

UNIVERSITY OF JYVÄSKYLÄ
School of Business and Economics

**ONLINE CONTENT CONSUMPTION EXPERIENCES
AS DRIVERS OF ENGAGEMENT BEHAVIORS AND
RECOMMENDATION INTENTION**

Master's Thesis, Marketing

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ABSTRACT

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Title Online content consumption experiences as drivers of engagement behaviors and recommendation intention	
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<p>Abstract</p> <p>The opportunities for firms to engage with current and potential customers have expanded rapidly due to Internet and social media channels. The positive outcomes of engaged customers, such as satisfaction, trust and loyalty, are widely known among marketers and business owners. The purpose of this study is to evaluate some of the antecedents leading to engagement. Also the outcomes of engagement behaviors are examined as customers' self-reported intentions are used as indicators of positive behaviors, such as future sales.</p> <p>Content creation is a widely recognized way to attract new consumers to a brand's channels. The content has to be relevant and interesting to work as wanted. The purpose of this explanatory study is to examine the effect of online content consumption experiences on behavioral online engagement and recommendation intention. The focus is on the relationship between experiences and consumption frequency and activity. In addition, brand commitment is also evaluated as an effector to consumption frequency and activity.</p> <p>The study is conducted in personal training context. Quantitative approach has been selected for this study. The data (N=1013) was gathered through an online survey. Results gained from this study indicate that utilitarian experience has a stronger effect on recommendation intention and also on active and passive content consumption when compared to hedonic experience. Brand commitment has moderate effect on consumption frequency and not significant effect on contribution activity. In addition, active and passive consumption have not significant effect on recommendation intention. Finally, this study showed support for the positive consequences of consumption experiences as indicators of recommendation intention.</p> <p>The study produces interesting insights into a brand's online content creation and social media marketing, particularly in terms of consumers' content consumption experiences and their future intentional behaviors. Here the theoretical background was partially reasserted and some new insight was raised concerning the nature of content consumption experiences.</p>	
Keywords Online content consumption, consumption experience, engagement, online engagement behavior, brand commitment, intention to recommend	
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<p>Tiivistelmä</p> <p>Internet ja sosiaalinen media ovat luoneet uusia tapoja yrityksille olla vuorovaikutuksessa nykyisten ja potentiaalisten asiakkaiden kanssa. Yritysten päättäjät ovat tietoisia sitoutuneiden asiakkaiden tuomista positiivisista vaikutuksista yritykselle. Sitoutuneet asiakkaat ovat usein tyytyväisiä, uskollisia ja osapuolten välillä vallitsee luottamus. Tämän tutkimuksen tarkoituksena on selvittää joitakin asiakassitoutumiseen johtavia tekijöitä sekä sitä seuraavia asioita. Asiakkaiden itse kokemia ja raportoimia aikoja voidaan käyttää ennustamaan esimerkiksi tulevaa myyntiä.</p> <p>Sisältömarkkinoinnin rooli on kasvanut viime aikoina ja mielenkiintoisten sisältöjen tuotannon tarkoituksena on houkuttaa uusia asiakkaita brändin luo. Tässä tutkimuksessa tarkastellaan sisällönkulutuskokemuksia sekä mikä vaikutus näillä kokemuksilla on verkkosisältöjen kulutukseen ja suosittelukäyttäytymiseen. Tarkemmin, tutkimuksessa keskitytään kokemusten ja aktiivisen sekä passiivisen kulutuksen välisiin suhteisiin. Lisäksi, tutkimuksessa tarkastellaan brändisitoutuneisuuden vaikutusta verkkosisältöjen kulutuskäyttäytymiseen.</p> <p>Tutkimus on toteutettu personal trainereita kouluttavien yritysten näkökulmasta. Tähän määrälliseen tutkimukseen kerättiin dataa verkkokyselyn avulla ja vastauksia saatiin 1013. Tutkimuksen tuloksista käy ilmi, että utilitaarinen kokemus korreloi voimakkaammin kulutuskäyttäytymisen ja suositteluaikomuksen kanssa verrattuna hedonistiseen kokemukseen. Brändisitoutuneisuudella on kohtalainen vaikutus passiiviseen kulutuskäyttäytymiseen, kun taas aktiiviseen kulutuskäyttäytymiseen vaikutus ei ole merkityksellinen. Samoin kuin kulutuskäyttäytymisen vaikutus suositteluaikomukseen ei ole merkityksellinen. Tämän tutkimuksen tulokset antavat kuitenkin tukea väittämälle, että kulutuskokemukset toimivat indikaattorina suositteluaikomukselle.</p> <p>Tämä tutkimus antaa yrityksille hyödyllistä tietoa merkityksellisen sisällöntuotannon tueksi. Lisäksi se osoittaa, että sisällön herättämällä kokemuksilla on vaikutusta tulevaisuuden käyttäytymisaikomuksiin. Tutkimus antaa osittain tukea aikaisemmalle teorialiedolle sekä tarjoaa uusia näkökulmia sisällönkulutuskokemuksista.</p>	
Avainsanat Sisältöjen kulutus, kulutuskokemus, sitoutuminen, brändisitoutuneisuus, suositteluaikomus	
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1 INTRODUCTION

1.1 Research background

Today, spending time on the Internet and especially interacting on social media platforms is normal life for many consumers (SocialMediaToday 2017). Facebook alone takes in average 35 minutes of users' time per day in United States (The New York Times 2017). Therefore, social media offers a great opportunity for businesses to interact with large number of consumers (Yan 2011). Marketers and business owners try to furiously find best practices to take advantage of this phenomenon to influence positively on brand attitudes and increase profits (Kaplan & Haenlein 2010). Companies aim to have engaged customers due to its several positive outcomes such as customer satisfaction, loyalty, commitment, and trust (Brodie et al. 2011; Brodie et al. 2013; Schultz & Peltier 2013). In this new era of social media terms engagement and participation have become expressions to describe the nature of users' specific interactions and/or interactive experiences (Cvijikj & Michahelles 2013b).

In previous marketing literature, motivational drivers of both online and offline engagement have gained the interest of researchers. It has been found that consuming entertaining and informative content is a major factor for example for participation in brand communities (Dholakia et al. 2009; Raacke & Bonds-Raacke 2008) in which entertainment has been shown to have stronger effect (Park et al. 2009). Furthermore, among online engagement, Muntinga, Moorman & Smit (2011) have found entertainment and information to be the strongest motivations for consuming, creating and contributing brand-related content.

Word-of-mouth (WOM) is yet another current and interesting topic among marketing researchers. WOM means customer-to-customer communications (Buttle 1998) and is has been shown to have impact on buying decisions (Brooks 1957) and other customers may influence the expectations of others by recommending products, services or brands and by spreading word-of-mouth (Bansal & Voyer 2010; Dholakia et al. 2009). Due to its positive outcomes, marketers and business owners are interested in what drives WOM. Lee et al. (2008) have found a direct link between emotions and willingness to recommend and similarly Ladhari (2007) connects emotions and WOM in his research. Similarities can be found in the drivers of WOM and engagement. Emotions and experiences have been studied in both fields and two strong views are hedonic and utilitarian. In this research, the role of these two experiences play central role and their effect on online content consumption (as a form of customer engagement) and recommendation intention (as a form of WOM) are studied. This research does not respond to what drives people's hedonic or utilitarian experience and/or orientation but rather investigates what happens when one has hedonic or utilitarian experience. More specifically, does he or she end up consuming online content actively or

passively and how does the experience effect on one's recommendation intension.

The components that affect intension to recommend have been widely studied in the perspective of existing customers. Satisfaction has been shown to be a primary influencer on positive WOM and recommendation intention. (Ladhari 2007; e.g. Anderson 1998; Oliver & Swan 1989; Reichheld & Sasser 1990) This research focuses on both, existing customers and new customers. Instead of measuring consumption experience of a product or service quality, the interest is on online content consumption experiences. These contents can be consumed by anyone without becoming a customer. This helps firms to create content that attracts new audiences who are likely to spend time with the content and recommend the content and the firm to others.

One appealing component when studying engagement is commitment. Bowden (2009a/b) have found commitment to be an intrinsic part of the customer engagement process among both existing and new customers. In addition, Brodie, Hollebeek, Juric & Ilic (2011) and Sashi (2012) have recognized the positive connection between commitment and customer engagement. In this research, the role of brand commitment as driver of online engagement behavior and recommendation intention is studied.

1.2 Research objectives and problems

This research takes place in Finnish personal training industry and is conducted in cooperation with Trainer4You Oy, which is one of the biggest operators that train personal trainers in Finland. The company is briefly introduced in chapter 1.3. This research concentrates in three relevant issues also mentioned in Marketing Science Institute Research priorities 2016-2018 (MSI 2016). First, the purpose of this study is to examine the funnel where content consumption experiences are weighed and how the experiences effect on further content consumption activity. Second, the effect of experiences and content consumption activity on recommendation intention are evaluated. Furthermore, the level of brand commitment is evaluated and its effect on both content consumption activity and recommendation intention is measured. MSI Research priorities 2016-2018 introduce the need to understand the "underlying value of the most recent interaction experience" and also to compare this to long-term relationship experience (MSI 2016). Thus, the following research questions were set:

Research questions:

R1: Does online content consumption experience have an effect on online content consumption frequency, online content contribution activity and recommendation intention?

R2: Does active/passive online content consumption have an effect on the intention to recommend?

R3: Does brand commitment have an effect on online content consumption frequency and online content contribution activity?

1.3 Trainer4You Oy

Trainer4YouFin is part of Trainer4You Group group that consists of three businesses: Trainer4YouFin (later Trainer4You) is EuropeActive certified education business, Trainer4You Revolution Oy, which offers personal training services for consumers and Fitra Oy, which is a sport literature publisher. In this research, the consumption of Trainer4You's content is examined. Trainer4You is Finland's largest personal trainer courses offering company. Its biggest competitor is FAF (which is part of FysioLine Oy) and among that there are couple of smaller competitors like TrainerLab and FitFarm.

In marketing strategy, Trainer4You has mainly focused on digital and social media channels like Facebook, email marketing, Instagram, blog and YouTube. Content creation plays an important role on the company's marketing plan. The company has a blog in which they create posts 3-4 times a week. Most of the content is spread on Facebook and Twitter. Trainer4You is heavily focused on inbound marketing and all sales qualified leads come from different marketing actions. Lately the firm has stepped to the field of B2B marketing offering services for businesses. Nevertheless, in this study only B2C services are examined.

Trainer4You's marketing funnel is unique and it mimics B2B tactics. The firm uses only inbound marketing, trying to attract the right people. The meaning of Facebook account and the blog is to bring consumers to the web page and further to create an account to Tietopankki, which is a platform full of articles, videos and whitepapers about exercise, nutrition and personal training. When one signs up he or she is asked to fill in their personal details. After the registration, workers at Trainer4You are able to track his or her acts in Tietopankki. Their CRM program automatically rates the leads and after certain actions a sales person contacts the visitor.

1.4 Research structure

This study is structured as follows: in chapter 2 the existing theoretical knowledge is discussed and different frameworks are outlined. This will be followed by the methodological consideration of the study in chapter 3. In chapter 4 the data collection and the results of this study will be reported. The final section of this study in chapter 5 outlines theoretical and managerial

conclusions, gives the evaluation and limitations of the study and presents recommendations for future research.

<p style="text-align: center;">1. INTRODUCTION</p> <ul style="list-style-type: none"> - Research background - Research objectives and problems - Trainer4You Oy - Research structure
<p style="text-align: center;">2. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT</p> <ul style="list-style-type: none"> - Online content consumption experiences - Behavioral online brand engagement - Online content consumption - Brand commitment - Recommendation intention - Research model
<p style="text-align: center;">3. DATA AND METHODOLOGY</p> <ul style="list-style-type: none"> - Quantitative research - Data collection and practical implementation - Data analysis
<p style="text-align: center;">4. RESULTS</p> <ul style="list-style-type: none"> - Demographic and background information - Factor analysis - Measurement model - Structural model
<p style="text-align: center;">5. DISCUSSION</p> <ul style="list-style-type: none"> - Theoretical contributions - Managerial contributions - Evaluation of the research - Limitations of the research - Future research

FIGURE 1 Structure of the research

2 CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

This chapter presents the theoretical background of this study. Concepts of online content consumption experiences, customer engagement, online engagement behaviors and brand commitment are explored. Finally, development of hypotheses and research model are presented.

2.1 Online content consumption experiences

Different consumption activities are driven by different motivational factors (Muntinga et al. 2011; Shao 2009). In the early 1980's Hirschman & Holbrook (1982) already separated consumers either as "problem solvers" or as consumers looking for "fun, fantasy, arousal, sensory stimulation and enjoyment". After this, many other researchers (e.g. Childers et al. 2001; Scarpi 2011) have categorized consumers as utilitarian or hedonic shoppers. For instance, Scarpi (2011) noted that consumers with utilitarian intentions are more goal-oriented, driven by rational necessity and seek for benefits. Whereas consumers with hedonic orientation towards shopping are more likely to shop for fun, looking for enjoyment and pleasant experiences. Based on this categorization, different consumers may have different experiences when consuming the same content (Calder et al. 2009). On the other hand, the experience may also vary depending on the product or product category consumed (Childers et al. 2001). For instance, buying food is usually considered to be more goal-oriented instead of enjoyable activity.

This categorization to different consumer types has been fundamental when trying to understand consumers' motivations to do shopping (Babin, Darden & Griffin 1994; Childers et al. 2001). These motivational drivers have been in an interest of many researchers and marketing professionals. One of the earliest and most fundamental theories of motivational drivers is the uses and gratifications (U&G) theory by Katz (1959). This theory is frequently applied by technology and media researchers to reveal underlying goals and motivations of individuals for engaging with different forms of content. The U&G theory, or sometimes described more as an approach, helps to understand why and how people actively search for media content to satisfy specific needs (Katz, Blumler & Gurevitch 1973, 510). Unlike some other media effect theories which attempt to answer the question "what does media do to people", the U&G theory focuses on "what do people do with media". (Katz 1959, Katz et al. 1973) McQuail (1983) named four motivations to use media and he based his research on the U&G theory. He categorized four main motivations with several sub-motivations. These four categories are 1) entertainment, 2) integration and social interaction, 3) personal identity, and 4) information. This McQuail's classification of the U&G theory is applied in many marketing studies (e.g.

Calder et al. 2009; Jahn & Kunz 2012; Men & Tsai 2013; Muntinga et al. 2011). The U&G theory in general has been also applied for example in the field of information systems (Gao & Feng 2016).

The U&G theory is originally from the functionalist perspective on mass media communication in 1940's and it has been applied in many fields and researches e.g. Lasswell's (1948) four-functional interpretation of the media on a macro-sociological level, Wright (1960) on both the macro- and the micro-sociological levels, Blumler & McQuail (1969) in their research on political field, later McQuail, Blumler & Brown (1972) grouped four different categories of the uses of different kind of media. In more recent studies the U&G theory has been studied in the context of online studies (Ruggiero 2000), brand page engagement of luxury brands (Jahnk & Kunz 2012) and more detailed in the context of blogger's motivations (Sepp, Liljander & Gummerus 2011). The literature of the U&G is vast but one of the most recognized and cited (e.g. Calder et al. 2009; Men & Tsai 2013; Muntinga et al. 2011) is McQuail's (1983) brief of the subject:

- "Information – finding out about relevant events and conditions in immediate surroundings, society and the world; seeking advice on practical matters or opinion and decision choices; satisfying curiosity and general interest; learning, self-education; gaining a sense of security through knowledge.
- Personal identity – finding reinforcement for personal values; finding models of behavior [sic]; identifying with valued others (in the media); gaining insight into one's self.
- Integration and social interaction – gaining insight into the circumstances of others; social empathy; identifying with others and gaining a sense of belonging; finding a basis for conversation and social interaction; having a substitute for real-life companionship; helping to carry out social roles; enabling one to connect with family, friends and society.
- Entertainment – escaping, or being diverted, from problems; relaxing; getting intrinsic cultural or aesthetic enjoyment; filling time; emotional release; sexual arousal."

Like many other fundamental theories, also the U&G theory has faced some criticism. For instance, it has been criticized for not offering a clear view of what constituted the motivations and for having a "vague conceptual framework and a lack of precision in major concepts" (Ruggiero 2000, p. 4). Later, the U&G researchers have given a definition of what differentiates the antecedents and the consequences of media behavior.

Consumers' experiences have also been studied in an offline context. For instance, Abdul-Ghani et al. (2011) studied hedonic, utilitarian and social benefits as the bases of engagement in the environment of C2C online auction sites. In their research, utilitarian benefits were shown in two ways: utility of goods and utility of the marketplace. The latter stresses people who find the

commuting and crowding at shopping malls unpleasant. Hedonic benefits appeared in their study as the pleasure in the marketplace and pleasure in goods. The thrill of bidding, browsing, hunting and owning were found pleasurable.

A more recent objective of marketing studies has been to study the experiences arousing from shopping and/or consuming activities. When there is no agreement of the most important motivational drivers of consumption, the experiences are most often categorized into hedonic and utilitarian dimensions. These values as shopping experiences have been studied already in 1994 by Babin, Daren & Griffin as they developed a scale to measure these both values linked to shopping. They define utilitarian value in shopping trips as "expressions of accomplishment and/or disappointment over the ability (disability) to complete the shopping task". Utilitarian value is associated with the "dark side of shopping" and negative sense. Hedonic value, on the other hand, is described as enjoyment, excitement, captivation, escapism and spontaneity. Babin et al. (1994) describe shopping experiences as either work or fun. People who enjoy shopping as an experience itself can be said to do shopping as a goal whereas others do shopping with a goal. Thus, these can appear simultaneously. (Babin et al. 1994) Babin et al. (1994) were one of the first ones to study hedonic consumption experiences when the main focus of earlier research had been mostly on utilitarian perspective.

Consumption of entertaining and informative content has been shown to be most important factor for participation in brand communities (Dholakia et al. 2004; Raacke & Bonds-Raacke 2008) in earlier applications of U&G theory in the context of brand communities and social media. Moreover, Muntinga et al. (2011) have found entertainment and information to be the main motivations for online engagement in terms of consuming, creating and contributing brand-related content. Additionally, according to Jahn & Kunz (2012) functional and hedonic content are drivers of usage and engagement of online luxury brand communities.

Hedonic and utilitarian experiences seem to gain high support as being strong reasons for users to engage and interact with brand-related content (Jahn & Kunz 2012; Shi, Chen, & Chow 2016). Hedonic experiences, also listed as 'perceived enjoyment' (Calder et al., 2009; Heinonen, 2011) or 'entertainment' (Heinonen, 2011; Muntinga et al., 2011; Mersey et al., 2012) relates positively to repurchase intention (Chiu, Chuang, Cheng & Frang 2010), increases the effect of arousal on positive emotions (Chaudhuri, Aboulnasr & Ligas 2010), leads to more word of mouth and intentional loyalty (Jones, Reynolds & Arnold 2006) and relates positively on the intention to buy online (Goldsmith & Goldsmith 2002). It has also been found to be significant motivation for consuming user-generated content (Shao 2009) and an underlying motivation for participation in a virtual community and social networking site (Sangwan 2005; Park et al. 2009) although, the connection is not that strong. Utilitarian experiences, in some studies named as "information" or "learning" (Brodie et al., 2013; Heinonen, 2011; Mersey, Malthouse, & Calder, 2012; Muntinga et al., 2011) lead to repatronage intention (Jones, Reynolds & Arnold 2006) and loyalty (Lee &

Murphy 2009), is significant predictor of satisfaction (Ryu, Han & Jang 2010) and lead to purchase and browsing intention (To, Liao & Lin 2007).

Scarpi (2011) studied the effects of consumers' hedonic and utilitarian experiences in the context of online shopping. He addressed that based on consumer's orientation on shopping it affects purchase frequency, the purchased amount, the intention to re-patronize the web site, price consciousness and expertise with the Internet. Consumers with utilitarian intentions are more goal-oriented, driven by rational necessity and seek for benefits, whereas consumers with hedonic orientation towards shopping are more likely to shop for fun looking for enjoyment and pleasant experiences. (Scarpi 2011) According to Dholakia et al. (2004), customers who have attained learning goals when interacting on online community are more likely to help other community members and to remain engaged. Furthermore, information quality can encourage continued interactions since it reveals the trustworthiness of the brand page (Cvijikj & Michahelles 2011). In addition, information quality is a strong indicator of continued interaction intention (Shi et al. 2016).

Kim, Kim & Wachter (2013) revealed that experiences of pleasure and fun, when engaging with brand pages, increase the level of continuance intention. In addition, Kim & Johnson (2016) suggested that arousal has a positive effect on brand engagement in social media. Furthermore, Shi et al. (2016) assert that both entertainment and arousal have significant effect on customers' continued interaction intention. Cvijikj & Michahelles (2013a) have found entertaining content to be the most significant factor effecting consumer's levels of liking, commenting and sharing online content. They claim it to be positively related to interaction duration too. In addition, Courtois, Mechant, Marez & Verleye (2009) found escapism and relaxation important drivers of uploading content. Thus, brand-related informative content effects positively on the amount of liking and commenting. (Cvijikj & Michahelles 2013a) Park, Kee & Valenzuela (2009) found four underlying reasons for college students' intentions to participate in groups within Facebook: socializing, entertainment, self-status seeking and information. Reasons to join Facebook groups varied depending on students' civic and political engagement.

Informative and hedonic content have been identified to be most relevant reasons for users to engage with a brand (Jahn & Kunz 2012) and to keep continually interacting with social media brand pages (Shi, Chen & Chow 2016).

Although e.g. social gratifications do have an important role on consumers' online media usage, in this study the main focus is on hedonic and utilitarian experiences due to their relevance for readers to engage with brand related content (Holliman & Rowley, 2014).

Based on the results presented above, following the hypothesis are proposed:

H1: Hedonic consumption experience has a positive effect on consumption frequency.

H2: Hedonic consumption experience has a positive effect on contribution activity.

H3: Utilitarian experience has a positive effect on consumption frequency.

H4: Utilitarian experience has a positive effect on contribution activity.

H5: Hedonic experience has a positive effect on recommendation intention.

H6: Utilitarian experience has a positive effect on recommendation intention.

2.2 Behavioral online brand engagement

To give a comprehensive view of behavioral online brand engagement, the background of engagement is first briefly introduced. This makes it easier to understand the term in marketing environment. Then, the term customer engagement is explored and finally the concept of engagement in an online context is examined.

2.2.1 Early definitions of engagement

The term engagement can be traced back to 1990's when Kahn (1990) studied psychological conditions of personal engagement in a work environment. Kahn's definition of personal engagement as "the simultaneous employment and expression of a person's 'preferred self' in task behaviors that promote connections to work and to others, personal presence (physical, cognitive, and emotional), and active, full role performances" (Kahn 1990, 700) has been cited in many significant marketing studies when defining customer engagement (e.g. Brodie et al. 2011; Bowden 2009; Hollebeek 2011). The term engagement has solid roots in employee and job engagement (So, King & Sparks 2014, 306; Roberts & Davenport 2002; Macey & Schneider 2008).

Many of the previous studies have focused on an one-dimensional approach of engagement. For instance, the emotional aspect of engagement was studied by Roberts & Davenport (2002) as they stressed the person's involvement and enthusiasm in job engagement. On the other hand, the cognitive aspect was on the focus of Blumeneld & Meece's (1988) study and moreover behavioral engagement was examined by Downer, Rimm-Kaufman & Pianta (2007) in their research of learning. Furthermore, many different combinations of these aspects are also applied (Brodie et al. 2011). Nevertheless, perhaps the most comprehensive definition of engagement is the three-dimensional approach which includes behavioral, emotional and cognitive aspects (Brodie et al. 2011, May et al. 2004). Brodie et al. (2011) introduced the term engagement to marketing literature by combining earlier knowledge from the fields of sociology, political science, psychology and organizational behavior. E.g. employee and student engagement, social engagement and task engagement have formed the roots for different definitions of customer engagement.

2.2.2 Customer engagement

There are differing conceptualizations of the term *customer engagement* in the previous marketing literature. It has been studied as cognitive (Blumenfeld & Meece 1988; Vivek et al. 2012), emotional (Roberts & Davenport 2002) and behavioral (Doorn et al. 2010) aspects. In addition, the three-dimensional approach of engagement combines all these aspects (Brodie et al. 2011). In this study, the behavioral approach is the main focus but to make it easier to understand and to get a comprehensive view of the topic, other approaches are briefly discussed as well.

It is commonly agreed that engagement can be associated with other concepts describing consumer attention or interest, including involvement, flow and interactivity (Calder, Malthouse & Schaedel 2009, Mollen & Wilson 2010). Many similar conceptualizations have been introduced in previous marketing literature, for instance customer experience (Maklan & Klaus 2011), customer satisfaction (Oliver 1997), customer loyalty (Dick & Basu 1994; Hallowell 1996) and customer commitment (Moorman, Zaltman & Deshpande 1992). There is no agreement of how engagement differs from the terms mentioned above. Despite this disagreement some researchers separate different terms and, for example Abdul-Ghani et al. (2011) claim involvement to be “consumer interest in a product category” whereas “engagement describes consumer commitment to an active relationship with a specific market offering”. According to Scott & Craig-Lees (2010) engagement with an object of consumption lacks paying attention to and evolving feelings for the object.

As there is no fundamental agreement on what engagement is, also the engagement object varies depending on the study. In marketing literature, engagement has been studied from perspectives of e.g. customer engagement (Brodie et al. 2011, 2013), customer brand engagement (Hollebeek 2011, 2014; Dwivedi 2015), advertising engagement (Phillips & McQuarrie 2010), brand community engagement (Algesheimer et al. 2005) and online engagement (Calder et al. 2009). Furthermore, the dynamics of the causes and consequences of engagement are unclear. Thus, an aspect once result of customer engagement may act as an antecedent of customer engagement (Brodie et al. 2011; Hollebeek et al. 2014; van Doorn et al. 2010). For instance, the Advertising Research Foundation (ARF) states that “media engagement is turning on a prospect to a brand idea enhanced by the surrounding context” (ARF, 2006). Calder et al. (2009) apply the term engagement alternatively. They argue that the meanings discussed above are actually consequences of engagement, not definitions of it. Calder et al. (2009) name engagement as an antecedent of usage and attentiveness, affective responses and reaction to an ad. In addition, they define engagement through a collection of experiences customer has with the site, as they studied engagement in the environment of websites. An experience they describe to be a consumer’s assumptions about how the site fits into his/her life. They divide the experience into utilitarian and intrinsically enjoyable feelings. (Calder et al. 2009.)

The dynamics of engagement varies depending on the researcher involved. Nevertheless, most often it has been defined as a three-dimensional approach, including cognitive, behavioral and social constructs (Brodie et al. 2013). Vivek et al. (2012a) have also included affective dimension. They see customer's intensity of participation central in engaged relationship. Practitioners aim to look at customer engagement as a beneficial thing to an organization and as activity oriented phenomenon. (Vivek, Beatty & Morgan 2012b.)

Consumer engagement has been described by Hollebeek (2011, 790) as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioral activity in direct brand interactions". By Vivek et al. (2012, 127) it is defined as "the intensity of an individual's participation in and connection with an organization's offerings and/or organizational activities, which either the customer or the organization initiate", whereas van Doorn et al. (2010, 254) describes engagement as "a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers". Dwivedi (2015) describes consumer brand engagement as "consumers' positive, fulfilling, brand-use-related state of mind that is characterized by vigor, dedication and absorption". Each of these dimensions, vigor, dedication and absorption, correlate to behavioral, emotional and cognitive aspects. Vigor refers to "high levels of energy and mental resilience when interacting with a brand, and the consumer willingness and the ability to invest effort in such interactions". By dedication they mean "a sense of significance, enthusiasm, inspiration, pride and challenge". Absorption refers to "the sense of being fully concentrated and happily engrossed in brand interactions and in which time passes quickly". Their conceptualization of consumer engagement relies to organizational psychology which offers a holistic view of engagement, taking into account behavioral (vigor), emotional (dedication) and cognitive (absorption) facets.

The most cited definition of customer engagement in marketing literature is created by Brodie et al. (2011, 2013). They define engagement as a three-dimensional psychological approach, where at the other end (low-level) there is non-engaged situations and at the other end there is highly engaged bonds. (Brodie et al. 2011) Later Brodie et al. (2013) offered some qualitative support that engagement consists of cognitive, emotional and behavioral dimensions. This three-dimensional perspective of engagement is most widely cited (May et al. 2004), although the definitions of these dimensions vary. Brodie et al. (2011) propose five fundamental propositions:

“FP1: CE reflects a psychological state, which occurs by virtue of interactive customer experiences with a focal agent/object within specific service relationships.

FP2: CE states occur within a dynamic, iterative process of service

relationships that cocreates value.

FP3: CE plays central role within a nomological network of service relationships.

FP4: CE is a multidimensional concept subject to a context- and/or stakeholder- specific expression of relevant cognitive, emotional, and behavioral dimensions.

FP5: CE occurs within a specific set of situational conditions generating differing CE levels." (Brodie et al 2011, 258.)"

Hollebeek (2011a) noted that behavioral engagement is not consequence of emotional engagement but rather equal than sequential. He also considers the interaction of engagement object and subject as a necessity for engagement. Furthermore, he (2015) claims that there is a deep bond between consumers and the brand. In his research, Dwivedi (2015) discuss about consumer product involvement and he defines it as an antecedent to consumer brand engagement. He also addresses brand usage duration (the amount of time that a consumer owns and interacts with a brand) to have positive effect on consumer brand engagement. Vivek et al. (2012) stated that the cognitive and affective dimensions represent customer's experiences and feelings whereas customer's participation is captured by behavioral dimension. Behavioral view of customer engagement is studied by Doorn et al. (2010) as they claim engagement behaviors arise from motivational factors. In contrast to Hollebeek (2011a), Doorn et al. (2010) also define engagement behaviors to go beyond purchase. They classified antecedents of customer engagement into customer-based, firm-based and context-based. First one, customer-based, includes e.g. satisfaction, identity, trust, commitment and resources. Firm-based means e.g. brand characteristics, firm reputation and industry. The latter, context-based, includes e.g. competitive, social and technological factors. (Doorn et al. 2010.)

Many academics, who describe engagement as behavioral usage, give the definition that engaged people are the ones who visit the brand site often, spent great amount of time on the site or view pages many times. Pansari & Kumar (2016) have defined customer engagement as "the mechanics of a customer's value addition to the firm, either through direct or/and indirect contribution" where direct contributions consist of customer purchases and indirect contributions are e.g. customer's online activities like conversations about the brand or their feedback and suggestions to the firm. (Pansari & Kumar 2016.)

Pansari & Kumar (2016) describe the process nature of customer engagement. The earliest form of which is transaction-based relationship between the firm and customers, which was widely applied before 1990s. Back then, the benefits of the relationship were measured in terms of monetary scales like customer value and share-of-wallet. Slowly in the beginning of 1990s and early 2000s researchers started to discuss about relationship marketing (see

Morgan & Hunt 1994; Berry 1995), where customer satisfaction and loyalty were seen central. Also, the results of relationship marketing were measured by the exchange of goods and services (Vivek et al. 2012). Over time, both researchers and managers understood that satisfaction alone is solely not enough to make customers loyal and profitable. That is when organizations turned their heads towards engagement. (Pansari & Kumar 2016) This kind of process nature of customer engagement has been in focus of many previous studies (e.g. van Doorn et al. 2010; Brodie et al. 2011, Brodie et al. 2013; Hollebeek et al. 2014). Furthermore, in their definition of engagement, Pansari & Kumar (2016) argue that engagement requires satisfied and emotionally bonding relationship. These antecedents of engagement lead to direct and indirect contributions, respectively. Also, some criticism towards any new definitions of customer engagement have been expressed by researchers. Schultz (2013), for instance, claims engagement to be “nothing more than a reinvention of one of the oldest tools in the marketing arsenal: sales promotion.” (Schultz, 2013, p. 20).

Customer engagement has several positive outcomes, such as lower marketing cost and higher revenue and higher marketing efficiency (Kumar et al. 2008), satisfaction, trust and commitment (Hollebeek 2011a; Brodie et al. 2013), rapport (Brodie et al. 2011), (self-brand) connection (Brodie et al. 2013; Hollebeek et al. 2014), empowerment and emotional attachment (Brodie et al. 2013), purchase/usage intent (Hollebeek et al. 2014), and loyalty (Brodie et al. 2013; Bowden 2009a/b). Furthermore, customer brand engagement has been considered to be a crucial new metric for building brand performance (Bowden 2009; Kumar et al. 2010). Moreover, to obtaining these marketing goals was found to be a notable importance for companies, with the results of increasing profitability (Kumar et al. 2010).

This study focuses on behavioral aspect of online brand engagement. Especially online brand engagement is studied which is introduced in the next chapter.

2.2.3 Online engagement

Today, consumers use a combination of different forms of media (Brasel 2012, 284). Although, Mangold & Faulds (2009) claim that customers are turning away from traditional media, the Internet and social media should not be seen as a replacement for traditional marketing channels but rather an additional marketing technique as a part of marketing mix (Cvijikj & Michahelles 2013a). Nevertheless, social media can be considered as one of the most important forums for firms to engage with their customers and for customers to engage with firms (Gummerus et al. 2012).

Recently, in this new marketing era of non-transactional customer behavior, terms engagement and participation are used as description of participants' specific actions and/or interactive experiences (Brodie et al. 2011; Kietzmann et al. 2011). In the context of brand communities one of the earliest

definitions of engagement refers to consumer's inherent motivations to "interact and cooperate with community members" (Algesheimer et al. 2005). Later, different context-dependent definitions of engagement have been provided and widely used in marketing literature. Bowden (2009), for instance, refers mostly on cognitive and emotional nature of engagement whereas Van Doorn et al. (2010) define engagement primarily as a specific type of activity also beyond purchase, arising from motivational drivers.

Brodie's et al. (2013) study of virtual communities is one of the most thorough in the field of engagement in online context. They explain that consumer engagement, with its multidimensional and dynamic nature, may occur at varying levels of intensity over time. They also reveal a range of sub-processes initiated by specific triggers which reflect the interactive experiences of the consumers in virtual communities. Engaged customers, due to this sub-process, are more loyal, satisfied, connected, committed and emotionally bonding. (Brodie et al. 2013)

Web 2.0 and more specifically social networks offer faster and more efficient platform for individuals and brands to connect, interact, produce and share content online (Ellison 2007). This has led to significant changes in the ways marketing information is delivered to customers (Mangold & Fauls 2009). The nature of online platforms gives new, platform-dependent, aspects to engagement too. Widely described as online engagement, researchers measure different undertaken actions, such as frequency of page views and click-through-rates (Lehmann et al. 2012; Gummerus et al. 2012; Men & Tsai 2013; Zheng et al. 2015). These studies concentrate on the behavioral aspect of engagement, thus e.g. Brodie et al. (2011) and Vivek et al. (2012) claim participation to be rather antecedent of engagement. Jahn & Kunz (2012) evaluated fan page engagement through the level of consumer's integration, activeness, participation, interaction and engagement. On the other hand, Wirtz et al. (2013) emphasize both the attitudinal and behavioral perspectives of engagement as they described online brand community engagement as consumer's willingness to interact and cooperate with other community members. They clearly focus more on active behaviors rather than passive consumption behaviors. In their engagement research, Karjalainen, Mukkukka & Tiensuu (2015) use the leverage of Jahn & Kunz's (2012) measurement scale, adding some items measuring behavioral activity on Facebook such as liking and sharing content.

The next section briefly introduces online content consumption, which represents a form of online engagement behaviors.

2.3 Online content consumption

In this study, customer engagement is studied through behavioral aspect and more specific as online engagement behaviors. In this chapter, these behaviors

are introduced and first term “content marketing” is briefly examined. As mentioned earlier, social media has offered new ways to interact between the firm and its customers. Content marketing is a tool for firms to attract new customers and to maintain the relationship with current customers.

2.3.1 Content marketing

Holliman & Rowley (2014, p. 285) describe digital content marketing as “creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome”. Strader & Shaw (2000) define digital content marketing as where both the entity and delivery of the product are digital. The latter definition therefore includes only digital products or services marketed, sold and consumed online. Nevertheless, digital content marketing has ties with engagement.

Digital content can exist as a product/service itself (Koiso-Kanttila 2004) or digital content can be offered to consumers as a “freebie” to attract them to use services or to maintain the relationship. Digital content can be used as attractor or as a product itself. (Rowley 2008) Taiminen & Karjaluoto (2017) expand the scene of digital content to include also non-brand focused material which they call brand-extended thematic-content. Nowadays content marketing can be viewed as helping consumers and pulling them towards the brand rather than informing about products and selling to customers (Holliman & Rowley 2014).

Digital content marketing is an inbound marketing technique and most widely used in B2B businesses (Holliman & Rowley, 2014; Järvinen & Taiminen 2015). It has become widespread tactic due to its favorable effects on e.g. brand knowledge, lead generation and increased website traffic (Holliman & Rowley 2014). Furthermore, Calder et al. (2009) stated that media engagement increases advertising effectiveness (also e.g. Aaker & Brown 1972; Cunningham, Hall & Young 2006). Content marketing is more like ‘helping’ customers rather than ‘selling’ to them (Holliman & Rowley 2014). Creating valuable content needs to be considered as ‘publishing’ relevant content for company’s audience (Holliman & Rowley 2014). In the best scenario, a consumer-brand relationship is beneficial for both participants; consumer gains satisfaction when the attachment with the brand is high and the firm gets to better understand its customers and is able to deliver relevant content to them generating more brand loyalty and profitability (Hudson et al. 2016).

2.3.2 Online content consumption

Muntinga et al. (2011) have developed the COBRA concept (customer’s online brand-related activities) to explain the underlying framework of customer’s motivations and intentions to communicate with brands online. COBRA combines a wide range of consumer-to-consumer and consumer-to-brand behaviors, such as electronic word-of-mouth (eWOM), user-generated content

(UGC) and other online brand-related behaviors. (Muntinga et al. 2011) COBRA, developed from the bases of U&G theory, concentrates more on usage typologies instead of user typologies (see chapter 2.1.) Muntinga et al. (2011) evolved a continuum from high to low brand-related activity with three categories: first of which is consumption, which includes e.g. viewing, listening or watching brand-related content, the second one is contribution, which is an expression to rating, commenting or joining brand-related content and finally there is creation, which reflects high activity such as uploading or publishing brand-related content. (See table x) (Muntinga et al. 2011) Similarly, Shao (2009) & Heinonen (2011) suggested a similar categorization including consumption, participation and production. Furthermore, Cvijikj & Michahelles (2013a) used activities like likes, comments and shares to classify social media activities. Thus, Gummerus et al. (2012) classified customer engagement behaviors into community engagement and transactional engagement behaviors and stated that instead of activity forms, the frequency of activity should be considered as a base for active and passive behaviors.

TABLE 1 Examples of different activity types on the Internet (Muntinga et al. 2011)

Type of activity	Examples of brand-related Internet activity
Consumption	<ul style="list-style-type: none"> - Viewing brand-related video - Watching brand-related pictures - Listening brand-related audio - Reading comments on brand profiles on social media - Reading product reviews - Downloading branded widgets
Contribution	<ul style="list-style-type: none"> - Rating products and/or services - Joining a brand profile on social network site - Engaging in branded conversations - Commenting on brand-related weblogs, videos or pictures
Creation	<ul style="list-style-type: none"> - Publishing a brand-related weblog - Uploading brand-related video, audio, picture or images - Writing brand-related articles and/or product reviews

Mathwick (2002) uses a classification of internet users and he has named four types called lurkers, who mainly observe other people's activities on online communities, socializers, who are more engaging with others and actively maintain relationships online, personal connectors and transactional community members. The role of one's behavior can vary depending on his/her goals in a certain situation (Mathawick 2002). In their study, Taiminen

& Karjaluo (2017) named two types of readers: skim readers and avid readers, to describe the way consumer consume brand-extended thematic-content. Skim readers are mainly satisfied with reading content on Facebook whereas avid readers seek to dig in deeper by reading brand's blogs. (Taiminen & Karjaluo 2017.)

There has been a shift in the era of online marketing from one-directional delivery of information from company to customers to more interactive communication between the parties. This interactivity is one of the most inherent characteristics of brand pages. (Zhang, Lee & Feng 2013) Continued interaction intention is distinctive sign of customers' willingness to keep visiting a brand page and, to keep participating and interacting with it (Cvijikj & Michahelles 2013a). The level of customer's continued interaction intention may be low even though his/her level of continuance intention is relatively high. This can be explained by customers' low level of posting frequencies and communicating enthusiasm. (Rishika, Kumar, Janakiraman & Bezawada 2013) From the customers' perspective, customers who pursue continued interactions on a brand page seem to be more open to relevant marketing information about the brand, and may develop a deeper emotional attachment to the brand page (Dholakia & Durham, 2010). On the other hand, continued interactions on brand pages are considered to foster closer relationship among customers (Ng 2013) and may indicate customers' care about the development of the company (Cvijikj & Michahelles 2013a).

Major part of the Internet users are rather passive readers or "lurkers" than active contributors or creators. Although, the ratio varies depending on the context. (Nonnecke & Preece 2000) For example, according to Nonnecke & Preece (2000) there is in average only 46% of lurkers in health-support field whereas in software-support discussion the number is 82%. They also found that many consumers simply didn't feel the need to comment or post actively. Similarly, Shang et al. (2006) studied Apple-related virtual community and found that passive members of virtual community were actually more likely to be loyal to the brand than active members who comment and post more often.

This study includes also readers who are not existing customers of the brand but who already have varying levels of engagement with brand's online content. The impacts of passive behaviors (reading frequency) and the active behaviors (commenting, liking or sharing online content), to recommendation intention is examined. Moreover, the focus is on active and passive consumption, latter of which includes commenting and sharing content whereas passive consumption includes mere reading content not actively and publicly reacting to it.

Based on previous studies of content consumption, following hypotheses are proposed:

H7: High level of the consumption frequency has a positive effect on intention to recommend.

H8: High level of the consumption activity has a positive effect on intention to recommend.

2.4 Brand commitment

In marketing literature commitment has been defined as a desire to maintain a relationship (Morgan & Hunt 1994) between parties and due to commitment, customer loyalty may exist even if the satisfaction is low (Gustafsson, Johnson & Roos 2005). Allen & Mayer (1990) studied commitment in the context of organizations. They identified three components of commitment namely affective, continuance and normative. Affective component indicates employees' emotional attachment to, identification with and involvement in the organization. (Allen & Mayer 1990) According to Gustafsson, Johnson & Roos (2005) affective commitment develops through customer's personal involvement with a company or due to the degree of mutuality with customer and a company. The continuance, or calculative component of commitment refers to lack of choice, external pressures and switching costs (Allen & Mayer 1990; Gustafsson et al. 2005; Evanschitzky, Iyer, Plassmann, Niessing & Meffert 2006). It is considered to be more rational and economic-based than affective commitment (Gustafsson et al. 2005). The final, normative component refers to employees' sense of obligation to remain in the relationship. The affective and normative components appear to be partially related although separable. (Allen & Mayer 1990)

Brand commitment is sometimes confused with brand loyalty. Warrington & Shim (2000) have argued that brand commitment and loyalty are separate although related. They claim that brand commitment concentrates more on the emotional aspect whereas brand loyalty focuses more on behavioral perspective. On the other hand, in marketing literature loyalty is seen to have both attitudinal and behavioral perspectives (e.g. Dick & Basu 1994; Bowen & Chen 2001). For instance, Evanschitzky et al. (2006) named affective commitment to be an important antecedent of behavioral loyalty and claimed it to influence loyalty on a much higher degree than continuance commitment.

Bateman, Gray & Butler (2011) studied organizational commitment and they separated the psychological bond into need, affect and obligation. They argued that each form of commitment to an online community has different effect on how a member will engage in the community. They found that need-based commitment anticipates thread reading, affect-based commitment anticipates reply posting and obligation-based commitment anticipates moderating behavior. Although, many studies (Geyskens, Steenkamp, Scheer & Kumar 1996, 304; Allen & Meyer 1990; Gustafsson et al. 2005) have found that different types of commitment result from different motivations, instead of different dimensions of commitment many researchers (e.g. Morgan & Hunt 1994; Carlson et al. 2008; Kim et al. 2008) prefer to name commitment as its own. Thus, they name different antecedents of commitment namely relationship benefits, relationship termination or switching cost, shared values, trust (Morgan & Hunt 1994), psychological sense of brand commitment (Carlson et al. 2008) and brand community commitment (Kim et al. 2008). Brand commitment leads to e.g. acquiescence, propensity to stay in a relationship

(Morgan & Hunt 1994), brand preference, celebrating brand history, attending brand-related events (Carlson et al. 2008), repurchase intention, cross-over buying, participation (Kim et al. 2008) word-of-mouth and cooperation (Kim et al. 2008). In their research in the field on nonprofit organizations, Kim et al. (2008) found that participation in a company-supported online community had strong influence on brand commitment and furthermore, the the effects of participating in online communities, indirectly impact on consumers' word of mouth through brand commitment. Kim et al. (2008) found supportive evidence for previous literature, that commitment is an important mediator between antecedents and behavioral outcomes and that commitment sustains positive behaviors from community members in context of online community.

Bowden (2009a/b) focused on the relationship between commitment and engagement. He found affective commitment to be intrinsic part of customer engagement process among existing customer, whereas calculative commitment seems to be central element for new customers. Similarly, Brodie et al. (2011) argued commitment to be an antecedent of customer engagement. Furthermore, Sashi (2012) proposed that commitment is a necessary step in a way to engagement. On the other hand, some researchers (e.g. Brodie et al. 2013; Wirtz et al. 2013; Vivek et al. 2012) view commitment as a consequence of engagement.

Based on these studies, following hypotheses are proposed:

H9: Brand commitment has a positive effect on active consumption level.

H10: Brand commitment has a positive effect on passive consumption frequency.

2.5 Recommendation intention

Consumers' self-reported intentions have been used as measures of customer behaviors among marketing researchers. For example, many companies use repurchase intentions to estimate future sales. (Chandon et al. 2005) Zeithaml et al. (1996) propose that certain indicators may act as evidence of favorable behavioral intentions. Like recommendation intention (Reichheld & Sasser 1990), positive word-of-mouth (Boulding et al. 1993) and loyalty (Rust & Zahorik 1995). In this study, especially recommendation intention is on focus and as it is closely related to word-of-mouth, this concept will be briefly introduced in next chapter.

Word-of-mouth (WOM) can be defined as informal customer-to-customer communications with no participation of commercial communicator, about features of a brand, product, service or firm (Buttle 1998; Harrison-Walker 2001). Traditional, offline word-of-mouth can be seen as an influencer for customer's paying decision (Brooks 1957; Richins & Root-Shaffer 1988). Although, determining a causal link between WOM and customer's choice is hard. Spreading word-of-mouth and recommending a firm or its product/service to other customers can be viewed as sign of customer's

engagement towards the firm (Rosenbaum & Massiah 2007; Groth 2005) Jaakkola & Alexander (2014) identify three types of customer engagement behaviors, one of which is “influencing behavior”, which they explain to be “customer contributions of resources such as knowledge, experience, and time, to affect other actors’ perceptions, preferences, or knowledge regarding the focal firm”. (Jaakkola & Alexander 2014) Customers shape and modify the expectations of others by spreading word-of-mouth and recommendations (Bansal & Voyer 2010; Dholakia et al. 2009).

WOM can be either positive or negative. Positive WOM may consist of recommending a product, service or firm and informing others about an offer. On the other hand, negative WOM may include for example complaining about a negative purchasing experience. (Kumar et al. 2013) Although, some researchers separate WOM and recommendation, others see WOM as a combination of recommendation and positive talk about the brand. Nevertheless, some researchers measure WOM through recommendation. (Mazzarol, Sweeney & Soutar 2007) WOM has been used as indicator of future customer behaviors. For instance, Chevalier & Mayzlin (2006) found causality between customer word-of-mouth and customer purchasing behavior at Internet book retail sites.

Previous literature suggests that motivations drive word-of-mouth (Gatignon & Robertson 1986) and to be talked about, products/services need to be interesting (Sernovitz, Godin & Kawasaki 2006, 6), unusual (Hughes 2005) or different and surprising (Rosen 2008). On the other hand, Berger & Schwartz (2011) found no evidence that interesting products would receive more ongoing WOM but rather they got more immediate WOM. The role of emotions has been widely studied in the field of tourism and it has been shown that tourists’ emotional reactions are crucial elements of post-consumption behaviors (e.g. Lee, Lee, Lee & Babin 2008; Bigné, Andreu, & Gnoth, 2005; Faullant, Matzler, & Mooradian, 2011). Seemingly emotions have direct effect on behavioral intentions such as intention to return (Bloemer & de Ruyter, 1999), willingness to recommend (Lee et al. 2008) and word-of-mouth (Ladhari 2007). Hosany & Prayag (2013) studied four emotions (joy, love, positive surprise and unpleasantness) and their effect on behavioral intentions. Like previous studies, they found a direct link between positive emotions and behavioral intentions. Emotions and experiences are closely related as emotions effect on how one experiences the situation (de Rojas & Camarero 2008).

Ladhari (2007) has studied the effect of emotions on satisfaction and post-purchase behaviors which in this case refers to WOM communications. He bases his research on Russell’s pleasure-arousal (PA) model evaluating these two dimensions of emotions in the field of movie-goers. This bi-dimensional model of emotions explains pleasure to be a degree to which customer feels happy, joyful and good in situations of consumption. Arousal refers to excited, active and alert feelings (Ladhari 2007). Pleasure and arousal have been shown to affect attitudes and values such as utilitarian and hedonic value (Babin et al. 2005). Previous literature has proofed that emotions have impact on (positive and negative) WOM. For example White & Yu (2005) found a strong positive relationship between positive emotions and positive WOM and a negative

relationship between regret and positive WOM. They also found a negative correlation between disappointment and positive WOM, and between regret and positive WOM. In his research, Ladhari (2007) found a positive relationship between pleasure and positive WOM but a negative link between pleasure and likelihood of generating WOM. On the other hand, arousal was found to have a significant positive impact on the likelihood of generating WOM and a positive effect on positive WOM thus mediated by satisfaction among movie-goers. (Ladhari 2007) Hence, many researcher study satisfaction as a moderator between emotions and behavioral intentions (Hosany & Prayag 2013; Lee et al. 2008; Ladhari 2007).

Satisfaction may cause positive WOM due to the magnitude to which a product or service exceeds customers' expectations motivates the customer to tell about their positive experience to others (de Matos & Rossi 2008). Anderson's (1998) study shows that extremely satisfied or dissatisfied customers are more likely to spread positive or negative WOM respectively. There is a large number of passive customers between these ends who are not likely to attend WOM. This and the fact that companies have the power to influence WOM (Kozinets, De Valck, Wojnicki & Wilner 2010) and emotions and experiences seem to be drivers of WOM (White 2010) support the developed hypotheses five and six.

Earlier chapters introduced the previous literature supporting the hypotheses. Table 2 provides a summary of key supporting literature for the hypotheses.

TABLE 2 Literature supporting the research hypotheses

Hypotheses	Key supporting literature
H1: Hedonic → Consumption frequency	Muntinga et al. (2011); Cvijikj & Michahelles (2013a); Shao (2009); Jahn & Kunz (2012); Shi, Chen, & Chow (2016)
H2: Hedonic → Consumption activity	Muntinga et al. (2011); Shi, Chen, & Chow (2016)
H3: Utilitarian → Consumption frequency	Muntinga et al. (2011); Jahn & Kunz (2012); Shi, Chen, & Chow (2016); Jones, Reynolds & Arnold 2006; Cvijikj & Michahelles (2013a)
H4: Utilitarian → Consumption activity	Muntinga et al. (2011); Shi, Chen & Chow (2016)
H5: Utilitarian → Intention to recommend	Muntinga et al. (2011);
H6: Hedonic → Intention to recommend	Muntinga et al. (2011); Jones, Reynolds & Arnold 2006, Ladhari 2007
H7: Consumption frequency → Intention to recommend	Dholakia & Durham (2010); Cvijikj & Michahelles (2013a)

H8: Consumption activity → Intention to recommend	Dholakia & Durham (2010); Cvijikj & Michahelles (2013a)
H9: Brand commitment → Consumption frequency	Bowden (2009a/b); Kim et al. (2008); Sashi (2012)
H10: Brand commitment → Consumption frequency	Bowden (2009a/b); Muntinga et al. (2011); Sashi (2012)

2.6 Research model

Figure 2 illustrates the research model of this study. Three control variables (age, gender and the last purchase from the company) are also included. Age has been shown to have an effect on Internet usage (e.g. Thayer & Ray 2006; Shah, Kwak & Holbert 2001) as young people are more active to communicate with strangers on the Internet (Thayer & Ray 2006) and they are also more naturally adopted to technology (Venkatesh & Morris 2000). Furthermore, Brodie et al. (2011, 260) proposed that “particular CE levels may be moderated by specific individual-level and/or contextual variables”. Also gender is used as control variable in this study. In his research, Bowden (2009a/b) found differing ties between commitment and customer engagement depending if the individual was existing customer or new customer. Therefore, respondents were asked if they have and when they have bought a personal trainer course and this was used as a third control variable.

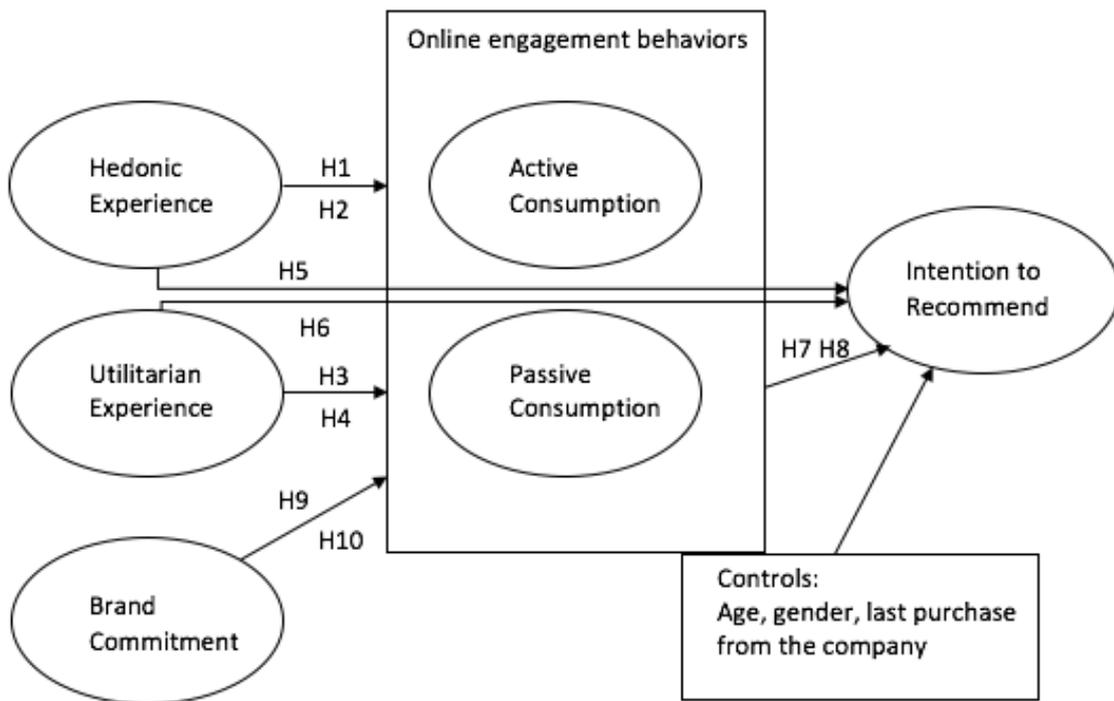


FIGURE 2 Research model

3 DATA AND METHODOLOGY

The aim of this chapter is to view and discuss about the chosen research strategy and also to critically go through the steps of the data collection process. The goal is to give the answers to why these decisions were made and how the data was analyzed. A research has always a purpose or a meaning that determines the strategic choices. The purpose can be for example mapping, predictive, descriptive or explanatory. (Hirsjärvi et al. 2005, 128-129.) The latter is the purpose of this study as the goal is to find explanation to a certain phenomenon using causation among different constructs.

3.1 Quantitative research

Quantitative approach relies on conclusions of previous studies, using earlier theories as a support, introducing hypotheses, carefully collected data and making conclusions based on statistical analyzes (Hirsjärvi 2005, 131). Thus, quantitative studies aim to test models (Bryman & Bell 2007, 425) and hypotheses (Hair, Hult, Ringle & Sarstedt 2014, 3) based on statistical analysis. This study is explanatory by its nature which means that the purpose is to find causal relationships that explain reasons why things are the way they are (Hirsjärvi et al. 2005, 129).

3.2 Data collection and practical implementation

The data of this research was collected using an Internet survey on Webropol 2.0. The survey was sent to customers via e-mail and on Trainer4You Facebook page. Collecting data using an Internet survey is quick, time effective and it provides effortless access to data. In addition, according to Birks & Malhotra (2007, 274), electronic surveys provide low costs, good quality of data and the possibility to classify respondents. However, there are some drawbacks too. For example, respondents may have not answered the questions truthfully and carefully (Hirsjärvi et al. 2005, 184) and there is a possibility that respondents have misunderstood some of the questions (Bryman & Bell 2007, 174). Nevertheless, online questionnaire was evaluated to be the best data collection method for this study.

Background information of the study (e.g. the purpose and the executor of the survey) was given in the beginning of the survey and a short motivational letter was included. To increase the motivation to respond, a raffle was used, in which respondents could win a book package worth 100€.

The data was collected during 20.3.-2.4.2017. The questionnaire was opened 3320 times in total and 1013 responses were received resulting effective

response rate of 30.5%. However, the actual response rate might be even higher as the calculation method used doesn't take into account users who have opened the survey multiple times.

3.2.1 The questionnaire

Structured claims were used to construct the questionnaire. To assure reliability multiple-indicator measures were applied (Bryman & Bell 2007, 161-162) except for measuring active and passive content consumption as these can be evaluated with simple questions. Items were evaluated with five-point Likert scales anchored at 1 = 'strongly disagree' and 5 = 'strongly agree.'

Brand commitment was measured using four items that were adopted from Kim, Choi, Qualls & Han (2008). Two recommendation intention related items were adopted from Hosany & Pravag (2013). Three information-related items were based on Calder et al.'s (2009) construct of utilitarian experience which focuses on information. Two items were removed because they didn't suite in the context of this study. Similarly, hedonic experience was measured using three items that were adopted from Park, Kee & Valenzuela (2009).

Respondents were also asked "How often do you consume online content related to your brand?" They were given the options of "daily", "4-6 times per week", "1-3 times per week", "2-3 times per month" and "once a month or more seldom". As the respondents may not be familiar with the word 'online content consumption' it was explained as reading discussions/posts, looking at pictures, watching videos and browsing websites on the Internet. Contribution of online content (active/passive) was measured by asking "How often do you comment posts or discuss topics that are related to your brand on the Internet?" Same options were given as for the previous question. Table 3 summaries the literature used to measure each factor.

TABLE 3 Measures

Hedonic experience	Park et al. 2009
Utilitarian experience	Calder et al. 2009
Brand commitment	Kim et al. 2008
Recommendation intention	Hosany & Prayag 2013

3.3 Data analysis

The data collected with Webropol 2.0 was first imported to SPSS Statistics for preparation of the raw data. SPSS was then used for performing an exploratory factor analysis as a pre-analysis. Finally, SmartPLS 3.2 software was used for performing confirmatory factor analysis.

First, the data was prepared with SPSS by renaming the questions and cleaning the items that were not relative to this research. Furthermore, all the questions were obligatory so there were no missing values. Questions about content consumption and content contribution were recoded as answers coded "1" represent the low end in all other questions but here it represents intensive consumption and active contribution. These were recoded so that former 1 is now 5, 2 is 4 etc. As suggested by Blaikie (2003) the correlation matrix between items was checked to avoid too high or too low correlations as it could influence negatively for further analysis.

Next, an exploratory factor analysis was carried out using SPSS. The purpose of a factor analysis is to identify the underlying factors present in the patterns among a set of variables (measures). In other words, different responses are estimated how strongly they load to a certain factor and then they are categorized into different factors. (Metsämuuronen 2005, 600). There was no need to eliminate any unsuitable variables.

Finally, confirmatory factor analysis was made using partial least squares technique (PLS-SEM) with SmartPLS 3.2 to test the hypotheses (Hair et al. 2014, 3). Confirmatory factor analysis (CFA) is a special type of structural equation modeling (SEM) which relies to several statistical techniques (Metsämuuronen 2005, 632; Hoyle 2012, 3). As suggested by Hair et al. (2014, 19) PLS-SEM can be used for predicting key constructs or identifying key drivers of constructs. Furthermore, Karjaluoto (2007) suggests using confirmatory factor analysis when the researcher already has a good previous knowledge of the factor structure. Thus, the purpose of the confirmatory factor analysis is to either support or discard this conception based on empirical data. (Karjaluoto 2007.)

4 RESULTS

4.1 Demographic and background information

The majority of respondents were female (71,77%). The largest two age groups were formed by 26-35 years-olds (32,87%) and 36-45 years-olds (31,29%). Respondents between 18-25 and 46-55 were exactly the same 14,91%. The survey was available for both current customers of any personal trainer facility and also for non-customers who follow internet content of any personal training brand. 39,49% of respondents informed that they have never bought a personal trainer course. The second biggest group was respondents who have bought their course less than one year ago (22,31%). 12,04% of respondents had bought the course more than one year ago but less than two years ago.

Respondents were also asked the frequency of consuming online content. 30,4% of them reported to consume online content less than once a month. They formed the biggest group. 25,37% of respondents were consuming online content from 1 to 3 times per week and 24,38% from 2 to 3 times a month.

This survey's primary respondent group was formed by consumers who follow mainly Trainer4You in social media and/or are current customers of the firm. The second biggest group (4,35%) followed FAF, 0,89% followed Trainer Lab and the rest 14,72% reported variety of other small firms. The questionnaire was delivered primarily by Trainer4You's marketing channels which explains previous numbers. Also, Trainer4You is the biggest firm that train personal trainers in Finland and the other companies have not focused that much on social media marketing.

TABLE 4 Demographic and background information

	N	%
Gender		
Female	727	71.77
Male	286	28.23
Total	1013	100
Age		
Under 18	8	0.79
18-25	151	14.91
26-35	333	32.87
36-45	317	31.29
46-55	151	14.91
Over 55	53	5.23
Total	100	100

Primary brand		
Trainer4You	810	80.04
FAF	44	4.35
Trainer Lab	9	0.89
Other	149	14.72
Frequency of consumption		
Daily	73	7.21
4-6 times per week	128	12.64
1-3 times per week	257	25.37
2-3 times per month	247	24.38
Once a month or more seldom	308	30.4
Total	1013	100

4.2 Factor analysis

Exploratory factor analysis was used as pre-analysis in this study to make sure that any unsuitable items could be eliminated before confirmatory phase. As suggested by Metsämuuronen (2005, 619), some preconditions were examined before factor analysis. This was done with Kaiser-Meyer-Olkin's test (KMO) and Bartlett's test. KMO is used to measure the sampling adequacy of the items chosen and establishing if the items are suitable for the exploratory factor analysis (Blaikie 2003; Karjaluoto 2007). If KMO value is over 0.9, the conditions to continue the analysis are excellent. If the value is less than 0.7, the conditions to continue are poor (Karjaluoto 2007). The KMO value in this research was 0.928. Furthermore, the Bartlett's test indicated that the preconditions were good (sig. <0.1), suggesting that there was enough correlation between variables (Karjaluoto 2007). Next, the communalities of each item were observed. Communality is the proportion of variance that is explained by the factors that are present (Blaikie 2003). According to Karjaluoto (2007), variables with communalities below 0.3 should be excluded from further analysis. Thus, in this study, all of the communalities were between 0.534-0.759, which indicates good conditions to factor analysis.

Exploratory factor analysis was conducted using SPSS Statistics 22. As suggested by Karjaluoto (2007, 45, 46), commonly used principal axis factoring (Tabachnick & Fidell 2013, 688) and varimax rotation were applied. In general, principal factor extraction attempts to maximize variance extracted (Tabachnick & Fidell 2013, 688). Furthermore, varimax rotation lowers the low loadings and increases the strong loadings (Tabachnick & Fidell 2013, 692). The number of expected factors wasn't pre-set (Eigenvalue 1 criterion).

Only three factors were extracted. Items related to hedonic and utilitarian experience and recommendation intention loaded to the first factor. Items related to brand commitment loaded to the second factor. The third factor

consisted of items related to consumption contribution and consumption activity. All primary loadings were 0.591 or stronger. After the rotation, the first factor explained 31.5 % of the total variance. The second explained 23.9 % and the third factor 10.3 % of the total variance. Thus, together these factors explained 65.7 % of the total variance cumulatively. The results are provided in the appendix 2.

4.3 Measurement model

First, a two-step method test was used, as suggested by Anderson & Gerbing (1988). It consists of measurement model and structural model, first of which represents the relationships between constructs and their corresponding indicator variables (Hair et al. 2014, 40). The latter, the structural model, concerns the hypotheses testing (Anderson & Gerbing 1988). The validity and reliability of the model was evaluated using confirmatory factor analysis with Smart PLS 2.0. The evaluation of the reflective measurement model was adopted using a set of nonparametric evaluation criteria, which were used for examining the models' convergent validity, discriminant validity internal, consistency and indicator reliability. (Hair et al. 2014, 100.)

Internal consistencies of the measurement scales can be measured using Cronbach's alphas and composite reliabilities. Cronbach's alpha is a measure of scale reliability and it measures inter-correlations between indicators. Although, Cronbach's alpha is likely to underestimate internal consistency reliability due to its sensitivity to the number of items in the scale (Hair et al. 2014, 101). Composite reliability, on the other hand, doesn't assume equal indicator loadings and thus can be used as replacement for Cronbach's alpha, as suggested by Bagozzi & Yi (1988). To give a comprehensive view of internal consistency, the both of these are represented in table 5.

All values in both measures were between suggested limits (0.70 and 0.90) (Nunnally & Bernstein 1994, in Hair et al. 2014, 102) besides active and passive consumption as they were measured using only one item each. No items needed to be removed. Thus, it can be considered that this signals good internal consistency. Outer loadings indicate indicator's coefficient regarding the latent factor. The higher the loading (limits 0 and 1), the more the indicators have in common. (Hair et al. 2014, 77) T-values present the significance of the relationships and thus should be higher than 1.96. Standardized loadings ranged from 0.792 to 0.920 which achieved the satisfactory level of 0.70 (Hair et al. 2011, 145). All relationships were significant (t -values > 49). Thus, these indicators loaded to the latent factors well so can be considered reliable measurement indicators (see table 5).

TABLE 5 Factor loadings, Cronbach's alphas, composite reliabilities, and t-values

Factor	Cronbach's Alpha	Composite Reliability	Item	Standardized Loading	t-value
Hedonic experience	.830	.898	HED1	.878	118.595
			HED2	.899	104.672
			HED3	.811	52.466
Utilitarian experience	.833	.900	UTI1	.885	89.333
			UTI2	.858	69.655
			UTI3	.854	82.560
Brand commitment	.841	.893	BCO1	.809	59.592
			BCO2	.792	49.848
			BCO3	.839	73.157
			BCO4	.850	72.709
Recommendation intention	.817	.916	RI1	.919	132.143
			RE2	.920	132.290

To examine convergent validity of the measurement model, average variance extracted (AVE) values were used. AVE measures the amount of variance that is captured by the construct in relation to the amount of variance due to measurement error (Fornell & Lacker 1981). All AVE values ranged from 0.823 to 0.919 (1.000 in one item scales) which is higher than the suggested level 0.50. Thus, this indicates a high level of convergent validity as latent variables explain more than half of their indicators' variance. (Hair, Ringle & Sarstedt 2011, 146)

Discriminant validity of the model was evaluated through Fornell-Larcker criterion and cross-loadings (Hair et al. 2014, 145). The square root of AVE values should be higher than the latent variable correlations which was the case in this study (see table 6). In addition, indicators' loadings were higher than their cross-loadings. Discriminant validity was evaluated also through the heterotrait-monotrait ratio of correlations (HTMT). There are two thresholds for HTMT lower of which is 0.85 and higher 0.90 (Henseler, Ringle & Startedt 2015). All values are below 0.9 and all others except two passed the higher criteria of HTMT_{.90} as shown on table 7. Thus, both convergent validity and discriminant validity of the measurement model are achieved.

TABLE 6 AVE, construct correlations, square root of AVE (on the diagonal)

	CONT	BCO	HED	RE	CONS	UTI
CONT	1.000					
BCO	0.118	0.823				
HED	0.149	0.613	0.863			
RE	0.103	0.677	0.674	0.919		
CONS	0.366	0.304	0.239	0.279	1.000	
UTI	0.173	0.690	0.708	0.755	0.312	0.866

TABLE 7 HTMT, heterotrait-monotrait ratio of correlation

	CONT	BCO	HED	CONS	RE
CONT					
BCO	0.127				
HED	0.167	0.731			
CONS	0.366	0.330	0.263		
RE	0.114	0.815	0.808	0.309	
UTI	0.190	0.820	0.853	0.342	0.915

4.4 Structural model

The hypotheses presented in chapter 2 were tested using structural path modeling. First, the direct effects were tested. Bootstrapping with 5000 subsamples was used to test the statistical significance of the relationships. (Hair et al 2011). PLS relies on nonparametric bootstrapping which creates a bootstrap sample by repeated random sampling with replacement from the original sample. Thus, standard errors can be obtained for hypothesis testing. (Hair et al. 2011, 148.)

4.4.1 Direct effects

Path coefficients (β , [-1, 1]) represent the relationships between latent factors in the structural model (Hair et al. 2011). Values higher than 0.2 are considered as commonly significant and below 0.1 are non-significant. In addition, to ensure significance of the path, the coefficient's estimates standard error has to be determined. Following Hair et al. (2014, 132) suggestion, this was tested by using Bootstrapping routine with 5000 subsamples which calculates the empirical t value. T values are shown in figure 3.

Hedonic experience ($\beta = 0.222$, $p < 0.01$) and utilitarian experience ($\beta = 0.430$, $p < 0.01$) were found to be predictors with the strongest effect on intention to recommend. Thus, hypothesis 5 and 6 are supported. Consumption frequency (passive consumption) had no significant effect on recommendation intention thus consumption activity (active consumption) had significant ($p < 0.05$) effect. In fact, the higher the consumption activity level was, the weaker was the intention to recommend. The reasons for this negative correlation are discussed more detailed in chapter 5. Regardless, this means that hypotheses 7 and 8 are not supported. Hedonic experience had no significant effect on consumption frequency or on consumption activity. On the other hand, hypothesis 3 and 4 were supported as utilitarian experience explains 19,9 % and 14,5 % of consumption frequency and activity respectively. Brand commitment had significant thus slight effect on consumption frequency ($\beta = 0.169$, $p < 0.01$) and no significant effect on consumption activity ($\beta = -0.017$, $p > 0.05$).

TABLE 8 Direct effects

	β	f^2
H1: Hedonic \rightarrow Consumption frequency	-.005(ns)	.000
H2: Hedonic \rightarrow Consumption activity	.057(ns)	.002
H3: Utilitarian \rightarrow Consumption frequency	.199***	.018
H4: Utilitarian \rightarrow Consumption activity	.145***	.009
H5: Hedonic \rightarrow Intention to recommend	.222***	.064
H6: Utilitarian \rightarrow Intention to recommend	.430***	.199
H7: Consumption frequency \rightarrow Intention to recommend	.036(ns)	.003
H8: Consumption activity \rightarrow Intention to recommend	-.046**	.005
H9: Brand commitment \rightarrow Consumption frequency	.169***	.016
H10: Brand commitment \rightarrow Consumption activity	-.017(ns)	.000

***: $p < 0.01$ (two-tailed test), **: $p < 0.05$, ns: not significant

H1: Hedonic consumption experience has a positive effect on consumption frequency.

The first hypothesis is not supported. In fact, the path coefficient between hedonic experience and content consumption frequency is negative ($\beta = 0.005$) which indicates the opposite results compared to expected ones. Thus, the t-value (0.113) signal non-significant results. Sangwan (2005) and Park et al. (2009) have found opposite results, a positive connection between hedonic experience and participation in virtual community and social networking sites. Thus, the connection wasn't that strong too.

H2: Hedonic consumption experience has a positive effect on contribution activity.

The results from the structural model evaluation show that the path coefficient between hedonic experience and active content contribution is weak ($\beta = 0.057$) and not significant (0.149). Therefore, the second hypothesis is not supported.

H3: Utilitarian experience has a positive effect on consumption frequency.

The path coefficient between utilitarian experience and content consumption frequency is significant as $\beta = 0.199$ and t-value is 3.840 which is above suggested level 2.56. This indicates that the more utilitarian the online content consumption experience is, the more often he or she consumes brand's online content. Thus, hypothesis three is supported. Cvijikj & Michahelles (2011)

suggest that informative content can encourage continued interactions since it reveals the trustfulness of the brand page. In addition, Shi et al. (2016) found that information quality is a strong indicator of continued interaction intention.

H4: Utilitarian experience has a positive effect on contribution activity.

The fourth hypothesis, suggesting that utilitarian experience has a positive effect on content contribution activity, is supported. The path coefficient between these constructs is 0.145 and t-value is 2.711 which indicates significant results. Both, Cvijikj & Michahelles' (2011) and Shi et al. (2016) studies, as mentioned above, support these results.

H5: Hedonic experience has a positive effect on recommendation intention.

The fifth hypothesis, concerning the relationship between hedonic experience and intention to recommend, gets strong support. This relationship has a strong path coefficient (0.222) in the structural model. As the t-value is 6.881 the hypothesis is supported. For instance, Shi et al. (2016) have found that both entertainment and arousal have significant effect on customers' continued interaction intention. This supports also the hypotheses six.

H6: Utilitarian experience has a positive effect on recommendation intention.

The strongest support in this structural model is given to the sixth hypothesis which indicates the relationship between utilitarian experience and recommendation intention with path coefficient of 0.430 and t-value of 12.840. Therefore, utilitarian experience has a significant positive effect on intention to recommend and thus hypothesis is supported.

H7: High level of the consumption frequency has a positive effect on intention to recommend.

The content consumption frequency does not have significant positive effect on recommendation intention. The path coefficient between these constructs is 0.036 and t-value is 1.545.

H8: High level of the consumption activity has a positive effect on intention to recommend.

The path coefficient between contribution activity and recommendation intention is negative (-0.046) thus this hypothesis is not supported. The modest t-value (2.381) makes this result significant.

H9: Brand commitment has a positive effect on active consumption level.

The fifth hypothesis is supported as the path coefficient between brand commitment and content consumption frequency is 0.169. Furthermore, the

result is significant as the t-value is above 2.56 (3.678). In his study Bowden (2009a/b) found a strong link between commitment and engagement.

H10: Brand commitment has a positive effect on passive consumption frequency.

Brand commitment seem to have negative effect on content contribution activity thus the results are not significant as the t-value is 0.295. The sixth hypothesis is not supported. Hence, the path coefficient between these variables is negative (-0.017) which refers to opposite correlation than expected. This refers to opposite results from Bowden's (2009a/b) study mentioned above.

Coefficient of determination (R^2) is used to indicate the ratio of the variance in the dependent variable that is predictable from the independent variable(s) (Hair et al. 2014, 175). The R^2 value can be anything between 0 and 1. The higher the value is, the better the construct is explained by the latent variables. For consumption frequency, the R^2 value was 0.112, which means that hedonic and utilitarian experience explain 11.2% of consumption frequency. They also explain only 3.2% (0.032) of consumption activity. Hedonic and utilitarian experiences, consumption frequency and activity and brand commitment explain jointly 64.1% of the variance of recommendation intention. Usually in marketing research the R^2 values may be described weak (0.25), moderate (0.50) or substantial (0.75). (Hair et al. 2011). According to this rule of thumb, the predictive accuracy of consumption frequency and activity is weak and rather moderate for intention to recommend (Table 9). Figure 3 presents the structural model with coefficients and t-values related to direct effects.

TABLE 9 Coefficient of determination (R^2)

	R^2
Consumption frequency	.112
Consumption activity	.032
Intention to recommend	.641

The research model also included age, gender and last purchase time as control variables, although no separate hypothesis was made on the possible effects of these variables on intention to recommend. For instance, Brodie et al. (2011), Thayer & Ray (2006) and Bowden (2009) have found these variables have effect on the results of their studies as presented more detailed in section 2.6. In this study, gender was the only control variable that had statistically significant impact on recommendation intention (0.053, ≤ 0.01), while other while other variables showed nonsignificant paths.

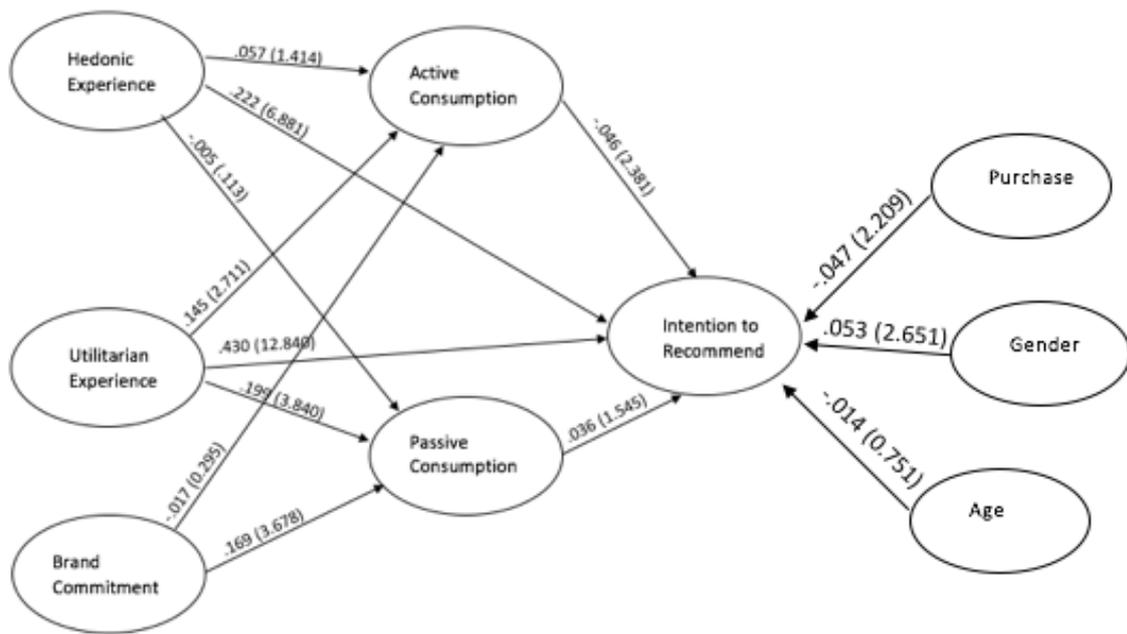


FIGURE 3 Structural model

5 DISCUSSION

This research was conducted to get a better understanding of how online content consumption experiences effect on further content consumption activity and recommendation intention. Recommendations and positive word of mouth are one way to estimate the effectiveness of firm's marketing. Hence, marketers and business owners can not directly affect what and how people discuss about the firm, product, and/or service, the components leading to recommendations are essential. Based on previous studies and findings, content consumption and creation were chosen to measure behavioral online engagement. As hedonic and utilitarian experiences have been shown to have impact on these behaviors, they were selected to compute online content consumption experiences. In addition, the role of brand commitment was measured as a driver of online engagement behavior and recommendation intention.

The aim of this final chapter is to answer the research questions set at the beginning of the research. The conclusions of theoretical and empirical knowledge are gathered and theoretical knowledge will be compared to the empirical findings. Furthermore, managerial implications and future research topics are discussed and also the limitations and validity of this study are evaluated.

5.1 Theoretical contributions

The aim of this research was to study the effect of online content consumption experiences on behavioral online engagement and recommendation intention. The focus was on the relationship between experiences and consumption frequency and activity. In addition, brand commitment was also evaluated as an effector to consumption frequency and activity. Thus, the following research questions were applied at the beginning of the study:

- *Does online content consumption experience effect on online content consumption frequency, online content contribution activity and recommendation intention?*
- *Does online content consumption frequency and online content contribution activity effect on intention to recommend?*
- *Does brand commitment effect on online content consumption frequency and online content contribution activity?*

R1: Does online content consumption experience effect on online content consumption frequency, online content contribution activity and recommendation intention?

Many experiences and motivations have been studied when analyzing consumers' online behaviors but the most relevant seem to be hedonic and

utilitarian experiences which are also applied in this study. Utilitarian and hedonic experiences have gained strong support as effectors on online engagement behaviors, which in this study are measured as content consumption frequency and consumption activity. Most of the previous researches recognize hedonic experience as strongest reason to engage online. For instance, Cvijikj & Michahelles (2013a) have found entertaining content to be the most significant factor effecting consumer's levels of liking, commenting and sharing online content. The results of this study show slightly opposite results. Utilitarian experience showed stronger effect on both consumption frequency and activity compared hedonic experience. This could be explained by the role of the educational industry. As personal trainer education companies aim to train and educate customers, it is logical that brand followers give a lot of value to informative content. Additionally, personal training is part of sport and wellbeing industry which may be one reason for that consumers are usually looking for facts and information. Thus, Cvijikj & Michahelles (2013a) also found that brand-related informative content effects positively on the amount of liking and commenting. Utilitarian experience seems to make consumers to come back to consume online content and actively comment and share them. This is in line with Cvijikj & Michahelles' (2011) study as they found information quality to be reason for continued interactions. According to them, informative content reveals the trustfulness of the brand page. In addition, Shi et al. (2016) found that both entertainment and arousal have significant effect on customers' continued interaction intention.

There was a positive effect between recommendation intention and both hedonic and utilitarian experiences, of which utilitarian gained again stronger support and hedonic had only moderate effect. Ladhari (2007) has found that pleasure has positive effect on positive WOM although negative effect on the likelihood of WOM. In addition, arousal was found to have positive effect on likelihood of WOM but negative effect on positive WOM. The findings of this study are in line with the results that utilitarian experience has stronger impact on online engagement behavior compared to hedonic experience.

R2: Does online content consumption frequency and online content contribution activity effect on intention to recommend?

The results of this research did not provide support for hypotheses 7 and 8. In fact, the higher the consumption activity level was, the lower was the intention to recommend. Shang et al. (2006) found similar results in their study of Apple-related virtual community. Interestingly, passive behaviors had stronger effect on brand loyalty than active behaviors. In their research, Men & Tsai (2013) found that heavy social media users were more likely to engage with companies in social media. In addition, Rishika et al. (2013) figured that low continued interaction intention can be explained by customers' low level of posting frequencies and communicating enthusiasm. Although, Nonnecke & Preece (2000) stated that in health-support discussion the number of lurkers is relatively lower compared to other fields. Nevertheless, based on the findings in

this research, active online behaviors are not strong indicator of recommendation intention.

These results refer to the situation where consumers who actively comment and share brand-related online content, are not the biggest fans of the brand. They are not very likely to recommend the brand or the contents to other users. The results may be explained by the general online communication behavior of respondents. It might be that they don't feel the need to actively comment or share any kind of online content no matter if it is brand-related or not. It would have been interesting to study respondents' online and social media behaviors in general and compare this to brand-related online content consumption. Cvijikj & Michahelles (2013b) have shown that active users actually prefer not to reveal themselves to possible reactions from other community members but rather choose liking as a 'safer' option. Though, Li (2007) has found that active daily users have significantly more interest on brand profiles. Although this is not supported by the results of this study. In addition, Cvijikj & Michahelles (2013b) suggest that especially among big brand communities, users' interactions should be increased by organizing activities such as competitions, polls and discussion threads by the brand.

R3: Does brand commitment effect on online content consumption frequency and online content contribution activity?

Many researchers (e.g. Bowden 2009a/b; Brodie et al. 2011; Sashi 2012) have found commitment to be a significant part of engagement. In this study, brand commitment had a moderate effect on consumption frequency but not a significant effect on consumption activity. Questions regarding brand commitment in this study were concerning the more current customers of the firm. The reason why these results differ from previous studies might be explained by the fact that 39,49% of respondents haven't bought a personal trainer course. In the other words, they are not current customers of the firm. In this research, any comparison between different respondent groups was not done. It would have been interesting to compare the results between current customers and respondents who are not yet customers.

All in all, the results indicate that utilitarian experience has the most powerful direct effect on recommendation intention. This may be explained by the utilitarian nature of the firm. As Trainer4You and other personal training education firm offer training services, it is not surprising that utilitarian content is seen most important. The model used in this study explains 64,1% of recommendation intention. However, experiences play an important role when considering recommendation intention. They seem not to have that important role on online engagement behaviors. Although, it should be noted that vast majority of respondents were fans of Trainer4You and its online content has been more educational and formal than amusing or arousal by its nature. The company doesn't aim to produce entertaining content and customers are used to this. This might also explain the results.

5.2 Managerial implications

Many marketing researchers have used consumers' self-reported intentions to measure customer's actual behaviors. For example, Reichheld and Sasser (1990) evaluate recommendation intention as an indicator of favorable behaviors. This study gives support for marketers and managers that it is important to create relevant, pleasant and informative content to increase recommendation intention. When operating in an educational field, it seems to be important to create informative content.

Intention to recommend is an useful indicator to estimate consumers' future actions. This study offers important information for firms and managers about what kind of online content attracts consumers and increases their intention to recommend services for other users. According to the findings of this study, it is not relevant to increase customer online content engagement behaviors but rather create joyful and informative content to grow recommendation intention.

Previous literature shows that content needs to be interesting and/or unusual to be shared. Utilitarian and hedonic consumption experiences have been shown to be strong reasons why consumers like, comment and share online content. Furthermore, these online engagement behaviors are seen as important drivers of positive outcomes such as satisfaction, loyalty and positive WOM. However, it appeared that also consumers who are willing to only passively consume online content should be given close attention, since active consumption might not be relevant indicator of favorable future behavior.

As general guidance, managers should know their audience in terms of what kind of content is interesting. It seems like the role of content is field-dependent. Personal trainer education firms, as is with the educational industry, should offer informative, relevant and educational content. As the results of this study prove, relevant content may increase consumers' recommendation intention, which can be seen as an indicator of future positive behavior.

5.3 Evaluation of the research

The quality of research can be evaluated through validity and reliability, latter of which concerns repeatability of the study with same results. Additionally, validity refers to proper measurement of the concept (Bryman & Bell 2007, 163, 165). More detailed, construct validity refers to the accurate operationalization of the concepts (Yin 2014, 46). In this research, the hypotheses were based on previous peer-reviewed studies and theories. Commonly used tests were run to evaluate validity. The average variance extracted (AVE), and the discriminant validity were evaluated through Fornell-Larcker criterion and cross loadings (Hair et al. 2011, 145). All these tests were passed which confirms the construct validity of this study. However, it should still be noted that two correlations

didn't fit within the stricter acceptable threshold limits (0.85) in re-emerging heterotrait-monotrait test.

Internal validity relates to causality (Yin 2014, 46) which aim to answer the question 'does factor x cause factor y' (Metsämuuronen 2005, 1128). If the relationship is concluded as causal, the research design passes the terms of internal validity (Yin 2014, 47). In this case, previous literature strongly suggests causal relationships between factors that were studied in this research and therefore causal assumptions are met. External validity concerns the generalization of the results (Yin 2014, 46). In this study, 1013 responses were received in total and response rate was 30.5%. Both of these are considered relatively high which supports external validity of this study.

To ensure the bases for replication and transparency of the study, careful documentation of research procedures was applied. Cronbach's alphas and composite reliabilities were used to evaluate the internal consistency reliability of the measurement indicators (Metsämuuronen 2005, 67). There should be no doubt of the internal consistency of used measurement scales based on the results of the evaluation.

5.4 Limitations of the research

This research has some limitations, first of which refers to self-reported measures. Thus, there may be a difference between reported behavioral online engagement and actual behavioral online engagement. Even though online engagement behavior was measured asking "how often do you consumer..." and the options were pretty clear "daily", "4-6 times a week" and so on, the respondent may estimate behaviors wrong. In addition, intention to recommend does not directly correlate to actual recommendation actions. However, these measurement scales were considered the most valid and appropriate for this context. Second, it is not clear how honestly and with how much care have the respondent's taken the survey. There is also possibility of misunderstanding some of the questions.

There is also a limitation concerning the generalizability of the results. The study was operated in the personal trainer education context. It can't be guaranteed that the results apply to other industries. In many other previous studies, hedonic experience have had the most significant effect e.g. on engagement behavior but the results of this study highlight the role of utilitarian experience. In addition, it should be kept in mind that the vast majority of respondents were female. Furthermore, the group of consumers who follow Trainer4You was over-presented in this sample.

5.5 Future research

As noted in chapter 5.1, consumers low level of activity in commenting and sharing online brand content can be explained by their general Internet and social media behaviors. They might not be active commenters in general. On the other hand, active users might not want to 'reveal' themselves to other community members and that's why they only like the posts instead of commenting and sharing. In the future, it would be worthwhile to include questions about users' daily bases Internet activity. This would give us more comprehensive view about the reasons and consequences of online engagement behaviors.

To get a comprehensive view, a multidimensional approach of customer engagement should be studied too. This study focused on behavioral online brand engagement but for extensive results also cognitive and social aspects should be included. In addition, like mentioned in chapter 5.1, it would be interesting and useful to do comparison between current customers and respondents who are not yet customers. This could provide important information of the differences of current and potential customers and their content consumption experiences and engagement behaviors.

However, limitations of this study are partly due to the generalization of the results. This study involves only a couple of brands in a single field. Expanding the study by comparing several brands in the educational industry and in different industries would provide more comprehensive results. Also combining both quantitative and qualitative methods would be necessary and relevant in order to examine consumers' motives to consume and actively comment and share brand-related online content. As proved by the results of this study, active commenting and sharing doesn't lead to recommendation intention. By interviewing participants, it would be possible to reveal the reasons why one consumes the content actively or passively.

In this study, recommendation intention was used to indicate positive future outcomes of engagement. Respondents' intention doesn't necessarily signal the real actions. A follow-up questionnaire would be interesting and useful to carry out to measure actual positive outcomes. Also, other measures for post-behavior would be appealing to evaluate, such as intention to purchase or re-purchase. Nevertheless, this research offers important information for marketers and business owners of what kind of content is relevant to delight current customers and to attract new customers. Here the theoretical background was partially reasserted and some new insight was raised concerning the nature of content consumption experiences. The topic could be completed with future research topics suggested above.

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APPENDIX 1: LIST OF SURVEY ITEMS IN FINNISH

Brand equity (Yoo & Donthu, 2001)

- OBE1.** On järkevää ostaa oman koulutustahoni tarjoama koulutus muiden koulutustahojen tarjoamien koulutusten sijasta, vaikka ne olisivatkin samanlaisia.
- OBE2.** Vaikka toisen koulutustahon koulutuksilla olisi samat ominaisuudet kuin oman koulutustahoni koulutuksilla, suosisin silti omaa koulutustahoani.
- OBE3.** Jos joku koulutustaho on yhtä hyvä kuin oma koulutustahoni, ostaisin silti oman koulutustahoni koulutuksen.
- OBE4.** Jos joku toinen koulutustaho ei eroa omasta koulutustahostani millään tavalla, tuntuu järkevämmältä ostaa oman koulutustahoni koulutus.

Perceived value (Dodds, Monroe and Grewal, 1991; 2 poistettu)

- PEVA1:** Koulutustahoni koulutukset tarjoavat rahalle vastinetta.
- PEVA2:** Koulutustahoni koulutukset ovat hyviä ostoksia.
- PEVA3:** Koulutustahoni koulutusten hinnat ovat hyväksyttäviä.

Brand commitment (Kim et al., 2008)

- BCO1:** Olen kiintynyt koulutustahooni.
- BCO2:** Haluan koulutustahoni menestyvän jatkuvasti.
- BCO3:** Mielestäni koulutustahoni koulutusten käyttäminen on tärkeää.
- BCO4:** Olen koulutustahoni uskollinen asiakas.

Recommendation intention (Hosany and Prayag, 2013)

- RI1:** Voisin sanoa positiivisia asioita koulutustahooni liittyvistä Internet-sisällöistä.
- RE2:** Voisin suositella koulutustahooni liittyviä Internet-sisältöjä muille ihmisille.

Consumption

Internet-sisältöjen kulutuksella viitataan keskustelujen/viestien lukemiseen, kuvien ja videoiden katsomiseen sekä sivujen selailuun Internetissä.

Kuinka usein kulutat koulutustahoosi liittyvää Internet-sisältöä?

CONS1.

Päivittäin

4-6 kertaa viikossa

1-3 kertaa viikossa

2-3 kertaa kuukaudessa

kerran kuukaudessa tai harvemmin

Contribution

Kuinka usein kommentoit viestejä tai keskustelet aiheista, jotka liittyvät koulutustahoosi, Internetissä?

CONT1.

Päivittäin

4-6 kertaa viikossa

1-3 kertaa viikossa

2-3 kertaa kuukaudessa

kerran kuukaudessa tai harvemmin

Utilitarian experience (Calder et al., 2009)

UTI1: Koulutustahoosi liittyvä Internet-sisältö auttaa minua tekemään hyviä ostopäätöksiä.

UTI2: Koulutustahoosi liittyvä Internet-sisältö auttaa minua käyttämään koulutustahoni koulutuksia paremmin.

UTI3: Koulutustahoosi liittyvä Internet-sisältö auttaa minua tekemään tärkeitä päätöksiä.

Hedonic experience (Park et al., 2009)

HED1: Koulutustahoosi liittyvä Internet-sisältö on viihdyttävää.

HED2: Koulutustahoosi liittyvä Internet-sisältö on hauskaa.

HED3: Koulutustahoosi liittyvä Internet-sisältö on jännittävää.

Milloin ostit ensimmäisen koulutuksen valitsemaltasi koulutustaholta?

Alle vuosi sitten

Yli 1 vuosi sitten mutta alle 2 vuotta sitten

Yli 2 vuotta sitten mutta alle 3 vuotta sitten

Yli 3 vuotta sitten mutta alle 4 vuotta sitten

Yli 4 vuotta sitten mutta alle 5 vuotta sitten

Yli 5 vuotta sitten mutta alle 10 vuotta sitten

Yli 10 vuotta sitten

En ole koskaan ostanut personal trainer -koulutusta

Controls

Sukupuoli

Ikä

Koulutustaho

APPENDIX 2: RESULTS OF THE EXPLORATORY FACTOR ANALYSIS

Item	FACTOR			COMMUNALITY
	1	2	3	
BCO1	0,222	0,775		0,658
BCO2	0,239	0,773		0,656
BCO3	0,437	0,669	0,145	0,659
BCO4	0,359	0,732		0,67
CONS5	0,102	0,263	0,762	0,66
CONT5	0,109		0,855	0,746
HED1	0,784	0,253		0,649
HED2	0,824	0,155		0,711
HED3	0,736	0,199	0,11	0,594
UTI1	0,663	0,382	0,184	0,62
UTI2	0,618	0,476	0,119	0,623
UTI3	0,713	0,338	0,145	0,644
RI1	0,671	0,448		0,652
RE2	0,591	0,525		0,631