THE INFLUENCE OF INDIVIDUAL CULTURAL VALUES, MARKET SEGMENT AND RECOMMENDATION CHARACTERISTICS ON MOTIVES FOR WORD OF MOUTH REFERRAL

Management and Governance / Business Administration / International Management / Master Thesis

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Company:	Blauw Research
Company supervisor:	drs. S. Bosma

March 2012, Rotterdam

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Preface

This thesis embodies the last and hardest mile of my study and marks the end of a very important phase in my life. I am very proud to conclude this thesis and maybe even more proud on the colleagues, friends and family that helped me along the way.

I want to express my gratitude to both my supervisors: Dr. E. Constantinides and Dr. S.A. de Vries for their guidance into this research project and their expertise and knowledge about the topic. Moreover, I am thankful for their flexibility towards my conditions as being an officer-cadet.

Also, I want to thank my colleagues from Blauw Research. The media and sponsoring team gave answer to numerous questions and have always shown interest in my work. In particular, I want to thank drs. S. Bosma, Sandra, for making me feel familiar with the company and guiding me throughout the whole period. Her knowledge about the topic, but also her guidance and support when I was less motivated. Also, I want to express my gratitude to Eva Gerritse for continuously helping me with all sorts of major and minor problems concerning my thesis. Finally, I want to thank Erwin Doggen for his help with my questionnaire and all sorts of software issues. I have really enjoyed my period at Blauw Research, it would have not been the same without you three.

A special thanks to my friends: Samuel, Johan, Jelmer, Georgi, Jurre en Arwin. Who would ever thought that of all people, I would start to miss Rotterdam. Thank you very much for letting me share my emotions from stress to happiness. Jurre and Arwin, what you did for me was amazing and it makes you two very special friends to have always regarded everything you did for me as normal.

I am also very thankful for all the help with SPSS. Peter, thanks!

Finally, I want to thank my girlfriend Chantal and my family. Chantal, thank you for your flexibility and support; it is hard to have a boyfriend that doesn't live at the same place for more than six months. Pa, Ma, Anne en Jet, het is een geschenk om ouders en zusjes als jullie te hebben. Jullie steunen me onvoorwaardelijk en ik kan me geen beter gezin wensen.

Willem

Executive summary

This thesis tries to provide a better understanding on the motives of word-of-mouth referral. Study on this topic is increasingly important, since friends, colleagues and relatives make a large amount of purchase decisions based upon word-of-mouth referral. This has implications for strategic marketing; strategies have to adapt to a new customer center approach in order to use word-of-mouth as an advantage. In addition, the rise of social media has increased information flow, which can be no longer controlled by organizations. In order to allow companies, and more specific, marketers to adjust their strategies, they need to know which consumers make recommendations and why they do so. In addition, it is interesting to know whether marketers should change their strategy for different countries, or can maintain one strategy for all.

This problem definition has led to a set of research boundaries and a research question. As for the boundaries, earlier studies have focused on intercontinental differences for word-of-mouth referral, but differences between Western European countries are only severely studied. This thesis studies differences between the Netherlands, the U.K. and Germany.

A literature study points out some interesting variables that influence the motives for word-of-mouth, such as individual cultural values. The advantage of individual cultural values theory, in comparison to national culture, is that it's less broad and allows capturing cultures within cultures. This is beneficial for marketing research because of the variety of consumer communities within a nation. In order to further define consumer groups, different market segments are included as independent variables. Besides the individual cultural values, country differences and market segments, an individual's recommendation characteristics are also taken into account. These characteristics define an individual in the extend to which he or she recommends online or offline, the influence he or she perceives to have and the number of recommendations he or she makes. As a result these boundaries have led to the following research question:

What influence do individual cultural values, market segment, demographic and recommendation characteristics have on the motives for word-of-mouth referral?

This research uses a questionnaire in order to study the relations as implied by the research question. A questionnaire has its limitations, such as the lack of qualitative and in-depth data, but it does allow for gaining a large sample (n = 1100). By using the strata sampling method a representative sample for the U.K., Germany and the Netherlands is acquired for inhabitants between 18 and 65 years old.

After the data collection and improvement, several predictive analysis were conducted in order to see which of the variables does in fact influence the motives for making a recommendation. The results show that all variables do influence the motives for making a recommendation. German and U.K. respondent differ in motives from the Dutch respondents. For example: the latter are more likely to recommend because of entertainment, were the others are more likely to recommend because of helping. Also, each market segment has other results for the motives of making a recommendation. Furthermore, the individual cultural values prove to influence the individual's actions when it comes to making recommendations. Finally, the recommendation characteristics also influence the motives for making a recommendation.

It is interesting to see that all variables have a significant influence on the dependent variable. This has implications for companies and in particular marketers; in order to improve their marketing strategy they should take these variables into account. For example: one single strategy for each country will be less effective as a different strategy for each country.

This thesis point out several influential factors on the motives of making a recommendation, but is limited to quantitative data. Therefore, it suggests that future qualitative research is required in order to understand each single relation.

Key words: word-of-mouth, recommendation, individual cultural values, market segment, social media, viral marketing

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The first chapter introduces the background, which serves as foundation for this thesis presenting both the academic and practical relevance. The chapter starts with a company profile, besides statistics the paragraph presents the companies' structure and its values and vision. The second paragraph consists of the background for this thesis and introduces some of the core concepts of this thesis. Subsequently, the third paragraph presents the research boundaries. Paragraph 1.4 formulates the research question. The fifth paragraph gives an impression of the research strategy. Finally, the last chapter gives an outlook on the remaining of this thesis by presenting its structure.

1.1 Company profile

The first chapter introduces the background, which serves as foundation for this thesis presenting both the academic and practical relevance. The chapter starts with a company profile, besides statistics the paragraph presents the companies' structure and its values and vision. The second paragraph consists of the background for this thesis and introduces some of the core concepts of this thesis. Subsequently, the third paragraph presents the research boundaries. Paragraph 1.4 formulates the research question. The fifth paragraph gives an impression of the research strategy. Finally, the last chapter gives an outlook on the remaining of this thesis by presenting its structure.

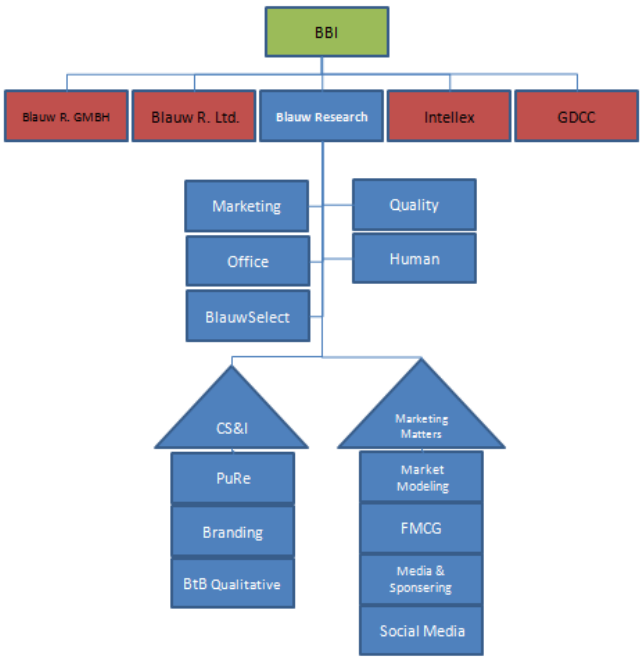


Figure 1 Organogram since 1/2011

The organogram above shows Blauw's structure, which exists of several staff units and two divisions: CS&I (Customer, Strategy & Identity) and MM (marketing matters). Each of these divisions exists of multiple Business Cells. By setting the goal that each cell has to outgrow Blauw (as a whole) in absolute turnover, the management tries to realize and stimulate the growth targets and entrepreneurial spirit. Most relevant for this thesis are the cells Media & sponsoring and Social Media. Both focus around the role of new media; Media & Sponsering the oldest of the two cells focuses on internet, while the newly formed social media team focuses on a specific element of internet: social media (Blauw, personeelsgids 2011, 2011).

As for Blauw's vision, its aim is not to become the largest among research companies, but it does want to be the best. The company believes in the power of enthusiasm. Therefore, one of the central values of the company is its devotion for customers on a base of professionalism, experience and inventiveness in order to produce innovative solutions and market intelligence. An example of the innovative mindset is their expertise on technology and moreover their reaction on the growth of social media by installing a business cell specially for this new type of media. The cell now allows customers to receive feedback in the first phases of productdevelopment through the use of social media (Blauw, blauw.com).

One of Blauw's latest ideas is the superpromoter, based on the power of enthusiasm. This concept aims at a modern client approach, no longer only as a tangible resource, but extending the traditional approach by using the client as co-creator (Blauw, blauw.com).

1.2 Background

Marketing inherited a model of exchange from economics, the dominant logic was based on the manufactured output: "goods". The conventional logic, based on tangible resources, embedded value and transactions has evolved over the past decades in a perspective based on a revised logic of intangible resources, the co-creation of value and relationships. (Vargo & Lusch, 2004). Central to this new logic of service-dominance is that the customer is a co-creator of value. (Payne, Storbacka, & Frow, 2008). In result, companies are moving away from a product or brand-centered marketing towards a customer-centered approach. (Reinartz, Hoyer, & Krafft, 2004).

The high degree of control in traditional integrated marketing communications has shifted to consumer-to-consumer communications whereby communication is outside companies' direct control. Information flows besides information controlled by the company has generally been face-to-face, word-of-mouth communication among individual consumers

(Mangold & Faulds, 2009). With the rise of social media, consumer-to-consumer communications severely diminished the usefulness of the traditional communications paradigm (Mangold & Faulds, 2009).

According to Taylor (2003), 67% of the sales of consumer goods are based on Word-of-mouth (Taylor, 2003). As for services, word-of-mouth is even more important; consumers rather seek information about a service from relatives, friends and colleagues than traditional sponsored advertisement (Murray, 1991). As a result, customer relationship is a central focus of managers and marketers (Dobele, Toleman, & Beverland, 2005) (Helm, 2010). Even though word-of-mouth is referred to as the world's most effective marketing tool, it is also the least understood (Trusov, Bucklin, & Pauwels, 2008). In order to overcome the challenge on how to use word-of-mouth as an advantage, marketers need to understand which consumers are most likely to pass messages along and why (Phelps, Lewis, Mobilio, Perry, & Raman, 2004).

1.3 Research boundaries

As the previous section has pointed out, 67% of the sales of consumer goods are based on word-of-mouth. In order to use word-of-mouth as an advantage, marketers need to know which consumers are engaged in word-of-mouth and what motives them. This thesis aims to provide insight in the motives for word-of-mouth referral and which consumers are engaged in word-of-mouth through analyzing how individual cultural values influence the motives of word-of-mouth. Not only, individual cultural values are studied, but also recommendation characteristics, demographic characteristics and the market segment in which the consumers have initiated word-of-mouth. By including these concepts, this study aims to provide an interesting picture of variables that influence the motives for word-of-mouth.

More and more studies have been conducted on word-of-mouth, but only few have included an international perspective. Due to practical limitations, it is impossible to study differences between all countries. Since there have appeared several studies that aimed to study differences between countries on an international scale, but only few that focused on differences between Western European countries, it is interesting to study whether there exist any differences between them when it comes to word-of-mouth referral. Therefore, my thesis aims to study the motives for word-of-mouth referral and possible differences between the Netherlands, the U.K and Germany.

Furthermore, as this section has pointed out, recommendation characteristics are also taken into account. This includes the medium through which recommendations are made. This

provides knowledge on whether recommendations are made online or offline and tries to provide insight in challenges that have risen since the introduction of social media.

To summarize, the aim of this study is to find out which consumers engage in word-of-mouth and why. Through including the influence of individual cultural values, market segments, demographic characteristics and recommendation characteristics this study provides an interesting picture of variables. In addition, the international perspective of this study is limited to the U.K., Germany and Dutch consumers.

1.4 Research questions

Understanding word-of-mouth is increasingly important; it influences many purchase decisions both for products and services. Marketers are struggling to find good strategies for word-of-mouth, since only few is known about which consumers initiate word-of-mouth. Also, it is only severely known, whether marketing strategies on word-of-mouth are applicable for multiple countries.

This thesis tries to explore how the motives for word-of-mouth are influences through variables of multiple concepts. The following research question will mark out this research:

What influence do individual cultural values, market segment, demographic and recommendation characteristics have on the motives for word-of-mouth referral?

As the research question is broad, multiple sub-questions will be answered in order to provide a complete and satisfying answer to the main research question. The following sub-questions will be treated:

1. What influence do individual cultural values have on word-of-mouth referral?
2. What influence does the market segment of the recommendation have on word-of-mouth referral?
3. What influence do demographic characteristics have on word-of-mouth referral?
4. What influence do recommendation characteristics have on word-of-mouth referral?
5. What is the difference between U.K., German and Dutch consumers in relation to word-of-mouth referral?
6. Are there any interaction effects between demographic characteristics and individual cultural values?

The next section explains through which strategy this thesis aims to answer the research question.

1.5 Research strategy

In order to answer the main research question, and sub-questions, this thesis first provides a literature study. Through studying existing literature, this thesis tries to define the right concepts and hypotheses. Some of the concepts, such as culture, are broad and can be interpreted in many different ways. The literature study contributes to understanding which literature is selected as the dominant guidance for this thesis and why.

The main research strategy exists of a cross-sectional design, with a questionnaire as data-collection method. A questionnaire is very beneficial since it allows for gaining a large sample. This fits with the aim to generalize the results.

1.6 Structure

The section provides an overview of the content of each chapter.

The second chapter contains the literature study. Here, the key-concepts of this study constructed based on existing literature. This is especially important for the concepts of individual cultural values and recommendation characteristics, since they are interpretable in many ways.

Subsequently, the third chapter explains the methodology that guides this study. It contains the arguments that have led up to the decision for a cross-sectional design and questionnaire. Also, it describes the sampling method and discussed some validity and reliability issues.

The fourth chapter contains the analysis. It includes both the analysis and the main results of this thesis. From which the derived conclusions are presented in the fifth chapter. Finally, the last chapter provides a critical review as for the limitations of this research and provides some guidance and ideas for future research.

2. Literature review

This chapter provides a theoretical background on the major constructs relevant for this thesis. It introduces word-of-mouth theory for both traditional and new media. Subsequently, it discusses the antecedents of word-of-mouth and individual cultural values leading and recommendation characteristics leading up to them. Finally, this chapter presents the hypotheses of this research and the model used as a research framework.

2.1 Introduction

The field of strategic management developed around the question how firms achieve and sustain competitive advantage (Teece, Pisano, & Shuen, 1997). This sustained competitive advantage of an organization, first mentioned by Porter, is determined by to what extend the companies' internal resources are valuable, rare, inimitable and non-substitutable and represent an organization's position in comparison to its direct competitors (Boselie, 2010). The purpose of marketing is to exploit this advantage through the creation of long-term and mutually beneficial exchange relationships with individuals and organizations with which it interacts (Kerin & Peterson, 2010).

In more detail, the relationship with individuals and organizations may lead to positive and/or negative customer-based brand equity as a result of consumers perspective on the brand (Keller, 1993). A brand is 'a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors' (Kotler, 1991). Brand equity attracts more customers and allows to set higher prices for goods and/or services, in addition an estimate of the brand equity is useful for mergers and acquisitions (Keller, 1993). An example through which customers support this bilateral relation is word-of-mouth advertisement (Kozinets, Vaclk, Wojnicki, & Wilner, 2010).

However, word-of-mouth may also lead to negative customer-based brand equity. In this case word-of-mouth advertisement can be considered as a threat, since word-of-mouth advertisements affects the majority of all purchase decisions (Kozinets, Vaclk, Wojnicki, & Wilner, 2010). Since the introduction of the Internet, and in particular social media, word-of-mouth can be transmitted in an exponentially growing way; a high diffusion speed, no costs for extra copies and the distribution to a global audience is free of gate keepers (e.g. publishers) (Henning-Thurau, et al., 2010).

In conclusion both through traditional and new media, has great influence on the majority of purchases. In order for companies to improve their marketing strategy, they need to understand the motives for people to generate word-of-mouth advertisement. The next chapter first gives a more extensive elaboration of word-of-mouth advertisement through existing literature.

2.2 Word-of-mouth advertisement

The introduction of this chapter already pointed out the influence of word-of-mouth advertisement. This section gives a more thorough insight in the construct of word-of-mouth advertisement and recommendation behavior.

2.2.1 Traditional word-of-mouth

Word-of-mouth advertisement is in its most basic definition consumer-to-consumer advertisement and is referred to as the world's most effective, yet least understood marketing strategy (Trusov, Bucklin, & Pauwels, 2008). Word-of-mouth is the informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers (Sun, Youn, Wu, & Kuntaraporn, 2006). The amount of people that find advertisements a good way to learn about new products is decreasing, as is the amount of people that buy products because of their advertisements (Trusov, Bucklin, & Pauwels, 2008) (Kozinets, Vaclk, Wojnicki, & Wilner, 2010). Word-of-mouth on the other hand, is found to have strong impact on new customer acquisition (Trusov, Bucklin, & Pauwels, 2008). The model below illustrates the most basic form of word-of-mouth. The Organic Interconsumer Influence Model shows word-of-mouth that occurs between two consumers without direct influence or measurement by marketers; it is generated as a result of antecedents other than due to marketers (Kozinets, Vaclk, Wojnicki, & Wilner, 2010).

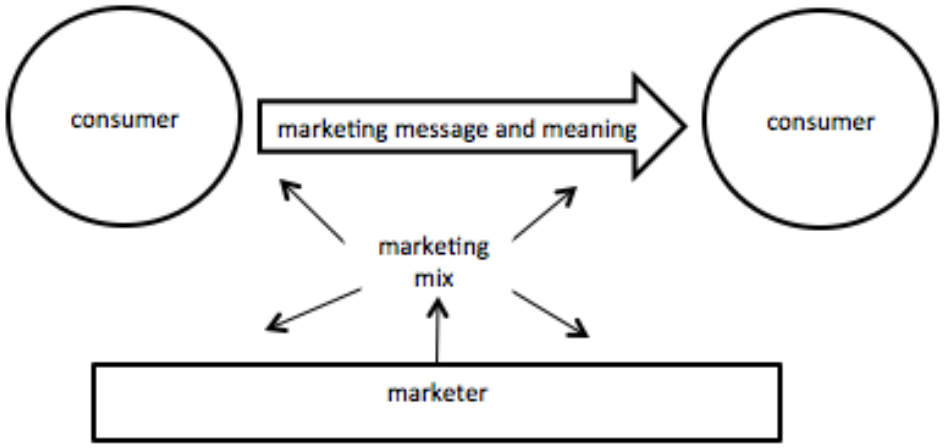


Figure 2 The organic interconsumer influence model (Kozinets, Vaclk, Wojnicki, & Wilner, 2010)

When word-of-mouth advertisement is positive, this may result in positive brand equity. Successful examples are Macintosh and Harley-Davidson (Algesheimer, Dholakia, & Herrmann, 2005). Identification with the brand has even led to brand communities; a strong brand community leads to the recommendation of the brand to nonmembers. A Harley Owner Group (HOG) member perceives Harley Davidson as a way of life, and may feel obligated to disparage other motorcycle brands (e.g. Japanese motorcycle brands). This provides an example of negative word-of-mouth advertisement for Japanese motorcycle brands.

2.2.2 Web 2.0 and social networks

The concept of web 2.0 has changed traditional word-of-mouth. Web 2.0 has embedded within it various features that play a central role on the web: participation, interactivity, collaborative learning and social networking (Flew, 2008). Kaplan & Haenlein present a classification of social media, which is shown below.

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Figure 3 Classification of social media (Kaplan & Haenlein, 2010)

Most relevant for this thesis are blogs and social networking sites. The first is one of the earliest forms of social media and is the social media equivalent of a personal web page. The latter enables the sharing of pictures, videos and other forms of media (Kaplan & Haenlein, 2010). A more specific definition is provided by Greenhow, who illustrates social networking site as a web-based service that allows to construct a profile, articulate a list of other users with whom they are connected and traverse their list of connections and those of others within the system (Greenhow, 2011).

As for word-of-mouth, web 2.0 and in particular social media has led to viral marketing; electronic word-of-mouth whereby some form of marketing message can be transmitted in an exponentially growing way (Kaplan & Haenlein, 2010). In the context of the Internet,

word-of-mouth is no longer restricted to small group interactions between individuals (Leskovec, Adamic, & Huberman, 2007). Information is not only spread but also considered important: online social networks are perceived as an important source of information for the acquisition of goods and services (Subramani & Rajagopalan, 2003).

When the viral marketing is negative, this has great influence on the company it considers. This is illustrated in the examples below:

In 2008 Dave Caroll flew to Nebraska using United Airlines. Before department he saw employees throwing with his guitar, as a result his guitar got broken. He described the incident in the song 'United Breaks Guitars'. The song is now watched close to 11 million times and has had great influence (YouTube).

In 2011 Youp van 't Hek posted the following on Twitter:

According to news website nu.nl Youp caused T-mobile great damage, since he influenced many others with his vision.
Translation: "T-Mobile's terror is funny. They apologize for each mistake they make and refer you to the helpdesk. Waiting for 4 hours …"

As illustrated, the consumer has a strong role in the marketing process. Due to word-of-mouth, both through traditional and new media, brand equity can be created but also destroyed. The former two subsections have elaborated word-of-mouth as a general phenomenon, whereas the next subsection tends to focus on the role of the individual.

2.2.3 Recommendation characteristics

Since word-of-mouth advertisement can be both positive and negative; the initiator can be regarded to have a positive or negative influence on the brand equity. Reichheld defines an individual with positive influence as a promoter and an individual with negative influence as a detractor (Reichheld, 2006). Examples of detractors are illustrated earlier (e.g. Dave Caroll). A promoter is defined as a customer who is extremely likely to recommend a product to someone else.

Following this definition, a promoter is not only a customer that generates cash flow, but also an initiator of word-of-mouth advertisement (Villanueva, Yoo, & Hanssens, 2008). According to Reichheld, the percentage of customers willing to refer to a friend or colleague correlated with differences in growth rates among competitors (Reichheld, 2006). Reichheld measured the customer's enthusiasm by use of a single question - *How likely is it that you would recommend our company to a friend or colleague?* – to determine whether customers are promoters (score 9 or 10 on the 0-10 scale), passively satisfied (7-8) or detractors (0-6) (Reichheld, 2006). This is the so-called NPS (Net Promoter Score).

The individual that engages with word-of-mouth and makes a recommendation shows recommendation behavior. Though recommendation behavior can be defined in multiple ways and multiple dimensions, this thesis focuses around the constructs measured in this research only: the number of recommendations, the medium through which the recommendation is made and the influence of the recommendation perceived by the initiator. This limitation is due to practical limitations (e.g. the exact words of a recommendation require an extensive qualitative research).

The individual who initiates word-of-mouth makes an investment by doing so. In order to strengthen his or her relationship with a brand the customers makes a personal sacrifice (Vogelaar, 2009). The customer acts as a salesman and reference for a product or service, putting his or her reputation on the line (Reichheld, 2006). Uses and gratifications for word-of-mouth advertisement are further discussed in the next section.

2.2.4 Word-of-mouth strategies

Consumer-to-consumer communication should not be regarded as a threat, rather as a possibility (Dobele, Toleman, & Beverland, 2005) (Helm, 2010). Examples have shown that promoters are beneficial for company growth, also examples of successful brand communities such as HOG show how word-of-mouth advertisement can be a great advantage. As described earlier in this chapter, word-of-mouth is referred to as the world's most effective, yet least understood marketing strategy (Trusov, Bucklin, & Pauwels, 2008).

Also, when companies recognize that social media can be used as an advantage the challenge remains how to do so (Hanna, Rohm, & Crittenden, 2011). Marketers need to understand which consumers are most likely to pass messages along and why (Phelps, Lewis,

Mobilio, Perry, & Raman, 2004). Moreover, when knowledge about traditional or viral marketing is insufficient, it may be counterproductive (Subramani & Rajagopalan, 2003).
In consequence, marketers attempt to influence word-of-mouth advertisement. The organic interconsumer influence model contains no direct influence by other in the direct consumer to consumer message (see: subsection 2.2.1) (Kozinets, Vaclk, Wojnicki, & Wilner, 2010). By influencing influential consumers, marketers could use consumers as co-creators. This is illustrated in the linear marketer influence model shown below.

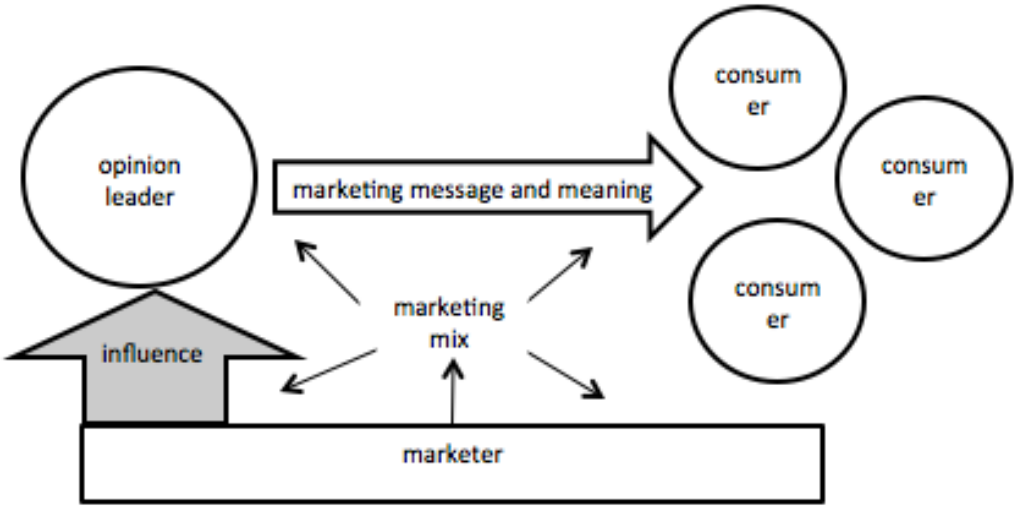


Figure 4 The linear marketer influence model (Kozinets, Vaclk, Wojnicki, & Wilner, 2010)

The latest model also includes new media strategies in order to use viral marketing. Marketers want to directly manage word-of-mouth activity through seeding and communication programs (Kozinets, Vaclk, Wojnicki, & Wilner, 2010). The findings of Kozinets, Vaclk, Wojnicki and Wilner prove that managers do have an opportunity to encourage particular narrative strategies, though it is hard and important to understand the complexity of word-of-mouth (Kozinets, Vaclk, Wojnicki, & Wilner, 2010).

As the literature and practical examples show, there is a need for marketers to understand word-of-mouth and viral marketing in order to create matching marketing strategies. By doing so, the threat becomes an advantage; overcoming consumer resistance with fast delivery and significantly lower costs (Trusov, Bucklin, & Pauwels, 2008).

An example of such a strategy is the *Superpromoter strategy* introduced by Blauw Research. This strategy aligns with the linear marketer influence model; Blauw Research identifies a companies' influential consumers so that companies know which consumers are opinion

leaders (Vogelaar, 2009). SusaGroup also created a marketing strategy for word-of-mouth advertisement by trying to create fans instead of consumers (Busato, 2011).

In summary, this section illustrated the construct of word-of-mouth advertisement. Subsequently, it described the implications due to the rise of social media. Furthermore, it elaborated on the individual in interconsumer influence model; the promoter. Finally, it gave some examples of existing strategies. This section also pointed out that a recommendation requires personal sacrifice. The next section is based around the motives for a consumer to generate word-of-mouth, and more specific: make a recommendation.

2.3 Motivation

The second section gave a description of word-of-mouth advertisement. A promoter, the initiator of word-of-mouth advertisement, talks up a company to friends, family and colleagues. In order to do so, promoters makes an investment or personal sacrifice, since their reputation is on the line (Reichheld, 2006). This thesis focuses on promoter's motivation to do so; why consumers recommend a good or service to others and may become brand advocates. Therefore, this section gives a description of the motivation construct, which is the dependent variable of this research.

2.3.1 Uses and gratification theory

The dominant paradigm for explaining media exposure in the field of communication studies is uses and gratifications theory (Larose, Mastro, & Eastin, 2001). This paradigm has been applied to both conventional mass media as well as to web 2.0 (Larose, Mastro, & Eastin, 2001). It explains why people engage in various types of media, and which content satisfies their psychological and social needs (Dunne, Lawlor, & Rowley, 2010). Uses and gratifications research can provide insight in participants' motivations in social and communication networks; research in these areas has long demonstrated that consumers influence other consumers (Phelps, Lewis, Mobilio, Perry, & Raman, 2004).

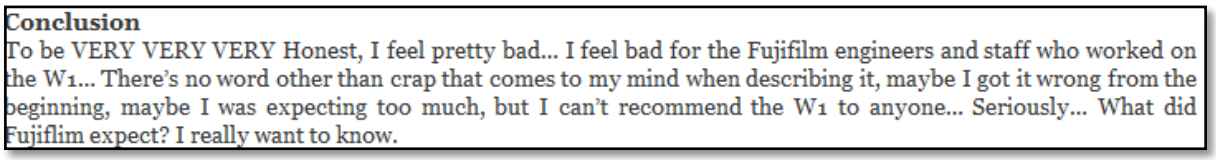
This satisfaction is the extent to which people have the feeling that their motives are being fulfilled (Johnson & Yang, 2009). In uses and gratifications theory, a distinction is made between gratifications sought and gratifications obtained. Gratifications sought are the motivations to engage in media, whereas gratifications obtained are the perceived personal outcomes (Johnson & Yang, 2009).

However, this thesis focuses around media usage in relation to making recommendations, with that it focuses on a specific part of media usage.

2.3.2 Motives for promoters

In order for marketers to create the right marketing mix and to positively influence word-of-mouth advertisement, they need to understand which consumers are most likely to pass messages along and why (Phelps, Lewis, Mobilio, Perry, & Raman, 2004). Different theories offer an overview of possible motives for people to recommend a good or service to friends, family and colleagues.

Different authors offer different motives for engagement in word of mouth. For example, the individual degree of satisfaction or dissatisfaction with the consumers perception of a good or service is regarded as the key antecedent of word-of-mouth (Anderson, 1998). This can be both positive and negative; when service quality is low, people are likely to warn others and protect them from experiencing similar problems (Harrison-Walker, 2001). An example of the latter is given below:



Conclusion
To be VERY VERY VERY Honest, I feel pretty bad... I feel bad for the Fujifilm engineers and staff who worked on the W1... There's no word other than crap that comes to my mind when describing it, maybe I got it wrong from the beginning, maybe I was expecting too much, but I can't recommend the W1 to anyone... Seriously... What did Fujiflim expect? I really want to know.

Figure 5 Word-of-mouth referral due to motivation to warn others

Although the latter example contains a negative word-of-mouth referral, this thesis focuses around motives for people to recommend a good or service. The following part gives an overview of uses and gratifications relevant for this thesis and with that for this research. Criteria for the selection of these uses and gratifications are that the motives have to consider a recommendation. Negative word-of-mouth is neglected as well are uses and gratifications that do relate to the use of media, but not to word-of-mouth behavior (e.g. motive to have fun through gaming). Also, some motives are only informative or based on loyalty, for example: 'I always go to Happy Italy restaurant', which is not yet a recommendation. All six motives are antecedents of both a recommendation through social and traditional media. It is important to note that the six motives chosen from literature aim to cover all motives for making a recommendation. Any other motives found in literature are usually very similar to the selection made for this thesis.

Author	Motive	Description
(Brown, Barry, Dacin, & Gunst, 2005) (Matos & Rossi, 2008)	Commitment	Commitment is the enduring desire to maintain a valued relationship, which is a result of organizational identification (the degree to which an individual perceives a oneness with an organization).
(Matos & Rossi, 2008)	Perceived value	The consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.
(Wetzer, Zeelenberg, & Pieters, 2007)	Entertainment	Keeping a conversation going and amusing the conversational partner.
(Johnson & Yang, 2009) (Harrison-Walker, 2001)	Helping	Provide information (e.g. links, news, knowledge) about a good or service in order to help others.
(Larose, Mastro, & Eastin, 2001) (Vogelaar, 2009) (Reichheld, 2006)	Status	Desire to seem cool or important to others and with that gain a reputation.
(Larose, Mastro, & Eastin, 2001)	Monetary	The consumer receives a bargain for recommending a good or service.

Table 1 Overview of motives selected as antecedent of making a recommendation

Although each motive is different, still people may have multiple motives for a single recommendation.

The first motive, commitment describes a relation which the customer believes is so important that he or she has an enduring desire to maintain it. Commitment is composed of multiple dimensions: affective (positive emotional attachment), normative (perceived moral obligation towards the organization) and continuance (perceived costs associated with leaving the organization) (Matos & Rossi, 2008).

Second motive, perceived value, is defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Matos & Rossi, 2008). If a customer perceives a product as good, he or she is willing to recommend it to others.

The third and fourth motive are both social motives. Whereas entertainment is keeping a conversation going and amusing the conversational partner (Wetzer, Zeelenberg, & Pieters, 2007), helping is the willing to help someone with for example decision making (Johnson & Yang, 2009). The latter can be expressed in a product review, but also in a conversation between two individuals.

The fifth motive, status, is an antecedent of making a recommendation, since a customer wants to seem cool or important (Larose, Mastro, & Eastin, 2001). By giving the right recommendation, a customer hoops to be perceived as a good advisor (Vogelaar, 2009).

The final motive is the monetary motive. A bargain motivates people to recommend a good or service to others. In return for their recommendation they receive some kind of monetary reward (Larose, Mastro, & Eastin, 2001).

This thesis gives insight in which antecedents motivates people to recommend in the Netherlands, Germany and the United Kingdom. With that information this thesis provides an international perspective in the uses and gratifications literature in relation to word-of-mouth. Furthermore, companies gain insight in which antecedents are relevant for their companies and whether or not they can use the same strategy in Germany, the United Kingdom as they use in the Netherlands.

As becomes clear from the research question, this study aims to find how, among other variables, individual cultural values influence the motives for making a recommendation. The next section gives a further understanding of this independent variable.

2.4 Individual cultural values

This section explores the international perspective and the construct of individual cultural value. After an introduction which explains the implications of globalization for the marketing process, the individual cultural values are presented and explained.

2.4.1 Globalization and implications for marketers

During the 1980s and 1990s organizations conducted business in a dynamic world of international business with liberalized economies, both developed and emerging (Som, 2009). Globalization is the transition from local or regional activities to global ones. Activities that include all kind of offerings as for products and services, but also markets, information sharing and communication (Boselie, 2010). Of course, researchers have had many definitions for globalization, another definition is given by Som, who defines globalization as the process of social, political, economic, cultural and technological integration among countries of the world (Som, 2009). These activities and changes had profound implications for the world economy (i.e. global investment and savings) (Som, 2009).

As a consequence, corporations have engaged in substantial foreign direct investment in other countries (Som, 2009). These global corporations have gone global for three imperatives: the economic imperative (e.g. shift of production to low-wage countries), the strategic imperative (e.g. integrating global knowledge throughout their subsidiaries) and finally the growth imperative (e.g. scale leverage and global competition) (Som, 2009).

When companies go abroad they may have to adjust to local needs, depending on the companies' strategy. The selected strategy depends on the degree to which the company maintains global coordination and integration (global coordination/integration) and on the other hand the degree to which the company adapts to national differences (national differentiation/responsiveness) (Som, 2009).

This has also implications for marketers since they may need to adapt to local needs in order to gain and maintain good relationships with individuals and organizations. Understanding national differences is beneficial, since it allows corporations to predict strategic moves of competitors and thereby helps to design a strategy (Tse, Lee, Vertinsky, & Wehrung, 1988).

More relevant for this thesis, cross-cultural differences also have implications for word-of-mouth referral (Money, Gilly, & Graham, 1998). The study conducted by Money, Gilly and Graham shows huge differences between the United States and Japan as for word-of-mouth referral. Later studies have also included viral marketing and eWOM (Fong & Burton, 2008). They found strong differences as for eWOM between China and the United States.

2.4.2 Individual cultural values

The latter section explained that globalization has implications for marketers. Also, cross-cultural differences have proven to influence both traditional word-of-mouth and eWOM. This thesis aims at clarifying the relation between culture and recommendations. Therefore, the dimension of culture is more extensively explained in this section.

The research examples given in the former section have to limitations and with that leave a gap in the research field. First, most research conducted was between countries from multiple continents rather than countries within a small range. As described earlier, many companies operate abroad because of multiple imperatives, however this doesn't mean that this has to be intercontinental. This thesis provides a study within a closer range, namely:

the Netherlands, Germany and the United Kingdom, which are all three West-European countries.

Also, most research focuses on the level of national culture. This research uses the level of individual cultural values in order to give a more reliable insight in the effect of culture, the findings of Hofstede did not replicate at the individual level (Fischer, Vauclair, Fontaine, & Schwartz, 2010). There is individual variation within cultural groups (Schwartz, 1999), intranational variations can often be as significant as cross-national differences and many countries may have large subcultures (Minkov & Hofstede, 2011). Especially, for the countries selected for this research, the level of national culture is too broad.

As a result, this research focuses on a smaller range and individual cultural values. The values selected are those created by Schwartz. Although they are dated, they still form a fundamental element in cross-national research, as are Hofstede's dimensions on the national level. Another reason for the selection of Schwartz' values is his more current research, which proves that there is a correlation between his values and human behavior (Bardi & Schwartz, 2003). The individual cultural values are presented below.

Individual cultural value	Definition
Power	Social status and prestige, control or dominance over people and resources (social power, authority, wealth)
Achievement	Personal success through demonstrating competence according to social standards (successful, capable, ambitious, influential)
Hedonism	Pleasure and sensuous gratification for oneself (pleasure, enjoying life)
Stimulation	Excitement, novelty, and challenge in life (daring, a varied life, and exciting life)
Self-direction	Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals)
Universalism	Understanding, appreciation, tolerance and protection of the welfare of all people and of nature (broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment)
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)
Tradition	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion in life, devout, respect for tradition, moderate)
Conformity	Restraint in actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedient, self-discipline, honoring parents and elders)
Security	Safety, harmony and stability of society, of relationships, and of self (family security, national security, social order, clean, reciprocation of favors)

Table 2 Individual cultural values and their definitions (Bardi & Schwartz, 2003)

Now that the individual cultural values are identified and earlier in this chapter the antecedents for recommendations, the next section gives an overview of the research framework.

2.5 Research framework

This section gives an overview of the research framework.

2.5.1 Introduction

In order to gain competitive advantage it is of great importance to perform the right marketing strategy. In addition, the rise of the Internet and in particular social media have led to electronic word-of-mouth. Consumer-to-consumer communication has proven to have great influence on decision making related to acquisitions. Traditional advertisements are rarely effective, which obliges companies to create a strategy in order to use word-of-mouth as an advantage.

As a part of such a strategy it is important for marketers to know which consumers are most likely to pass messages along and why. This thesis focuses around these consumers and gives insight in the antecedents of their recommendations. It tries to gain knowledge on how individual cultural values, recommendation and demographic characteristics and market segment influence the motives for making a recommendation. By doing so, this thesis doesn't provide a specific strategy for companies to accomplish marketing goals, but it does give insights and tools to companies in order for them to create a suitable marketing strategy.

2.5.2 Hypotheses

This section gives an overview of the hypotheses of this research, which are derived from literature, the aim of this research and the research boundaries.

The first hypothesis is based on the relation between the individual cultural values and the motives for making a recommendation. Individual cultural values are a motivational construct. People act in accordance with their individual cultural values, even though not always consciously (Bardi & Schwartz, 2003). This has implications for a person's belief, but also for his or her actions. This is derived from the fact that there is a need for consistency between one's values and actions (Bardi & Schwartz, 2003).

Since there is a total of 10 individual cultural values and 6 motives, it is hard to predict a relation for each combination (10 values x 6 motives = 60 hypotheses). Therefore, the hypothesis is more broadly formulated and refers to multiple possible relations;

H1: A consumer's individual cultural values have an effect on implications for his or her motives for making a recommendation.

As the first chapter illustrated, research on word-of-mouth has already been conducted. However, only few researchers have studied differences between Western European countries. According to Hofstede, Germany, the U.K. and the Netherlands differ on many concepts (e.g. score on masculinity dimension: the Netherlands (51), the U.K. (9/10) and Germany (9/10). (Hofstede, 1983) As explained earlier, his theory is rough and broad, which is why the individual cultural values are used in order to test whether culture influences the motives. Still, it does suggest that the countries differ in multiple ways. Therefore, it is interesting to test whether the countries also differ in their motives for making a recommendation. Another downside of his theory being to broad is that it is hard to predict how the countries differ from each other. Therefore, the nature of this hypothesis is exploratory. This results in the following hypothesis:

H2: There is a significant difference between the U.K., Germany and the Netherlands as for their motives for making a recommendation.

In order to provide an interesting set of independent variables, the demographic characteristics are also included. The demographic characteristics include multiple independent variables: gender, level of education and age. Earlier research suggests that these variables are influential. Males and females differ in the effect of a recommendation from a friend (Garbarino & Strahilevitz, 2004). It is for example interesting to know whether or not males and females have the same motives or do old consumers have other motives than younger consumers. These tests may generate valuable information; do marketers need to change their strategy for each sex, or do males and females have the same motives for making a recommendation? The following hypothesis summarizes the relation between the demographic characteristics and the motives for making a recommendation:

H3: A consumer's motive for making a recommendation is dependent on his or her demographic characteristics.

Also, this study tests whether the demographic characteristics have an interacting effect with **H1** (the relation between individual cultural values and the motives for making a recommendation).

Furthermore, it is interesting to study more specific characteristics that concern making recommendations: recommendation characteristics. As described in the previous section, the recommendation characteristics in this research include the medium, through which a recommendation is made, the number of recommendations and the perceived influence of the initiator of the recommendation. This provides insight in whether or not certain motives are only applicable for online recommendations, or if certain motives are dependent on whether or not the consumer regularly makes many or few recommendations. Again, the relation between each of these three concepts and the motives will be tested, which leads to a total of 18 underlying hypotheses, which are summarized in the following hypothesis:

H4: A consumer's motive for making a recommendation is dependent on his or her recommendation characteristics.

The former variables are all focused around the initiator of word-of-mouth; where is the consumer from, what are his or her individual cultural values, demographic and recommendation characteristics. The latter of the hypotheses focuses around the market segment in which the recommendation is made. For example, recommendation because of entertainment is very likely in the media (e.g. music/film) segment. It may be very valuable for marketers to know which motive is most common in his or her specific market segment. Therefore, the fifth hypothesis focuses on this relation:

H5: The motives for making a recommendation depend on the market segment in which the recommendation is made.

The next section provides the conceptual model based on literature, research boundaries and the hypotheses.

2.5.3 Research model

This section contains the conceptual model. This model is based on the hypotheses discussed above. In turn, these are based on the literature, but also on the limitations of this research. The model contains multiple independent variables that are tested in order to know whether or not they explain the dependent variable. Although, the model contains various independent variables, it is, due to practical limitations, impossible to include all variables that explain the motives for making a recommendation.

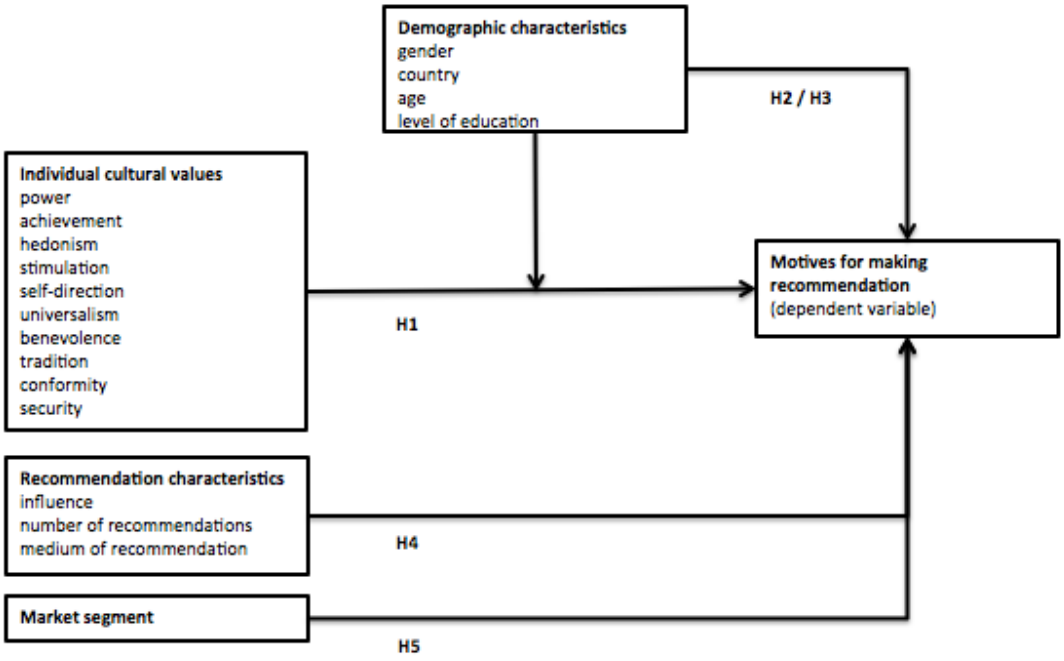


Figure 6 Conceptual model

The next page shows an overview of all variables derived from the model above. Thereafter, this thesis continues with the third chapter, which describes the methodology and operationalizes the conceptual model.

Construct	Definition
	Individual cultural values
Power	Social status and prestige, control or dominance over people and resources (social power, authority, wealth)
Achievement	Personal success through demonstrating competence according to social standards (successful, capable, ambitious, influential)
Hedonism	Pleasure and sensuous gratification for oneself (pleasure, enjoying life)
Stimulation	Excitement, novelty, and challenge in life (daring, a varied life, and exciting life)
Self-direction	Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals)
Universalism	Understanding, appreciation, tolerance and protection of the welfare of all people and of nature (broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment)
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)
Tradition	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion in life, devout, respect for tradition, moderate)
Conformity	Restraint in actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedient, self-discipline, honoring parents and elders)
Security	Safety, harmony and stability of society, of relationships, and of self (family security, national security, social order, clean, reciprocation of favors)
	Motives
Commitment	Commitment is the enduring desire to maintain a valued relationship, which is a result of organizational identification (the degree to which an individual perceives a oneness with an organization).
Perceived value	The consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.
Entertainment	Keeping a conversation going and amusing the conversational partner.
Helping	Provide information (e.g. links, news, knowledge) about a good or service in order to help others.
Status	Desire to seem cool or important to others and with that gain a reputation.
Monetary	The consumer receives a bargain for recommending a good or service.
	Recommendation behavior
Amount	Determines how much recommendations the initiator makes.
Medium	The medium through which the recommendation is made.
Influence	The degree to which the initiator believes his or her recommendation is taken into account by the recipient.

Table 3 Summary of constructs

3. Methodology

This chapter describes the steps that have translated the theoretical concepts into a research design and data collection method. Furthermore, it gives the conceptualization and operationalization of the concepts. Finally, the last section gives insight in the procedures undertaken for the data collection method.

3.1 Introduction

The previous chapter designed the research field of this thesis and moreover the specific concepts of this research. Now that the concepts have been determined and explained the next step involves the selection of a suitable research strategy, design and method.

The main objective of this research is to gain insight in the motives for recommendation behavior, which is further translated into six dimensions: commitment, perceived value, entertainment, status, monetary and helping.

The research questions focus on the relation between the dependent variable and several independent variables, namely: demographic characteristics, individual cultural values and recommendation characteristics. Thus, the strategy is to explain these relations and with that answer the research question. Therefore the research purpose is explanatory; the emphasis is on studying the dependent variable, motives, and explain the relations with the independent variables (Saunders, Lewis, & Thornhill, 2009).

In order to do so, the units of analysis have to be selected. Among other relations, this research aims to test whether nationality influences the dependent variable. Therefore, the units of analysis are inhabitants of Germany, the U.K. and the Netherlands with an age limit from 18 till 65. These units of analysis require a large sample in order for valid generalization. Generalizability or external validity is the extend to which the research results are equally applicable to other research settings (Raimond, 1993). This has consequences for the selection of a research design, method and sampling method. These elements will be further discussed in the next sections.

3.2 Research design

This section focuses on the research design of this thesis by presenting the argumentation and selection of a research design. A research design is a general plan of how the research

questions are going to be answered (Saunders, Lewis, & Thornhill, 2009). This research aims to explain relations and causality between multiple variables and is therefore explanatory. It is assumed to contain at least dependent (e.g. recommendation behavior) and independent variables (e.g. individual cultural values). Question remains which design is best suited in order to analyze the relations.

An experiment is the 'gold standard' research design (Saunders, Lewis, & Thornhill, 2009). One reason is that an experiment is a very good solution to the fundamental problem of causal inference. It allows the researcher to control the independent variable, and with that the treatment. Although an experiment has good results on internal validity it has a lot of practical issues, i.e. cost inefficient and time consuming (Babbie, 2007). Furthermore, external validity is likely to be more difficult to establish (Saunders, Lewis, & Thornhill, 2009). Taking into account the required sample size, the experiment is not suited for this research.

Using the distinction between research designs created by De Vaus, this leaves the case study, longitudinal and cross-sectional design (deVaus, 2002). The difference between the latter two designs is the time frame of the research. The longitudinal design is over a large timeframe, whereas the cross-sectional design analyzes existing differences among the units. (Babbie, 2007). In more detail, the cross-sectional research is a study of a particular phenomenon (or phenomena) at a particular time (Saunders, Lewis, & Thornhill, 2009). This research aims to study the phenomenon of recommendation behavior at this moment and is therefore an example of a cross-sectional research design.

Cross-sectional designs do have some advantages in comparison to experiments. First, it allows for generalization and scores high on external validity; degree to which findings of the sample can be generalized to a population (Saunders, Lewis, & Thornhill, 2009). An important factor for the sample to be generalized is the sample itself, this will be discussed in the next section.

In conclusion, the research design selected for this research is the cross-sectional design. First, is allows for generalization. Also, it fits the quantitative approach of this thesis. Besides the argumentation based on the validity the selection of a research method is also

dependent on practical implications. For example this study doesn't allow for a longitudinal design because of the time frame.

Now that the research design has been selected, the next section focuses on the research method.

3.3 Research method

Now that the research design is selected and aligned with the strategy, the next step is the selection of a research method. This is basically the method of data-collection used for research.

One of the main focuses of this research is its generalizability from sample to population. One of the main fundaments for generalizability is a qualitative good and large sample (Saunders, Lewis, & Thornhill, 2009). This has practical implications. For example, an interview limits the researcher in its sample size; an interview takes relatively long. A questionnaire on the other hand is a suited method, which also allows gaining a large sample in a relatively limited time frame and in a highly economical way (Saunders, Lewis, & Thornhill, 2009). Furthermore, a questionnaire allows collecting quantitative data, which can be analyzed using descriptive statistics. In addition, the data collected can be used to suggest possible reasons for particular relationships. Though it is preferable to use multiple methods, the largeness of the questionnaire leads to the selection of one method only (Tashakkori & Teddlie, 2003).

The questionnaire is suited for collecting responses of a large sample, however a questionnaire also has disadvantages one has to be aware of.

First, it is an obtrusive method, which means that the units of observation will be influenced. Therefore, it is important to take the ethics of conducting research into account. The general ethical issue is that the research should not subject the respondents to harm or embarrassment (Saunders, Lewis, & Thornhill, 2009). One of the consequences is that the data should be anonymous and confidential.

Second, a questionnaire is known for a limited internal validity; it is easily threatened by internal validity errors. Since forward causal inference, like in an experiment, is not possible,

this method tries to analyze causality through reverse causal inference. Yet, this has implications for the internal validity. Examples are instrumentation (e.g. question wording and order) and measurement errors (e.g. changes as effect of causes versus changes as random noise). Furthermore, the temporal order of variables is not always clear. Most of these problems are addressed using statistical controls and the tradeoff between omitting variables and multicollinearity (to much variables), but still a questionnaire has a relatively low internal validity in general (Babbie, 2007).

Another disadvantage is that the researcher is unable to go back to the individuals. Therefore a questionnaire has to be well designed in order to increase response rates, validity and reliability. Therefore, a number of steps have to be taken.

First, the questions have to be carefully designed. One way of dealing with this issue is to use existing and/or standardized questions. This will be explained in the next section. Furthermore, the layout has to be clear and pleasing (for layout see appendix B). As a consequence the questionnaire used in this study shows the progress of the respondent at the top right corner, so that he or she is aware of the time needed to complete the questionnaire. Furthermore, the variety of answer scales makes the questionnaire attractive. Also, this issue is taken into account for the order of the questions and the overall length of the questionnaire. The third step involves a lucid explanation of the purpose of the questionnaire; each of the respondents receives a short description of the purpose of the questionnaire. Finally, the questionnaire has to be tested. By distributing the questionnaire over a small group of people, some of the questions were improved in order to be less vague and easier to understand. Also, some other checks were completed; these will be described later in this study.

In conclusion, a questionnaire is data-collection method, which perfectly fits the research design. It allows for a large dataset in a limited time frame and has few threats to the external validity. Still, it has some advantages especially considering the internal validity.

Already partly discussed is the importance of a good sample, the next section discussed the sampling method of the questionnaire.

3.4 Sampling method

One of the most important steps in this research is the sampling method. Sampling is necessary since it would be impracticable to survey the entire population, due to both budget and time constraints (Saunders, Lewis, & Thornhill, 2009).

As described in the previous sections the selection of a representative sample is very important, since the aim is to generalize the results over a large population. Different sampling techniques are offered in order to gain a qualitative good sample. These sampling methods are divided into two types: probability or representative sampling and non-probability or judgmental sampling (Saunders, Lewis, & Thornhill, 2009).

The first type, probability sampling, provides an equal chance for all cases of the population and is therefore most likely to result in a representative sample. This type is selected and involves four stages.

First, a suitable sampling frame has to be selected. The sampling frame for this thesis are the panels of Blauw and SSI, two companies that have managed their panels for many years and have a lot of experience in market research. Subsequently, a suitable sample size has to be selected. Since the unit of analysis is very large, a large sample size is required: n = 1100/1200.

The third step involves the selection of the most appropriate sampling technique. The method for this study is the stratified random sampling technique. By dividing the population into a series of relevant strata means that the sample is more likely to be representative (Saunders, Lewis, & Thornhill, 2009). This is only possible of the strata can be distinguished. In this case the unit of analysis are the inhabitants of Germany, the U.K. and the Netherlands. However, these can be representative in many ways (e.g. household income, age, gender). For this research the strata are based on age, gender and level of education. When the strata are to complex, they are no longer distinguishable.

The fourth step involves checking whether or not the sample is representative. With the use of manage frames it was possible to check whether the strata were met. If particular strata are not met during the process, the panels are able to distribute more invitations to cases of those particular strata in order to reach to determined result.

By following this technique the sample is very likely to be representative, which allows for generalization to the unit of analysis.

Now that the research design, method and sampling method are selected, the next section elaborates on the conceptualization and operationalization of the theory described in the previous chapter. Furthermore, it explains how the questionnaire is constructed and which procedure is followed for the distribution of the questionnaire.

3.5 Operationalization

The conceptualization and operationalization of the questionnaire aim to translate the theoretical concept in correct questions. This includes both the question and the answer scale. Besides the theory, the validity is also taken into account for the construction of the questionnaire.

First, it is important that the questions measure the construct that is intended to measure. This is referred to as construct validity (Saunders, Lewis, & Thornhill, 2009). A relatively easy way to make sure construct validity is maintained in first phase is to search for questions and answer scales already used in literature.

This is applicable for the individual cultural values. The individual cultural values exist out of 10 individual cultural values, based on Schwartz theory. Knoppen & Saris developed a shortened Portrait Value Questionnaire, which exists of fewer questions per value (the original PVQ contains 5 questions per value, since the questionnaire will contain more concepts this is to much) (Knoppen & Saris, 2009). Furthermore, Knoppen & Saris found that for the value universalism two factors had to be used, equality (justice for all) and environment (care for nature). This theory results in 11 values, witch each 2 questions. In addition one more question per value is added, which is negatively formulated in order to keep the respondents concentrated.

The motives are derived from literature and each motive has three questions (items). A confirmative factor analysis will be used in order to check whether these three items measure what is intended to measure. Since the theory suggests 6 motives, this results in a total of 18 questions.

Furthermore, the concept of recommendation behavior is conceptualized into three dimensions: number of recommendations, medium (online/offline) and the perceived influence of the initiator. The latter will contain five items since the dimension is too hard to measure by using just one question. For both the motives and recommendation characteristics the five point Likert scale is set as answer scale. With in some cases negatively formulated items as suggested by existing research (Dillman, 2007).

Finally, the demographic characteristics will exists out of standardized questions for age, gender, level of education and region. The country is known at forehand. The construct validity and theory have resulted in the conceptualization given in the table(--).

Two other types of internal validity are in particular applicable to the questionnaire. The criterion-related validity, also known as predictive validity, is concerned with the predictions made with the data (Saunders, Lewis, & Thornhill, 2009). This will not be discussed here since it involves statistical tests such as correlation.

Finally, content validity is an important validity type. This concerns the judgment of the adequate coverage of the questions (Saunders, Lewis, & Thornhill, 2009). A distinction can be made between 'essential', 'useful but not essential', or 'not necessary'. This judgment is also undertaken for this questionnaire. As for the items concerning the dependent and independent variable as described above, these are essential. But, the questionnaire also contains questions that guide the respondent and may be useful for further analysis, but are not an essential part of the theoretical framework.

An example of such a question is question 8. The respondent is asked which particular brand he or she has recommended. This is only used on order to make it easier for the respondent to motivate his or her recommendation. Though this question is not necessary, it does increase the attractiveness of the questionnaire and with that increases the validity and reliability.

Besides internal validity, the reliability or consistency is also important (Mitchell, 1996). Therefore, the internal consistency will be tested; this will be discussed later in this thesis.

Concept	**Dimension / variable**	**Item**	**Coding** (dataset)
Motives (dependent variable)	Commitment	Commitment 1	Q9_1
		Commitment 2	Q9_2
		Commitment 3	Q9_3
	Perceived value	Perceived value 1	Q9_4
		Perceived value 2	Q9_5
		Perceived value 3	Q9_6
	Entertainment	Entertainment 1	Q9_7
		Entertainment 2	Q9_8
		Entertainment 3	Q9_9
	Status	Status 1	Q9_10
		Status 2	Q9_11
		Status 3	Q9_12
	Monetary	Monetary 1	Q9_13
		Monetary 2	Q9_14
		Monetary 3	Q9_15
	Helping	Helping 1	Q9_16
		Helping 2	Q9_17
		Helping 3	Q9_18
Individual cultural value	Tradition	Tradition 1	Q4A_1
		Tradition 2	Q4A_2
		Tradition 3	Q4A_3
	Conformity	Conformity 1	Q4A_4
		Conformity 2	Q4A_5
		Conformity 3	Q4A_6
	Security	Security 1	Q4A_7
		Security 2	Q4A_8
		Security 3	Q4A_9
	Power	Power 1	Q4A_10
		Power 2	Q4A_11
		Power 3	Q4A_12
	Achievement	Achievement 1	Q4A_13
		Achievement 2	Q4A_14
		Achievement 3	Q4A_15
	Hedonism	Hedonism 1	Q4A_16
		Hedonism 2	Q4A_17
		Hedonism 3	Q4A_18
	Stimulation	Stimulation 1	Q4A_19
		Stimulation 2	Q4A_20
		Stimulation 3	Q4A_21
	Self-direction	Self-direction 1	Q4A_22
		Self-direction 2	Q4A_23
		Self-direction 3	Q4A_24
	Equality	Equality 1	Q4A_25
		Equality 2	Q4A_26
		Equality 3	Q4A_27
	Environment	Environment 1	Q4A_28
		Environment 2	Q4A_29
		Environment 3	Q4A_30
	Benevolence	Benevolence 1	Q4A_31
		Benevolence 2	Q4A_32
		Benevolence 3	Q4A_33
Recommendation behavior	Influence	Influence 1	Q11_1
		Influence 2	Q11_2
		Influence 3	Q11_3
		Influence 4	Q11_4
		Influence 5	Q11_5
	Number of recommendations	Numberofrecommendations1	Q6
	Medium	Medium1	Q7

Table 4 Conceptualization of the variables

3.6 Questionnaire and procedure

This section gives further elaboration on the questionnaire and it's structure. Also the some remarks on the procedure are made at the end of this section.

3.6.1 Questionnaire

The questionnaire is based on the items given in the previous section and the demographic characteristics. This section further elaborates on the questionnaire.

As for the order of the questionnaire, it starts with straightforward questions about the demographic characteristics. This decreases the dropout level (Saunders, Lewis, & Thornhill, 2009).

Normally, personal and/or sensitive questions should be placed towards the end of the questionnaire (Saunders, Lewis, & Thornhill, 2009). However, since it is interesting to know the individual cultural values of respondents that don't make any recommendations at all, these questions have to be placed before the recommendation questions. The individual cultural value questions are distributed over three separate screens (33 items on one screen will increase drop-out level). Furthermore, all items are distributed randomly. The gender of the respondent influences the individual cultural value questions (e.g. He likes to do better than others versus She likes to do better than others). The respondent is asked to what extend he or she is like the person described and he or she can answer on a six-point scale (very much like me, like me, somewhat like me, a little like me, not like me, not like me at all). This question scale intends to reduce cognitive complexity of the items, through presenting respondents with an item concerning someone else (Knoppen & Saris, 2009).

Then, the respondent has to select a segment of which he or she has recommended a product, service, brand or organization in the past six months. This makes the concept of recommendation more tangible for the respondent. Also, it gives insight in which segments the majority of recommendations is made. All segments are presented randomly. Note: this is a multiple response question, multiple segments are possible. If the respondent selects 'none', it means that he or she hasn't made any recommendations in the past six months for which the respondent will be directed to the end of the questionnaire.

Now that the respondent is more familiar with the concept of recommendation he or she is asked how much recommendation he or she has made in the past month (subtitle of the question: an estimate is sufficient). Next, the respondent is asked to what extend these questions were online or offline. A slide is presented which can be moved over a bar, which presents online on the left side and offline on the right (ratio scale). If the slide is moved to the right side, the person indicates that the majority of his or her recommendations are made offline.

The next question presents the segment selected by the respondent and he or she is asked to give a brand for the segment. This helps the respondent with making the recommendation more tangible and reduces cognitive complexity.

The respondent is then given the items concerning the motives for recommendation, each on a five point Likert scale. Subsequently, the respondent is asked where he or she has made that recommendation for which the respondent receives a list of online and offline possibilities. The list is distributed randomly, but grouped; all online possibilities are grouped as well as all offline possibilities. The latter of the selectable options per group is 'other offline, namely' and ' other online, namely'.

Finally, the five items concerning influence are presented, each with a five point Likert scale.

When the respondent ends the questionnaire a message is shown in order to thank the respondent, and he or she will then be directed to a final page where he or she can make complaints or notes about the questionnaire.

In conclusion, the questionnaire is clearly grouped in several parts: demographic characteristics, individual cultural values, recommendation behavior, motives and the perceived influence. A variety of answer scales make the questionnaire attractive for the respondent. The questionnaire in word format is included in appendix A.

3.6.2 Procedure

Since the questionnaire will be distributed online, some additional guidelines should be taken into account, namely:

- ensuring emails and postings to user groups are relevant and that you do not send junk emails (spam) (Hewson, Yule, Laurent, & Vogel, 2003);
- remembering that invitations to participate sent to over 20 user groups at once are deemed as unacceptable by many net vigilantes and so you should not exceed this threshold (Hewson, Yule, Laurent, & Vogel, 2003);
- avoiding sending your email to multiple mailing lists as this is likely to result in individuals receiving multiple copies of your email (this is known as cross-posting) (Hewson, Yule, Laurent, & Vogel, 2003);
- avoiding the use of email attachments as these can contain viruses (Hewson, Yule, Laurent, & Vogel, 2003).

The first guideline is met, since the respondents are aware that they can receive mail from the panels (they volunteer). All questionnaires are distributed over multiple batches in time; this deals with the second issue. For the third guideline: the invitations are sent to individuals not to mailing lists. Finally, the invites don't contain attachments, since they contain a link to the questionnaire.

Furthermore, there are various strategies to increase the response rate. One of these strategies with a relative high impact is monetary incentive versus no incentive (Saunders, Lewis, & Thornhill, 2009). The incentive is two folded: (1) the respondents can select a charitable organization to whom the panel will donate, and (2) the members of the panel can win the possibility to select a price among multiple possibilities (e.g. iPod Docking station, Nintendo 3DS).

4. Analysis

This chapter contains the actual analysis. First, this chapter describes the improvement of data quality. Subsequently, the descriptive statistics for each question are given. Then, the analysis and tests conducted are presented.

4.1 Introduction

The analysis of this research is presented in the same order as it is conducted. First, a data quality improvement was executed in order to increase the validity of this research. This is more extensively described in the next section.

As with any data, interpretation is very important. The second step consists of the factor analysis. Here, the items are reduced to factors. Though, the factors are derived from literature, a confirmative analysis shows whether the statistics agree. In some case this may lead to the discussion, whether or not items can be combined into one or multiple factors.

Once the factors are created, the actual tests of hypotheses can start. Through multiple regression analyses, the software tries to create a prediction model for the dependent variable based on the independent variables.

Thanks to the latter analysis, it is possible to answer the research question.

4.2 Data quality improvement

After the questionnaire is constructed with Dub interviewer it can be monitored using manage frames. These frames provide the possibility to check the progress of the survey (e.g. number of completed questionnaires). When the strata are met (see: sampling), the next step involves the creation of the dataset.

This is an important step in two ways: first, it provides a dataset, which allows further analysis of the questionnaire (practical benefit), also it makes all results anonymous. The dataset exists only of the answers given, not of personal information of the respondents.

Before the complete dataset is created a 10% check is performed after 10% completes on the strata. The 10% check allows gaining some idea of the questionnaires face validity (Saunders, Lewis, & Thornhill, 2009). Furthermore, it provides the possibility to check how

long it took to complete the questionnaire. It is also suggested to (1) analyze whether the instructions were clear, (2) which, if any, questions were unclear or ambiguous, (3) which, if any, questions the respondent felt uneasy about answering, (4) whether in their opinion there were any major topic omissions, (5) whether the layout was clear and attractive, and (6) any other comments (Bell, 2005). Since the respondents were given the possibility to make complaints at the end of the questionnaire, the questionnaire was checked on all objectives mentioned above. The results didn't require any further changes.

After the creation of the dataset, the preface is not yet completed. The dataset also contains respondents that stopped half way or people that were no longer needed since the strata of that particular group was already met. Also, the dataset contains respondents that completed the dataset to quick to be taken seriously or respondents that have given the same answer for each item (e.g. neutral for to much items).

Therefore, a script is used in order to check data quality. The test exists of two sub tests: speed test and a grid test (e.g. to many neutral). Respondents that were both an invalid score on the speed and grid test were removed (21 respondents). Furthermore, the results of the respondents scoring only bad on the speed test were further checked. Question 5 asks the respondents whether they have recommended any product, service, brand or organization in the past six months. If the respondents select none as an answer, he or she will be directed to the end of the questionnaire. This may result in bad results on the speed test. These respondents were not removed. Respondents scoring bad on the speed test, but did complete the whole questionnaire, were removed (another 4 respondents). This resulted in the removal of 25 respondents, which resulted in a total of 1100 valid completed questionnaires.

The dataset contained 2056 variables when first constructed. Due to routings in the dataset the software used to program the dataset created multiple variables only used during the questionnaire. After a reduction of variables only needed for the software a total of 917 variables remained (this excludes variables used for the weighing or any variables created during the analysis).

Although strata were set, the ideal situation of reaching 100% on all strata was not entirely met. By using a weight factor, the few strata that were not yet completed, were modified.

Thanks to the weight factors, the sample is more representative. First, the weight was corrected for educational level (second priority), and then it was corrected for the age and gender (first priority). Correcting the weight on one factor affects the results on other factors. By using the described order the priority is taken into account. The following steps were taken in order to weight the cases: (1) calculation of the percentage of the population responding for each stratum, (2) searched for stratum that had the highest percentage of the population responding, (3) calculation of the weight for each stratum using the equation given below, and (4) applying the appropriate weight to each case.

$$Weight = \frac{highest\ proportion\ of\ population\ responding\ for\ any\ stratum}{proportion\ of\ population\ responding\ in\ stratum\ for\ which\ calculating\ weight}$$

Equation 1 weight calculation for each stratum

In conclusion, the steps above increase the reliability of the dataset through both an improvement of the data quality and the extend to which the sample is representative.

The next section present the first results of this thesis, which consists of the descriptive information of each question.

4.3 Descriptive analysis

This part consists of a descriptive analysis of the questionnaire results.

In total 1100 respondents remained for analysis after the several steps described in the previous section. The respondents exist of a representative sample for all three countries (U.K, Germany, Netherlands) with an age limit of 18 to 65. The age distribution is given in the graph below.

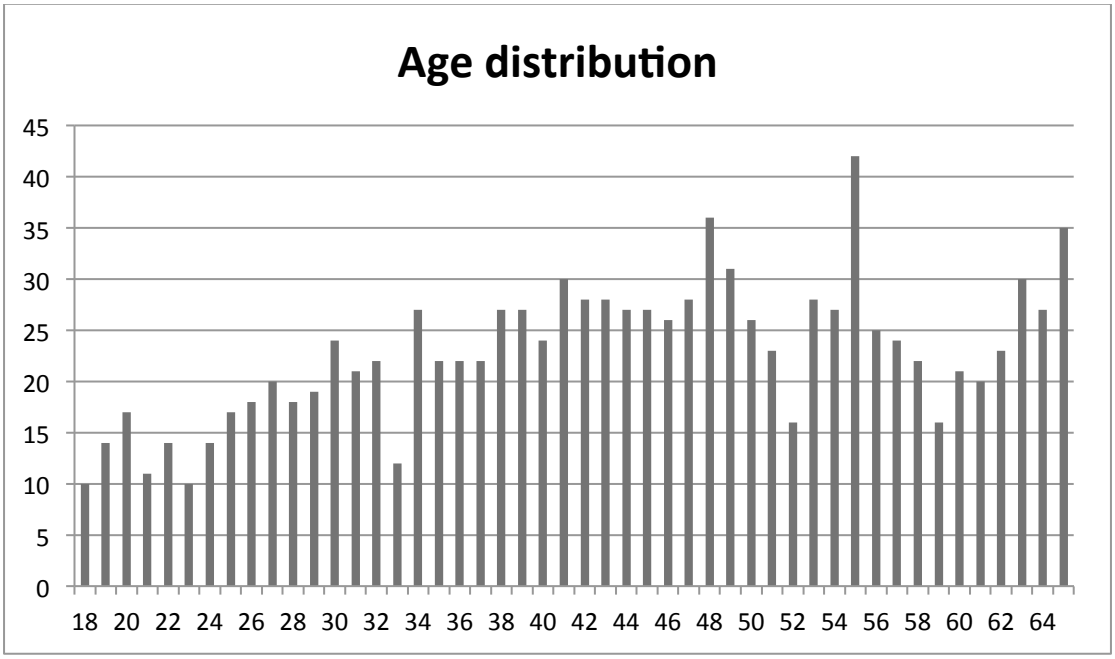


Figure 7 Age distribution

Average age of 43.96

In total, 525 (47.7%) males and 575 (52.3%) females have completed the questionnaire. The distribution of respondents per country gives 269 U.K respondents, 564 NL and 267 German respondents. Finally, the level of education, with a distribution of 296 low (26.9%), 448 middle (40.7%) and 356 high (32.4%) over the total of 1100 respondents.

There was no strata set for the region of the respondents since the priority was age and gender, followed by level of education. The results for the distribution of the respondents over the regions in the UK and Germany are given below.

Region	Frequency	Percentage
England, Northeast	11	1.0
England, Northwest	34	3.1
England, Yorkshire and the Humber	29	2.6
England, West Midlands	24	2.2
England, East Midlands	26	2.4
England, East of England	15	1.4
England, South East	40	3.6
England, London	32	2.9
England, South West	18	1.6
Wales	13	1.2
Scotland	24	2.2
Northern Ireland	3	.3
Total	269	24.5

Table 5 Region distribution UK

Region	Frequency	Percentage
Bayern	39	3.5
Baden-Württemberg	34	3.1
Hessen	21	1.9
Rheinland-Pfalz	5	.5
Saarland	6	.5
Sachsen	16	1.5
Sachsen-Anhalt	8	.7
Nordrhein-Westfalen	53	4.8
Niedersachsen	20	1.8
Thüringen	7	.6
Brandenburg	14	1.3
Berlin	19	1.7
Mecklenburg-Vorpommern	7	.6
Schleswig-Holstein	13	1.2
Bremen	1	.1
Hamburg	4	.4
Total	267	24.3

Table 6 Region distribution GE

Now that the descriptives of the participants is described, the next section gives a descriptive overview of the variables used in this research, the weight is set on for the next descriptive overviews.

The individual cultural values were to be answered on a 6 point scale which indicated how much the respondent is like the person described in the item (very much like me, like me, somewhat like me, a little like me, not like me, not at all like me). Therefore the minimum is 1.00 (very much like me) and the maximum is 6.00. A descriptive overview is given below. Note that weight is set on as from this table.

Individual cultural value	N	Minimum	Maximum	Mean	Std. Deviation
Tradition	1099	1.00	6.00	3.1272	1.04163
Direction	1099	1.00	6.00	3.5789	1.06661
Hedonism	1099	1.00	6.00	2.6597	0.90046
Equality	1099	1.00	6.00	2.2888	1.06137
Benevolence	1099	1.00	6.00	2.3269	0.97351
Environment	1099	1.00	6.00	2.7150	1.10588
Self-direction	1099	1.00	6.00	2.1080	0.82163
Social order	1099	1.00	6.00	3.0705	0.98781

Table 7 Descriptive overview individual cultural values

The respondent was asked in which segments he or she recommended a product, service, brand or organization in the past six months. It was a multiple response question; the respondent was given the possibility to give multiple answers except for respondents with none as an answer. The average number of segments per respondent is 3.82. A descriptive overview is given below.

Segment	#	%
Restaurant and/or bar	322	29.3
Food	317	28.8
Supermarket	292	26.5
Holiday destination	284	25.8
Electronics (e.g. computer, phone)	268	24.4
Media (e.g. movie, music)	254	23.1
Mobile operator	247	22.5
Clothing	217	19.7
Certain store or chain	208	18.9
Internet provider	209	19.0
(Alcoholic or non-alcoholic) drinks	192	17.5
Cars	158	14.4
Software	150	13.6
Energy supplier	142	12.9
Shoe brand	136	12.4
Event	128	11.7
Financial provider (e.g. bank, insurer, mortgage provider)	118	10.8
Public transport	96	8.7
Sports brand	93	8.5
Business service provider (e.g. accountant, lawyer)	45	4.1
Other	6	.6
None	322	29.3
Total	1099	382.3

Table 8 Descriptive overview of recommended segments

The table above shows that the segments selected for the question were sufficient, since only the option other was only selected 6 times.

The next descriptive overview focuses on the recommender's behavior. The number of times he or she recommends a month and whether his or her recommendations are online or offline. As for the latter, the lower the score the more online, the higher the score the more offline.

The first item has a response of 777, since all respondents that selected none as an answer in the previous question were directed to the end of the questionnaire. Since this question considers the number of recommendations of last month (instead of six months in the previous question) some selected 0. These respondents were not able to respond to the next question: online/offline ratio.

The maximum number of recommendations is 100, which means that one or more respondents made 100 recommendations that month. As for the online/offline ratio, a scale determined the maximum and minimum. Only offline being 100 and only online being 0. Since the mean is 70.60, most respondents made relatively more recommendations offline.

Item	N	Minimum	Maximum	Mean	Std. Deviation
Number of recommendations	777	0	100	6.34	10.408
Online/offline ratio	756	0	100	70.60	26.436

Table 9 Descriptive overview of number of recommendations and related online/offline ratio

The motivation questions were asked on a 5 point Likert scale. The results are given in the descriptive overview below.

Item	N	Minimum	Maximum	Mean	Std. Deviation
Helping	763	1.00	5.00	2.4509	0.90497
Monetary	763	1.00	5.00	4.2182	1.02939
Status	763	1.00	5.00	3.5145	1.08773
Entertainment	763	1.00	5.00	3.3668	1.08436
Commitment	763	1.00	5.00	3.6481	1.02833
Price/quality	763	1.00	5.00	3.7619	1.09250
Perceived value	763	1.00	5.00	2.0307	0.93932

Table 10 Descriptive overview of the motives

The table above shows that people are motivated to recommend because of helping others or the perceived value in particular (since these two items have a relatively low mean). Monetary is not a strong motive for the respondents to recommend a product or service, with a mean score of 4.2182, which is lies between disagree and strongly disagree.

People were also asked where they've made a recommendation. This considers one recommendation they've made that month. This question was multiple response, so the respondents had the possibility to check multiple possibilities for one recommendations. As a result, the mean number of locations per recommendation is 2. Also the overview shows that the majority of locations selected are offline (1073). The overview is given in the table below.

Location	#	%
At my home	426	56.4
At my work	245	31.9
At a party	172	22.4
At a bar	94	12.6
Before, during or after sport	63	7.8
Other offline	73	9.2
Total offline	1073	
Facebook	188	25.3
Chat program	58	7.8
Twitter	37	4.7
YouTube	30	4.1
A blog	17	2.3
LinkedIn	14	1.6
Hyves	14	1.5
MySpace	12	1.5
Flickr	7	.9
Foursquare	3	.4
Other online	94	12.6
Total online	474	
Total N	762	203

Table 11 Medium of recommendation

The last question considered the influence of recommendations as perceived by the initiator of the recommendation. The Likert scale is used for the five items considering influence. The results show that the respondents are optimistic about their influence since the mean results are close to 'agree'. The results are given in the table below.

Item	N	Minimum	Maximum	Mean	Std. Deviation
Recommendations are usually followed	777	1.00	5.00	2.51	0.720
Receiver takes recommendations into account	777	1.00	5.00	2.15	0.708
Advice played a role in decision for others	777	1.00	5.00	2.43	0.800
I like to share my opinion with others	777	1.00	5.00	2.05	0.728
I am considered enthusiastic	777	1.00	5.00	2.48	0.931
Influence	777	1.00	5.00	2.3254	0.54015

Table 12 Descriptive overview of influence item and factor

4.4 Factor analysis

This section aims to reduce data through transferring multiple items in factors.

4.4.1 Individual cultural values

The individual cultural values were measured on a six point scaled developed by Schwartz. A confirmative factor analysis is performed in order to reduce the 33 items into the individual cultural values provided by literature.

First, the correlation matrix was checked, by looking at the anti-image correlation matrix (MSA scores). Each of the items scores sufficient (higher than .55), with the lowest score being .766 (He/she doesn't like to follow the customs he/she has learned). This means that none of the items has to be removed before proceeding with the factor analysis. Second, the Kaiser-Meyer-Olkin measure of sampling adequacy was also high enough to perform the factor analysis (KMO = .866).

A Principal Components Analysis (PCA) was performed in order to check how much factors SPSS identifies. Since the factors are based on literature the extraction is based on a fixed number of factors (11). Factors should have an eigenvalue of at least 1, only 7 factors scored higher than 1. In addition, a scree-plot indicated 5 factors. The scree test shows an elbow at k=6, k-1 = number of factors derived from the dataset. Since the results provided by SPSS differ on the literature results interpretation is very important.

However, before interpreting these results, the communalities are examined. Communalities indicate the amount of variance in each variable that is accounted for. Variables scoring under .30 should be removed from the dataset. Two questions score relatively low (He/she likes to avoid anything people say is wrong .439 and he/she is not concerned that the social order is protected .342). According to the guidelines for communalities, none of these items has to be removed.

As described earlier, interpretation is very important since the number of factors explained by SPSS differs from literature. By rotating the initial solution SPSS produces a rotated component matrix. This matrix shows the factor loadings; correlation between the factors and the initial variables. Variables with a high loading on a factor are used to interpret that factor. In an ideal situation, each variable scores high on one factor and relatively low on the others.

Only two factors show the same results as described in literature. The items based on tradition and environment as individual cultural values score high on the factors. Below shows the items for environment as an example.

Environment items	Factor loading
It is important to him/her to look after the environment.	0.775
He/she likes to take care for nature.	0.809
It is not important to him/her to adapt to nature.	0.637

Table 13 Factor loading on environment

As described above, the only other factor showing the same results is tradition. One of the three items per factor (according to literature) was negatively formulated (e.g. It is not important to him/her to adapt to nature). Only for environment and tradition this negatively formulated item scored high on the factor. All of the other negatively formulated items didn't score high on the correct factor (according to variable), moreover the negatively formulated items scored high on a new formed factor (see below).

Item	Factor loading
It is not important to him/her to be polite to other people all the time.	0.619
Having a good time is not important to him/her.	0.606
He/she doesn't like to do things his/her own original way.	0.406
It is not important to him/her to protect the weak in society.	0.654
It is not important for him/her to respond to the needs of others.	0.726

Table 14 Negatively formulated items score high on the same factor

Therefore, the individual cultural values of self-direction, equality, benevolence are based on two items instead of three (the negatively formulated item can not be included).

Finally, in three cases the items of one individual cultural value score high on the same factor as the items of another individual cultural value. The remaining six individual cultural values show this as result. For an example, see the table below.

Individual value	Item	Factor loading
conformity	It is important to him/her to always behave properly.	0.665
	He/she likes to avoid doing anything people would say is wrong.	0.660
security	It is important to him/her to live in secure surroundings.	0.508
	He/she likes to avoid anything that might endanger his/her safety.	0.759

Table 15 Item factor loading of two values score high on one factor

As the table shows, the items of the two individual cultural values score high on one factor. This is also applicable for the combination of hedonism in combination with stimulation and also for power in combination with achievement.

It is left to interpretation whether or not the values are reduced to one new factor or remain as they are formulated by literature. The interpretation is not solely based on literature and logical reasoning but also on the cronbach's alpha. In some cases the combination of two individual cultural values into one factor results in a sufficient cronbach's alpha, whereas the individual cultural value alone doesn't. The next section gives the argumentation and decision making process for each of the three combinations.

The first combination, conformity and security, are both related to behavior in relation with social expectations or norms. Conformity, is focused inwards on the person's own actions. Security on the other hand focuses outwards, on the actions of people in the person's environment. Although the first focuses on the individuals own behavior and the latter on the behavior of others, both are strongly related to behavior towards social expectations or norms. Therefore, these two individual cultural values are combined to the factor of social order; participation and need for safety, harmony and stability of society in relation to social expectations or norms.

The second combination, involves hedonism and stimulation. The first is pleasure and sensuous gratification for oneself, the latter is excitement, novelty, and challenge in life. Hedonism relates to enjoying life, whereas stimulation is more focused around a varied life. According to SPSS these are strongly related; an enjoying life is strongly related to an exciting life since the items all score high on the same factors. Furthermore, the items of hedonism score relatively high on the factor in comparison to the stimulation items. In addition, an exciting life can be a section of enjoying life. Therefore, the two values are

combined into the factor of hedonism. Of course, the definition of hedonism for this thesis is altered: Pleasure, sensuous and varied life for oneself.

Finally, this section describes the decision around the individual cultural values of power and achievement. Power is the social status and prestige, control or dominance over people and resources. Achievement is personal success through demonstrating competence according to social standards. Both are highly related in the way that both values focus around social status, prestige and success. The values are combined into one new factor: direction. This gives an authoritative indication but also refers to guidance of oneself in becoming successful and exploiting capabilities.

This results in the following factors:

Individual cultural value factors	**Definition**
Equality	Equality and justice for all. ----(bron knoppen Saris toevoegen.)
Tradition	Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion of life, devout, respect for tradition, moderate)
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible)
Universalism	Understanding, appreciation, tolerance and protection of the welfare of all people and of nature (broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment)
Self-direction	Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals)
Direction	Guidance in authority over people and resources and oneself in search for success (ambitious, authority)
Hedonism	Pleasure, sensuous and varied life for oneself (pleasure, enjoying life, a varied life)
Social order	participation and need for safety, harmony and stability of society in relation to social expectations or norms (social order, obedient)

Table 16 Newly formed factors after confirmative factor analysis

All decisions are in favor of the cronbach's alpha of each factor, this will be explained in the next section.

Now that has become clear which factors are derived from the factor analysis, the item analysis provides the cronbach's alpha of the factors. The cronbach's alpha is an indication for the reliability of the scale, which can have a maximum score of 1. The higher the cronbach's alpha, the more reliable the factor. Each factor is described by multiple items, if the total number of items per factor exceeds two, SPSS provides the cronbach's alpha if the item would be removed. As an example, the table below shows the item analysis for direction.

Direction	**cronbach α for factor**	**If item deleted**
It is important to him/her to be in charge and tell other people what to do.		0.702
He/she likes people to do what he/she says.		0.715
He/she doesn't like to be the leader.	0.775	**0.795**
It is important to him/her to be successful.		0.724
He/she likes to do better than others.		0.726

Table 17 Example of item analysis

All steps are performed for each of the factors as explained in table 4. After deleting the items causing a lower cronbach's alpha or items that have no correlation with each of the 8 factors, a new confirmative factor analysis was performed. The next section shows the result of this analysis.

The new factor analysis results in a KMO of .863 and a lowest score on the MSA of .787. The communalities, cronbach's alpha and factor loadings are presented in the principal component analysis below.

Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Communality
Tradition 1	--	--	--	--	--	--	--	.794	.727
Tradition 2	--	--	--	--	--	--	--	.762	.690
Conformity 1	--	--	.516	--	--	--	.333*	.312*	.566
Conformity 2	--	--	.779	--	--	--	--	--	.668
Security 1	--	--	.394*	--	.542*	--	--	--	.573
Security 2	--	--	.733	--	--	--	--	--	.665
Power 1	.785	--	--	--	--	--	--	--	.676
Power 2	.809	--	--	--	--	--	--	--	.684
Achievement 1	.694	--	--	--	--	--	--	--	.651
Achievement 2	.750	--	--	--	--	--	--	--	.614
Hedonism 1	--	.695	--	--	.331*	--	--	--	.642
Hedonism 2	--	.838	--	--	--	--	--	--	.727
Stimulation 1	--	.644	--	--	--	--	--	--	.608
Stimulation 2	--	.676	--	--	--	--	--	--	.637
Self-direction 1	--	--	--	--	.773	--	--	--	.690
Self-direction 2	--	--	--	--	.699	--	--	--	.616
Equality 1	--	--	--	.864	--	--	--	--	.864
Equality 2	--	--	--	.836	--	--	--	--	.851
Environment 1	--	--	--	--	--	.820	--	--	.818
Environment 2	--	--	--	--	--	.847	--	--	.830
Benevolence 1	--	--	--	--	--	--	.803	--	.784
Benevolence 2	--	--	--	--	--	--	.769	--	.751
Name factor	Direction	Hedonism	Social order	Equality	Self-direction	Environment	Benevolence	tradition	
reliability	α = .795	α = .769	α = .643	α = .854	α = .632	α = .812	α = .755*	α = .641	
% of variance explained	26.629	11.026	9.916	5.904	4.974	4.079	3.821	3.340	

Table 18 Principal component analysis

*** Items marked with a star are kept out of the factors.**
Total variance explained is 69.688

The table shows the cronbach's alpha of each factor and the item's factor loadings. Also, it indicates that the item security 1 is removed from factor 7 since it scores high on factor 8 and has only a little influence on the cronbach's alpha.

The next section provides the results of the data reduction performed for the different motivations for making recommendations.

4.4.2 Motives

The steps described in the previous section are repeated for the motivations. Based on literature six motivation factors are derived over 18 items.

Again, the correlation matrix presents the results for the KMO score .930 and the MSA scores, with a lowest score of .797. This means all items can be included so far. Next, the communalities are all sufficient, though one item scores only .393 (perceived value 2: the quality of the product or service is high).

Since the communalities are sufficient, none of the items has to be removed. Subsequently, the method of extraction, Principal Component Analysis, provides 3 factors based on the eigenvalue and 5 based on the scree-plot. The cumulative variance explained by the 3 factors based on the eigenvalue 62.496 %.

Next, the principal component analysis was performed for a fixed number of factors (based on literature). This affects the communalities (lowest score .535).

Items	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Communality**
Commitment 1	--	--	.798	--	--	--	.800
Commitment 2	.513*	--	.555	--	--	--	.711
Commitment 3	.323*	--	.818	--	--	--	.807
Perceived value 1	.812*	--	--	--	--	--	.714
Perceived value 2	--	--	--	--	--	.914	.878
Perceived value 3	.591*	--	--	--	--	--	.535
Entertainment 1	--	.799	--	--	--	--	.804
Entertainment 2	--	.801	--	--	--	--	.742
Entertainment 3	--	.778	--	--	--	--	.747
Status1	.549*	.346*	.303*	--	.415*	--	.688
Status 2	--	.361*	--	--	.651	--	.749
Status 3	.491*	.345*	--	--	.566	--	.767
Monetary 1	.861	--	--	--	--	--	.833
Monetary 2	.859	--	--	--	--	--	.827
Monetary 3	.836	--	--	--	--	--	.819
Helping 1	--	--	--	.577	.301*	.481*	.666
Helping 2	--	--	--	.764	--	--	.719
Helping 3	--	--	--	.885	--	--	.838
Name factor	Monetary	Entertainment	Commitment	Helping	Status	Perceived value	
reliability	α = .930	α = .833	α = .827	α = .717	α = .746	α = nvt	
% of variance explained	43.285	12.185	7.026	5.452	4.384	3.474	

Table 19 Principal component analysis

All items indicated with a * are excluded from that column.
Total variance explained is 75.806

The principal component analysis presents the factors, however it becomes clear that the results partly differ from literature. As for commitment, entertainment, helping and status, each factor as described in literature is a factor in the analysis. However, the factor status was constructed with three items. The first item, status 1, doesn't score relatively high on the same factor as the other two items and is therefore excluded from the analysis. Still, it will be taken into account in later analysis, since it may still have influence later in this research.

Furthermore, the results are not so clear for the perceived value and monetary motives. The three monetary items score high on the same factor as two of the perceived value items. Therefore, a further analysis is necessary.

The three monetary items score high on factor 1 and can therefore be used as the items of factor 1, named: monetary. However, the perceived value items score high on different factors. Item 1 en 3 score high on factor 1 (monetary), whereas item 2 scores high on factor 6. The inter-item correlation matrix for perceived value is given below.

	I receive many benefits for the costs.	the quality of the product or service is high.	I get much for what I have to give.
I receive many benefits for the costs.	1.000	-.001	.544
the quality of the product or service is high.	-.001	1.000	.083
I get much for what I have to give.	.544	.0.83	1.000

Table 20 Inter-item correlation matrix for perceived value

The inter-item correlation matrix shows a very low correlation between item 2 and the other two items. Looking at the statements, item 1 and 3 are likely to be interpreted as financial statements considering price/quality ratio, whereas item 2 can be distinguished as an item concerning the perceived quality of the product or service. Therefore, the factor perceived quality will be divided into two new factors: price/quality ratio and perceived quality. As for the first, the cronbach's α is .704.

In conclusion, the data reduction of the 18 motivation items has resulted in a total of 7 factors: commitment, perceived quality, price/quality ratio, entertainment, status, monetary and helping. Only one of the 18 items was completely removed since it scored moderate on multiple factors (status 1). The cronbach's α differs per factor from .717 to .930.

The two factors analysis so far can be defined as confirmative factor analyses. The next section focuses on the influence of the initiator of a recommendation.

4.4.3 Influence

This section focuses on the influence of the initiator of a recommendation. Several statements were used in order to determine how high the perceived influence of the initiator is. A factor analysis shows whether or not these statements can be reduced to one or multiple factors.

The KMO value is .769 (sufficient) and the MSA scores are sufficient with the lowest score of .732. The communalities are moderate, but all sufficient (lowest score .394). This means that none of the items has to be excluded from the analysis.

Next, a principal component analysis presents the number of factors based on the eigenvalue. Each factor has to score higher than 1. Only one factor scores higher (2.429) and explains 48.575% of the variance. The scree-plot shows the elbow for k=2, which gives k-1=1 factor.

Subsequently, an item-analysis was performed in order to check the cronbach's α, which is .726. Deleting one of the items doesn't result in a higher cronbach's α.

Items	**Factor 1**	**Communality**
Influence 1	.706	.499
Influence 2	.757	.573
Influence 3	.725	.526
Influence 4	.662	.438
Influence 5	.628	.394
Name factor	Perceived influence	
reliability	α = .726	
% of variance explained	48.575	

Table 21 Principal component analysis

4.5 Cross correlations

Now that the items are reduced, the next step checks the correlation between the independent variables. This shows whether or not the independent variables explain variance for each other. First, the cross correlation matrix for the independent variables is given.

In the ideal situation, there are no significant correlations between the independent variables, since they explain no variance for each other. The results below show that the correlations are significant for all individual cultural values. However, most of the correlations are relatively low, which means that the variance explained by other variables is small. There are some variables that show a moderate correlation, like for example benevolence and equality. This is logical since both values are related to the welfare of people. On the other hand, direction and equality have a very low correlation, this can be explained through the contradiction between the will to control versus the need for equality.

		Tradition	Direction	Hedonism	Equality	Benevolence	Environment	Self direction	Social order
Tradition	Pearson correlation	1	.219**	.122**	.181**	.335**	.222**	.120**	.526**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
Direction	Pearson correlation	.219**	1	.362**	.071*	.186**	.177**	.268**	.256**
	Sig. (2-tailed)	.000		.000	.019	.000	.000	.000	.000
Hedonism	Pearson correlation	.122*	.362**	1	.313**	.373**	.338**	.454**	.133**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
Equality	Pearson correlation	.181**	.071*	.313**	1	.474**	.494**	.340**	.312**
	Sig. (2-tailed)	.000	.019	.000		.000	.000	.000	.000
Benevolence	Pearson correlation	.335**	.186**	.373**	.474**	1	.480**	.296**	.357**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
Environment	Pearson correlation	.222**	.177**	.338**	.494**	.480**	1	.290**	.275**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
Self direction	Pearson correlation	.120**	.268**	.454**	.340**	.296**	.290**	1	.141**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
Social order	Pearson correlation	.526**	.256**	.133**	.312**	.357**	.275**	.141**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

The next table presents the results for the remaining independent variables. This shows that there are some variables that have a significant relation with each other. However, looking at the Pearson correlation between that explains to what extend the variables explain each other, the results are very low. This is both logical and beneficial. Each variable measures a completely other dimension.

		Number of recommendations	Online/offline ratio	Influence
Number of recommendations	Pearson correlation	1	-.077*	-.230**
	Sig. (2-tailed)		.035	.000
Online/offline ratio	Pearson correlation	-.077*	1	.076*
	Sig. (2-tailed)	.035		.036
influence	Pearson correlation	-.230**	.076*	1
	Sig. (2-tailed)	.000	.036	

Table 23 Cross correlations between independent variables

In conclusion, the cross correlations show that the independent variables do correlate in some cases, but that the correlations are relatively low. The individual cultural values do show a few moderate correlations; this is logical since some values measure related aspects of culture.

4.6 Linear regression analysis

The regression analysis can be used to make predictions and to assess the relative impact of variables. In this research, the regression analysis helps to predict, describe and test the hypotheses. Therefore multiple regression analyses are conducted.

In order to conduct a regression analysis, the nominal variables have to be transformed into dummy variables. These variables are used to predict the difference between the dummy variable and the baseline. For each nominal variable the number of dummy variables is k-1. An overview of the baseline and dummy variables is given below.

Independent variable	Baseline	Dummy variables (k-1)			
Gender	Female	Male			
Country	Netherlands	Germany	U.K.		
Level of education	Low	Middle	High		
Age	<35	35-49	>49		
Segment	Supermarket	Energysupplier	Fmcg	Cars	Financial services
		Restaurant/bar	Media	Leisure	Electronics
		Clothing	Internet/telephony	Chain/store	

Table 24 Overview of dummy variables

The next section describes the regression analysis. The created dummy variables are, along with the individual cultural values, the independent values of the regression model. The dependent variables are the motives for recommendation. This results in the following model, with the same independent variables for each motive:

Motive[1] = $\beta_0 + \beta_1 Germany + \beta_2 U.K. + \beta_3 male + \beta_4 middle + \beta_5 high + \beta_6 39\text{-}49 + \beta_7 >49 + \beta_8 tradition + \beta_9 direction + \beta_{10} hedonism + \beta_{11} equality + \beta_{12} benevolence + \beta_{13} environment + \beta_{14} selfdirection + \beta_{15} socialorder + \beta_{16} numberofrecommendations + \beta_{17} onlineofflineratio + \beta_{18} influence + \beta_{19} energysupplier + \beta_{20} fmcg + \beta_{21} cars + \beta_{22} financialservices + \beta_{23} restaurantbar + \beta_{24} media + \beta_{25} leisure + \beta_{26} electronics + \beta_{27} clothing + \beta_{28} internettelephony + \beta_{29} chainstore + \varepsilon$

Equation 2 regression model for motives

The model above is a theoretical model that predicts the score of respondents on the motive. By conducting a regression analysis, the values for β are known. Also note that ε represents an error; the theoretical model always has some differences with practice. If all values remain the same, and for example only hedonism will change with +1, β_{10} represents the change of y (in this case the motive).

[1] The theoretical regression model is similar for all motives.

4.6.1 Dependent variable: helping

The results of the regression model are presented in table 25. The regression analysis shows that some of the independent variables have influence on the dependent variable. The model explains 25% of the variation on helping as a motive for making recommendations. The overall F-test for the model shows that there is a joint significance of all explanatory variables on helping ($F = 8.207$, $p = .000$). The next section provides a further analysis of the concepts that influence the dependent variable.

The concepts age, gender and level of education don't have any significant influence on the motive helping. This means that, as far as the model shows, whether or not respondents make recommendations because they want to help others doesn't depend on whether they are male or female, high or low educated and finally their age.

In addition, respondents from the U.K. and the Netherlands don't differ significantly from each other. Still, the respondent's country partly explains whether respondents score high or low on the motive helping. German respondents show significant difference compared to Dutch respondents ($t = -2.187$, $p < .05$).

Furthermore, the recommendation characteristics only have partly influenced the motive. As for the number of recommendations and the online/offline ratio, there is not significant difference. However, the perceived influence of the initiator of the recommendation does influence helping ($t = 8.307$, $p < .05$).

Also, one of the individual cultural values has influenced the motive helping: self-direction ($t = 1.667$, $p < 0.1$). The other individual cultural values show no significant influence.

Finally, the segments where the recommendation is made have also partly influenced the motive. At a significance level of $p < .05$ it is influenced by financial services ($t = -2.642$), restaurant or bar ($t = 2.544$), Internet and telephony ($t = -2.520$) and electronics ($t = -3.181$). Furthermore, it is also influenced by media ($t = 1.763$, $p < .1$).

Dependent variable: helping								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	.902	.244		3.699	.000		
country	*UK*	-.098	.078	-.050	-1.266	.206	.685	1.461
	Germany	-.176	.081	-.088	-2.187	.029	.649	1.540
gender	*Male*	-.074	.063	-.041	-1.168	.243	.840	1.190
age	*35-49 years*	.008	.071	.005	.120	.905	.720	1.389
	>49 years	.048	.081	.024	.591	.555	.633	1.581
level of education	*middle level of education*	-.023	.074	-.013	-.314	.754	.615	1.625
	high level of education	-.083	.083	-.042	-1.004	.316	.588	1.701
individual cultural values	*tradition*	-.003	.034	-.003	-.077	.939	.648	1.543
	direction	-.021	.036	-.025	-.599	.549	.624	1.603
	hedonism	.020	.043	.019	.456	.648	.591	1.692
	equality	.002	.035	.003	.068	.946	.630	1.587
	benevolence	.046	.041	.048	1.121	.263	.562	1.778
	environment	.025	.034	.031	.734	.463	.598	1.673
	selfdirection	.076	.045	.066	1.667	.096	.674	1.484
	socialorder	.052	.038	.058	1.380	.168	.590	1.695
recommendation characteristics	*number of recommendations*	-.003	.003	-.033	-.950	.343	.846	1.183
	online/offline ratio	.001	.001	.019	.560	.576	.903	1.108
	influence	.525	.063	.316	8.307	.000	.727	1.376
segment	*energy supplier*	-.095	.162	-.024	-.584	.560	.639	1.565
	fmcg	.162	.124	.066	1.309	.191	.407	2.456
	cars	.166	.172	.038	.964	.335	.669	1.494
	financial services	-.511	.193	-.101	-2.642	.008	.722	1.386
	restaurant/bar	.362	.142	.112	2.544	.011	.542	1.845
	media	.267	.152	.075	1.763	.078	.585	1.711
	leisure	.086	.135	.029	.639	.523	.496	2.018
	electronics	-.427	.134	-.150	-3.181	.002	.473	2.113
	clothing	-.054	.137	-.018	-.392	.695	.506	1.975
	internet/telephony	-.339	.135	-.121	-2.520	.012	.456	2.195
	chain or store	-.145	.169	-.034	-.861	.390	.666	1.502

Table 25 Results regression analysis with dependent variable helping

R^2 =.250 R^2 adjusted=.219
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Helping = *.902 + -.176Germany + .076selfdirection + .525influence + -.511financialservices + .362restaurantbar + .267media + -.427electronics + -.339internettelephony*

The model shows the regression model for helping. It excludes the variables that don't have any significant influence. By using the equation above, the score on helping can be predicted.

In conclusion, the analysis shows that Germans are more likely to recommend because of helping as a motive in comparison to Dutch respondents. Furthermore, in some of the segments, recommendations because of helping someone are more likely than in others (e.g. respectively financial services, electronics, internet and telephony versus media and restaurant/bar). Also, there is interesting relation between influence and the motive, and self-direction and the motive. It would be interesting to provide some descriptive information guiding the results of the regression analysis (e.g. comparison of means for the segments). This and other analyses are included in appendix C.

Finally, note that the table also presents the values for two collinearity diagnostic factors: Variance Inflation Factor and tolerance. These show to what extend the table has collinearity issues. If a low tolerance value is accompanied by large standard errors and nonsignificance, multicollinearity may be an issue. As for the VIF values; a value that exceeds 10 is regarded a concern. However, in some models a value that exceeds 2.5 may also suggest the presence of multicollinearity. The model doesn't show any issues, this is in line with the cross-correlation analysis conducted in the previous section.

4.6.2 Dependent variable: monetary

The results of the second regression analysis show that for this motive too, some of the independent variables have a significant influence. The model explains 18.6% of the variation on monetary as a motive for making recommendations. Furthermore, the F-test for the model results in $F = 5.635$ for $p = .000$. The next section elaborates on the results of the regression analysis.

The results show that monetary, as a motive for making recommendations, has no significant relation with the level of education and the segments. Thus, the results for monetary are independent of the education level and the segment in which the recommendations is made.

Still, the other dimensions have significant influence. As for the recommendation characteristics, the online/offline ratio influences the monetary motive ($t = 4.798$, $p < .05$).

Also, the demographic characteristics have influence. Age has significant influence, but only for the respondents older than 49 years in comparison to the youngest category ($t = 1.905$, p

< .1). Gender too, has significant influence (t = -2.403, p < .05). Finally, there is a significant difference between U.K. respondents and Dutch respondents (t = -3.728, p < .05).

Finally, there is significant relation between some of the individual cultural values and the monetary motive. This is in the cases of tradition (t = 2.936, P < .05), direction (t = 3.164, p < .05), benevolence (t = -2.587, p < .05) and environment (t = 2.323, p < .05).

Dependent variable: monetary								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	2.960	.292		10.152	.000		
country	*UK*	-.346	.093	-.152	-3.728	.000	.685	1.461
	Germany	-.063	.096	-.027	-.657	.512	.649	1.540
gender	*Male*	-.182	.076	-.088	-2.403	.017	.840	1.190
age	*35-49 years*	.111	.085	.052	1.310	.190	.720	1.389
	>49 years	.185	.097	.081	1.905	.057	.633	1.581
level of education	*middle level of education*	.123	.089	.059	1.382	.167	.615	1.625
	high level of education	.156	.099	.069	1.574	.116	.588	1.701
individual cultural values	*tradition*	.118	.040	.123	2.936	.003	.648	1.543
	direction	.136	.043	.135	3.164	.002	.624	1.603
	hedonism	.039	.052	.033	.752	.452	.591	1.692
	equality	-.002	.042	-.002	-.036	.971	.630	1.587
	benevolence	-.126	.049	-.116	-2.587	.010	.562	1.778
	environment	.094	.040	.101	2.323	.020	.598	1.673
	selfdirection	-.088	.054	-.067	-1.625	.104	.674	1.484
	socialorder	.047	.045	.045	1.031	.303	.590	1.695
recommendation characteristics	*number of recommendations*	-.004	.004	-.043	-1.169	.243	.846	1.183
	online/offline ratio	.007	.001	.170	4.798	.000	.903	1.108
	influence	-.010	.076	-.005	-.136	.892	.727	1.376
segment	*energy supplier*	-.036	.194	-.008	-.188	.851	.639	1.565
	fmcg	.030	.148	.011	.200	.842	.407	2.456
	cars	.251	.205	.050	1.219	.223	.669	1.494
	financial services	.014	.231	.002	.060	.953	.722	1.386
	restaurant/bar	.213	.170	.057	1.254	.210	.542	1.845
	media	-.267	.181	-.065	-1.473	.141	.585	1.711
	leisure	.042	.161	.013	.264	.792	.496	2.018
	electronics	-.042	.160	-.013	-.259	.796	.473	2.113
	clothing	-.110	.164	-.032	-.670	.503	.506	1.975
	internet/telephony	.124	.161	.039	.774	.439	.456	2.195
	chain or store	-.063	.202	-.013	-.311	.756	.666	1.502

Table 26 Results regression analysis with dependent variable monetary

R^2 =.186 R^2 adjusted=.153
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Monetary = *2.960 + -.346U.K. + -.182male + .185>49 + .118tradition + .136direction + -.126benevolence + .094environment + .007onlineofflineratio*

In conclusion, multiple dimensions too, influence this motive. Dutch respondents disagree more strongly than U.K. respondents on this motive. Furthermore, gender also proves to have an interesting influence on the motive; females disagree stronger with the motive than male respondents. Finally, older respondents disagree more than younger respondents. Again some further analyses are included in appendix C.

4.6.3 Dependent variable: status

The third regression analysis involves the status motive. The model explains 29.2% of the variation on the status motive. The F-test results in F = 10.183 for p =.000. The next section provides a description of the most interesting results.

As for the demographic characteristics, country and gender have a significant influence on the status motive. Both the U.K. (t = -4.342, p < .05) and Germany (t = -3.898, p < .05) result in a significant difference in comparison to the Netherlands. Besides, the country difference, male and females both score different on status (t = -3.904, p < .05).

In contrary with the monetary motive, segments do influence the status motive. Media (t = -1.951, p < .1) and clothing (t = -1.911, p < .1) result in other scores for status then the baseline.

Furthermore, the recommendation characteristics have influence on status in all three dimensions; number of recommendations (t = -1.981, p < .05), online/offline ratio (t = 4.946, p < .05) and influence (t = 5.002, p < .05).

Finally, three individual cultural values influence the dependent variable. These are: direction (t = 3.732, p < .05), equality (t = -1.903, p < .1) and social order (t = 2.494, p < .05).

Dependent variable: status								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	1.779	.287		6.192	.000		
country	*UK*	-.397	.091	-.165	-4.342	.000	.685	1.461
	Germany	-.370	.095	-.152	-3.898	.000	.649	1.540
gender	*Male*	-.291	.074	-.134	-3.904	.000	.840	1.190
age	*35-49 years*	.017	.083	.008	.207	.836	.720	1.389
	>49 years	.118	.096	.049	1.231	.219	.633	1.581
level of education	*middle level of education*	-.065	.087	-.030	-.742	.458	.615	1.625
	high level of education	.067	.097	.028	.694	.488	.588	1.701
individual cultural values	*tradition*	.039	.040	.039	.989	.323	.648	1.543
	direction	.158	.042	.149	3.732	.000	.624	1.603
	hedonism	.030	.051	.024	.584	.559	.591	1.692
	equality	-.079	.041	-.075	-1.903	.057	.630	1.587
	benevolence	-.057	.048	-.050	-1.192	.234	.562	1.778
	environment	.063	.040	.065	1.589	.113	.598	1.673
	selfdirection	-.043	.053	-.031	-.811	.418	.674	1.484
	socialorder	.111	.045	.102	2.494	.013	.590	1.695
recommendation characteristics	*number of recommendations*	-.007	.004	-.068	-1.981	.048	.846	1.183
	online/offline ratio	.007	.001	.164	4.946	.000	.903	1.108
	influence	.372	.074	.185	5.002	.000	.727	1.376
segment	*energy supplier*	.005	.191	.001	.024	.981	.639	1.565
	fmcg	-.060	.146	-.020	-.410	.682	.407	2.456
	cars	.118	.202	.022	.584	.559	.669	1.494
	financial services	-.052	.228	-.008	-.227	.821	.722	1.386
	restaurant/bar	.061	.167	.016	.367	.714	.542	1.845
	media	-.348	.178	-.080	-1.951	.051	.585	1.711
	leisure	-.009	.159	-.003	-.056	.955	.496	2.018
	electronics	-.257	.158	-.075	-1.630	.104	.473	2.113
	clothing	-.308	.161	-.085	-1.911	.056	.506	1.975
	internet/telephony	.098	.158	.029	.620	.535	.456	2.195
	chain or store	-.018	.199	-.004	-.093	.926	.666	1.502

Table 27 Results regression analysis with dependent variable status

R^2 =.292 R^2 adjusted=.264
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

The model derived from the regression analysis is given below:

Status = *1.779 + -.370Germany + -.397U.K. + -.291male + .158direction + -.079equality + .111socialorder + -.007numberofrecommendations + .007onlineofflineratio + .372influence + -.348media + -.308clothing*

In conclusion, the motive status has shown to have some interesting relations with some of the independent variables. Especially the relation with the individual cultural value direction and the recommendation characteristic influence are interesting. This means that respondents that think they have much influence are more likely to recommend because of status. Also, male respondents are more likely to recommend because of status in comparison to female respondents.

4.6.4 Dependent variable: entertainment

The fourth regression analysis predicts the entertainment motive; which independent variables cause respondents to recommend something because of entertainment (e.g. entertaining the conversational partner). The model explains 28.1% of the variation. Furthermore, the F-test score is 9.644 (for $p < .05$).

The regression analysis shows that both country and age cause significant differences. The age differences are significant for both categories in comparison to the youngest category (35-49 years ($t = 2.850$, $p < .05$), >49 years ($t = 2.535$, $p < .05$). Also, both the U.K. ($t = -3.505$, $p < .05$) and Germany ($t = -6.971$, $p < .05$) have significant influence on the dependent variable. The other two dimensions of demographic characteristics (gender and level of education) have no influence on entertainment.

Subsequently, the recommendation characteristics all influence the dependent variable. The number of recommendations ($t = -2.789$, $p < .05$), the online/offline ratio ($t = 3.706$, $p < .05$) and the perceived influence by the initiator ($t = 2.107$, $p < .05$) all have a significant effect.

The individual cultural values of the respondents show to have a relation with the dependent variable. This is not applicable for all values, but is for: direction ($t = 1.769$, $p < .1$), hedonism ($t = 2.638$, $p < .05$) and social-order ($t = 2.312$, $p < .05$).

Finally, the market segment whereof a product or service was recommended has influence. One segment scores very high on significance: media ($t = -3.196$, $p < .05$). Another is also significant: internet & telephony ($t = 1.742$, $p < .1$).

Dependent variable: entertainment								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	2.091	.290		7.221	.000		
country	*UK*	-.323	.092	-.134	-3.505	.000	.685	1.461
	Germany	-.666	.096	-.274	-6.971	.000	.649	1.540
gender	*Male*	-.113	.075	-.052	-1.501	.134	.840	1.190
age	*35-49 years*	.240	.084	.106	2.850	.005	.720	1.389
	>49 years	.245	.097	.101	2.535	.011	.633	1.581
level of education	*middle level of education*	.054	.088	.025	.618	.537	.615	1.625
	high level of education	.127	.098	.054	1.299	.194	.588	1.701
individual cultural values	*tradition*	.033	.040	.032	.818	.414	.648	1.543
	direction	.075	.043	.071	1.769	.077	.624	1.603
	hedonism	.136	.051	.109	2.638	.009	.591	1.692
	equality	-.052	.042	-.050	-1.243	.214	.630	1.587
	benevolence	-.068	.048	-.059	-1.403	.161	.562	1.778
	environment	.062	.040	.064	1.550	.122	.598	1.673
	selfdirection	-.058	.054	-.042	-1.080	.280	.674	1.484
	socialorder	.104	.045	.095	2.312	.021	.590	1.695
recommendation characteristics	*number of recommendations*	-.010	.004	-.096	-2.789	.005	.846	1.183
	online/offline ratio	.005	.001	.124	3.706	.000	.903	1.108
	influence	.158	.075	.078	2.107	.035	.727	1.376
segment	*energy supplier*	.220	.192	.045	1.146	.252	.639	1.565
	fmcg	-.197	.147	-.067	-1.342	.180	.407	2.456
	cars	.087	.204	.017	.428	.669	.669	1.494
	financial services	.357	.229	.058	1.556	.120	.722	1.386
	restaurant/bar	-.200	.169	-.051	-1.188	.235	.542	1.845
	media	-.575	.180	-.133	-3.196	.001	.585	1.711
	leisure	-.179	.160	-.051	-1.121	.262	.496	2.018
	electronics	-.018	.159	-.005	-.114	.909	.473	2.113
	clothing	-.137	.163	-.038	-.844	.399	.506	1.975
	internet/telephony	.278	.160	.082	1.742	.082	.456	2.195
	chain or store	.007	.200	.001	.036	.971	.666	1.502

Table 28 Results regression analysis with dependent variable entertainment

R^2 =.281 R^2 adjusted=.252
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Again, the regression analysis can be translated into the theoretical model.

Entertainment = *2.091 + -.666Germany + -.323U.K. + .240 39-49 + .245 >49 + .075direction + .136hedonism + .104socialorder + -.010numberofrecommendations + .005onlineofflineratio + .158influence + -.575media + .278internettelephony*

The regression analysis brought forward some interesting relations between the independent and dependent variables. Especially the market segment shows interesting results. Music, movies and other media are likely to be recommended because of entertainment, in contrary to financial services and energy suppliers. Also, respondents that recommend offline seldom recommend because of the entertainment motive. Furthermore, there are interesting differences between the countries, in particular between Dutch and German respondents (the latter recommends more likely because of entertainment). Finally, the respondents younger than 35 years old are more likely to recommend because of entertainment in comparison to the older respondents.

4.6.5 Dependent variable: commitment

The fifth regression model predicts commitment. The model explains 17.1% of the variation and has an F value of 5.093 at a significance level of .000. This section describes the variables that influence commitment.

The commitment motive is influenced by many variables. First, the country of the respondents influences it. Both, the U.K. ($t = -1.988$, $p < .05$) and Germany ($t = 2.382$, $p < .05$). Furthermore, gender ($t = -1.714$, $p < .1$), age ($t = 1.775$, $p < .1$) and the level of education ($t = 1.867$, $p < .1$) also influence the motive.

As part of recommendation characteristics, the online/offline ratio ($t = 4.261$, $p < .05$) and perceived influence ($t = 3.392$, $p < .05$) influence the commitment motive.

In addition, some of the individual cultural values influence the model, namely: tradition ($t = 2.436$, $p < .05$), direction ($t = 3.167$, $p < .05$), benevolence ($t = -1.692$, $p < .1$) and environment ($t = 2.790$, $p < .05$).

Finally, some of the segments differ significantly from the baseline, these are: fmcg ($t = 2.141$, $p < .05$) and telephony and internet ($t = 1.883$, $p < .1$).

Dependent variable: commitment								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	1.561	.294		5.310	.000		
country	*UK*	-.186	.093	-.082	-1.988	.047	.685	1.461
	Germany	.231	.097	.101	2.382	.017	.649	1.540
gender	*Male*	-.131	.076	-.064	-1.714	.087	.840	1.190
age	*35-49 years*	.151	.085	.071	1.775	.076	.720	1.389
	>49 years	.157	.098	.069	1.602	.110	.633	1.581
level of education	*middle level of education*	.104	.089	.051	1.164	.245	.615	1.625
	high level of education	.186	.100	.083	1.867	.062	.588	1.701
individual cultural values	*tradition*	.099	.041	.103	2.436	.015	.648	1.543
	direction	.137	.043	.137	3.167	.002	.624	1.603
	hedonism	-.036	.052	-.030	-.686	.493	.591	1.692
	equality	.005	.042	.005	.116	.907	.630	1.587
	benevolence	-.083	.049	-.077	-1.692	.091	.562	1.778
	environment	.113	.041	.123	2.790	.005	.598	1.673
	selfdirection	-.037	.055	-.028	-.675	.500	.674	1.484
	socialorder	.019	.046	.019	.426	.670	.590	1.695
recommendation characteristics	*number of recommendations*	.005	.004	.045	1.212	.226	.846	1.183
	online/offline ratio	.006	.001	.153	4.261	.000	.903	1.108
	influence	.258	.076	.136	3.392	.001	.727	1.376
segment	*energy supplier*	-.007	.195	-.002	-.038	.970	.639	1.565
	fmcg	.320	.149	.114	2.141	.033	.407	2.456
	cars	-.013	.207	-.003	-.063	.950	.669	1.494
	financial services	.004	.233	.001	.017	.986	.722	1.386
	restaurant/bar	.206	.171	.056	1.204	.229	.542	1.845
	media	-.033	.183	-.008	-.182	.856	.585	1.711
	leisure	.191	.162	.057	1.176	.240	.496	2.018
	electronics	.073	.162	.022	.453	.651	.473	2.113
	clothing	-.146	.165	-.042	-.883	.377	.506	1.975
	internet/telephony	.305	.162	.095	1.883	.060	.456	2.195
	chain or store	-.029	.203	-.006	-.142	.887	.666	1.502

Table 29 Results regression analysis with dependent variable commitment

R^2 =.171 R^2 adjusted=.138
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Commitment = *1.561 + .231Germany + -.186U.K. + .151 39-49 + .186high + .099tradition + .137direction + -.083benevolence + .113environment + .006onlineofflineratio + .258influence + .320fmcg + .305internettelephony*

The results for the commitment motive are relatively less interesting. Although, there are much influential variables, the differences within the variables are only small (e.g. segments influence the commitment motive, but all scores are still between a small range). Only influence shows some interesting results. The more influence respondents think they have, the more likely they recommend because of commitment.

4.6.6 Dependent variable: price/quality ratio

This regression analysis focuses on the sixth motive: price/quality ratio. The model explains 18.3% of the variation. Furthermore, the F-test results in $F = 5.532$ for $p < .05$.

As with the other motives, this motive too, is influences by multiple variables. This section describes this influence.

First, the demographic characteristics only influence the price/quality ratio motive for the country dimension. The U.K. differs from the Netherlands ($t = -4.617$, $p < .05$). The German respondents don't differ significantly.

The recommendation characteristics only influence the price/quality ratio motive through the online/offline ratio ($t = 5.235$, $p < .05$).

Finally, the individual cultural values influence the price/quality ratio. This is the case for tradition ($t = 2.095$, $p < .05$), direction ($t = 2.729$, $p < .05$), benevolence ($t = -2.518$, $p < .05$) and environment ($t = 3.613$, $p < .05$).

The market segments don't seem to have influence according to the regression model. This differs from the other motives, since each other motive was at least influenced by one segment difference with the baseline.

Dependent variable: price / quality								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	2.110	.310		6.798	.000		
country	*UK*	-.456	.099	-.189	-4.617	.000	.685	1.461
	Germany	-.086	.102	-.035	-.835	.404	.649	1.540
gender	*Male*	-.119	.080	-.054	-1.476	.140	.840	1.190
age	*35-49 years*	.100	.090	.044	1.108	.268	.720	1.389
	>49 years	.087	.104	.036	.841	.401	.633	1.581
level of education	*middle level of education*	.100	.094	.045	1.054	.292	.615	1.625
	high level of education	.161	.105	.068	1.532	.126	.588	1.701
individual cultural values	*tradition*	.090	.043	.088	2.095	.037	.648	1.543
	direction	.125	.046	.117	2.729	.007	.624	1.603
	hedonism	.004	.055	.003	.074	.941	.591	1.692
	equality	-.008	.045	-.007	-.168	.867	.630	1.587
	benevolence	-.130	.052	-.114	-2.518	.012	.562	1.778
	environment	.155	.043	.158	3.613	.000	.598	1.673
	selfdirection	-.003	.058	-.002	-.048	.962	.674	1.484
	socialorder	.026	.048	.024	.543	.587	.590	1.695
recommendation characteristics	*number of recommendations*	-.005	.004	-.047	-1.276	.202	.846	1.183
	online/offline ratio	.008	.001	.187	5.253	.000	.903	1.108
	influence	.088	.080	.044	1.100	.272	.727	1.376
segment	*energy supplier*	-.175	.206	-.036	-.848	.397	.639	1.565
	fmcg	.237	.158	.080	1.503	.133	.407	2.456
	cars	.187	.219	.035	.857	.392	.669	1.494
	financial services	.164	.246	.026	.665	.506	.722	1.386
	restaurant/bar	.154	.181	.039	.850	.396	.542	1.845
	media	.009	.193	.002	.047	.962	.585	1.711
	leisure	.122	.171	.034	.710	.478	.496	2.018
	electronics	.090	.171	.026	.528	.597	.473	2.113
	clothing	.056	.174	.015	.321	.748	.506	1.975
	internet/telephony	.193	.171	.057	1.129	.259	.456	2.195
	chain or store	.114	.215	.022	.529	.597	.666	1.502

Table 30 Results regression analysis with dependent variable price / quality

R^2 =.183 R^2 adjusted=.150
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Price / quality ratio = *2.110 + -.456U.K. + .090tradition + .125direction + -.130benevolence + .155environment + .008onlineofflineratio*

The biggest influence on the price/quality motive is caused by the difference of respondents on online/offline ratio (ΔM > .8). Also, the difference between the countries is significant; the Dutch respondents are less likely to recommend because of the price/quality ratio. Furthermore, it is interesting to see that the difference between the market segments is not significant in the regression analysis. Finally, some of the individual cultural values influence the price/quality ratio. Apparently, if respondents value tradition much, they are more likely to recommend because of the price/quality ratio. The same is applicable for direction and environment.

4.6.7 Dependent variable: perceived value

This section tests the last motive for making a recommendation: perceived value. The model explains 15.3% of the variation for the perceived value motive. The F-test results in an F value of 4.445 at a significance level of $p < .05$.

Multiple variables influence the dependent variable. As for the demographic characteristics, only the difference between Germany and the Netherlands has significant influence on the motive ($t = -3.846$, $p < .05$).

The recommendation characteristics influence the motive in two ways: online/offline ratio ($t = -2.755$, $p < .05$) and perceived influence ($t = 6.290$, $p < .05$).

Furthermore, multiple segments show significant difference with the baseline, these are: media ($t = 1.921$, $p < .1$) and leisure ($t = 2.563$, $p < .05$).

Finally, one individual cultural value influences the model. Only self-direction has significant influence on the model with $t = 2.285$ for a significance level op $p < .05$.

Dependent variable: perceived value								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	1.430	.269		5.324	.000		
country	*UK*	-.005	.085	-.002	-.060	.952	.685	1.461
	Germany	-.341	.089	-.164	-3.846	.000	.649	1.540
gender	*Male*	-.066	.070	-.035	-.942	.347	.840	1.190
age	*35-49 years*	-.125	.078	-.065	-1.597	.111	.720	1.389
	>49 years	-.143	.090	-.069	-1.598	.111	.633	1.581
level of education	*middle level of education*	.038	.082	.020	.460	.645	.615	1.625
	high level of education	.049	.091	.024	.538	.590	.588	1.701
individual cultural values	*tradition*	.018	.037	.021	.484	.629	.648	1.543
	direction	-.058	.039	-.064	-1.472	.141	.624	1.603
	hedonism	.010	.048	.010	.217	.828	.591	1.692
	equality	.000	.039	.001	.012	.990	.630	1.587
	benevolence	.030	.045	.031	.678	.498	.562	1.778
	environment	-.061	.037	-.073	-1.635	.103	.598	1.673
	selfdirection	.114	.050	.096	2.285	.023	.674	1.484
	socialorder	-.024	.042	-.026	-.578	.563	.590	1.695
recommendation characteristics	*number of recommendations*	-.005	.003	-.055	-1.468	.143	.846	1.183
	online/offline ratio	-.003	.001	-.100	-2.755	.006	.903	1.108
	influence	.437	.070	.254	6.290	.000	.727	1.376
segment	*energy supplier*	.265	.178	.064	1.485	.138	.639	1.565
	fmcg	.168	.136	.066	1.229	.219	.407	2.456
	cars	-.143	.189	-.032	-.758	.449	.669	1.494
	financial services	-.028	.213	-.005	-.133	.894	.722	1.386
	restaurant/bar	-.206	.156	-.061	-1.314	.189	.542	1.845
	media	.320	.167	.086	1.921	.055	.585	1.711
	leisure	.380	.148	.125	2.563	.011	.496	2.018
	electronics	-.095	.148	-.032	-.643	.520	.473	2.113
	clothing	.088	.151	.028	.583	.560	.506	1.975
	internet/telephony	.011	.148	.004	.072	.942	.456	2.195
	chain or store	-.009	.186	-.002	-.047	.963	.666	1.502

Table 31 Results regression analysis with dependent variable perceived value

R^2 =.153 R^2 adjusted=.118
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35
Note: baseline for segment: supermarket

Perceived value = *1.430 + -.341Germany + .114selfdirection + -.003onlineofflineratio + .437influence + .055media + .380leisure*

For the last motive, especially influence and self-direction show an interesting relation. Also the segment of the recommendation influences the score on perceived value, as do the country difference and the recommendation characteristics.

4.7 Binary logistic analysis

The previous section presented seven regression analyses, one for each motive. These analyses explained part of the variation for each motive. These were all conducted in order to predict the motives for making a recommendation. However, as the descriptives have shown, there are also respondents that didn't recommend a product in the past six months. This section describes a binary logistic analysis in order to present which variables influence whether respondents recommend a product or service or not.

Therefore, a new dummy variable is created, but this time for the dependent variable.

Dependent variable	Baseline	Dummy variables (k-1)
Recommendation	yes	no

Table 32 dummy variable for recommendation

This new variable is the dependent variable in the binary logistic analysis. Furthermore, the independent variables vary from the previous regression analyses, since segments and recommendation characteristics are no longer applicable. Thus, the independent variables are the individual cultural values and the demographic characteristics.

The model for this binary logistic regression is:

$$\text{Logit (No recommendation)} = \beta_0 + \beta_1 Germany + \beta_2 U.K. + \beta_3 male + \beta_4 middle + \beta_5 high + \beta_6 39\text{-}49 + \beta_7 >49 + \beta_8 tradition + \beta_9 direction + \beta_{10} hedonism + \beta_{11} equality + \beta_{12} benevolence + \beta_{13} environment + \beta_{14} selfdirection + \beta_{15} socialorder + \varepsilon$$

With: $Logit\ (P) = Log\ [\ P\ /\ (1\text{-}P)$

Equation 3 regression model for not making recommendations

The regression shows that only some of the variables have a significant influence. Both countries have a significant difference compared to the baseline (the Netherlands) for $p < .05$. Furthermore, gender also has significant influence for $p < .05$.

Besides, gender and country, the other two demographic characteristic also have a significant influence on making recommendations. Both age categories differ significantly from the youngest category for respectively $p < .1$ and $p < .05$. Also the highest level of education differs from the lowest level of education.

Besides the demographic characteristics, the individual cultural values also influence the model significantly. This is the case for direction and hedonism.

		B	S.E.	Wald	df	Sig.	Exp(B)
	(constant)	-2.960	.488	36.844	1	.000	.052
country	*Germany*	-.695	.199	12.155	1	.000	.499
	UK	-.871	.194	20.155	1	.000	.418
gender	*Male*	-.322	.150	4.627	1	.031	.725
level of education	*35-49 years*	.341	.181	3.524	1	.060	1.406
	>49 years	.540	.189	8.179	1	.004	1.716
individual cultural values	*middle level of education*	-.001	.170	.000	1	.993	.999
	high level of education	-.474	.206	5.312	1	.021	.623
	tradition	-.038	.086	.193	1	.660	.963
	direction	.369	.085	18.895	1	.000	1.446
	hedonism	.197	.098	4.052	1	.044	1.217
	equality	.120	.083	2.113	1	.146	1.128
	benevolence	.149	.092	2.610	1	.106	1.160
	environment	-.033	.080	.175	1	.676	.967
	selfdirection	.117	.100	1.354	1	.245	1.124
	socialorder	-.065	.094	.477	1	.490	.937

Table 33 Results binary regression analysis

baseline for recommendation: recommendation
Cox and Snell R^2 =.126 Nagelkerke R^2 =.180
Note: baseline for gender: female
Note: baseline for country: Netherlands
Note: baseline for level of education: low
Note: baseline for age: <35

A further analysis is needed in order to know whether or not some variables differ from each other and not only from the baseline (e.g. U.K. from the Netherlands (baseline) and from Germany).

First, the regression analysis shows that the U.K. doesn't differ significantly from Germany. Furthermore, it shows that the age category older than 49 doesn't differ significantly from the middle category (35-49). It does show that the highest level of education differs significantly from the middle level of education. The latter was not yet brought forward by the regression analysis shown above.

In conclusion, the regression results in the following model:

Logit (No recommendation) = *-2.960 + -.695Germany + -.871U.K. + -.322male + .341middle + .540high + .341[39-49] + .540[>49] + -.038tradition + -.474direction + .197hedonism + .120equality + .149benevolence + -.033environment + .117selfdirection + -.065socialorder*

With: *Logit (P) = Log [P / (1-P)*

Equation 4 regression model for not making recommendations (after analysis)

4.8 Interaction effects

After the regression analyses, which tested the relation between the dependent and independent variables, it also interesting to check whether or not there are any interaction effects. The interaction effects are tested by testing one interaction at a time. Because the focus of this thesis lies within the direct relations between the independent and dependent variables, the interaction effects are pragmatically approached. First, the individual cultural values X demographic characteristics were tested on helping. The results are presented in the table below.

Although some of the relations show significant results, plots were generated in order to check how this significant difference was manifested. This resulted in very poor results. Moreover, most of the bigger differences were found for cases with a very small number of respondents.

As a result, the other concepts were also tested in relation with individual cultural values (individual cultural values X recommendation characteristics and individual cultural value X market segment). This time consuming process had only poor results. Since, the interaction effects were analyzed with a pragmatic approach, the 33 analyses were not conducted for the other dependent variables.

	dependent variable helping				dependent variable helping		
interaction effect	df	F	sig.		df	F	sig.
gender X tradition				*country X tradition*			
gender X direction				*country X direction*			
gender X hedonism	34	2.264	0	*country X hedonism*			
gender X equality				*country X equality*			
gender X benevolence				*country X benevolence*			
gender X environment	20	3.377	0	*country X environment*			
gender X selfdirection	15	4.825	0	*country X selfdirection*			
gender X social order				*country X social order*			
age X tradition	31	1.565	0.027	*level ed X tradition*	31	1.663	0.014
age X direction				*level ed X direction*	58	1.716	0.001
age X hedonism	50	2.288	0	*level ed X hedonism*	49	2.559	0
age X equality				*level ed X equality*	28	2.365	0
age X benevolence				*level ed X benevolence*			
age X environment	30	2.206	0	*level ed X environment*	30	2.014	0.001
age X selfdirection				*level ed X selfdirection*			
age X social order				*level ed X social order*			

Figure 8 Interaction effects for dependent variable: helping

4.9 Hypotheses

The previous section presented the last analysis. Now, it is interesting to see whether the hypotheses should be accepted or rejected. Therefore, this section discussed one hypothesis at a time. Note that hypotheses are only described briefly. The conclusions that can be derived from these results are presented in the next chapter.

H1: **A consumer's individual cultural values have an effect on implications for his or her motives for making a recommendation.**

Because of the amount of individual cultural values and motives, the table below offers a clear overview of the relations. Note that the table only contains significant relations and the β values are unstandardized.

	dependent variable													
	helping		monetary		status		entertainment		commitment		price / quality		perceived value	
	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.
tradition			0.118	0.003			0.075	0.077	0.099	0.015	0.090	0.037		
direction			0.136	0.002	0.158	0.000			0.137	0.002	0.125	0.007		
hedonism							0.136	0.009						
equality					-.079	0.057								
benevolence			-.126	0.010							-.130	0.012		
environment			0.094	0.020					0.113	0.005	0.155	0.000		
self-direction	0.076	0.096											0.114	0.023
social order					0.111	0.013	0.104	0.021						

Figure 9 Influence of individual cultural values on motives

The overview shows that the hypothesis can be accepted, though further interpretation is needed. All of the individual cultural values influence at least one of the motives. Still, each dependent variable is influenced in another way. Helping and perceived value are only influenced by one individual cultural value: self-direction. Though this relation is significant, it has only little influence. On the other hand, the price / quality ratio is largely influenced by four significant relations. Closely followed by the other dependent variables.

From the perspective of the independent variables, hedonism, equality only influence one motive. Tradition and direction influence four of the dependent variables.

Furthermore, all beta values are positive, except for the relations with equality and benevolence (e.g. if a respondent values benevolence more, he or she is less likely to recommend because of the monetary motive).

The results prove that the consumers individual cultural value do have implications for his or her actions towards making a recommendation.

H2: **There is a significant difference between the U.K., Germany and the Netherlands as for their motives for making a recommendation.**

In order to provide overview on the relation between the countries and each of the motives, the table below shows all relations.

	dependent variable													
	helping		monetary		status		entertainment		commitment		price / quality		perceived value	
	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.
U.K.			-.346	0.000	-.397	0.000	-.323	0.000	-.186	0.047	-.456	0.000		
Germany	-.176	0.029			-.370	0.000	0.666	0.000	0.231	0.017			-.341	0.000
U.K. - Germany		sig		sig						sig				

Baseline: the Netherlands

Figure 10 Influence of difference between countries on motives

The results show that the hypothesis should be accepted. Each of the motives is dependent on the country of the respondent. Only in one occasion, all three countries differ significantly from each other, in any other case; at least two countries differ significantly.

Since each of the dependent variables is influenced by at least one of the country differences, the hypothesis can be accepted.

H3: **A consumer's motive for making a recommendation is dependent on his or her demographic characteristics.**

For this hypothesis too, a table is included in order to provide a clear overview. In contrary with the former two hypothesis, not all dependent variables were influenced by the independent variables. Moreover, the demographic characteristics only influence four motives.

Looking at the hypothesis, and interpreting it in the broadest way, it still means that the hypothesis can be accepted. However, further interpretation does result in a more critical opinion.

	dependent variable													
	helping		monetary		status		entertainment		commitment		price / quality		perceived v	
	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.
male			-.182	0.017	-.291	0			-.131	0.087				
35-49							0.24	0.005	0.151	0.076				
older than 49			0.185	0.057			0.245	0.011						
middle level														
high level									0.186	0.062				

Figure 11 Influence of demographic characteristics on motives

The table shows that the middle level of education doesn't have any significant difference with the lowest level of education. However, the high level of education also influences commitment significant in comparison to the middle level (one way ANOVA).

Though some variables are only poorly related, or related to only few motives, there still are some interesting relations that strengthen the hypothesis. One of these is the difference between male and female respondents. In particular the influence on status, which is not only relatively big, but also the only demographic characteristic influencing status.

To summarize, the hypothesis can be accepted, though only partly. The main reason is that none of the characteristics has any effect on helping, price / quality ratio and perceived value as motives for recommendation.

H4: **A consumer's motive for making a recommendation is dependent on his or her recommendation characteristics.**

Again, the table below provides an overview.

	dependent variable													
	helping		monetary		status		entertainment		commitment		price / quality		perceived value	
	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.
nr of rec.					-.007	0.048	-.010	0.005						
influence	0.525	0.000			0.372	0.000	0.158	0.035	0.258	0.001			0.437	0.000
online/offline			0.007	0.000	0.007	0.000	0.005	0.000	0.006	0.000	0.008	0.000	-.003	0.006

Figure 12 Influence of recommendation characteristics on motives

Clearly, the hypothesis can be accepted. The recommendation characteristics lead up to multiple relations with the motives for making a recommendation. The offline/online ratio

has many relations at a high significance level, and definitely influences the motives. Also, the perceived influence and number of recommendations have significant relations with the motives.

H5: **The motives for making a recommendation depend on the market segment in which the recommendation is made.**

Finally, the overview that involves the last hypothesis is given below.

	dependent variable													
	helping		monetary		status		entertainment		commitment		price / quality		perceived value	
	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.	β	sig.
energy supplier														
fmcg									0.32	0.033				
cars														
financial services	-.511	0.008												
restaurant/bar	0.362	0.011												
media							-.575	0.001					0.32	0.055
leisure													0.38	0.011
electronics	-.427	0.002												
clothing					-.308	0.056								
internet/telephony	-.339	0.012					0.278	0.082	0.305	0.06				
chain/store														

Figure 13 Influence of market segment on motives

The table shows relatively few relations. This is however not completely representative, since the baseline is supermarket. The analysis has shown that besides the effects provided above, the segments have interesting influence on the motives. This is however not for all the motives, the monetary and price/quality motive are not influenced significantly. Therefore, the hypothesis is partly accepted.

The overview and judgment above has resulted in a final overview of all hypotheses.

hypothesis	
H1: A consumer's individual cultural values have an effect on implications for his or her motives for making a recommendation.	accepted
H2: There is a significant difference between the U.K., Germany and the Netherlands as for their motives for making a recommendation.	accepted
H3: A consumer's motive for making a recommendation is dependent on his or her demographic characteristics.	partly accepted
H4: A consumer's motive for making a recommendation is dependent on his or her recommendation characteristics.	accepted
H5: The motives for making a recommendation depend on the market segment in which the recommendation is made.	partly accepted

Table 34 hypotheses overview

Before, deriving more interesting and practical conclusions, the results of the analysis have strengthened the conceptual model as presented in the second chapter. Though some relations are partly accepted, all variables have at least some influence on the motives for making a recommendation.

5. Conclusion and recommendations

Now that the hypotheses are tested in the previous chapter, this section answers the research questions. The main research question was divided over multiple sub-questions, which will be answered one by one in order to provide a complete answer on the main research question.

What influence do individual cultural values have on word-of-mouth referral?

In order to answer the first sub-question, it was first needed to understand all constructs. Culture is a broad construct, which is used in different ways in various researches. Although, this research has aimed to compare the U.K., Germany and the Netherlands with each other, national cultural dimensions have proven to be too broad. Within a country, many different groups are possible. Especially, when it comes to market research, as in this study, each market segment may have their cultural identification. Therefore, the Schwartz value theory was best suited.

The regression analysis has shows some interesting results. Respondents that score high on self-direction score high on the helping and perceived value motive. Furthermore, benevolence has an interesting influence on the monetary and price / quality motive; the higher the score on the individual cultural value, the less likely the respondent recommends because of the two motives. Also, respondents that value equality are less likely to recommend because of status. A last example of the results found is that a low value on direction predicts that the consumer is less likely to recommend because of commitment.

These and more results show that individual cultural values have an effect on word-of-mouth referral. This extends the research field with the knowledge that there is a relation between individual cultural values and the motives for making a recommendation. Also, it provides marketers with knowledge, what kind of consumers (measured on their individual cultural values) has a certain motive for making a recommendation.

What influence do demographic characteristics have on word-of-mouth referral?

The regression analysis brought forward that younger people are more likely to recommend because of entertainment than older people. Another interesting relation is that between gender and status; males are more likely to recommend because of status. This points out that demographic characteristics are related to the motives for making a recommendation. As for the practical implications, marketers know when to adjust, and when not to. In some cases, the marketing mix doesn't have to be adjusted. However, when consumers recommend because of status, it makes a huge difference whether they are male or female. Marketers may want to change their strategy in order to make advantage of the results that males are more likely to recommend because of status than females.

Also, the demographic characteristics were checked for having any interacting effect with the individual cultural values. This has given some significant results, but no interesting or clear relations.

What influence do recommendation characteristics have on word-of-mouth referral?

The regression analysis shows multiple results for this research question. Consumers that recommend online show different results than consumers that recommend offline; consumers that recommend more online are more likely to recommend because of perceived value. Also, the perceived influence of the initiator results in different actions. An example is the relation between perceived influence and helping. When a consumer believes he or she is very influential, he or she is very likely to recommend because of helping. These results indicate that recommendation characteristics influence word-of-mouth referral.

For science, this question pointed out the influence of consumer's recommendation characteristics. The descriptives have already shown that most of the recommendations are made offline. However, consumers making their recommendations more online, agree more strongly on each of the motives.

Marketers now know that the more influential the consumer they address, the more likely he or she will recommend, and for which reason he or she will recommend. This allows marketers to adjust their marketing strategy, for example, they may want to aim their strategy at their most influential consumers or consumers that recommend more online.

This shows some similarities with strategies discussed in chapter 2, like the superpromoter strategy, where companies focus on the influential consumers only.

What is the difference between U.K., German and Dutch consumers in relation to word-of-mouth referral?

This question was asked in order to see whether there are differences between the Western European countries. With that, this thesis adds an international approach to word-of-mouth referral. German consumers are more likely to recommend because of helping, status and perceived value in comparison to Dutch consumers. On the other hand, Dutch consumers are more likely to recommend because of entertainment or commitment. This shows that there is indeed a difference between these countries.

For science, this proofs that national culture, broadly spoken; influences the motives for making a recommendation. Each of the three countries differs from each other. As for the managerial implications, marketers may want to consider to use a different strategy for each country.

What influence does the market segment of the recommendation have on word-of-mouth referral?

Finally, after studying the variables that focus on the consumer, the latter question focuses on the environment in which the recommendations is made; the market segment. The regression analysis shows interesting results; products or service recommended in the media segment are very likely to be recommended because of the entertainment motive. Financial services, on the other end, are most likely to be recommended because of the will to help another consumer. These results indicate that the motives for making a recommendation are related to the market segment in which the recommendation is made.

Again, the independent variable has influenced the dependent variable. This study explored the relation between market segment and word-of-mouth referral and has shown a significant difference. Most research is conducted within one segment; only little study discusses the relation and differences between multiple segments. Therefore, this thesis explores a research field, which is only severely studied.

For marketers, this is perhaps one of the most interesting results. It shows for a particular segment, which motives are in place. As for financial services, marketers should aim at the helping character of the consumers. This approach works less beneficial for other segments. In conclusion, each segment needs their approach and strategy.

The research question was formulated in the first chapter and is repeated below:

What influence do individual cultural values, market segment, demographic and recommendation characteristics have on the motives for word-of-mouth referral?

The results discussed earlier have shown that each of the variables in the question influences the motives for word-of-mouth referral. For each of the motives, a regression model allows to predict how consumers score on the motive.

To summarize, the results of this study have added valuable information to the existing research field. It has shown that culture influences the motives for word-of-mouth, that demographic and recommendation characteristics are also influential and finally, that the market segment influences the motives. Also, this study can be helpful for companies that want to improve their strategy on word-of-mouth. Since many purchases are based on word-of-mouth referral, this may really increase competitive advantage. The results of this exploratory study are given below:

- Companies should aim their strategy at influential consumers; they believe in their influence, which results in a stronger motivation to help others.
- Companies should take into account that the Dutch consumers are differently motivated for making a recommendation than U.K. and German consumers. A single strategy for all three countries may lack local responsiveness and therefore be less effective.
- As for demographic characteristics, the descriptive results show that older consumers recommend only little online. This in contrary to the younger category, who recommend a lot online.
- Companies should take into account that male consumers are more likely to recommend because of status than female consumers.

- Marketers should adjust their marketing mix to their specific segment; each of the marketing segments has another combination of motives.
- Marketers can use a persons individual culture profile in order to partly predict his or her score on each motive for making a recommendation.

6. Limitations and further research

The focus of this study was on the motives that lead up to referral likelihood. Although, the conclusion presents some interesting results, there are limitations and threats to the validity and reliability of this thesis. This chapter outlines the limitations and provides ideas for further research.

First of all, each theoretical concept used in this thesis is based on existing literature and interpretation. Each concept and construct can be derived from a large amount of studies, from which this thesis had to choose which definitions to follow. As a result, the concepts used in this thesis may be in line with some authors, but meanwhile oppose the results of others.

As for the methodology, one of the limitations is the data-collection method. Though, the questionnaire was best suited for this thesis, in order to gain a large sample, it does have its limitations. The internal validity is lower and results are quantitative. This becomes clear in the analysis chapter and in the conclusions; it is hard to argue why certain relations occur. The questionnaire doesn't allow further questioning of the respondents. Relations are found, but what do they actually mean?

Furthermore, the topic was broad. An interesting and large picture of independent variables may results in to few in-depth analyses. Future research is needed in order to investigate the relations that were brought forward in this thesis. This results in better results in a better understanding of the relations found. In turn, this also leads to more specific and valuable recommendations for marketers.

Due to practical limitations, such as a limited time frame, the amount of analyses conducted is limited. It would be interesting to see whether recommendations in certain segments are online or offline, and if the respondent's region influences his or her results.

One of the biggest limitations is that the respondents are asked about their motives for one recommendation. This choice did lead to an understandable and clear questionnaire, but again, qualitative research may provide insight in whether or not respondents would react the same for other recommendations.

The questionnaire also contained five items in order to score the respondent on his or her perceived influence. As the definition already states, it's his or her perceived influence. It is not clear if the receiver of the recommendation did really take his or her recommendation into account. This is hard to measure, since the questionnaire was only focused on the initiator of a recommendation. Further research may offer insight in how the receiver perceives the recommendations.

As for the sample, the results are only applicable for Dutch, U.K. and German consumers, and with that not generalizable for other countries. Further research may involve other interesting European countries.

In conclusion, the mono-method of this thesis has brought up some limitations. Quantitative data does offer some interesting relations, but in order to really understand the relations, a further qualitative study is necessary. This thesis has given an interesting overview of variables that influence the motives for making a recommendation, it is up to future research to conduct a more in-depth analysis in order to understand these relations.

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Appendix A: Questionnaire

This appendix contains the questionnaire used for this research. Chapter 3 describes the questionnaire, sampling method and procedure; this appendix contains the questionnaire in word format. It is important to note that this is not the layout, but only a word format in order to allow easier programming. An example of the layout is included in the next section.

English version

q1
Vraagsoort: Single response
Are you...

1 male
2 female

Routing:

---
q2
Vraagsoort: Numeriek
What is your age?
Please fill in round numbers.

1 | years

Kenmerk	Waarde
Minimum	18
Maximum	65
Groepen randomiseren	0
Alleen hele getallen	Ja

Routing:

---
q3uk
Voorwaarde: vulpan = 2
Vraagsoort: Single response
What is the highest level of education you have received?

1 Combined Junior and Infant School/ Infant School
2 Junior School
3 Comprehensive School
4 Comprehensive School (GCSE)/ Secondary Modern (GCSE)/ Grammar School (GSCE)/ City Technology College (CGSE)/ Sixth Form

5 College and Institution of Higher education
6 Open College -College of Technology - Institute/ Teacher Training College
7 University/ Open University

Routing:

---
q79uk
Voorwaarde: vulpan = 2
Vraagsoort: Single response
In what region/country do you currently reside?

1 England, Northeast
2 England, Northwest
3 England, Yorkshire and the Humber
4 England, West Midlands
5 England, East Midlands
6 England, East of England
7 England, South East
8 England, London
9 England, South West
10 Wales
11 Scotland
12 Northern Ireland

Kenmerk Waarde
Niet auto doorgaan Ja

Routing: q79de

Kenmerk Waarde
Niet auto doorgaan Ja

Routing: exprssi

---
q4a
Vraagsoort: Items popup
The survey continues with three similar questions.

Below are a few statements.
Please indicate: how much like you is this person?

Items: Dynamische lijst uit lstq4

Labels	Code	Omschrijving
1	very much like me	
2	like me	
3	somewhat like me	
4	a little like me	
5	not like me	
6	not like me at all	

Kenmerk	Waarde
Lijst random	Ja
Groepen randomiseren	0
Niet terugbl.	Ja

Routing: lst2q4

---
q4b
Vraagsoort: Items popup
Below are a few statements.
Please indicate: how much like you is this person?

Items: Dynamische lijst uit lst2q4

Labels	Code	Omschrijving
1	very much like me	
2	like me	
3	somewhat like me	
4	a little like me	
5	not like me	
6	not like me at all	

Kenmerk	Waarde
Lijst random	Ja
Groepen randomiseren	0
Niet terugbl.	Ja

Routing: lst3q4

---
q4c
Vraagsoort: Items popup

Below are a few statements.
Please indicate: how much like you is this person?

Items: Dynamische lijst uit lst3q4

Labels	Code	Omschrijving
1	very much like me	
2	like me	
3	somewhat like me	
4	a little like me	
5	not like me	
6	not like me at all	

Kenmerk	Waarde
Lijst random	Ja
Groepen randomiseren	0
Niet terugbl.	Ja

Routing: q5

---

q5

Vraagsoort: Multiple response

Below you find different categories. From which of these categories have you recommended brands, products, services or organizations to others in the past six months?

1	supermarket
2	energy supplier
3	food
4	(alcoholic or non-alcoholic) drinks
5	cars
6	business service provider (e.g. accountant, lawyer)
7	finanial provider (e.g. bank, insurer, mortage provider)
8	restaurant and/or bar
9	media (e.g. movie, music)
10	holiday destination
11	public transport
12	electronics (e.g. computer, phone)
13	shoe brand
14	internet provider
15	software
16	clothing
17	sports brand
18	mobile operator
19	certain store or chain
20	event

Kenmerk	Waarde
Groepen randomiseren	0

Randomiseren	Ja
Tekst alt.	Ja
Alt. titel	other, namely...
Weet niet	Ja
W.n. titel	none
Niet terugbl.	Ja

Routing: skpq5

---
skpq5
Type: Skip

Voorwaarde	Routing
q5 is don't know	skpeinde
Anders	q6

---
q6
Vraagsoort: Numeriek
Think of all the recommendations you have done in the past month, both online and offline.
How many recommendations have you made?
An estimate is sufficient.

1 about | times a month

Kenmerk	Waarde
Minimum	0
Maximum	100
Groepen randomiseren	0
Alleen hele getallen	Ja

Routing: q7

---
q7
Voorwaarde: q6 >= 1
Vraagsoort: Glijdende schaal
To what extend are your recommendations online or offline (e.g. face to face)?
Please use the slide to give an indication.

1 online || offline

Kenmerk	Waarde
Breedte	400
Achtergrond	blslider.gif

Groepen randomiseren 0

Routing: lstq5

---
skipq5
Type: Skip

Voorwaarde	Routing
tellstq5 = 0	skpeinde
tellstq5 in (1,2)	lst1q5
tellstq5 >= 3	lstq5red2
Anders	lstq9

---
grpq8
Type: Groupform

Forms
q8a
q8b

Routing: lstq9

---
q8a
Vraagsoort: Tekstveld
Which brand, product or service did you recommend?
Please give one brand per category.

Items: Dynamische lijst uit lst1q5

Kenmerk	Waarde
Minimum lengte	0
Maximum lengte	80
Leeg toegestaan	Ja
Groepen randomiseren	0
Niet terugbl.	Ja

Routing:

---
skpq9
Type: Skip

Voorwaarde	Routing
tellstq9 = 0	q11
tellstq9 in (1,2)	blk2
Anders	blk2

---

blk2
Type: Blockrotation
Blocks
q9

Randomize blocks	No
Rotate blocks	No
Maximum blocks	No

	Voorwaarde
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
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28	
29	
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31	
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33	
34	
35	
36	
37	
38	
39	
40	

41
42

Randomize items	Yes
Rotate items	No
Maximum items	No
Items within blocks	No

Routing: q11

---
q9
Onderdeel van blk2
Vraagsoort: Items popup
Below are a few statements.
Please indicate to what extent you agree with the statements?

I recommend <%~_IncItem_%> because...

1	I feel connected with the organization.
2	I feel moral obligation towards the organization.
3	I feel committed to the organization.
4	I receive many benefits for the costs.
5	the quality of the product or service is high.
6	I get much for what I have to give.
7	I want to keep a conversation going.
8	I want to amuse my conversational partner.
9	I want to make the conversation entertaining.
10	it makes me seem important.
11	I want to be remembered as a good advisor.
12	I achieve status from the receiver of my recommendation.
13	I get paid for making a recommendation.
14	I gain financially for making a recommendation.
15	I am offered a reward for my recommendation.
16	I want to help the receiver making a satisfying purchase decision.
17	I want to solve the receiver's problem.
18	I want to help other people.

Labels	Code	Omschrijving
1	strongly agree	
2	agree	
3	neutral	
4	disagree	
5	strongly disagree	

Kenmerk	Waarde
Lijst random	Ja
Groepen randomiseren	0
Niet auto doorgaan	Ja

Routing: q10

---
q10
Onderdeel van blk2
Vraagsoort: Multiple response
Where did you recommend <%~_InclItem_%>?

		Voorwaarde: Open categorie	Exclusief	
Vaste positie	Kop			
999				
online		•	•	•
1	Facebook			
2	LinkedIn			
3	Twitter			
4	MySpace			
5	a blog			
6	chatprogram			
7	Foursquare			
8	YouTube			
9	Flickr			
15	Hyves	vulpan = 1		
96	other online, namely...		•	•
998				
offline		•	•	•
10	at my work			
11	at my home			
12	at a party			
13	at a bar			
14	before, during or after sport			
996	other offline, namely...		•	•

Kenmerk	Waarde
Groepen randomiseren	3
Randomiseren	Ja
Niet auto doorgaan	Ja

Routing: <EindeBlok>

---
q11
Vraagsoort: Items popup
Below are a few statements.
Please indicate to what extent you agree with the statements?

1 My recommendations are usually followed by the receiver.
2 The receiver takes my recommendations seriously into account.

3 I am under the impression that my advice played a role in the decision for others to buy or use a product or service.
4 I like to share my opinion with others.
5 I am considered by others as an enthusiastic person.

Labels	Code	Omschrijving
1	strongly agree	
2	agree	
3	neutral	
4	disagree	
5	strongly disagree	

Kenmerk	Waarde
Groepen randomiseren	0
Niet terugbl.	Ja

Routing: skpeinde

Appendix B: Questionnaire layout

This appendix contains a few questions of the questionnaire in order to provide an impression of its layout.

Note that the red text on top of the screen was not visible for the respondents. Furthermore, the top right corner shows a progress bar. This allows the respondent to monitor his or her progress, which makes it more attractive to complete.

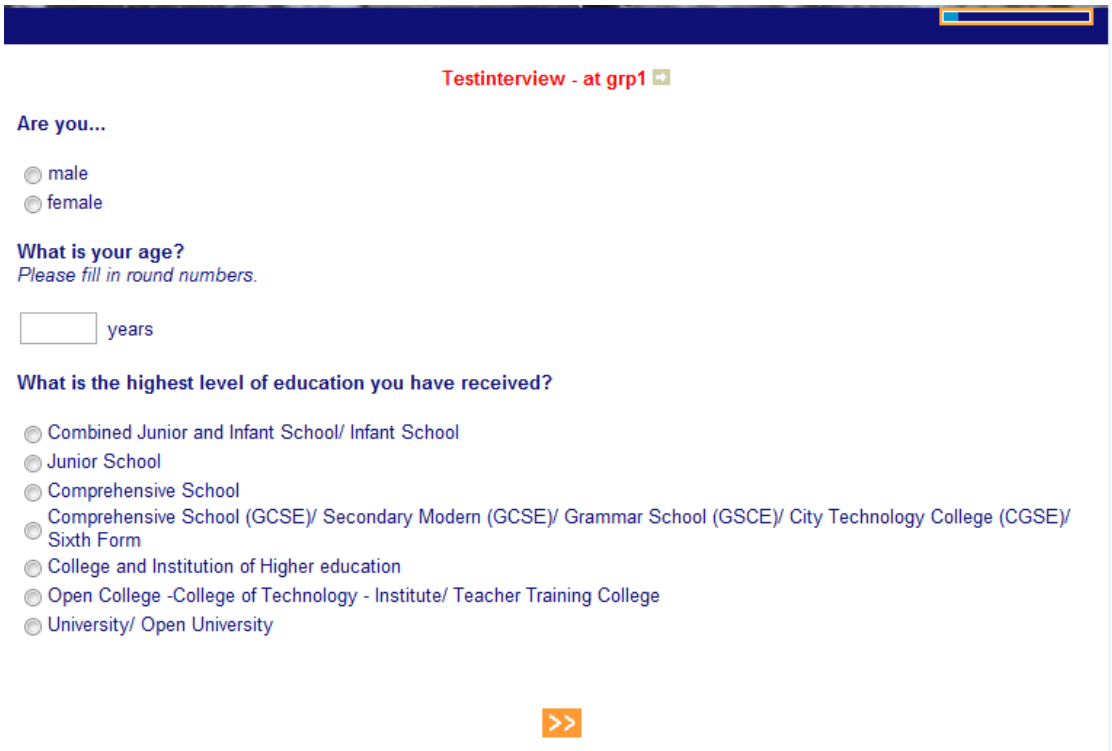

Figure 14 Questions about demographic characteristics

The fourth question, considering the individual cultural value statements were distributed over three screens in a random order. The figure shows that the negatively formulated items are marked with red words.

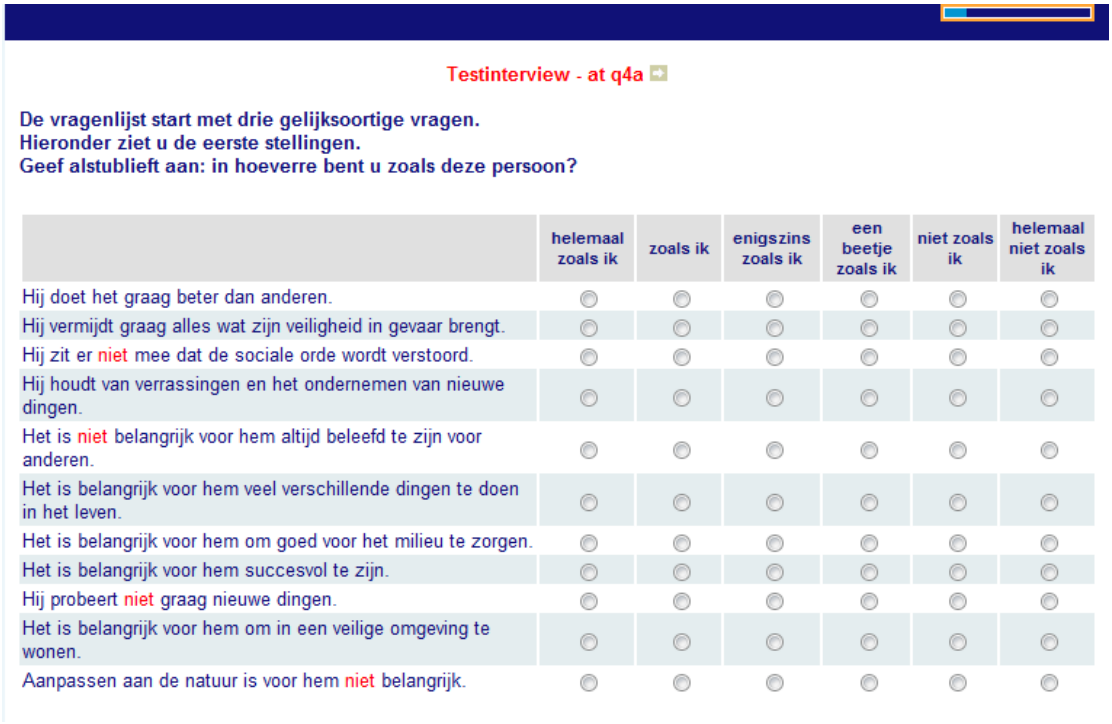

Figure 15 One of three individual cultural value questions

A variety of question scales made the questionnaire more attractive for respondents. Of course, the answer scale was adjusted to the need for further analysis. An example of a ratio scale is given below; the slide has to be moved to the appropriate direction.

Note that the progress bar differs from the former two figures, this is logical since the respondent has made progress.

Figure 16 Online/offline ratio, measured with a ratio scale

Appendix C: Further analysis

In order to stay close to the core of this study, the analysis chapter focuses on the predictive models that are related to the research questions and hypotheses. However, after each regression analysis, some further analysis and comparison of means were conducted in order to provide a better understanding of the results. This appendix provides these results.

Dependent variable: helping

Country

One of the significant differences is between the German and Dutch respondents. Both score different on the motive of helping. A comparison of means shows that the Dutch respondents score an average of 2.5784 on a Likert scale, in comparison to German respondents who score 2.3766. A one-way ANOVA test confirms that the difference is significant. This means that Germans are more likely to recommend because of helping than Dutch respondents.

Recommendation characteristics

Another significant relation is between perceived influence by the initiator and the motive helping. A comparison of means shows that the more influence respondents think they have, the more they recommend because of helping someone. The figure below gives a graphical presentation of the results. Note: respondents scoring higher than 3.6 are neglected, the n per score is too low.

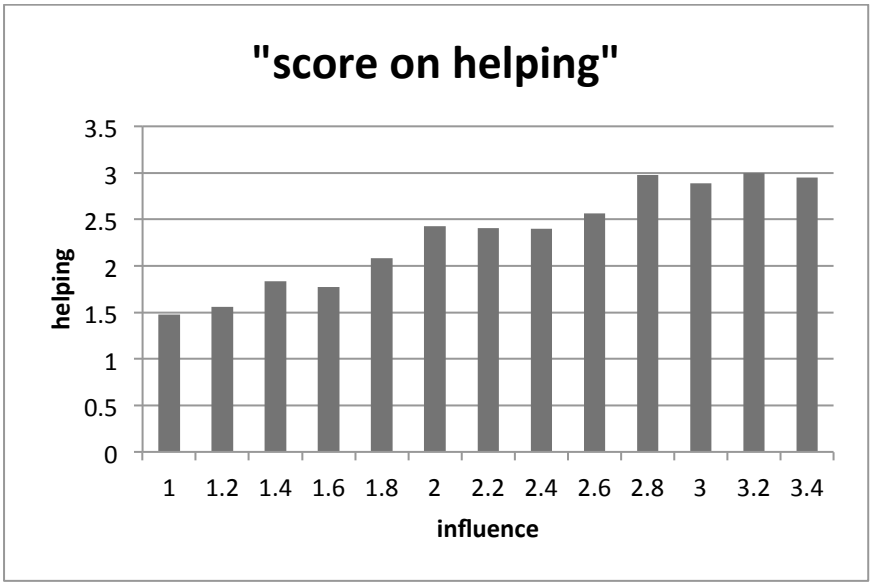

Figure 17 score on helping for each score on influence

Individual cultural values

The regression has shown that self-direction also influences the motive helping. A comparison of means shows that respondents that have much of self-direction as an individual cultural value also recommend because they want to help others. Note: a score of 1 on a Likert scale means 'strongly agree', a score of 1 on self-direction means that the respondent thinks he or she is very much like a person that finds self-direction very important.

Figure 18 score on helping for each score on self-direction

Segment

The final dimension that influences helping as a motive for making a recommendation are the segments of the recommendation. In comparison to the baseline, there are five segments that differ significantly: financial services, restaurant or bar, Internet and telephony, electronics and media.

Recommendations made in the financial services segment score lowest on helping (1.9894). This means that respondents that made a recommendation in the financial services segment are likely to recommend because the will to help others. Recommendations in the restaurant/bar segment show the opposite (M = 2.7976). Although, respondents still score positive on helping (between neutral and agree), it is relatively low in comparison to other segments. The same goes for recommendations in the media segment (M = 2.7344). Recommendations in the Internet & telephony, and electronics segment score more or less the same as in the financial services segment. An overview of the scores for each segment is given below.

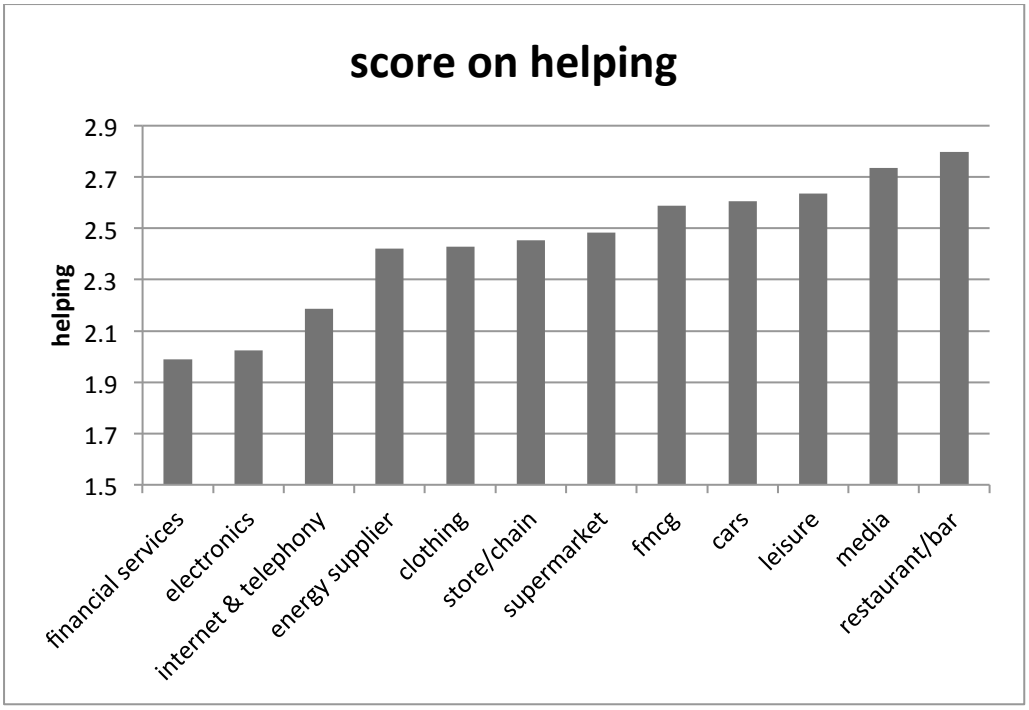

Figure 19 score on helping for each segment

Dependent variable: monetary

Gender

One of the independent variables with a significant influence is gender. The regression analysis shows that there is a significant difference between male and female respondents. A comparison of means shows that there is indeed a difference between males (M = 4.0812) and females (M = 4.3744). This shows that both disagree with monetary as a motive for their recommendation. However, females disagree more strongly in comparison to males.

Country

Another interesting influence is a result of the respondents' country. The U.K. respondents score lower (M = 3.8891) than the Dutch respondents (M = 4.4642). The results of the Dutch respondents show that they disagree/strongly disagree to have recommended because of the monetary motive, whereas the U.K. respondents are relatively more neutral.

Age

The last demographic characteristic that influences the monetary motive is age. A one-way ANOVA shows that there is a significant difference between the youngest (M = 4.0678) and oldest category (M = 4.3992). Apparently, older respondents disagree more to recommend because of the monetary motive in comparison to the youngest category. However, as with the other demographic characteristics, all cases show means between neutral and strongly disagree.

Recommendation characteristics

The online/offline ratio shows significant influence for the monetary motive. In order to give a more practical overview of the relation between online/offline ratio and the monetary motive, the online/offline scores are divided over 5 subgroups: much more online, more online, similar, more offline and much more offline. The results show that respondents that recommend more offline than online disagree relatively more with the monetary motive.

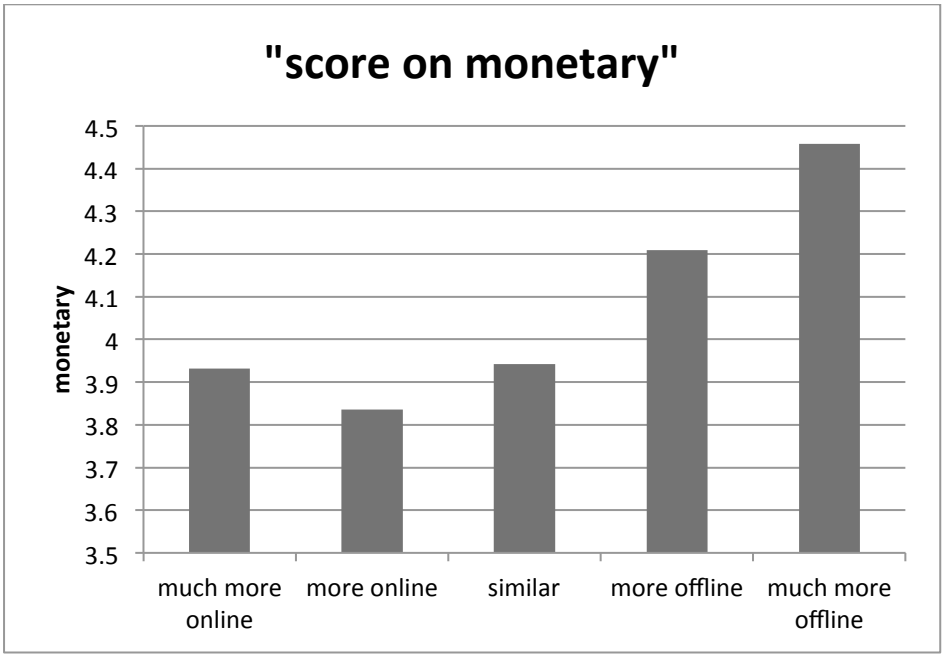

Figure 20 relation between monetary motive and online/offline ratio

Individual cultural values

Finally, the individual cultural values have influence on the monetary motive. This section gives more insight in these relations. The regression analysis shows that tradition has a significant influence, however, looking at a comparison of means, there is no clear linear relation between the score on tradition and the monetary motive. This is also the case for benevolence as an individual cultural value.

Direction on the other hand, does show a linear relation. Respondents that value direction very much score more neutral on the monetary motive in comparison to respondent that value direction less, who tend to disagree or even strongly disagree with the monetary motive.

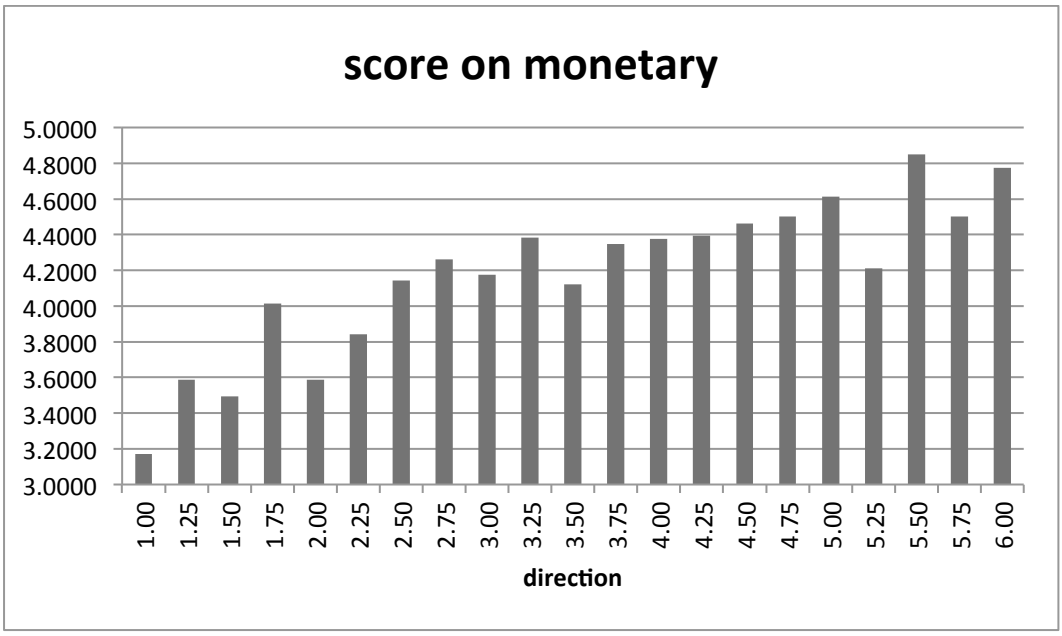

Figure 21 relation between direction and the monetary motive

The last individual cultural value that has significant influence is the environment value. People that value environment much tend to disagree less than people that don't value the environment. The figure below gives a graphical overview of the relation between the environment and the monetary motive.

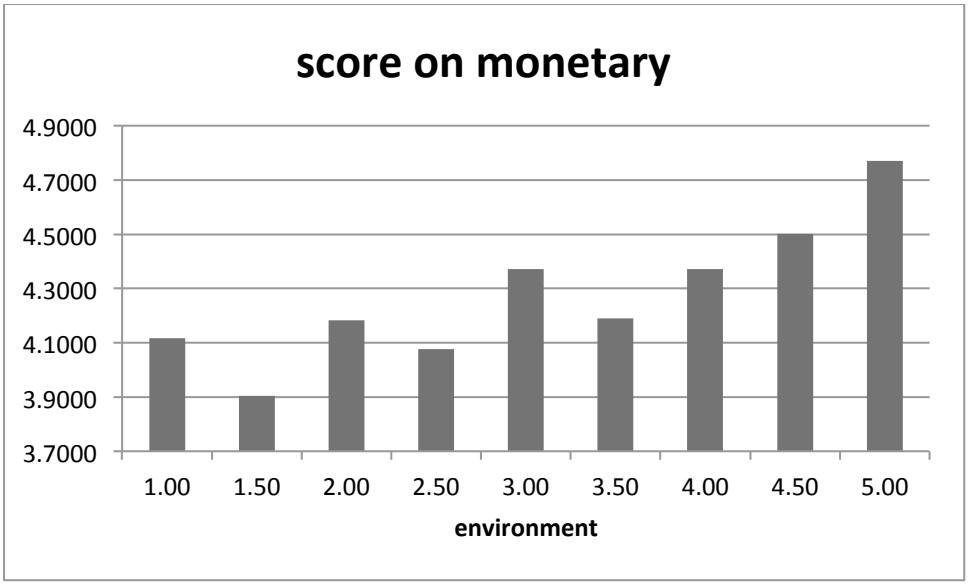

Figure 22 relation between environment and the monetary motive

Dependent variable: status

Gender

First, demographic characteristic with significant influence is gender. Females (M = 3.7145) disagree more strongly in comparison to male respondents (M = 3.3390). Thus, females are less likely to recommend a product, service or branch because of the status motive.

Country

In comparison to U.K. (M = 3.2028) and German (M = 3.2424) respondents, the Dutch seem to recommend less likely because of status (M = 3.8777). Still respondents from all countries score between neutral and disagree on status as a motive.

Recommendation characteristics

All three recommendation characteristics influence status as a motive. As for the number of recommendations, there is no clear relation between the number of recommendations and the score on status.

The online/offline ratio does show a clear relation, which is partly linear. The more people recommend offline, the more they recommend because of status. However, not all of the differences are significant according to the one-way ANOVA test. These results show that the mean difference between the following categories is significant: (1) much more online –

much more offline, (2) more online – more offline, (3) more online – much more offline, (4) similar – much more offline.

Finally, influence also has a significant influence on the status motive. A one-way ANOVA isn't possible since a few cases have to few respondents (influence score of 4.2 and 5). The figure below shows a mean comparison, in which the 4.2 and 5 results are neglected.

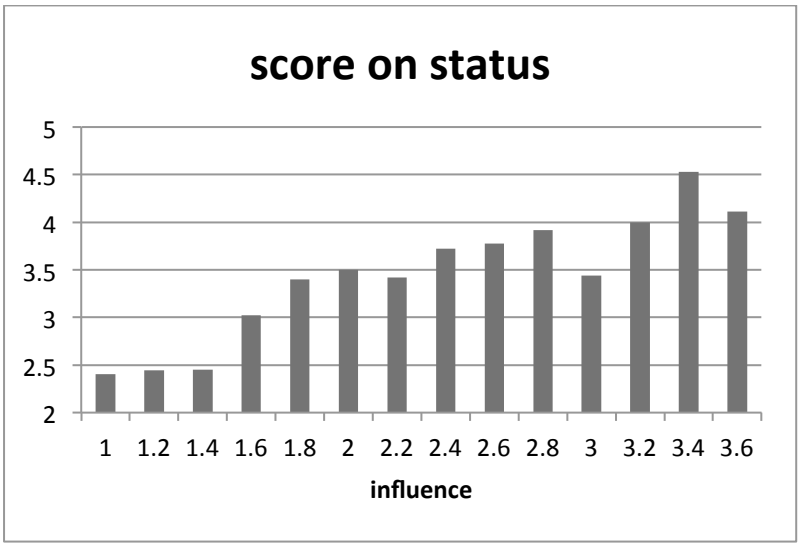

Figure 23 relation between influence and status

Individual cultural values

First, individual cultural value tested is status. This results in a very interesting relation. Apparently, the more respondents value direction, the more likely they are to recommend because of status. This presented in the figure below:

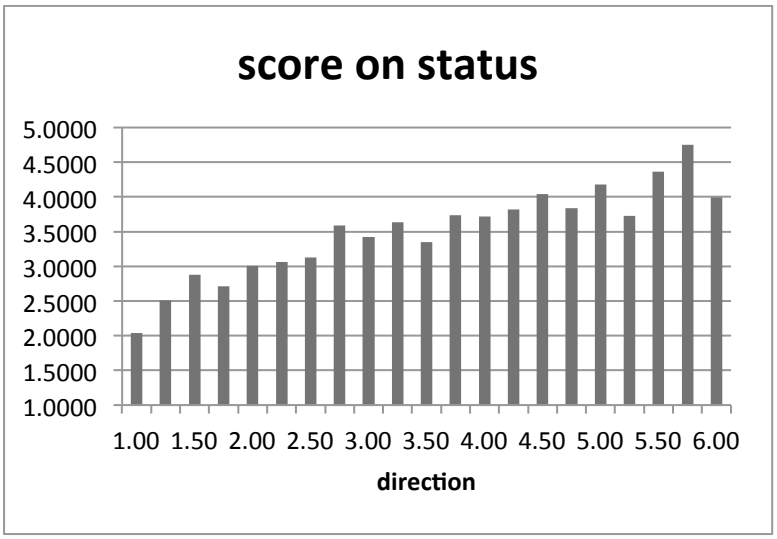

Figure 24 relation between direction and status

The second individual cultural value that influences the status motive is equality. Unfortunately, there is no clear relation between equality and the status motive. The same is the case for the individual cultural value of social order. Though there are some interesting relations (e.g. the respondents that value social-order very much (1 – 1.67) are very likely to recommend because of status, whereas the remaining of the respondents is neutral or disagrees).

Segments

The last concept that influences the status motive are the differences between the market segments. According to the regression analysis, media and clothing have significant influence on status. The overview below shows the scores on status for each market segment. This shows that respondents that are most likely to recommend because of status made recommendations in the clothing segment, whereas recommendations in the leisure segment or about a certain store or chain are less likely to be made because status as a motive.

Figure 25 relation between market segment and status

Dependent variable: entertainment

Country

A comparison of means shows how the U.K. and Germany differ from the Netherlands (as shown in the regression analysis). The Dutch respondents are not likely to recommend because of entertainment (M = 3.7740) and are in-between neutral and disagree. The U.K. respondents are relatively more neutral (M = 3.1995), the German respondents on the other hand are morel likely to recommend because of the entertainment motive (M = 2.8720).

Age

The second demographic characteristic that influences the entertainment motive is age. The older the respondents, the more they disagree with the entertainment motive for making a recommendation. The youngest category is relatively more likely to recommend because of entertainment (M = 3.1321). The other two categories show no significant difference from each other (M = 3.4475 and M = 3.5653).

Recommendation characteristics

The recommendation characteristics are divided over three dimensions. The number of recommendations has significant influence. A further analysis shows that the more recommendations respondents make per month, the more likely they are to recommend because of entertainment. Respondents that made more than 50 recommendations are agreeing with the motive (M =< 2.2664). Respondents that made 5 recommendations or less are more disagreeing with the entertainment motive (M >= 3.2244).

Besides the number of recommendations, the online/offline ratio also has a significant influence on the entertainment motive. The independent variable shows to have a partly linear relationship with the dependent variable. The difference between the categories much more online, more online and similar is not significant (one-way ANOVA). The difference between the other two categories is. Respondents that recommend online are more likely to recommend because of entertainment.

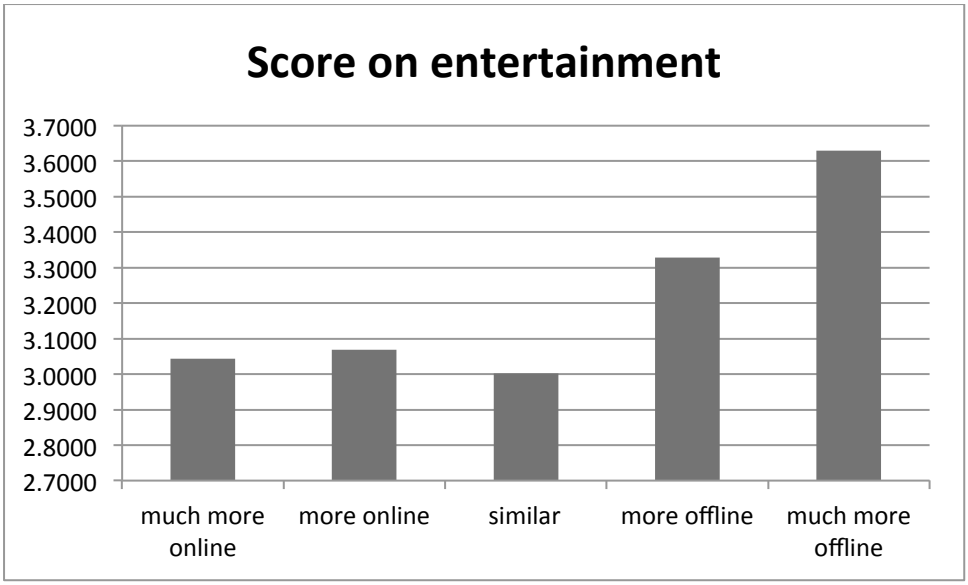

Figure 26 relation between online/offline ratio and entertainment

The last recommendation characteristic with influence is the perceived influence by the initiator. As became clear in earlier sections, the number of respondents scoring above 3.6 on influence is too few. Therefore, a one-way ANOVA is not allowed. A comparison of means gives the results as shown below. However, not all differences between scores are significant.

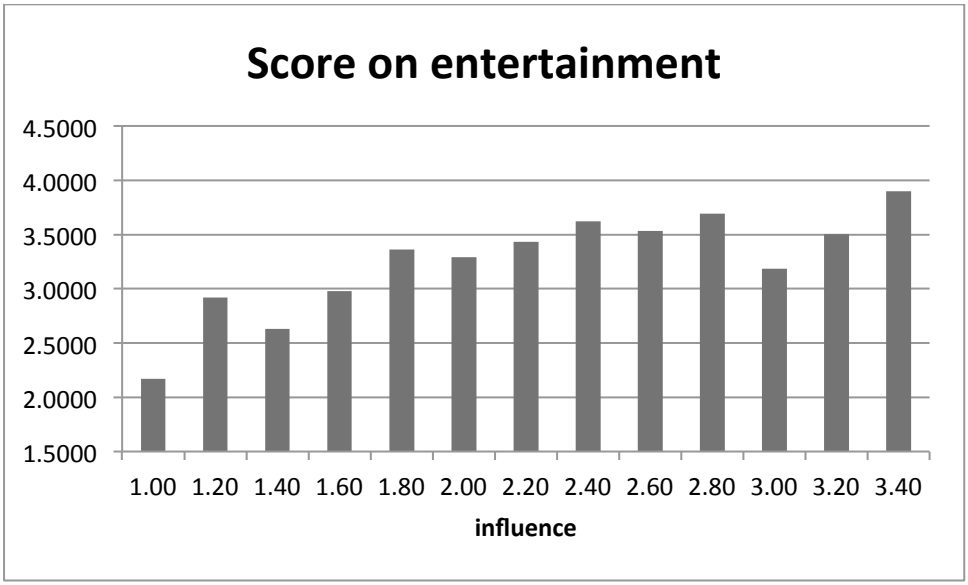

Figure 27 relation between perceived influence and entertainment

Individual cultural values

Some of the individual cultural values influence the entertainment motive. This section gives further insight in the way the independent variables influence the dependent variable. Two of the values give an interesting relation: direction and social-order. If the respondent values direction much, he or she is more likely to agree with the entertainment motive. Respondents that value direction very much (score 1.0) are in-between agree and strongly agree on the entertainment motive (M = 1.7414). Respondents that value direction less (starting from 3.0) are all neutral or disagree with the entertainment motive (M >= 3.1068). The same relation is applicable for social-order, although the means differ less for each score on the social-order value (e.g. lowest M = 2.6980, for social-order 1.0).

Segments

The last concept that has shown to influence the entertainment motive is the market segment. The results below show the differences for the score on the entertainment motive in relation to the market segment.

This shows that media is much more recommended because of entertainment (e.g. respondents recommending a certain movie or music). Recommendations in the financial services or energy supplier segment are seldom because of entertainment.

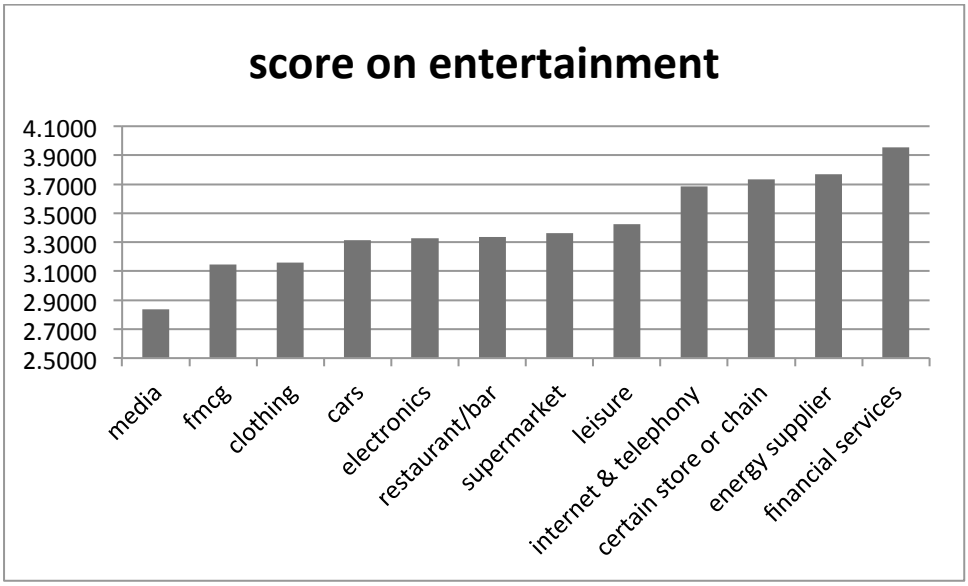

Figure 28 relation between market segment and entertainment

Dependent variable: commitment

Country

A comparison of means shows that the respondents of the Netherlands and Germany score more or less the same on the commitment motive (respectively M = 3.7567 and M = 3.7992). Apparently, the U.K. respondents are more likely to recommend because of the commitment motive, although they still disagree (M = 3.3315).

Gender, age and level of education

Although there is a difference between male (M = 3.5587) and female (M = 3.7500) respondents, both still disagree with the commitment motive. Male respondents are only slightly more neutral on the statements.

The age of the respondents also influence the model. The younger the age category, the more likely they are to recommend a product because of the commitment motive. However, as for gender, each category still disagrees with the statements about the motive (< 35 M = 3.5110, 35-49 M = 3.6730 and >49 M = 3.7934).

The last influential demographic characteristic is the level of education. As for the latter two demographic characteristics, level of education also shows only little difference; each level of education disagrees with the statements (low M = 3.5399, middle M = 3.6913 and high M = 3.6803).

Recommendation characteristics

Two of the recommendation characteristics influence the commitment motive. These are the online/offline ratio and perceived influence.

First, the online/offline ratio shows an interesting relation. A comparison of means shows that the more the respondent makes his or her recommendations offline, the less likely he or she recommends because of commitment. However, all categories disagree with the statements.

Second, the perceived influence also shows an interesting relation. Though, not all differences between scores are significant, the relation is partly significant. This figure below shows this relation.

Figure 29 relation between influence and commitment

Individual cultural values

Besides the demographic and recommendation characteristics, some of the individual cultural values also influence the commitment motive.

The direction value shows similar effects on commitment as on the entertainment motive. Respondents that value direction very much agree on the commitment statements. Respondents that value direction less, disagree with the statements. The same relation is applicable for tradition.

Unfortunately, environment doesn't show a clear linear relation with the commitment motive. This is similar for benevolence, although respondents that value benevolence less are more likely to recommend because of commitment.

Segments

The final concept that influences the commitment motive is the market segment. Although, not all difference between segments are significant, there are some interesting differences. Respondents disagree for each segment, but relatively more for fmcg and Internet & telephony. Clothing on the other hand is most likely to be recommended because of the commitment motive.

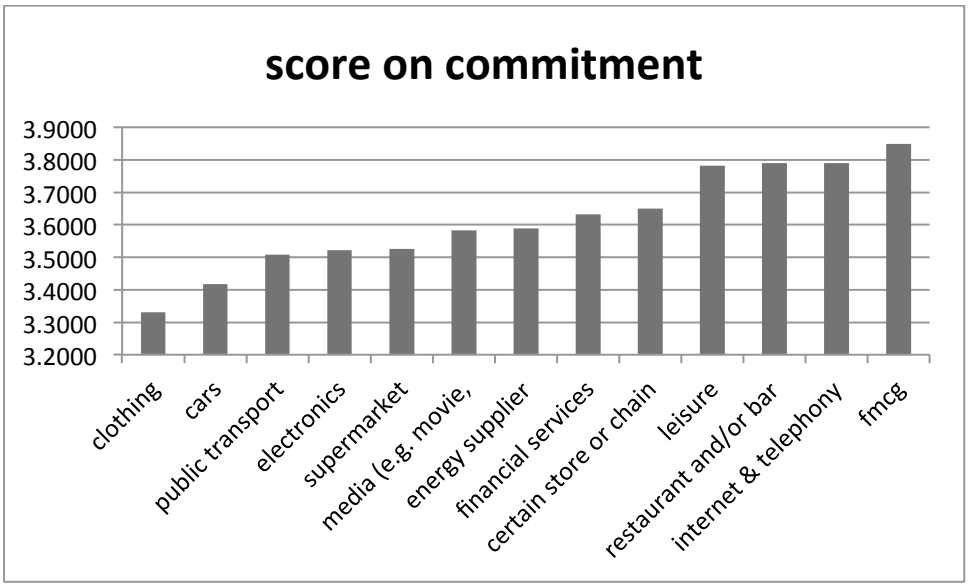

Figure 30 relation between segments and commitment

Dependent variable: price/quality ratio

Country

According to a comparison of means the Dutch respondents differ from both the U.K. and the German respondents. The Dutch respondents disagree with the statements that involve price/quality ratio as a motive for recommendations (M = 4.0550). The German respondents and, in particular, the U.K. respondents are relatively more neutral to the statements (respectively M = 3.6985 and M = 3.3602).

Recommendation characteristics

The recommendation characteristics only influence the price/quality motive through the online/offline ratio. This has shown that the respondents that recommend more offline than online are less likely to recommend a product because of the price/quality ratio. The figure below shows the results for the relation between the independent and dependent variable.

Figure 31 relation between online/offline ratio and price/quality ratio

Individual cultural values

Tradition, direction and environment show similar relations with the price/quality ratio. The less the respondent values them, the less likely the respondent will recommend a product because of the price/quality ratio. Again, a one-way ANOVA test is not possible because the number of respondents that value the individual cultural values only very little are too few (e.g. only 2 respondents score 5.0 on benevolence). Therefore, it is not completely sure whether the linear relation sketched above is entirely significant.

Dependent variable: perceived value

Country

A one-way ANOVA shows that Germany doesn't only differ from the baseline (the Netherlands) but also significantly from the U.K. The comparison of means results in the following: U.K. M = 2.0781, the Netherlands M = 2.1131 and Germany M = 1.8460. All respondents tend to agree with the perceived value statement, and with that are likely to recommend because of the perceived value of the good or product. However the German respondents are even more positive on the statement.

Recommendation characteristics

The first recommendation characteristic, online/offline ratio, doesn't show a clear linear relation. The results show that the respondents that recommend much more offline are relatively more likely to recommend because of perceived value as a motive for recommendation.

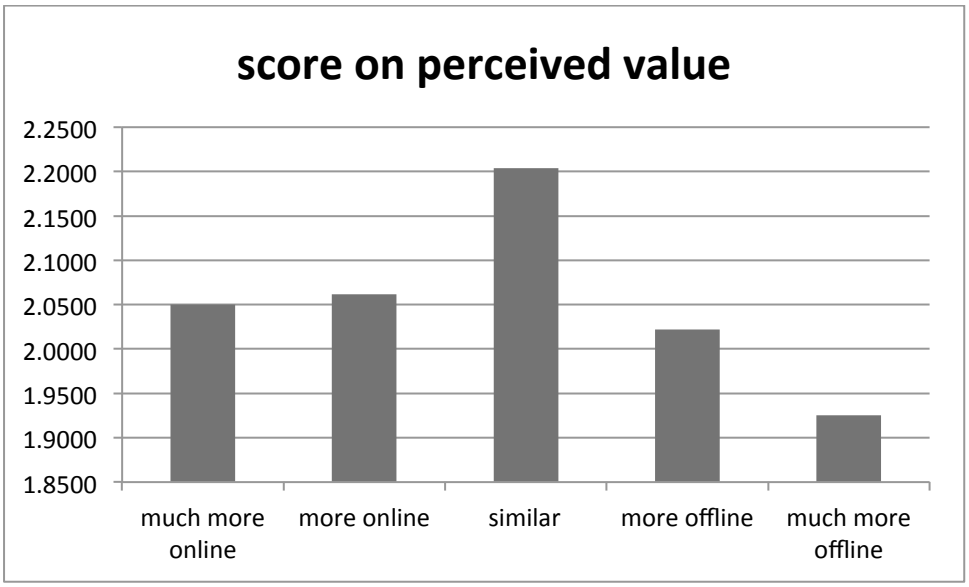

Figure 32 relation between online/offline ratio and perceived value

Also, the perceived influence by the initiator of the recommendation has significant influence on the dependent variable. Unfortunately, a one-way ANOVA isn't possible, because a few cases have to few respondents. Therefore, it is not sure which differences are significant. Still, the results provide an interesting relation, which shows that the less influence respondents think they have, the less likely they are to recommend a product or service because of the perceived value.

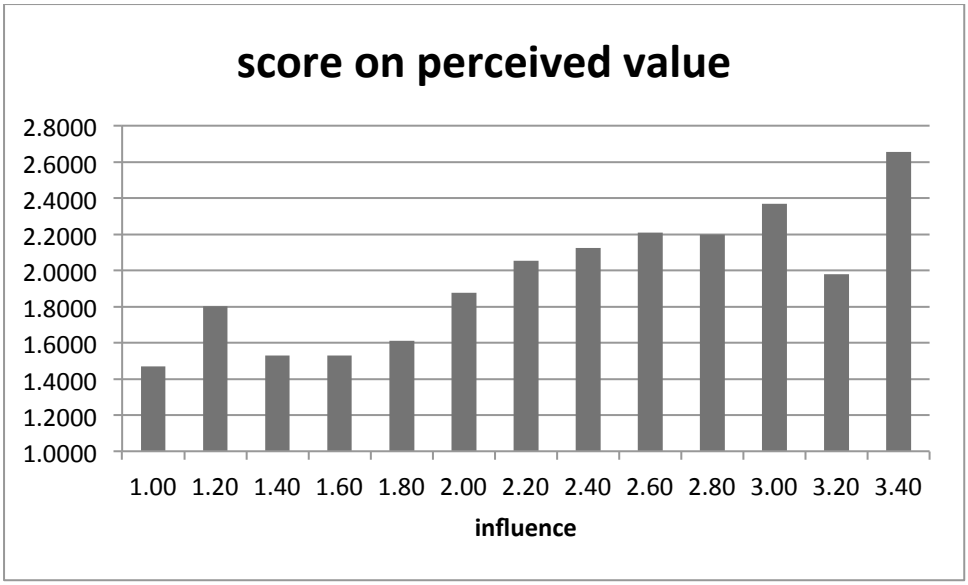

Figure 33 relation between influence and perceived value

Individual cultural values

Only one of the individual cultural values has significant influence according to the regression analysis: self-direction influences the motive. The more the respondent values self-direction, the more likely he or she is to recommend a product or service because of the perceived value. This relation is shown in the figure below.

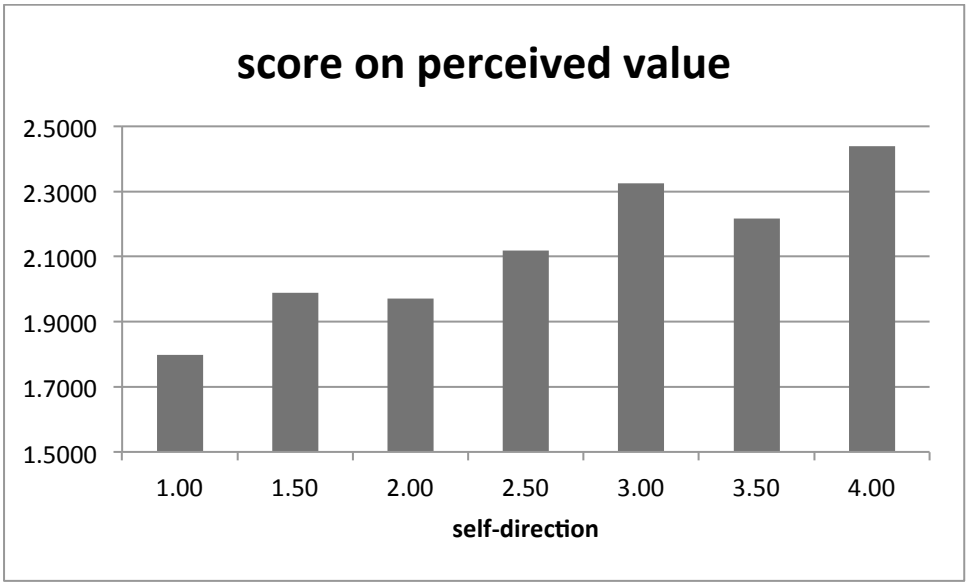

Figure 34 relation between self-direction and perceived value

Segments

Finally, the market segment also influences the perceived value motive. Only, leisure and media are significant according to the regression analysis. Still, it is interesting to check the scores on perceived value for each segment.

First, the results show that for each segment, the respondents are likely to recommend because of perceived value (all scores are between strongly agree and neutral on the statement). Respondents are most likely to recommend because of the perceived value for the restaurant/bar segment. They are relatively less likely to recommend because of perceived value for the leisure segment.

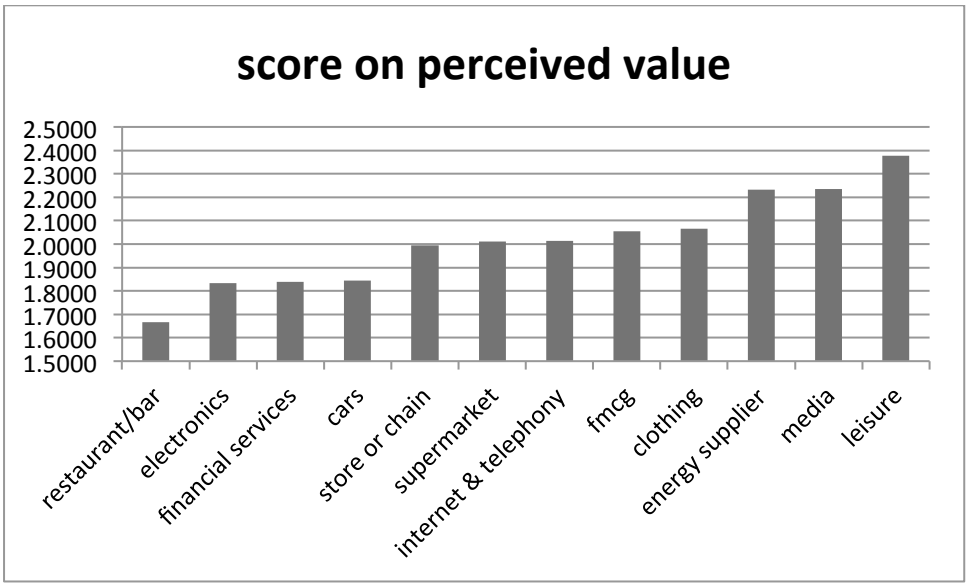

Figure 35 relation between market segment and perceived value