📍 Vila Galé Cumbuco - All Inclusive Resort.

👍 Gosto 💬 Comentar ➤ Partilhar

😊😮 215   Comentários Principais ▾

21 partilhas   12 comentários

Rubi Isa Estou mais uma vez indo em Junho
Gosto · Responder · 2 · 25/5 às 12:33

Hotéis Vila Galé Rubi Isa teremos todo o gosto em recebê-la!
Gosto · Responder · 25/5 às 15:51

António Figueiredo É muito cedo, pelas 5 da manhã o pessoal ainda está recuperando da noite anterior 🙂
Gosto · Responder · 1 · 25/5 às 11:18

Carla Roma Dos melhores hotéis que eu já estive ❤️

Escreve um comentário...

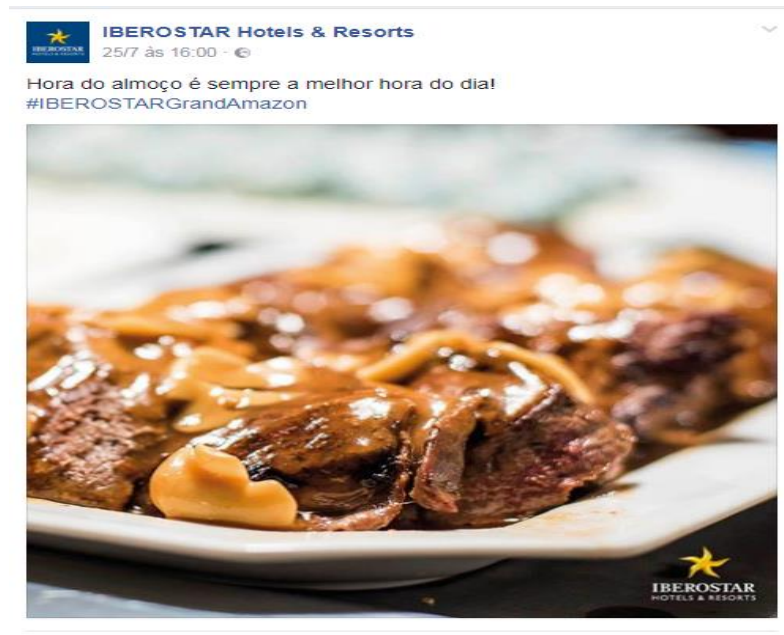👍 Gosto 💬 Comentar ➤ Partilhar   Opções   Enviar no Messenger

MGM Muthu Hotels
24/7 às 21:00 · 🌐

Take a flight and land in Albufeira, we await with open arms (and rum) to welcome you!

GO WHERE THE WIFI IS WEAK and the rum is STRONG

JETTYHOME.COM

👍 Gosto 💬 Comentar ➤ Partilhar

98

IBEROSTAR Hotels & Resorts
25/7 às 16:00 ·

Hora do almoço é sempre a melhor hora do dia!
#IBEROSTARGrandAmazon

20.1. Why is it appealing?

20.2. Would you comment/like/share? (justify)

21. Do you find appealing to follow five star hotels on Facebook?

21.1 Do you like to receive the information first hand?

21.2 Have you ever booked a hotel after seeing a brand page?

21.3 What do you prefer? Seeing the hotel facilities or receiving discounts and deals?

22. If the brand you follow had an online contest to offer a stay at their hotels for two people with all-inclusive, would you participate?

22.1. Would you like the post and tag friends?

22.2. Share it to your profile?

22.3. If the contest asked for creativity (e.g. giving a creative reason or making a sentence), would you participate?

22.4. If the contest asked for a video/photo contribution, would you still do it?

22.5. If you had to access/ install an app, would it be demotivating for your participation?

23. If the brand you follow were a person, how would you describe it using three words?

23.1 Would those traits appeal to you in a person? Explain it.

24. Is there anything that you don't like about five-star hotels on Facebook? Elaborate...

Now we're going to talk about some things to define user personality and habits:

25. Within my network, I'm the one who:

     a. always knows everything last;

     b. is always on board to try something new;

     c. is reluctant to try something new.

26. When I'm within a new environment:

     a. I mingle and chat to get to know people;

     b. find one person and stay with them;

     c. only talk when talked to.

27. On my profile on Facebook:

     a. I add everyone I find interesting/wants to add me;

     b. only add people I have talked to/know;

     c. add acquaintances and people within the same environment, even if I have never spoken to them.

28. I find Facebook to be:

     a. a good way to stay in touch;

     b. an entertainment;

     c. a way to get to know people;

29. Describe yourself using three words.

     29.1. Early on you've described the brand as ____ , _____ , _____ . Do you realise that agrees/disagrees with your three-word description? Comment on that.

                 That's all. Thank you very much for your time.

Appendix 2: Portuguese interview script

Número de participante:

Género:

Idade:

Ocupação:

Habilitações literárias:

Esta entrevista será conduzida no âmbito da minha tese de Mestrado de Marketing no ISCTE IBS. Estou a escrever a minha tese referente à presença de marcas no Facebook, mais especificamente introduzida na temática do Turismo e sobre o que leva os fãs de uma página a passarem de passivos a ativos na página de um hotel de cinco estrelas.

O objetivo desta entrevista é explorar um modelo com três constructos que ajudarão a esta passagem, bem como perceber se os dois moderadores pré-determinados têm impacto na mesma transição.

Primeiramente vamos falar de utilização de Redes Sociais. Depois, iremos delinear um Perfil de Usuário (passivo ou ativo). Determinado o perfil, falaremos especificamente das páginas de hotéis cinco estrelas e de ações que lhes são referentes.

A entrevista será gravada na forma de áudio para que não exista perda de informação na altura da transcrição e tratamento de dados. As respostas não serão associadas a nenhum nome, uma vez que cada participante terá um número associado para manter o anonimato.

Como forma de agradecimento a todos os participantes, e caso seja sua vontade, poderá entrar no sorteio de uma experiência de Spa de Luxo a dois com circuito de águas, massagem e ritual de chá nos Hotéis Pestana. Para participar basta confirmar o interesse e no fim da entrevista deixar uma forma de contato para que seja notificado na altura do sorteio. O sorteio será feito com ajuda do random.org para manter a imparcialidade.

Comecemos então com as perguntas relacionadas com a utilização das Redes Sociais:

1. Com que frequência é que acede às suas redes sociais por semana?

2. O que pensa acerca das Redes Sociais?

3. Onde é que geralmente acede às suas Redes? (Computador, Tablet, Smartphone).

    3.1. Explique-nos o porquê da sua escolha.

4. Quais são as Redes Sociais em que está presente? Porquê essas redes?

5. Se pudesse descrever o Facebook em três palavras, quais seriam e porquê?

6. Complete as seguintes afirmações:

a) Eu gosto do Facebook porque_____.

b) A meu ver o maior problema do Facebook é_____.

As próximas questões servem para delimitar um perfil de usuário no Facebook. Assim, todas as questões serão direcionadas para as ações e atividades quer no seu perfil, quer noutras páginas ou perfis.

7. Conte-nos um pouco mais sobre a sua utilização do Facebook. O que costuma fazer quando faz log in?

a) procurar e fazer scroll sem rumo determinado/ ver novidades;

b) pôr like;

c) comentar;

d) publicar;

e) partilhar.

8. Sobre cada uma das ações que o Facebook permite, como descreveria cada uma? (por ex. dar um significado e classificar com adjetivos cada uma).

a) pôr like;

b) comentar;

c) publicar;

d) partilhar.

9. Das atividades faladas anteriormente, existe alguma em que nunca participe? Explique porquê.

10. Acha que faz sentido falar de privacidade no Facebook? Deveria ser uma preocupação maior? Porquê?

    10.1 Falando da sua experiência pessoal, tem alguma preocupação com a privacidade quando está no Facebook e partilha e contribui para a comunidade?

11. Segue algumas marcas no Facebook?

      11.1. Quais são as suas preferidas? Explique-nos um pouco.

12. Porque é que começou a seguir marcas no Facebook?

13. Falando um pouco mais da sua relação com essas marcas, é defensor ou costuma acompanhar a evolução de alguma marca? De qual? Explique a razão para o fazer.

14. O que pensa sobre as marcas no Facebook?

15. Conte-nos uma situação em que tenha recorrido ao Facebook de uma marca para resolver alguma questão que tenha tido.

16. Lembra-se de alguma vez ter visto um post que não gostou? Como era? Tomou alguma ação em relação ao mesmo?

17. Conte-nos uma situação em que numa conversa (chat ou presencial) faria referência a informação que viu online mas não comentaria diretamente na página da marca ou no seu mural (ex. Promoções, Passatempos, Ideologias…).

Especificamente sobre a sua experiência no Facebook, pretende-se estudar o comportamento nas páginas de hotéis cinco estrelas. Deste modo, as próximas questões serão referentes a este tópico.

18. Segue alguma marca de hotéis cinco estrelas no Facebook? Qual?

      18.1. Porque é que as segue?

      18.2. Gosta do conteúdo publicado?

      18.3. Lembra-se se algum post específico nas últimas três semanas? Qual?

      18.4. Descreva a marca em três palavras.

      18.5. Se pudesse mudar/acrescentar algo ao Facebook dessa marca, o que seria? Porquê?

      18.6. É seguidor da marca no Facebook. E relativamente aos hotéis, alguma vez esteve em algum?

      18.7. Sente-se mais próximo da marca por a seguir no Facebook?

19.Das seguintes marcas, quais são as que conhece? Pousadas de Portugal, Pestana Hotels & Resorts; Hotéis Vila Galé; ou Montebelo Hotels & Resorts.

      19.1. Se tivesse que comparar_____em relação a _____(duas marcas que o entrevistado conhece), o que diria? Acha a marca melhor? Pior? Justifique.

20. Dos seguintes posts, qual é o que mais lhe apela quando faz scroll no seu feed?

IBEROSTAR Hotels & Resorts
25/7 às 16:00 · ☺

Hora do almoço é sempre a melhor hora do dia!
#IBEROSTARGrandAmazon

20.1. Porque é que considera apelativo?

20.2 Faria like? Comentava? Partilhava? Justifique.

21. Acha apelativo seguir hotéis cinco estrelas no Facebook? Justifique.

21.1 Gosta de receber a informação destas marcas em primeira-mão?

21.2 Alguma vez marcou um hotel após ver a página de Facebook?

21.3 O que prefere: ver um post com as instalações e serviços do hotel ou receber descontos e oportunidades?

22. Caso a marca que segue fizesse um passatempo com a oferta de uma estadia dupla com tudo incluído, participava?

22.1. Para participar, faria like no post e identificava amigos?

22.2. Para participar, partilhava no seu perfil?

22.3. Se o passatempo envolvesse criatividade (ex. dar um motivo/fazer uma frase), participava?

22.4. Se a participação tivesse que ser em vídeo/foto, continuava a participar?

22.5. Caso tivesse que aceder/instalar uma app, seria desmotivador para a sua participação?

23. Se a marca que segue fosse uma pessoa, como a descreveria em três palavras?

23.1 Se a marca fosse uma pessoa com as características que disse anteriormente, seria uma pessoa interessante? Elabore.

24. Há alguma coisa que lhe desagrade nas páginas de hotéis cinco estrelas no Facebook? Porquê?

As perguntas seguintes vão incidir sobre aspetos da sua personalidade e imagem pessoal para perceber um pouco mais acerca do seu perfil:

25. Na minha rede de amigos e contatos:

a) sou sempre o último a saber e a aderir às coisas;

b) sou sempre o primeiro a estar pronto a experimentar algo novo;

c) fico sempre apreensivo com novidades.

26.Quando estou perante um ambiente novo:

a) dou uma volta e procuro conversar e conhecer pessoas;

b) encontro uma pessoa e fico com ela;

c) só falo quando me falam/procuram.

27. No meu perfil do Facebook:

a) adiciono toda a gente que acho interessante ou que me queira adicionar;

b) só adiciono pessoas que conheço;

c) adiciono pessoas que estejam nos mesmos ambientes que eu mesmo que nunca tenha contactado com elas (ex. escola, trabalho.).

28. Para mim o Facebook é:

a) uma forma de manter contatos;

b) um entretenimento/forma de passar o tempo;

c) uma forma de conhecer novas pessoas;

29. Descreva-se utilizando três palavras.

     29.1. Anteriormente descreveu a marca como uma pessoa _____, _____, _____. Tem consciência que isso concorda/discorda com a sua descrição pessoal? Comente.

                      É tudo. Muito obrigada pelo tempo despendido.