SELF-MONITORING, PRODUCT TYPE, FRIENDS AND BRAND-RELATED ACTIVITIES ON FACEBOOK

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Master Thesis Communication Studies

UNIVERSITY OF TWENTE.

Self-Monitoring and brand-related activities on Facebook

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Abstract

Giving a like on a brand-related Facebook page happens each day thousand times. You come across a brand-related Facebook page and click the like button most of the time without thinking about it more than a few seconds. Maybe it's a brand you already know, and which you like. Maybe then you see some interesting new video of the brand on the page and view it (consuming), and share it with your friends (contributing). Maybe some of your friends think it would be cool to make an own video for the brand and you decide to take part in that video (creating). These are all familiar brand-related online activities in which each and every one of us had already taken part in at some time. The study at hand aims to answer the question how our self-monitoring, the product type of the advertised product on brand-related Facebook pages and the number of given friend likes can actually influence our online brand-related actions. The study was carried out with a questionnaire spread via Facebook. In total 251 respondents took part in the study. Results show that the more hedonic the advertised product was and the more friends already liked the brand-related Facebook page, the more willing are people to spend time and effort on the brand by consuming, contributing and creating brand-related content. Self-monitoring had only an effect on the consuming and contributing dimension of brand-related actions. This study gives a better understanding of the reasons why people decide to take part in brand-related actions via Facebook (consuming, contributing and creating). To get more brand-related actions of consumers on Facebook, companies should aim to attract as many people as possible, so that their friends also decide to spend time on their brand-related Facebook page.

Keywords: self-monitoring, Facebook, brands, hedonic, utilitarian, friends, consumer behavior

Acknowledgements

At the beginning of this study, the actual aim of my study was just a vague idea in my head. I had some kind of idea, but to put it into context and to work it out so that others understand what I was to aim for was not that easy. I thank especially Prof. Dr. Ad Pruyn and Dr. Alexander van Deursen to help me working through all the problems I faced not only in the beginning but also in the course of this study.

I would also like to thank my mum for her support.

In the end I'd like to thank Anna Schmalöer, Jenneke Kollenaar and Matthew Brown for all the spelling and grammar checks. I know it can be irritating to read some things over and over again. Thank you for your time and effort.

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1.   Introduction

The internet is gaining more and more influence on our everyday life. It is not only a channel to search information, but also a channel to meet friends, watch films and get to know people with same interests, and above all to present your self-image to a wide range of different people.

You may tweet, post status updates on Facebook, like pictures on Instagram and log in at your favorite café with Foursquare. The internet is not a second life anymore but more of a good friend whom you carry around in your smartphone.

757 million people are active on Facebook every day, giving 4,5 billion likes per day (May 2013) and generating 510 comments, 293 000 status updates and 136 000 photos every minute (zephoria, 2014). Facebook is thus the largest social networking site worldwide (Facebook Statistics, 2014).

Social networking sites (SNS) are more and more important for a lot of different areas of our lives. In the last years a lot of research is done according to SNS and especially according to Facebook. Research shows that different people use different SNS for different reasons (e.g. Ong, Ang, Ho, Lim, Go, Lee & Chua, 2010; Hollenbeck & Kaikati, 2011; Chen & Marcus, 2012; McAndrew & Jeong, 2012; Nadkarni & Hofmann, 2012; Pöryr, Parvinen & Malmivaara, 2013; Rauschnabel, Mau & Ivens, 2013).

Generally speaking people most active on Facebook are young female singles (McAndrew & Jeong, 2012). They use Facebook to stay in contact with their family and friends (Chen & Marcus, 2012; McAndrew & Jeong, 2012) and to fulfill their needs to belong to a certain group and their need for self-presentation (Nadkarni & Hofman, 2012; Seidman, 2013). Most Facebook users would score especially high on narcissism, extraversion, openness and self-esteem (Ong et al., 2010; Quercia Lambiotte, Stillwell, Kosinski & Crowcroft, 2012; Ljepava, Orr, Locke & Ross, 2013; Tazghini & Siedlecki, 2013).

Social media is not only "social" meaning being able to interact with friends and relatives. Social media, SNS, are also a tool for marketers and advertisers to get into contact with their target group in an easy and direct way. They are listening, and observing what their customers do. They are eager to get "likes", attention, and time and above all of course money.

Marketing via SNS is a kind of improvisation theatre. The communication and interaction with the audience (consumer) is more important than the real outcome (Singh & Sonnenburg, 2012). Research shows that people are interested in communicating and interacting with a company on SNS, using Facebook pages of companies as they are using the actual websites of the companies (de Vries Gensler & Leeflang, 2012; Pöyry et al., 2013; Wee Eng Kim, Periyayya & Wee Mui Eik, 2013). The more people interact with a company on SNS the more people want to join the interaction resulting in more and more "likes",a higher brand loyalty/trust and a higher willingness to participate with the brand which means in total a higher value wedge of the company itself (Parent, Plangger & Ball, 2011; de Vries et al., 2012; Laroche, Habibi & Richard, 2012; Rishika, Kumar, Janakiraman & Bezwada, 2013; Wee Eng Kim et al., 2013).

People are active on brand related Facebook pages for different reasons. They are trying to show their friends their actual and ideal self-image (Hollenbeck & Kaikati, 2011), they want to get information about the brand and company (Pöyry et al., 2013; Wee Eng Kim et al., 2013), and they want to express their opinions about the purchased products of a company (Wee Eng Kim et al., 2013). Moreover they want to be heard by the company itself and other consumers (Wee Eng Kim et al., 2013). Through SNS companies get the possibility to create personalized customer experiences with the company, the communication between customers and company can be positively affected and the customer service can be enhanced (Laroche et al., 2012; Wee Eng Kim et al., 2013).

The use of SNS is thus incredibly important for companies today. As mentioned earlier, different people are using Facebook. Although there is a lot known about the characteristics of the most active people on Facebook, not all characteristics are researched in depth yet. Furthermore there are different characteristics which may influence each other and which could influence the behavior people show on Facebook, especially according to companies and brand-related Facebook pages.

On Facebook people express themselves in different ways, by answering particular friend requests, posting pictures and status updates and of course liking brands they want to be associated with (Hollenbeck & Kaikati, 2011). Nearly every act on Facebook is visible, at least for the people on the friend list of a special user, e.g. students only optionally use the given privacy settings of SNS (Chen & Marcus, 2012). Thus Facebook is a kind of pure self-expression online.

One personal trait of people strongly connected with expressive behavior is self-monitoring. People differ in the way they control their behavior (Snyder, 1974; Becherer & Richard, 1978; Gangestad & Snyder, 1985, 2000; Snyder & Gangestad, 1986). High self-monitors are more likely to adapt their behavior to their social environment, whereas the behavior of low self-monitors are more driven by their inner emotions and beliefs (Snyder, 1974). This influences their behavior on Facebook (Hall & Pennington, 2013) and how they are reacting to brands (Browne & Kaldenberg, 1997; Graeff, 1996). The interaction of self-monitoring, brands and friends on Facebook is still not researched yet.

The research at hand aims to focus on the effect of self-monitoring on the activity of people on brand-related Facebook pages. In this research different factors (self-monitoring, brand and friends) are researched. The participants are faced with either a hedonic brand page (softdrink) or a more utilitarian brand page (water) and with different numbers of friend "likes". Depending on their self-monitoring score they will react differently on these pages which will be measured through their recorded likelihood of showing a certain activity on the brand page (e.g. liking videos of the brand).

Practical relevance

The importance of SNS and marketing on SNS is clear. It is also clear, that being present as a company on SNS is not enough. People are using SNS for a wide range of activities. They always have their smartphone nearby and regularly check Facebook or Twitter updates and other social media platforms. It is thus not enough to just post some status updates now and then. It is not enough to have a little conversation with some consumers online. It is not enough to do a little competition on Facebook giving away some merchandise or even bigger prices like cars or whatever.

A lot is already known about how and why people are active on brand related pages on Facebook. A lot is known about the characteristics of the most active users on Facebook. Nonetheless it is important for marketers to know how different self-monitors react to different products when different numbers of friends already liked the product. Self-monitoring influences the expressive behavior of people, of consumers. These consumers are active on Facebook. These consumers may purchase and talk about certain products on brand-related Facebook pages. They talk to friends who are also on these brand-related Facebook pages. They influence friends and above all are influenced through the "likes" of friends. So it should be important for marketers to know how certain people would react to certain products and how their friends would influence them.

This research can give further insight in the way people react to brand-related content and the reason why they react in a certain way. This can help marketers to attract new consumers in a more suited way.

Academic relevance

Researchers are interested in people. They want to know how and why they act the way they do. With the rise of the internet and the relatively new development of SNS people can show a lot of new ways of communication and interaction with each other. It is somewhat of a new world which gains more and more importance in our lives.

Researchers have studied the personalities and behavior of people on the internet. They have studied their brand-related online behavior. They have already researched how particular personality traits like extraversion influence this behavior. However there are still open questions. There are more than just the Big 5 personality traits. There is a totally new environment online in which people are presenting themselves and interacting with each other. On Facebook there is always a broad audience for everything you are doing. Facebook calls them "friends", even if they are not your friends at all. Your behavior, all what you do, is visible for them. Anytime. Anywhere. How you score on self-monitoring influences your behavior online at Facebook. Nonetheless there is little known about the interaction of friends and self-monitoring on Facebook. And moreover there is not yet a link found between friends, brands and self-monitoring on Facebook. The research at hand can give a better insight in the concept of self-monitoring and how this can influence the behavior of people online. Furthermore it can show if and how people are influenced in their decision making and behavior by their self-monitoring and other clues which are present online.

2. Theoretical Background

2.1 Activity on brand-related Facebook pages

It is incredibly useful for companies to establish a community on SNS. Interacting with consumers on Facebook can enhance the relationship between the company and its customers (de Vries et al., 2012; Laroche et al., 2012). Social media give the company the opportunity to directly communicate with their customers but it also gives the customers the opportunity to communicate with each other, which in turn can have positive effects on brand trust and loyalty (Laroche et al., 2012). Customers online on Facebook and other SNS are able to give the company much more than just money (Parent et. al, 2011). They are attracting other possible customers (Rishika et al., 2013) and can improve the customer service (Wee Eng Kim et al., 2013).

People on Facebook are using brands to express their actual and their ideal self-image (Hollenbeck & Kaikati, 2011). Moreover they use brand-related Facebook pages as they use the websites of the company (Pöyry et al., 2013). Still they use brand-related Facebook pages for different reasons. Utilitarian users want to get information. They visit the brand-related Facebook pages when they plan purchases and mostly they browse through the page without actively taking part in any activities offered at the site (Pöyry et al., 2013). Furthermore they are using social media to communicate their own opinions about and experiences with products, brands and companies and to get into contact with others similar to them (Wee Eng Kim et al., 2013).

Thus people are using brand-related Facebook pages first and foremost to inform themselves and to express themselves in a certain way. These motives of using brand-related Facebook pages can lead to different activities on Facebook.

Muntinga, Moorman and Smit (2011) have developed a concept which displays the activities of consumers on a social networking site from a marketing-brand-related perspective. The COBRA (consumers' online brand related activities) can be divided into three categories: consuming, contributing and creating. Consuming are low level activities according to brand-related content on the internet (e.g. watching brand related videos on YouTube). Contributing are activities where people put some more effort in (e.g. commenting on a video). Creating brand-related content means that people are generating something which is brand-related (e.g. making an own YouTube video about a brand they like) (Muntinga et al., 2011).

Different motivations drive people to engage in the consumers' online brand activities. Consuming is driven by the need for information (e.g. people are watching viral marketing videos on YouTube to stay updated what their peers are talking about) for entertainment (e.g. they are bored and visit a brand-related Facebook page to spend time and because of the need of self-presentation) (Muntinga et al., 2011). People are contributing to brands online, because they want to present themselves or because of engaging in social interaction or entertainment (Muntinga et al., 2011).

Creating brand-related content is also a result of needs dealing with personal identity, integration and social interaction, and entertainment. Especially brand ambassadors and enthusiasts are engaging in creating brand-related content to convince others in their social network (Muntinga et al., 2011).

Nadkarni and Hofman (2012) studied the main reasons why people are starting to use Facebook and they found similar reasons as Muntiga et al. (2011), namely that people are using Facebook for self-presentation and to fulfill belonging needs.

In a more recent research Rauschnabel et al. (2013) found that people who are more open to new experiences are also eager to consume, contribute and create content on brand-related pages on Facebook (Rauschnabel et al., 2013).

Activities on brand related Facebook pages can thus be differentiated in three main activity levels: consuming, contributing and creating. These three activity levels are influenced by the different motivations of people using Facebook. These motivations are influenced by different personality traits, e.g. openness to new experiences.

2.2 Self-monitoring

Self-monitoring is a concept which was described by Marc Snyder in 1974. He developed the Self-monitoring Scale and found out that there are two types of self-monitors. In general self-monitoring is the extent to which people are controlling their expressive behavior (Gangestad & Snyder, 2000). People are scoring either high or low on the Self-Monitoring Scale which results in two groups of self-monitors: High self-monitors and low self-monitors (Snyder, 1974).

High self-monitors are some kind of "social pragmatists" (Gangestad & Snyder, 2000, p. 531) who actively adapt to what they think is considered good in a social context (Gangestad & Snyder, 2000). They strive to impress others and can vary their behavior in different situations (Gangestad & Snyder, 1985). High self-monitors are more concerned about their self-presentation and their expressive behavior and they conform to their actual social situation (Snyder, 1974). High self-monitors can even show emotions and feeling which are not their own. They display them when they think it is situational appropriate although they may not feel these emotions at that particular moment (Gangestad & Snyder, 1985).

People scoring low on the Self-Monitoring Scale do not control their expressive behavior like high self-monitors (Gangestad & Snyder, 2000). Low self-monitors are more influenced by their own personality (Becherer & Richard, 1978; Gangestad & Snyder, 2000). Moreover people scoring low on self-monitoring put more effort in balancing their inner attitudes and their overt behavior (Gangestad & Snyder, 1985; Gangestad & Snyder, 2000; DeBono, 2006). They are not only not willing to adapt but also not able to adapt their expressive behavior to each new situation as high self-monitors do (Gangestad & Snyder, 2000). Furthermore low self-monitors are more consistent in their behavior and feelings. They would not make a good actor, because they are not good at displaying e.g. feelings they are not experiencing at that moment (Gangestad & Snyder, 2000).

As seen in the introduction much is known about particular personal traits of people using Facebook and why they are active on this social networking site. A lot of research is done about the Big Five, meaning the big five personality traits (openness, conscientiousness, extraversion, agreeableness and neuroticism) and innovativeness and openness to predict how somebody will use Facebook. Nonetheless there are much more than those few personality traits which could have an

influence on the behavior of people on Facebook. Especially when it comes to brands and products advertised via particular brand- related pages on Facebook.

As mentioned earlier people are using pages on Facebook to express their actual and their ideal self-image to others (Hollenbeck & Kaikati, 2011; Nadkarni & Hoffman, 2012). Thus how they want to be perceived by their friends on Facebook. Self-image can be seen as a goal and a result of self-monitoring (Jamal & Goode, 2001). It is thus known, that people are using brands to present themselves in a special way. Nonetheless the self-monitoring can also influence the way people react on and create brand-related content online.

According to a more brand/product-related context self-monitoring has an effect on products and brands used by the different self-monitor (Graeff, 1996; Browne & Kaldenberg, 1997; Jamal & Goode, 2001). In general high self-monitors are more likely to use brands and products in public from which they know others would also like and use them.

Facebook is a social networking site where you present yourself to your 'friends' which means almost all your activities are visible at least for people who are in your friend list. All brands and products liked on Facebook are thus some kind of publicly used brands, meaning that there is a certain public who see that you are a fan of this Facebook page. High-monitors are not only more sensitive according to brands, but they are also more materialistic and show higher levels of involvement in those brands (Browne & Kaldenberg, 1997). Since high self-monitors are particularly aware of the image of publicly used brands (Graeff, 2006), they will be also aware of the image of brands on Facebook. Moreover people scoring high on self-monitoring want to create a picture of them suitable for their social environment. The social environment here is Facebook which in turn can be used by different people with different motives and personalities. High self-monitors therefore have to build a self-image on Facebook which fits the interest of their friends accurately to conform with the social situation at hand.

The COBRA-typology states that all brand-related activities online are driven by some kind of self-presentational and belonging needs (Muntinga et al., 2011). Self-monitoring is a personality trait which is closely related to self-image (Jamal & Goode, 2001). Self-image in turn can be represented through the self-presentation and the belonging to certain groups. These are also the driving forces to use SNS and above all to use Facebook (Nadkarni & Hofman, 2012). As stated earlier, high self-monitoring individuals are more sensitive towards their social environment. They are more willing and more able to adapt to clues about social appropriate behaviors. And high self-monitors are also more involved in the brands which could have an influence on their behavior according to brand pages on Facebook. The ability to control the expressive behavior (self-monitoring) thus can have an impact on how people react to certain brand-related Facebook pages. High self-monitors may react more favorably towards brand-related Facebook pages, because they can add new information to their self-image by liking and interacting with these pages. Moreover they gain more information about social appropriate behavior by following brands on Facebook not only with the help of the brand posts themselves but also through others commenting on posts and creating own brand-related content. Low self-monitors are not able and not willing to adapt their behavior to their social environment, they are acting according to their inner beliefs and attitudes and are more stable in their behavior patterns.

Low self-monitors thus will be less active on brand-related Facebook pages. They will only record activities when the product at hand is more hedonic and relevant to them.

H1: High self-monitors will consume, contribute and create more on brand-related Facebook pages, e.g. will comment and post more on these pages, than low self-monitors.

2.3 Friends

People are joining Facebook because they want to present themselves and they want to belong somewhere (Nadkarni & Hofman, 2012). This is why lonely people are more active and have more friends on Facebook (Skues et al., 2012). Also Lin and Lu (2011) found that the number of peers on SNS is one of the main reasons to join an SNS. Thus friends are an important variable when it comes to Facebook.

High self-monitors are social pragmatists. So one could imagine, that they would record higher numbers of friends on Facebook. Nonetheless Quercia et al. (2012) found that self-monitoring does not predict the number of Facebook friends. Although high self-monitors will give a more extravert picture of them on Facebook and will get more likes and reaction on their status updates (Hall & Pennington, 2013). Consequently they have not more friends than others on Facebook but they are more sensitive towards their friends and thus they can respond to them in a likeable way.

According to a more marketing focused view, as mentioned in the last subchapter, high self-monitors are sensitive to products and the image they carry (Graeff, 1996; Browne & Kaldenberg, 1997). Similar findings can be found in the research of DeBono (2006). In earlier studies DeBono (1987; De Bono & Edmonds, 1989; cited in DeBono, 2006) found that people high in self-monitoring are more sensitive for information about social adjustment.

Low self-monitors are more likely to maintain a balance between their overt behavior and their inner beliefs. One could state that they are more independent and act in a more independent way (Graeff, 1996). It could be assumed that they are not as influenced by their friends as high self-monitors are. Maybe they are not influenced at all by them.

To sum up people scoring high on self-monitoring have not more friends than average Facebook users but they are more influenced by the ones they have. They post status updates which get on average more likes than status updates of people scoring low on self-monitoring.

Therefore people scoring high on self-monitoring need information from others to adjust their behavior not only offline but also online and on Facebook. The people in their friend list are their references when it comes to brands on Facebook. High self-monitors therefore would be more active (which means scoring higher at the COBRAs) on brand-related Facebook pages than low self-monitors. Low self-monitors try to balance their overt behavior and their inner attitudes (DeBono, 2006), which could lead to fewer brand related activities on Facebook, because they would only like and comment on brands which they know and which agree with their inner attitudes.

H2a: The higher the number of friends that like a brand page, the more likely high self-monitors like the brand page, too.

H2b: The higher the number of friends that like a brand page, the more likely high self-monitors are active on the brand page.

2.4 Hedonic vs. Utilitarian product types

Shavitt et al. (1992) studied the impact of self-monitoring on evaluation of product categories. They have tested utilitarian, social identity and multiple function products and how different self-monitors reacted to these products. As supposed according to the characteristics of low and high self-monitors, they react differently on different products but there was no difference in their interest in owning these items (Shavitt et al., 1992). However people scoring high on self-monitoring described their attitudes towards social identity products, thus products which are symbolic and communicate information about oneself to others, in a more social way (Shavitt et al., 1992). For utilitarian, which means products with little self-presentational value, and multiple function products, which can be both utilitarian and socially used products e.g. sunglasses, there was no difference in the attitudes of high and low self-monitors (Shavitt et al., 1992). To sum up, people who score high on the Self-Monitoring Scale focus more on social goals which can be achieved through the use of social identity products (e.g. a collage ring) especially when the situation emphasizes the social goal of a product.

Woods (1960; cited in Kempf, 1999) differentiate products in a more general sense. There are two basic product categories according to Woods (1960; cited in Kempf, 1999) functional and hedonic. These categories differ in their consuming goal. Hedonic products are used for affective and sensory gratification purposes while functional products are more cognitive oriented used (Woods, 1960; cited in Kempf, 1999). In further research on the product categories, Kempf (1999) found out that hedonic products trigger a more affective evaluation.

Batra and Ahtola (1990) differentiate between hedonic and utilitarian components of products. Utilitarian components are attributes of products which deal only with the function. Utilitarian products are most of all instruments to achieve a goal, to do something with them, whereas hedonic components of products are more sensual attributes (Batra & Ahtola, 1990).

Several studies (e.g. Woods, 1960; Batra & Ahtola, 1990; Shavitt et al., 1992; Kempf, 1999) dealt with different products and the way people react to them. High self-monitors are more sensitive towards the social meaning of products. Nonetheless, to our knowledge, no studies concerned the evaluation of neither how self-monitors deal with hedonic and utilitarian products, nor how they react to brand-related pages on social media networking sites (Facebook). However self-monitoring and product type can have an influence on the way people react to different brand-related Facebook pages, because different self-monitors react differently on hedonic and utilitarian products outside of the internet.

Facebook is a social networking site. The functional goal of Facebook is by definition to be social and to interact with others. Nearly everything you do on Facebook is visible to your friends. Consuming, contributing and creating brand-related content is not private anymore on Facebook: there

is always a kind of public. This can trigger especially high self-monitors to concentrate themselves of the image of products advertised on certain Facebook brand pages. Low self-monitors do not focus on social goals and social adjustment, but focus more on an equation of their beliefs and their behavior, thus they will react in another way to the social possibilities Facebook offers to them.

Hedonic products are for affective satisfaction, often use images and carry a certain message. High self-monitors try to adjust their behavior to their social environment. They are willing to present a likeable picture to their friends, also online. So it can be assumed that high self-monitors will be more active on brand-related Facebook pages when the product offered is hedonic and carries a certain image. The high self-monitors will be the most active on brand-related Facebook pages when the shown product is hedonic and when there are already likes from people of their friend list, because then they know that the product carries an image which their friends like. Low self-monitors are more concerned about their own beliefs and how they are represented in their behavior, thus they would not be influenced by the product type offered on a certain brand-related Facebook page and the friend likes it already got.

H3: High self-monitors will report more activities on the hedonic product brand-related Facebook pages than low self-monitors.

2.5 Research question

After investigating the existing literature according to self-monitoring and its influence on product evaluations, and brand-related activities, a research question arise:

What are the effects of self-monitoring, friendlikes and product type on the brand-related activities people are doing on Facebook?

Different interactions are assumed, stated in the hypotheses earlier. The hypotheses state that there will be a main effect of Self-Monitoring on the way people react to certain brand-related Facebook pages. Moreover a second order interaction between self-monitoring, friends and product type on the Facebook activities is expected. This second order interaction qualifies the interaction between the variables Self-Monitoring, product type and friends.

3. Method

3.1 Participants

A total number of 245 participants have completed the questionnaire from which seven were deleted due to their age. After adding the results of the pretest the final number of participants was 251. 154 women (61,4%) and 97 men (38,6%) took part in the study. The age of the participants ranged from 18 years to 76 years (M=31,14, SD=10,86). Most of them were German (N=237 or 94,4%), followed by Dutch people (N=9 or 3,6%) and five people (2,0%) with other nationalities than German and Dutch. Of the 251 participants 126 people (50,2%) scored high (40 points and more) on the Self-Monitoring Scale and 125 (49,8%) people scored low on the Self-Monitoring Scale.

Table 1 Descriptives of participants

Respondents (N=251)

		M	SD	N	%
Gender	female			154	61,4
	male			97	38,6
	Total			251	100
Age		31,14	10,86		
Nationality	German			237	94,4
	Dutch			9	3,6
	Other			5	2,0
	Total			251	100

In table 1 the descriptives of the participants are summed up. One can see that there were more female than male participants who took part in the study. Moreover the most of the participants came from Germany and they were 31 years old on average.

3.2 Materials

3.2.1 Self-Monitoring Scale

The 18-items revised self-monitoring scale of Snyder and Gangestad (1986) was used to determine the level of self-monitoring in every participant. The 18-items revised scale is used instead of the 25-items scale of Snyder (1974) because research showed that it has a better internal consistency of >.70 (Gangestad & Snyder, 1986). Furthermore the scale was refined by a 4-point Likert scale, ranging from "totally disagree" (1) to "totally agree" (4). In the original 18-items scale participants had only the opportunity to either verify or reject the statements. In this study it was chosen to give the participants some more opportunities to assess the items to have a greater spreading and a better possibility to split the participants in high and low self-monitors.

In general it can be said, that people scoring higher on this scale are more self-monitored than people who are scoring low on this scale. Nine out if the 18 items are reverse-scaled items which were

recoded before they were taken into account by examining the self-monitoring score of the participants. The table with the revised items can be found in the appendix A.

3.2.2 COBRA scale

In total 12 items were taken from the research of Rauschnabel et al. (2013) to examine how people would react on the brand-related Facebook page. There were four items dealing with consuming brand-related content on the brand-related Facebook page, four items dealing with contributing to brand-related content on the brand-related Facebook page and four items dealing with creating content on the brand-related Facebook page. It was chosen to take four items in each activity category to have an equal number of responses to each activity category so that they can be compared in an easier way. The items can be found in appendix B.

The participants are asked how often they would do the mentioned activities on the brand-related Facebook page just seen. They could give answers on a 7-point Likert scale ranging from "Never" (1) to "Very often" (7) similar to the scale Rauschnabel et al. used in 2012 and 2013.

3.2.3 Demographics

In addition to the Self-Monitoring scale and the COBRA-scale questions according to the basic demographics (age, gender and nationality) were added at the beginning of the questionnaire. These questions were open questions where the participants could choose between 2-3 answers.

3.2.4 Screenshots

Two different brand-related Facebook pages were designed with two different brands. It was crucial that the brands were new and unknown to the participants so that their previous knowledge of the brand and their attitude according to the presented brand did not interfere with their answers.

Furthermore the brands had to be comparable in some ways. They had to be from the same product category and their prices should not differ in a remarkable way. In addition to this they had to be brands (products) that everybody knows and everybody deals with in a certain way. Moreover they should differ in the way they were perceived by the customer. One brand should be perceived as more hedonic and the other more as a brand based in the utilitarian product category.

Taking all of this in consideration, two brands were invented, first of all "FRESH", a brand for soft drinks, and "H2Ohhh", a brand which produces mineral water. In the questionnaire only screenshots were used, so that every participant saw the same page. The screenshots used in the research can be found in the appendix C.

To have a good match between the COBRA-items and the brand-related Facebook page, the screenshots include some posts of the brand which referred to the COBRA-items (e.g. "Try our new cocktail creations with FRESH! More on www.fresh.com". "What's your favorite H2Ohhh product? … Share your H2Ohhh moment with us! Upload a picture with the hashtag #H2Ohhh").

Moreover cues were added showing that either 1 friend already clicked the "like" button of the brand-related Facebook page or 10 friends already liked the pages. These cues were similar to the cues Facebook itself used to show people how many people of their friend list already "liked" the page.

3.2.5 Pretest

In order to test the inter-item reliability, the material and the manipulation through product type and friendlikes, a pretest was carried out.

The pretest was online in the first two weeks of May 2014. In total 13 people took part in the pretest, 9 women (69,2%) and 4 men (30,8%) with an age ranging from 18 to 60 years (M= 26,46, SD= 11,215). They all came from Germany.

The reliability of the self-monitoring scale items had a sufficient alpha of .63 which could be improved by deleting item 8 to an alpha of .69. The inter-item reliability is thus increased in a significant amount (only 0,06 points) by leaving out item 8, so item 8 was deleted. The COBRA-items had an alpha of .98 which could not be improved by deleting any item.

Furthermore an inter-item reliability test was carried out according to the COBRA-items which form one concept. The concept of consuming was measured by items 1 to 4 and had a sufficient Cronbach's alpha of .95. The concept of contributing was measured by items 5 to 8 and had also a sufficient Cronbach's alpha of .93. At last the concept of creating, measured by items 9 to 12, was also sufficient reliable with an alpha of .97.

Manipulation checks were carried out to check whether self-monitoring, the products chosen and the number of friendlikes have an effect on the responses of the participants. Participants scoring high on self-monitoring also scored higher on the COBRA-items (M=46,71, SD=17,29) than participants scoring low on self-monitoring (M=26,50, SD=10,43; t(11)=2,49, p<.05). Participants in the soft drink condition report a significantly higher activity on the brand-related Facebook page (M=47,00, SD=16,69) than participants in the water condition (M=26,17, SD=10,80; t(11)=2,615 p<.05). Participants coming across 10 friendlikes on a brand-related Facebook page also reported a higher activity on this site (M=44,75, SD=17,90) than participants coming across only one friendlike on the brand-related Facebook page (M=25,60, SD=8,44; t (11)=2,216 p<.05). Thus both manipulations succeeded.

3.2.6 Measures

After carrying out the study with 251 participants The inter-item reliability of the self-monitoring scale had a Cronbach's alpha of .64 (M=40,27 SD=6,26). The reliability of the COBRA-items was sufficient (α=.92 M=30,74; SD=12,27). In table 2 all the Cronbach's alpha of the different concepts are shown, together with the means and standard deviations of each concept.

Table 2 Summary of scores and Cronbach's alpha per concept

Concept	Highest Score	Lowest Score	M	SD	Cronbach's alpha
Self-Monitoring	64	31	40.27	6.26	.64
COBRAs	65	12	30.74	12.27	.92

Consuming	27	4	14.52	5.82	.87
Contributing	21	4	9.40	4.70	.87
Creating	20	4	6.82	3.24	.86

Table 2 shows the highest and lowest scores reported on each concept. Also the mean scores and the standard deviation of the mean scores are shown. Moreover the table gives the Cronbach's alpha for each concept. In the table one can see that the concept "Consuming" has the highest mean score and the highest total score of the three dimensions of the COBRAs which means, that the most people reported a high willingness to consume the content available on brand-related Facebook pages.

3.3 Design

The study at hand had a 2x2x2 design (self-monitoring (high vs. low) x friends (1 vs. 10) x product type (utilitarian vs. hedonic)).

Table 3 Research design of the study

		Factor B				
		Hedonic product (Softdrink)		Utilitarian product (Water)		
		1 friend	10 friends	1 friend	10 friends	Factor C
Factor A	Low self-monitors					
	High self-monitors					

Table 3. Factor A is the independent variable "self-monitoring" measured with the self-monitoring scale (Snyder & Gangestad, 1985). Factor B is the first manipulation: the producttype (softdrink vs. water). Factor C is the second manipulation: the given friendlikes for each product.

Independent variable: The independent variable Self-Monitoring was determined with the revised self-monitoring Scale of Snyder and Gangestad from 1985. The scale was revised by Snyder and Gangestad to heighten the internal validity of the construct of Self-monitoring. To distinguish the high and low self-monitors a median split was used; so that, two groups with nearly same numbers occur.

In addition to the independent variable self-monitoring, there were two manipulations added to this research. The two manipulations are the product type (hedonic (softdrink) vs. utilitarian (water)) and friendlikes (1 friend like vs. 10 friendlikes). Participants are randomly assigned to one of four conditions, with each two manipulations (soft drink*1 friendlike; soft drink*10friendlikes; water*1 friendlike; water*10 friendlikes;). In table 1 the research design of this study is also showed as a table to get a better understanding of the design.

Dependent variable: The dependent variable is brand-related activity the participants can carry out on the brand-related Facebook page. Items based on the COBRA-typology of Muntinga et al. (2011) and which are already used by Rauschnabel et al. (2013) were used to determine what people would do with the specific brand-related Facebook page at hand.

3.4 Procedure

Participants in this study were recruited via Facebook to guarantee that they have a certain understanding in how Facebook and brand-related Facebook pages work. Post were communicated via different groups aiming at students of the University of Twente but also via groups connected with the personal interests of the researcher. Moreover the friends of the researcher on Facebook shared the link to the questionnaire and thus their friends were also informed and approached for the research. The questionnaire could be filled in in three different languages (German, Dutch, and English) to attract as many different participants as possible. Besides of the English version of the 18-items revised Self-Monitoring Scale of Gangestad and Snyder (1986), a German version (Graf, 2004) and a Dutch version (Vinkenberg, 1997) were used. There were no translated versions of the COBRA-items available, so they were translated and retranslated by two independent researchers to get reliable and valid translations of the items. The three different versions of the questionnaire can be found in the appendix D.

By clicking the link to the questionnaire in the chosen language, the participants are randomly assigned to one of four questionnaires in which everything was translated in the given language. The questions itself did not differ but the materials they were given differed in product type and friendlikes, as mentioned earlier.

First the participants were welcomed and the topic of the questionnaire was shortly explained. After that they had to give some basic demographic information before they could fill in the 18-item revised self-monitoring scale. After that the participants were given a short situation description:

"Imagine you are sitting at home at your PC. You are randomly surfing through Facebook, enjoying yourself. You do not search for something special, just checking some Facebook pages of some brands, products and services. Then you accidently come across this Facebook page of a new brand. Take some time to check out this page".

On the next site either the FRESH Facebook page or the H2Ohhh page was shown with either 1 friendlike or 10 friendlikes. The participants had 60 seconds to look at the page and to read through the posts at the page. After 60 seconds the site automatically closed and they were directed to the COBRA-items. At the end of the study people were informed about the real goal of the study (to examine whether self-monitoring, friendlikes and product types have influence on brand-related activities on Facebook pages) and they were given the opportunity to hand in an email address if they want to receive the results of the study.

4.   Results

A two way analysis of covariance was conducted for each dimension of the COBRA scale (Consuming, Contributing and Creating). The two independent variables in each analysis were product type (hedonic vs. utilitarian) and friends (one friend like vs. ten friend likes). The covariate was self-monitoring (high vs. low). The dependent variable was the score on the items about either consuming, contributing or creating.

4.1   Two-Way ANCOVA for Consuming

A two-way analysis of covariance was conducted to test the effects of the two independent variables (Product Type and Friends) and the covariate (Self-Monitoring) on the dependent variable Consuming. Consuming here is a dimension of the COBRAs. It was measured with the first four items of the COBRA scale.

4.1.1 Two Way ANCOVA

According to the dependent variable Consuming there was an interaction effect of Product Type and Friends on Consuming, $F(1,247)=43,47$, $p<.05$. The partial eta squared $\eta^2=.150$ which means that the interaction of these two independent variable account for 15,0% of the differences.

Furthermore there are also main effects for the independent variables and the covariate. These main effects can be interpreted but the interaction effect of the two independent variables has to be taken into account.

The independent variable Product Type was statistically significant with $F(1,247)=90,08$ and $p<.05$. It accounted for 26,8% of the results on the Consuming dimension of the COBRA scale. Moreover the second independent variable Friends was statistically significant with $F(1,246)=110,76$ and $p<.05$ and thus accounted for 31% of the results on the Consuming dimension of the COBRA scale. Also the covariate Self-Monitoring had a statistically significant effect on the results of the Consuming dimension of the COBRA scale with $F(1,246)=0,009$ and $p<.05$. The covariate accounted for 0,9% of the results on the Consuming dimension of the COBRA scale.

To test how the conditions differ from each other a post hoc test was conducted.

4.1.2 Post Hoc Tests

The results of the post hoc test show, that the participants in the hedonic condition scored significantly higher on consuming (M= 17,13, SD=0,38) than participants in the utilitarian condition (M=12,15, SD=0,36) with a $F(1,246)=90,08$, $p<.05$ and an actual mean difference between the two group was 4,99 with a SD=0,53.

The participants in the conditions with ten friends on the brand-related Facebook page scored significantly higher on consuming (M=17,39, SD=0,38) than the participants in the one friend condition (M=11,88, SD=0,36). The mean difference of these two groups (one friend vs. ten friends) was 5,51 with a standard deviation of 0,52 and a $F(1,246)=110,76$, $p<.05$.

Furthermore the differences between the four conditions were analyzed (see table 4 and figure 1). Participants in the hedonic 10 friends condition reported the highest likelihood of consuming (M=21,61, SD=0,52), whereas the participants sitting in the utilitarian – 1 friend condition reported the lowest likelihood of consuming (M=11.12, SD=0,47).

Table 4 Summary of the results on Consuming per condition

Product Type	Friends	Highest score	Lowest score	Mean	Std. Deviation	95% Confidence Interval for Difference	
						Lower Bound	Upper Bound
Hedonic	1 Friend	4	22	12.65	.55	11.56	13.73
	10 Friends	11	27	21.61	.52	20.58	22.64
Utilitarian	1 Friend	4	19	11.12	.47	10.19	12.05
	10 Friends	5	23	13.17	.55	12.10	14.25

In table 4 the highest and lowest scores per condition and the estimated marginal means of the different scores on consuming in the different conditions are shown. The marginal means are all adjusted with the covariate self-monitoring (1,5).One can see that the people sitting in the hedonic ten friends condition will scored the highest on consuming.

Figure 1 Estimated marginal means of consuming of the high and low self-monitors according to the research condition
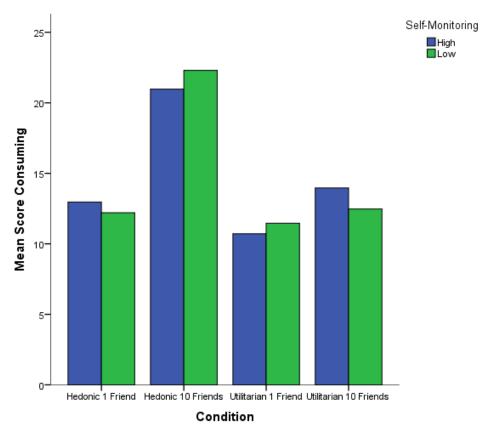
Figure 1 shows the mean scores of high and low self-monitors on consuming in each condition, it adds thus the covariate which was left out in table 4, to the results and gives an overview on how the different self-monitors score on consuming when faced with different product types and friend likes on Facebook. High self-monitors score higher on consuming when they are faced with a hedonic brand and one friend like on the brand page and when they are faced with a utilitarian brand and ten friend likes. Both, high and low self-monitors, score the highest on the hedonic product type and ten friends condition, than all self-monitors in the other conditions.

4.2   Two-way ANCOVA for Contributing

Another two-way ANCOVA was conducted to test the effects of the two independent variables (product type and friends) and the covariate (self-monitoring) on the dependent variable contributing. Contributing here is a construct derived from the Facebook activities. It was measured with items 5,6,7 and 8 of the COBRA scale.

4.2.1   Two-Way ANCOVA

After running a two-way ANCOVA with the dependent variable Contributing, the covariate Self-Monitoring and the two independent variables Product Type and Friends; an interaction effect of product type and friends on contributing, $F(1,247)=19,68$, $p<.05$, $\eta^2=.074$ was found which means that the interaction of these two independent variable account for 7,4% of the differences.

Since there is an interaction between the two independent variables, the main effects had to be interpreted in the light of this interaction effect.

The independent variable Product Type was statistically significant with $F(1,247)=56,24$ and $p<.05$. The Product Type was responsible for 18,6% of the differences in the results on the Contributing dimension of the COBRA scale. Moreover Friends had a main effect on the results on the Contributing dimension of the COBRA scale with $F(1,247)=107,08$ and $p<.05$. The covariate Self-Monitoring was not statistically significant with $F(1,247)=0,083$, $p=.774$.

A post hoc test gave a summary of the differences between the groups.

4.2.2   Post Hoc Test

Participants in the hedonic condition rated their likelihood of contributing to the brand-related Facebook page significantly higher, when they saw a hedonic product page (M=11,22, SD=0,33) compared to the participants who saw a utilitarian Facebook page (M=7,83, SD=0,31), $F(1,246)=56,24$, $p<.05$. The mean differences of these two groups was 3,40 with a standard deviation of 0,45.

When it comes to contributing to a brand-related Facebook page, it can be stated that participants in the ten friends condition rated their likelihood to contribute to that page significantly higher (M=11,86, SD=0,33) than participants in the one friend condition (M=7,19, SD=0,31). The mean difference by these groups where at 4,67 with a standard deviation of 0,45 and a $F(1,246)=107,08$, $p<.05$.

The differences between the four conditions (hedonic vs utilitarian*one friend vs. ten friends) can be found in table 5 and figure 2. Participants who saw the hedonic product page with ten friends reported the highest likelihood to contribute to the page (M=14,56, SD=0,45). The participants with the least likelihood to contribute to the page were participants who were sitting in the utilitarian – 1 friend condition (M=6,49, SD=0,41).

Table 5 Summary of the results on Contributing per condition

Product Type	Friends	Highest score	Lowest score	Mean	Std. Deviation	95% Confidence Interval for Difference	
						Lower Bound	Upper Bound
Hedonic	1 Friend	4	18	7.88	.48	6.95	8.82
	10 Friends	5	21	14.56	.45	13.67	15.45
Utilitarian	1 Friend	4	15	6.49	.41	5.69	7.30
	10 Friends	4	21	9.16	.47	8.24	10.09

In table 5 the highest and lowest score on contributing and the estimated marginal means of the different scores on consuming in the different conditions are shown. The marginal means are all adjusted with the covariate self-monitoring (1,5). Although one can see that there are differences between the mean scores of the hedonic ten friend and the utilitarian ten friend condition, the range of high and low scores are similar.

Figure 2 Estimated marginal means of contributing of the high and low self-monitors according to the research condition
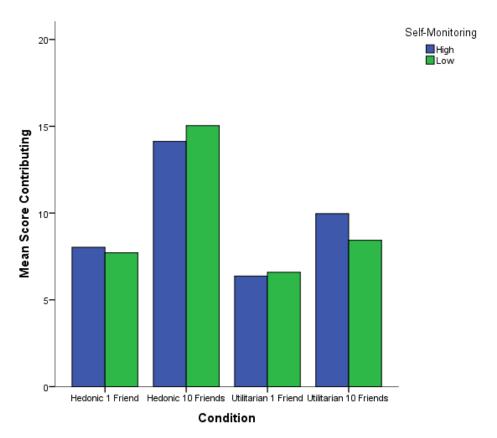
Figure 2 shows the differences between the high and low self-monitors in mean scores on contributing per condition. High self-monitors seem to score higher on contributing, when faced with a hedonic product type and one friend on the brand-related Facebook page and even more on the utilitarian ten friend condition. The self-monitors, no matter of high or low self-monitors, score here, similar to the consuming condition, the highest when faced with a hedonic product type and ten friends on the brand-related Facebook page.

4.3 Two-way ANCOVA for Creating

The last four items of the COBRA scale was concerned with the creating of content on brand-related Facebook pages. The items concerned with creating brand-related content were the last four items on the COBRA scale.

4.3.1 Two-Way ANCOVA

After running a two-way ANCOVA with the dependent variable Creating, the two independent variables, Product Type and Friends, and the covariate Self-Monitoring, there was no statistically significant interaction effect of the two independent variables, $F(1,246)=,408$, $p=.524$. Nonetheless the two independent variables had both a main effect on the dependent variable Creating. Product Type was statistically significant with $F(1,246)=10,46$, $p<.05$ and accounted for 4,1% of the Creating scores. The independent variable Friends was statistically significant with $F(1,246)=32,49$, $p<.05$, $\eta^2=.117$, which means that it accounts for 11,7% of the variance in creating scores. Furthermore the covariate,

Self-Monitoring, showed no main effect on Creating, $F(1,246)=2,71$, $p=.101$. A post hoc test was conducted to see the differences between the levels of the two independent variables.

4.3.2 Post Hoc Test

There were main effects in the two independent variables (Product Type and Friends) on the dependent variable (Creating), but no interaction effect of the two independent. The Post Hoc test showed that there were statistically significant differences between the product types. Participants in the hedonic condition rated their likelihood of creating own brand-related content significantly higher (M=7,54, SD=,27) than the participants who saw a utilitarian product (M=6,31, SD=,26) with a mean difference of 1,22 (SD=,38) and a $F(1,246)=10,46$, $p<.05$.

There was also a significant effect of the friend likes, $F(1,246)=32,49$, $p<.05$. Thus the participants in the 10-friends condition scored significantly higher on Creating (M=8,00, SD=,27) than their counterparts in the one-friend condition (M=5,85, SD=,26) with a mean difference of 2,15 (SD=,38). These results were based on the estimated marginal means which were adjusted by the covariate Self-Monitoring (1,5). The highest and lowest scores on Creating can be found in table 6. Moreover the estimated marginal mean is shown in the table, but this mean was calculated with the covariate, so the real mean score is also mentioned in the table.

Table 6 Summary of the results on Creating per condition

Product Type	Friends	High score	Low score	Estimated marginal Mean	Mean score	Std. Deviation	95% Confidence Interval for Difference	
							Lower Bound	Upper Bound
Hedonic	1 Friend	4	15	6.58	6.62	.40	5.80	7.36
	10 Friends	4	20	8.49	8.50	.38	7.75	9.23
Utilitarian	1 Friend	4	11	5.12	5.09	.34	4.45	5.79
	10 Friends	4	20	7.51	7.49	.39	6.76	8.28

This table (6) shows the mean scores on the creating dimension of the COBRAs. The estimated marginal means were adjusted by the covariate Self-monitoring (1,5). The analysis nonetheless showed that the covariate had no effect on the scores, so the estimated marginal means here cannot be interpreted as in the two other dimensions before. So the general mean of the scores were added to the table, to give a better picture of the results.

Figure 3 Estimated marginal means of creating of the high and low self-monitors according to the research condition
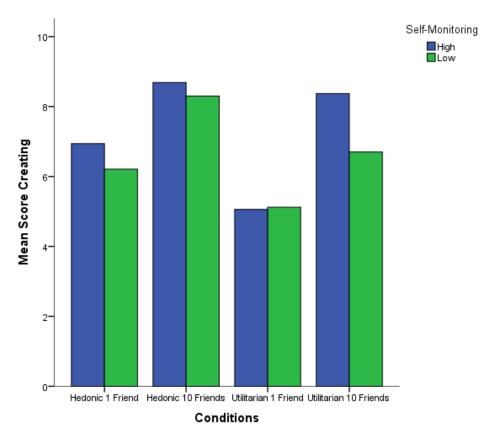
*Figure 3 shows the mean scores on creating of high and low self-monitors in each condition. It visible, that people, no matter what kind of self-monitors they are, score highest on creating when faced with a hedonic product type and ten friend likes. Moreover high self-monitors seem to score higher on creating in each condition than low self-monitors. In the utilitarian product type one friend condition the difference between the high and low self-monitors were the least.*

4.4   Two - sample T-Test for Self-Monitoring

A two- sample t-test was conducted to test whether different self-monitors (high vs. low) differ statistically significant on the dependent variable Facebook Activity. The two-sample t-test showed that there was no significant difference in mean scores on Facebook Activity of high and low self-monitors, $t(247,935)=.705$, $p=.481$. Table 7 shows the mean score of high and low self-monitors in each condition with the number of participants and the standard deviation.

From the table (7) one can derive at least some directions in which the different self-monitors vary in their COBRAs. The high self-monitoring participants reported on average a higher likelihood of Facebook activities on the hedonic product page with one friend (M=27,94, SD=8,83) and on the utilitarian product page with one friend (M=32,30, SD=13,95). Participants scoring low on self-monitoring report a higher likelihood of Facebook activities (COBRAs) when they were confronted with the hedonic product page and ten friends (M=45,63, SD=5,97) and in the condition of the utilitarian product page and one friend (M=23,17, SD=7,03).
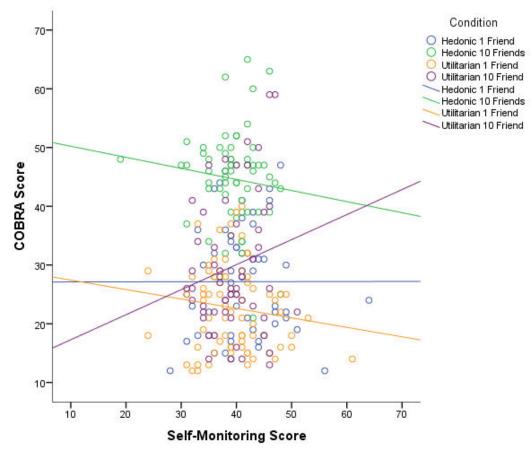
Figure 4 summarizes the findings once again. In this graph the variable "Self-Monitoring" was not divided in high or low scores but all Self-Monitoring scores were taken into account to give a more precise picture of the regression slopes. As one can see in figure 4 the regression slopes follow the observed pattern in the table 7.

Table 7 Summary of results according to Self-Monitoring score

Self-Monitoring	Hedonic Product (Soft Drink)						Utilitarian Product (Water)					
	1 Friend			10 Friends			1 Friend			10 Friends		
	N	M	SD	N	M	SD	N	M	SD	N	M	SD
High	32	27.94	8.83	32	43.78	9.69	35	22.14	7.26	27	32.30	13.95
Low	24	26.12	10.02	30	45.63	5.97	41	23.17	7,03	30	27.60	8.78

In this table (7) the different mean scores (M) and standard deviation (SD) in the different conditions split by self-monitoring are shown. Also the number of participants in each condition (N) is added to show how the participants were distributed over the conditions. High self-monitoring participants mostly scored higher on Facebook Activity except of the first condition.

Figure 4 Scores and regression slopes of the Self-Monitors on COBRA score

In figure 4 the regression slopes for the COBRA scores in the different conditions according to the covariate of self-monitoring are shown. Although the self-monitoring showed no significant effect in the

two-sample t-test, the figure give some clues about the actual scores of self-monitors on COBRA in this research. The highest scores, independent of high and low self-monitors, were given in the hedonic ten friends condition (green). The negative relationship between self-monitoring and COBRAs which can be derived from the regression slopes of the hedonic ten friends (green) and utilitarian one friend condition (orange) seem to show that the higher someone scored at self-monitoring the more unlikely he is to report COBRAs. The positive relationship between self-monitoring and COBRAs which can be concluded from the regression slope of the utilitarian ten friends condition (violet), shows that the higher the respondent scored on self-monitoring the more likely he was to report COBRAs. In the hedonic one friend condition, self-monitoring seemed to have no effect, which can be derived from the blue regression slope in this figure.

5 Discussion

5.1 Main findings

The research at hand aimed at answering the question whether there are effects of self-monitoring, product type and friends on brand-related activities on Facebook (COBRAs) and how these effects influence each other. In general it can be said, that there is some influence of product type and friends on brand-related Facebook pages, but no statistically significant influence of self-monitoring on the scores of the different dimensions of the COBRAs (consuming, contributing, creating).

Most of the hypotheses stated earlier were not completely verified in this study. Friends and the product type offered on brand-related Facebook pages were especially important when it comes to consuming of and contributing to these pages. Especially brand-related Facebook pages with hedonic products and more friend likes get the people to consume and contribute to the brand-related content offered on the brand-related Facebook page. Creation of brand-related content was mostly influenced by the friends who already were on the brand-related Facebook page. All in all friends seem to influence the behavior (COBRA) of people on brand-related Facebook pages the most.

To sum up the results show that people react to given friend likes and product types on brand-related Facebook pages. The more friends already liked the page, the more willing are people to consume, contribute and create brand-related content according to the product advertised on the page. Moreover people will be more active on hedonic product pages. This means, that products which carry some kind of extra value and which you use to enjoy and indulge yourself, have an influence on the way people react to brand-related Facebook pages. The more hedonic a product is, the more likely people will consume brand-related content about the product, contribute to the Facebook page and create own brand-related content online. Consuming and contributing to a brand-related Facebook page was influenced by an interaction effect of friends and product type. Thus people will consume brand-related content and contribute to the Facebook page, when the site is based on a hedonic product and several friends already liked the brand-related Facebook page. Facebook is thus a good channel to advertise hedonic products. Nonetheless the products have to be liked by a lot of people to attract even more people. This can be done e.g. by promoting the products and the brand-related Facebook page. Possible actions to attract more fans on Facebook could involve brand lovers who could get a special offer when they promote the brand-related Facebook page under their Facebook friends. The research at hand shows that friends on brand-related Facebook pages are really important especially when it comes to brand-related actions so it is important to get people to advertise the brand-related Facebook page to their friends. Competitions e.g. "Share and follow this site to participate in a competition and win a prize!" can help to increase the number of people who like the brand-related Facebook page. The more people are on the brand-related Facebook page, the more likely it is that there are friends of people who do not know the brand but get to know it through their friends. The more friends are there on the brand-related Facebook page, the more likely the people on this brand-related Facebook page are to contribute to and create brand-related content which in turn attracts more people. So it is most important for the marketing and

social media consultants of companies to set up a brand-related Facebook page of a hedonic product and try to reach as many people possible with this page.

5.2 Limitations

The research at hand aimed to answer the research question "What are the effects of self-monitoring, friendlikes and product type on the brand-related activities people are doing on Facebook?"
An effect of Self-monitoring could not be found in this study. Nonetheless there were interaction effects and main effects of the two independent variables product type and friends.

Hence there are some assumptions not met in the study, the results of this study cannot be assumed as a general answer to this question. Self-Monitoring was not normally distributed over the conditions (skewness .169, SD=.154; kurtosis -1.987, SD=.306). Consuming (skewness .196, SD=.154; kurtosis -.872, SD=306) and contributing (skewness .566, SD=.154; kurtosis -.844, SD=.306) were normally distributed over the conditions. Creating (skewness 1,645, SD=.154; kurtosis 3,395, SD=.306) was not normally distributed over the conditions.

The homogeneity of regression was violated on the consuming dimension ($F(3,244)=16,18$, $p<.05$) and the contributing dimension ($F(3,244)=7,86$, $p<.05$), which means that the covariate (Self-monitoring) interacted with the two independent variables product type and friends and this has to be taken into account by analyzing the results in these two dimensions.
The Levene's Test for Equality of Error-Variance was violated at each dimension of the COBRA scale (consuming, contributing and creating). However the research at hand gives a good starting point and a general direction in which the answers of this question can go.

Self-Monitoring had no effect in this research. Moreover the more friends are on the page, the more Facebook Activities were reported, not only by high self-monitors but also by low self-monitors. Thus the number of friends on the brand-related Facebook page had a positive influence on the activities people do on these pages. Hedonic product pages were more liked by the participants, who had reported to do more activities on these pages. The combination of these three variables (self-monitoring, friends and product type) seems to have an effect especially on the consuming and contributing dimension of the COBRAs.

At the creating dimension the ANCOVA was not significant at the interaction of product type and friends. This can have several reasons, maybe the participants are not used to create brand-related content. Also the products chosen for this research could not be that suited to create brand-related content. The products are also unknown as brand for the participants. The brands used in this research are made up so feeling according to that particular brand could not have influenced the answers. Nonetheless the answers can also be influenced by the missing knowledge of the brand. This can influence the likelihood of creating brand-related content of this brand.

All in all the research at hand was carried out as a questionnaire. The participants were not normally distributed to the condition due to the procedure of the study. The participants were independent from their self-monitoring score randomly assigned over the different conditions, which lead to different group sizes. The observed results thus can only be interpreted as results for this

particular samples and cannot be generalized for the whole population, the Facebook users in general.

The participants were approached via Facebook. The attendance on this study was not compulsive which means that only people who wanted to be part of the study have filled the questionnaire in.

In addition to this only screenshots were offered to the participants. They had no chance to really visit the Facebook pages. Moreover the clues given according to friendlikes were not personalized. They only saw that "one friend likes xy", not who this friend was. Maybe if the friend was a close friend or relative, the results according to one friendlikes could have been different. Also the products could have been chosen better. Maybe some people wondered why they should visit a brand-related Facebook site about drinks at all, which in turn could have influenced their scores on the COBRA-scale.

To sum up the results of this research could have been influenced by different social threats. This means that the effects reported here could have also been effects of others than the independent variables. The results cannot be generalized broadly because the participants were not distributed equally over the different conditions. Above all the number of participants was relatively small compared to the number of Facebook users. The sample had to be greater and representative to really state an effect of Self-Monitoring, product type and friends on brand-related activities on Facebook. Hence the results only give a short insight in the interaction effects of friends, self-monitoring and product type on Facebook.

In future research the self-monitoring scale should be filled in first as one measure and afterwards the participants should be assigned to one of the four conditions. Furthermore it could be interesting to see whether other products lead to other results. Soft drinks and water are just one example of products on Facebook. There are other products and may be products which are better suited for a research on self-monitoring.

Further research also should aim at a more experimental design of the research. The research at hand only gave an insight in what people say, they would do on the brand-related Facebook page. Nevertheless this could differ from their actual activities they would carry out on the website.
Other variables may influence people and their brand-related behavior online. Above all, Facebook is not the only SNS, and some people do not use Facebook but they use other SNS like Twitter and Instagram. There is also brand-related content on these SNS and there are also high and low self-monitors on Instagram and Twitter who could be influenced by other users. The world of SNS is still new and the research in this field had only begun.

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Appendix A. Self-Monitoring Items

Appendix A. 18-items revised self-monitoring scale (Snyder & Gangestad, 1985)

Nr.	Item
1.	I find it hard to imitate the behavior of other people. (R)
2.	At parties and social gatherings, I do not attempt to do or say things that others will like. (R)
3.	I can only argue for ideas which I already believe. (R)
4.	I can make impromptu speeches even on topics about which I have almost no information.
5.	I guess I put on a show to impress or entertain others.
6.	I would probably make a good actor.
7.	In a group of people I am rarely the center of attention. (R)
8.	In different situations and with different people, I often act like very different persons.
9.	I am not particularly good at making other people like me. (R)
10.	I'm not always the person I appear to be.
11.	I would not change my opinions (or the way I do things) in order to please someone or win their favor. (R)
12.	I have considered being an entertainer.
13.	I have never been good at games like charades or improvisational acting. (R)
14.	I have trouble changing my behavior to suit different people and different situations. (R)
15.	At a party I let others keep the jokes and stories going. (R)
16.	I feel a bit awkward in public and do not show up quite as well as I should. (R)
17.	I can look anyone in the eye and tell a lie with a straight face (if for a right end).
18.	I may deceive people by being friendly when I really dislike them.

To indicate self-monitoring the items 1-3, 7, 9, 11, 13-16 have to be reverse scaled. The more points someone "scores" on this scale, thus the more he agrees with items 4, 5, 6, 8, 10, 12, 17 and 18 and the more he disagrees with the items 1-3, 7,9,11,13-16, the more self-monitored he is.

Appendix B. COBRA items
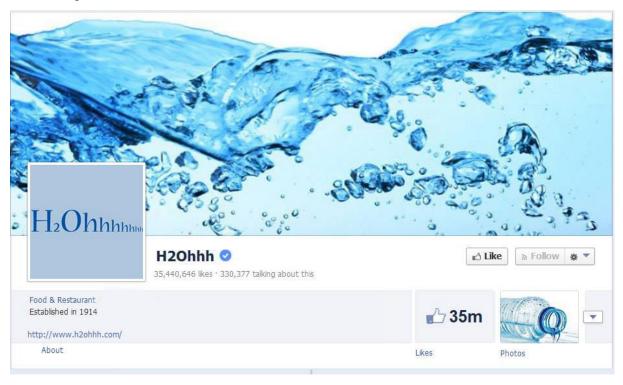
Brand-related activities	Items
Consuming	1) Scan through the brand page 2) Reading articles and news about the products on the brand page 3) Watching videos of the brand 4) Searching product information on the brand page
Contributing	1) "Liking" pictures, videos and postings on the brand page 2) Sharing postings, pictures and videos of the brand page 3) Reacting on postings on the brand page 4) Evaluating products of the brand
Creating	1) Posting links on the brand page 2) Asking questions on the brand page 3) Creating own postings on the brand page 4) Posting own designed brand-related pictures on the brand page

Items used according to COBRA-typology. The items were rated by a 7-point Likert scale ranging from(1) "Never" to (7) "Very often" according to how often people would show that specific behavior on a brand-related Facebook page. The higher the scores, the more active they would be on the brand-related Facebook page.

Appendix C. Screenshots

C.1 Screenshot utilitarian product – H2Ohhh

C.1.1 English

1 Friend
Likes **H2Ohhh**

H2Ohhh

Wondering what water can do for your health?
Read our new article "H2Ohhh makes me healthier" on
www.h2ohhh.com !

Like · Comment · Share

H2Ohhh

Whats your favourite H2Ohhh product?
Are you a connoisseur of our still mineral water?
Or do you enjoy our prickling medium water?

Share your H2Ohhh moment with us! Upload a photo with the
hashtag #h2ohhh

Like · Comment · Share

H2Ohhh shared a link.

Water is important... Watch this video and tell us, why you think,
water is important

https://www.youtube.com/watch?v=BCHhwxvQqxg

Like · Comment · Share

10 Friends
Like   **H2Ohhh**

H2Ohhh

Wondering what water can do for your health?
Read our new article "H2Ohhh makes me healthier" on
www.h2ohhh.com !

Like · Comment · Share

H2Ohhh

Whats your favourite H2Ohhh product?
Are you a connoisseur of our still mineral water?
Or do you enjoy our prickling medium water?

Share your H2Ohhh moment with us! Upload a photo with the
hashtag #h2ohhh

Like · Comment · Share

H2Ohhh shared a link.

Water is important... Watch this video and tell us, why you think,
water is important

https://www.youtube.com/watch?v=BCHhwxvQqxg

Like · Comment · Share

C.1.2 Dutch

H2Ohhh

Wat kan water voor jouw gezondheid doen?
Lees ons nieuwe artikel "H2Ohhh maakt mij gezond" op:
www.h2ohhh.nl!

Vind ik leuk · Reageren · Delen

H2Ohhh

Wat is jouw favorite H2Ohhh product?
Ben je een genieter van onze spa blauw?
Of geniet je meer van onze spa rood?

Deel jouw H2Ohh moment met ons! Deel een photo met de hashtag #h2ohhh

Vind ik leuk · Reageren · Delen

H2Ohhh heeft een link gedeeld.

Water is belangrijk.
Kijk dit video en deel jouw mening waarom water belangrijk is!

https://www.youtube.com/watch?v=BCHhwxvQqxg

Vind ik leuk · Reageren · Delen

10 Vrienden vinden **H2Ohhh** leuk

H2Ohhh

Wat kan water voor jouw gezondheid doen?
Lees ons nieuwe artikel "H2Ohhh maakt mij gezond" op:
www.h2ohhh.nl!

Vind ik leuk · Reageren · Delen

H2Ohhh

Wat is jouw favorite H2Ohhh product?
Ben je een genieter van onze spa blauw?
Of geniet je meer van onze spa rood?

Deel jouw H2Ohh moment met ons! Deel een photo met de hashtag #h2ohhh

Vind ik leuk · Reageren · Delen

H2Ohhh heeft een link gedeeld.

Water is belangrijk.
Kijk dit video en deel jouw mening waarom water belangrijk is!

https://www.youtube.com/watch?v=BCHhwxvQqxg

Vind ik leuk · Reageren · Delen

C.1.3 German

H2Ohhh ✓
35.804.909 „Gefällt mir"-Angaben · 2.832.956 sprechen darüber

👍 **Gefällt mir**   🔊 Abonnieren   ⚙ ▼

Essen & Restaurant
Seit 1914

http://www.h2ohhh.de/

Info

👍 **35 Mio.**

„Gefällt mir"-Angaben   Fotos

1 FreundIn Gefällt **H2Ohhh**

H2Ohhh

Haben Sie sich schon einmal gefragt, was Wasser für Ihre Gesundheit tun kann?
Lesen Sie unseren neuen Artikel "H2Ohhh" macht mich gesund auf: www.h2ohhh.de !

Gefällt mir · Kommentieren · Teilen

H2Ohhh

Was ist Ihr liebstes H2Ohhh product?
Sind Sie ein Geniesser von unserem stillen Mineralwasser?
Oder geniessen Sie unser prickelndes medium Wasser?

Teilen Sie Ihren H2Ohhh Moment mit uns! Laden Sie ein Foto mit dem Hashtag #h2ohhh hoch!

Gefällt mir · Kommentieren · Teilen

H2Ohhh hat einen Link geteilt.

Wasser ist wichtig.
Schauen Sie dieses Video und erzählen Sie uns, warum Sie denken, dass Wasser wichtig ist!

https://www.youtube.com/watch?v=BCHhwxvQqxg

Gefällt mir · Kommentieren · Teilen

10 Freunden
gefällt **H2Ohhh**

H2Ohhh

Haben Sie sich schon einmal gefragt, was Wasser für Ihre Gesundheit tun kann?
Lesen Sie unseren neuen Artikel "H2Ohhh" macht mich gesund auf:
www.h2ohhh.de !

Gefällt mir · Kommentieren · Teilen

H2Ohhh

Was ist Ihr liebstes H2Ohhh product?
Sind Sie ein Geniesser von unserem stillen Mineralwasser?
Oder geniessen Sie unser prickelndes medium Wasser?

Teilen Sie Ihren H2Ohhh Moment mit uns! Laden Sie ein Foto mit dem Hashtag #h2ohhh hoch!

Gefällt mir · Kommentieren · Teilen

H2Ohhh hat einen Link geteilt.

Wasser ist wichtig.
Schauen Sie dieses Video und erzählen Sie uns, warum Sie denken, dass Wasser wichtig ist!

https://www.youtube.com/watch?v=BCHhwxvQqxg

Gefällt mir · Kommentieren · Teilen

C.2 Screenshot hedonic product – FRESH

C.2.1 English

1 Friend Likes **FRESH - Softdrink**

FRESH - Softdrink

Summer comes!
Try our new cocktail creations with FRESH!
More on www.fresh.com

Like · Comment · Share

FRESH - Softdrink

When was the last time you had a FRESH softdrink?
What is your FRESH moment?
Share a photo with the hashtag #FRESH !

Like · Comment · Share

FRESH - Softdrink shared a link.

You want to know where our fantastic softdrinks of FRESH come from?
Watch our video!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Like · Comment · Share

10 Friends
Like **FRESH - Softdrink**

FRESH - Softdrink

Summer comes!
Try our new cocktail creations with FRESH!
More on www.fresh.com

Like · Comment · Share

FRESH - Softdrink

When was the last time you had a FRESH softdrink?
What is your FRESH moment?
Share a photo with the hashtag #FRESH !

Like · Comment · Share

FRESH - Softdrink shared a link.

You want to know where our fantastic softdrinks of FRESH come from?
Watch our video!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Like · Comment · Share

C.2.2 Dutch

FRESH - Softdrink ✓
35.804.999 personen vinden dit leuk · 2.832.956 praten hierover

Product/Dienst
Sinds 1914

www.fresh.nl

Info

👍 35m

Vind-ik-leuks

Foto's

1 Vriend Vindt **FRESH - Softdrink** leuk.

FRESH - Softdrink

De zomer komt!
Proef onze nieuwe cocktail creaties met FRESH!
Meer op www.fresh.nl

Vind ik leuk · Reageren · Delen

FRESH - Softdrink

Wanneer was de laatste keer je hebt van onze FRESH frisdranken genoten?
Wat is jouw FRESH moment?
Deel jouw photo met de hashtag #FRESH

Vind ik leuk · Reageren · Delen

FRESH - Softdrink heeft een link gedeeld.

Je wilt weten, waar onze heerlijke frisdranken van FRESH vandaan komen? Bekijk onze video!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Vind ik leuk · Reageren · Delen

10 Vrienden
vinden **FRESH - Softdrink** leuk

FRESH - Softdrink

De zomer komt!
Proef onze nieuwe cocktail creaties met FRESH!
Meer op www.fresh.nl

Vind ik leuk · Reageren · Delen

FRESH - Softdrink

Wanneer was de laatste keer je hebt van onze FRESH
frisdranken genoten?
Wat is jouw FRESH moment?
Deel jouw photo met de hashtag #FRESH

Vind ik leuk · Reageren · Delen

FRESH - Softdrink heeft een link gedeeld.

Je wilt weten, waar onze heerlijke frisdranken van FRESH
vandaan komen? Bekijk onze video!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Vind ik leuk · Reageren · Delen

C.2.3 German

1 FreundIn
Gefällt: **FRESH - Softdrink**

FRESH - Softdrink

Der Sommer kommt!
Probiere unsere neuen Cocktail Kreationen mit FRESH!
Mehr auf www.fresh.de

Gefällt mir · Kommentieren · Teilen

FRESH - Softdrink

Wann hast du das letzte Mal einen unserer FRESH Softdrinks genossen?
Was ist dein FRESH Moment?
Teile dein Foto mit dem Hashtag #FRESH

Gefällt mir · Kommentieren · Teilen

FRESH - Softdrink hat einen Link geteilt.

Du willst wissen, woher die ganzen leckeren Softdrinks von FRESH herkommen? Sieh dir unser Video an!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Gefällt mir · Kommentieren · Teilen

10 **Freunden** **FRESH - Softdrink**
gefällt

FRESH - Softdrink

Der Sommer kommt!
Probiere unsere neuen Cocktail Kreationen mit FRESH!
Mehr auf www.fresh.de

Gefällt mir · Kommentieren · Teilen

FRESH - Softdrink

Wann hast du das letzte Mal einen unserer FRESH Softdrinks
genossen?
Was ist dein FRESH Moment?
Teile dein Foto mit dem Hashtag #FRESH

Gefällt mir · Kommentieren · Teilen

FRESH - Softdrink hat einen Link geteilt.

Du willst wissen, woher die ganzen leckeren Softdrinks von
FRESH herkommen? Sieh dir unser Video an!

https://www.youtube.com/watch?v=ZE2vNRgq4Ik

Gefällt mir · Kommentieren · Teilen

Appendix D. Questionnaires
D.1 English

Hello!
This survey is pertains to your online activities on Facebook and specifically about your activities according to brand pages on Facebook. The survey will take round about 5 minutes.
All your data will be handled anonymously and with care.
Thanking you in anticipation for your time.

Please answer the following questions
Gender: male/female
Age:_____
Homecountry: Germany/Netherland/Other_____

The statements below concern your personal reactions to a number of different situations. No two statements are exactly alike, so consider each statement carefully before answering. You can choose answers on a 4 point scale ranging from "totally disagree" to "totally agree".

1) I find it hard to imitate the behavior of other people
2) At parties and social gatherings, I do not attempt to do or say things that others will like.
3) I can only argue for ideas which I already believe.
4) I can make impromptu speeches even on topics about which I have almost no information.
5) I guess I put on a show to impress or entertain others.
6) I would probably make a good actor.
7) In a group of people I am rarely the center of attention.
8) In different situations and with different people, I often act like very different persons.
9) I am not particularly good at making other people like me.
10) I'm not always the person I appear to be.
11) I would not change my opinions (or the way I do things) in order to please someone or win their favor.
12) I have considered being an entertainer.
13) I have never been good at games like charades or improvisational acting.
14) I have trouble changing my behavior to suit different people and different situations.
15) At a party I let others keep the jokes and stories going.
16) I feel a bit awkward in public and do not show up quite as well as I should.
17) I can look anyone in the eye and tell a lie with a straight face (if for a right end).
18) I may deceive people by being friendly when I really dislike them.

"Imagine you are sitting at home at your PC. You are randomly surfing through Facebook, enjoying yourself. You do not search for something special, just checking some Facebook pages of some brands, products and services. Then you accidently come across this Facebook page of a new brand. Take some time to check out this page".

You have now 60 sec to read through the screenshots
(SCREENSHOTS)

Now here are some statements which refer to the brand page just seen. Please try to image you are still on this brand page. What kind of activities would you choose to do? And how often would you do it? You can choose on a 7-point scale in how far you would do these activities on the brand page.

I would…

… scan through the brand page
… read articles and news about the products on the brand page
… watch videos of the brand
… search product information on the brand page

… "like" pictures, videos and postings on the brand page
… share postings, pictures and videos of the brand page
… react on postings of the brand and of others on the brand page
… evaluate products of the brand
… posting links on the brand page
… ask questions on the brand page
… create own postings on the brand page
… post own designed brand-related pictures

Last but not least, the goal of my study:
The goal of my study is to identify interactions between self-monitoring and the behavior of people on Facebook, according to brand pages.
The brands used in this study are all not real and only made up for this study.

Thanks for taking part in my study.
If you are interested in the results of my study please enter your e-mail address in the box below.

D.2 Dutch

Hallo!
Deze enquête heeft betrekking op uw online activiteiten op Facebook en specifiek op uw activiteiten ten aanzien van merk-pagina's op Facebook . De enquête zal ongeveer 5 minuten van uw tijd in beslag nemen. Al uw gegevens worden anoniem en met zorg behandeld.

Beanwoordt de volgende vragen alstublief
Geslacht: man/vrouw
Leeftijd: _____
Geboorteland: Duitsland/Nederland/Ander, namelijk_____

Onderstaande uitspraken betreffen uw persoonlijke reacties op een aantal verschillende situaties. Geen van de uitspraken is precies hetzelfde, dus overweeg uw antwoord op elke uitspraak zorgvuldig alvorens te antwoorden. U kunt uw antwoord kiezen op een 4-punts schaal die varieert van " helemaal mee oneens " tot " helemaal mee eens ".

1) Ik vind het moeilijk om het gedrag van andere mensen na te doen.
2) Op feestjes en in gezelschap ga ik niet proberen dingen te doen of te zeggen die anderen leuk zullen vinden.
3) Ik kan alleen pleiten voor ideeën waar ik zelf reeds in geloof.
4) Ik kan onvoorbereid een toespraak houden over een onderwerp waar ik bijna geen informatie over heb.
5) Ik geloof dat ik een show opvoer om mensen te imponeren en vermaken.
6) Ik zou waarschijnlijk een goede acteur zijn.
7) In een groep mensen sta ik zelden in het middelpunt van de belangstellin
8) In verschillende situaties en met verschillende mensen gedraag ik me vaak als verschillende personen.
9) Ik ben er niet zo goed in er voor te zorgen dat anderen me graag mogen.
10) Ik ben niet altijd de persoon die ik lijk te zijn.
11) Ik verander mijn opvattingen en mijn manier van doen niet om de gunst van een ander te winnen.
12) Ik heb overwogen entertainer of artiest te worden.
13) Ik ben nooit goed geweest in spelletjes als
14) Ik heb er moeite mee mijn gedrag aan te passen aan verschillende mensen en verschillende situaties.
15) Op een feestje laat ik het grappen maken en verhalen vertellen aan anderen over.
16) Ik voel me een beetje opgelaten in het openbaar en presenteer mezelf niet zo goed als eigenlijk zou moeten.
17) Ik kan iemand recht in de ogen kijken en met een uitgestreken gezicht een leugen (om bestwil) vertellen.
18) Ik ben in staat mensen te misleiden door vriendelijk te doen terwijl ik ze helemaal niet mag.

"Stel u zit thuis op uw pc. U surft willekeurig op Facebook en vermaakt uzelf. U bent niet op zoek naar iets speciaals, maar kijkt gewoon naar een aantal Facebook-pagina's van sommige merken , producten en diensten. Dan komt geheel toevallig op een Facebook-pagina van een nieuw merk. U neemt de tijd om deze pagina eens te bekijken ".

U heeft 60 seconden om de screenshots te bekijken
(SCREENSHOTS)

Nu zijn hier enkele uitspraken die verwijzen naar de merk-pagina die u net gezien heeft. Probeer u in te beelden dat u nog steeds op deze merk-pagina zit. Welke handelingen zou u uitvoeren? En hoe vaak zou u dit doen ? U kunt kiezen uit de antwoorden binnen een 7 –puntsschaal om aan te geven in hoeverre u de volgende handelingen op de merk-pagina zou uitvoeren. ("Nooit" (1) tot en met "Heel vaak" (7))

Ik zou ...

... de merk-pagina helemaal scannen.
... artikelen en nieuws over de producten van de merk-pagina lezen.
... video's van het merk bekijken
... productinformatie zoeken op de merk-pagina
... foto's, video's en berichten op de merk-pagina "liken"
... berichten, foto's en video's van de merk-pagina delen
... reageren op berichten van het merk en van anderen op de merk-pagina
... producten van het merk evalueren
... 'links' op de merk-pagina plaatsen
... Vragen stellen op de merk-pagina
... eigen berichten op de merk pagina plaatsen
... zelf ontworpen merk-gerelateerde foto's plaatsen

Het doel van mijn onderzoek is een interactie tussen "Self-Monitoring" (zelfcontrole) en het gedrag van mensen op Facebook en precies op merkpagina's op Facebook te vinden. De merken in deze onderzoek zijn fictief.
Bedankt dat u een bijdrage aan mijn onderzoek heeft gedaan.
Als u geïnteresseerd bent in de resultaten van mijn onderzoek, laat dan uw e-mailadres achter in het vak hieronder.

D.3 German

Guten Tag!

Dieser Fragebogen beschäftigt sich mit Ihren Online-Aktivitäten auf Facebook, vor allem mit Ihren Aktivitäten auf von Marken gesponserten Seiten auf Facebook.
Der Fragebogen dauert etwa 5 Minuten.
Ihre Daten werden anonym und vertraulich behandelt.
Vielen Dank, dass Sie sich die Zeit für die Umfrage nehmen.

Bitte beantworten Sie die folgenden Fragen.
Geschlecht: männlich/weiblich
Alter: _____
Geburtsland: Deutschland/Niederlande/Anderes_____

Die hier dargestellten Aussagen beziehen sich auf Ihre Reaktion in verschiedenen sozialen Situationen. Keine der Aussagen sind genau gleich, also denken Sie bitte vor der Antwort über jede Aussage gründlich nach.
Sie können auf einer 4 Punkte Skala von „Ich stimme gar nicht zu" bis hin zu „Ich stimme voll und ganz zu" antworten.

1) Ich finde es schwierig, das Verhalten anderer Leute zu imitieren
2) Bei Partys und sozialen Zusammenkünften versuche ich nicht, etwas zu tun oder zu sagen, das andere mögen
3) Ich kann nur für eine Idee argumentieren, an die ich bereits glaube
4) Ich kann aus dem Stegreif eine Rede halten, sogar über Themen, über die ich fast keine Informationen habe
5) Ich schätze, ich ziehe eine Show ab, um Leute zu beeindrucken oder zu unterhalten
6) Ich wäre wahrscheinlich ein guter Schauspieler/eine gute Schauspielerin
7) In einer Gruppe von Leuten stehe ich selten im Mittelpunkt
8) In verschiedenen Situationen und mit verschiedenen Leuten verhalte ich mich häufig wie völlig verschiedene Personen
9) Ich bin nicht besonders gut darin, andere Leute dazu zu bringen, mich zu mögen
10) Ich bin nicht immer die Person, die ich vorgebe zu sein.
11) Ich würde meine Meinung (oder die Weise, wie ich Dinge tue) nicht ändern, um jemandem zu gefallen oder die Gunst von jemandem zu gewinnen.
12) Ich habe darüber nachgedacht, Entertainer/Entertainerin zu werden
13) Ich war nie gut in Spielen wie Scharaden oder improvisiertem Schauspiel
14) Ich habe ein Problem damit, mein Verhalten zu verändern, um mich an verschiedene Leute und Situationen anzupassen
15) Auf Partys überlasse ich es anderen, Witze und Geschichten zu erzählen
16) Ich fühle mich in Gesellschaft ein wenig unbeholfen und zeige mich nicht ganz so wie ich es sollte
17) Ich kann jedem in die Augen sehen und eine Lüge mit ernstem Gesicht erzählen (falls es für einen guten Zweck ist)
18) Ich kann Leute täuschen, indem ich mich freundlich zeige, auch wenn ich sie wirklich nicht leiden kann

"Stellen Sie sich vor Sie sitzen zu Hause vor Ihrem PC. Sie klicken sich als Zeitvertreib ein wenig durch Facebook. Sie suchen nichts bestimmtes, sondern checken einfach nur ein paar Facebook Seiten von Marken, Produkten und Dienstleistungen. Zufällig kommen Sie auf diese Facebookseite. Nehmen Sie sich etwas Zeit um diese Seite zu begutachten."

Sie haben nun 60 Sekunden Zeit sich diese Seite anzusehen.
(SCREENSHOTS)

Hier sind nun ein paar Aussagen zu der Facebookseite, die Sie gerade gesehen haben.
Bitte stellen Sie sich vor, dass Sie immer noch auf dieser Facebookseite sind.
Was würden Sie auf dieser Seite tun? Und wie oft würden Sie das tun?

Sie können auf einer 7-Punkte Skala angeben, wie oft Sie die aufgeführten Aktivitäten auf der Facebookseite tun würden.

Ich würde….

1… die Seite kurz inhaltlich durchkämmen
2… Artikel und Neuigkeiten über die Produkte auf der Seite lesen
3… mir Videos der Marke angucken
4… nach Produktinformationen auf der Seite suchen
5… Bilder, Videos und Postings auf der Seite liken
6… Postings, Bilder und Videos der Seite teilen
7… Postings der Seite und Kommentare von anderen auf der Seite kommentieren
8… Produkte der Marke evaluieren
9… Links auf der Seite posten
10… Fragen auf der Markenseite stellen
11… eigene Postings auf der Markenseite posten
12… eigene Bilder zur Marke posten

Hier noch einige Hinweise:
Die dargestellten Marken sind fiktive Marken.
Zudem wurde Ihre Selbstkontrolle mit Hilfe der „Self-Monitoring Scale“ gemessen, die Sie zu Beginn des Fragebogens ausfüllten.
Das Ziel der Studie ist es einen möglichen Zusammenhang zwischen Selbstkontrolle und dem Umgang mit unbekannten Marken auf Facebook zu entdecken.
Alle Daten werden anonym und vertraulich behandelt.

Vielen Dank, dass Sie bei meiner Umfrage mitgemacht haben.
Wenn Sie interessiert sind an den Ergebnissen der Studie, dann geben Sie bitte Ihre Emailadresse in der unteren Box an.