INSTAGRAM AND FACEBOOK BRAND COMMUNITY BENEFITS CONSUMERS RECEIVE AND VALUE BEFORE AND DURING THE COVID-19 PANDEMIC – CASE CROSSFIT

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ABSTRACT

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Title Instagram and Facebook brand community benefits consumers receive and value before and during the COVID-19 pandemic – Case CrossFit	
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Social media sites, such as Facebook and Instagram, have enabled new ways for organizations to reach, connect, and communicate with their followers via brand pages. These social media brand communities are still a relatively new and fast-evolving phenomenon that has not yet been thoroughly investigated regarding what benefits consumers receive and value in Facebook and Instagram brand communities and how brands can enhance the value of these benefits. Studies seem to be lacking especially regarding Instagram brand communities and in the fitness industry. The knowledge is essential for organizations when trying to improve in offering these benefits. Another new aspect that arose in 2020 and needs investigation is how the COVID-19 virus has affected these benefits consumers gain and value in Facebook and Instagram brand communities. This is essential knowledge for organizations to effectively react to this. Especially in organizations that before the coronavirus mainly offered their services in person, and during the pandemic were forced to move their service online, as CrossFit gyms did. This study investigated these mentioned phenomena in the context of CrossFit gym's Facebook and Instagram brand communities. The research questions were: 1. What benefits do consumers receive and value from CrossFit brands Facebook and Instagram communities and how can the value of the benefit be enhanced? 2. How has COVID-19 changed the benefits consumers receive and value in a CrossFit brand's Facebook and Instagram community? The study was conducted with qualitative semi-structured interviews and the data was processed with a qualitative content analysis approach. The interviews were conducted for nine participants who were active adult CrossFit gym members from four different gyms in Finland. The study findings implicate that one of the most important action a CrossFit gym could do, especially during COVID-19 or any other reason that forces a gym to move their services online, is to create a Facebook and an Instagram community for its members. These online communities were found to offer a great deal of added value both before and during COVID-19 for the gym members. The benefits CrossFit gym members can receive via the Facebook and Instagram online communities included informational, educational, social, entertainment, economic, and sport motivation benefits. The study presents concrete actions on how to offer each of these benefits regarding, which channels to use, what content to post, and what actions to take.	
Keywords Facebook brand community benefits, Instagram brand community benefits, CrossFit brand community benefits, COVID-19, sport motivation	
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Sosiaalisen median alustat, kuten Facebook ja Instagram, ovat mahdollistaneet yrityksille uusia tapoja tavoittaa ja kommunikoida brändisivujen seuraajien kanssa. Nämä sosiaalisen median brändiyhteisöt ovat melko uusi ja nopeasti kehittyvä ilmiö, jota ei ole vielä perusteellisesti tutkittu koskien sitä, minkälaisia hyötyjä kuluttajat saavat ja arvostavat Facebook- ja Instagram-brändiyhteisöissä, ja miten brändit voivat kehittyä näiden hyötyjen tarjoamisessa. Tutkimuksia vaikuttaisi puuttuvan etenkin Instagramiin ja liikunta-alaan liittyen. Kyseinen tieto on oleellista yrityksille, jotka haluavat kehittyä näiden hyötyjen tarjoamisessa. Toinen lisätutkimuksia vaativa ilmiö on se, miten COVID-19-virus on vaikuttanut kuluttajien saamiin ja arvostamiin hyötyihin Facebook- ja Instagram-brändiyhteisöissä. Tämä tieto on tärkeää, jotta yritykset pystyvät reagoimaan ilmiöön oikealla tavalla, etenkin yrityksien, kuten CrossFit-salien kohdalla, jotka COVID-19-pandemian aikana joutuivat siirtämään palvelunsa etäyhteyden päähän normaalin lähikontaktiohjauksen sijaan. Tämä tutkimus tutki aihetta CrossFit-salien Facebook- ja Instagram-brändiyhteisöjen kontekstissa. Tutkimuskysymykset olivat: 1. Mitä hyötyjä kuluttajat kokevat ja arvostavat CrossFit-brändien Facebook- ja Instagram-brändiyhteisöissä ja miten näiden hyötyjen arvoa voitaisiin lisätä? 2. Miten korona on vaikuttanut siihen mitä hyötyjä kuluttajat kokevat ja arvostavat CrossFitin Facebook- ja Instagram-brändiyhteisöissä? Laadullinen tutkimus toteutettiin puolistrukturoiduilla haastatteluilla ja kerätty aineisto analysoitiin käyttäen laadullista sisällönanalyysia. Haastatteluihin osallistui yhdeksän aikuista CrossFit-salin jäsentä, jotka olivat neljältä eri Suomessa sijaitsevalta salilta. Tulokset osoittavat, että yksi tärkeimmistä asioista mitä CrossFit-salit voivat tehdä, etenkin COVID-19-pandemian tai muun syyn takia, joka pakottaa salit tarjoamaan palveluitaan etäyhteyden päästä, on luoda Facebook- ja Instagram-brändiyhteisö jäsenilleen. Näiden yhteisöjen huomattiin tuovan suurta lisäarvoa salin jäsenille sekä ennen koronaa että sen aikana. Hyödyt, joita salin jäsenet saavat näiden brändiyhteisöjen kautta, ovat tiedollisia, opettavaisia, sosiaalisia, viihdyttäviä, taloudellisia sekä liikuntamotivaatiota lisääviä. Tutkimus esittelee konkreettisia toimenpiteitä, miten näitä hyötyjä tulisi tarjota, eli missä kanavassa, millä sisällöllä ja millaisilla toimenpiteillä.

Asiasanat
Facebook-brändiyhteisön hyödyt, Instagram-brändiyhteisön hyödyt, CrossFit-brändiyhteisön hyödyt, COVID-19, liikuntamotivaatio

Säilytyspaikka
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1.1   Justification of the study and research questions

Social media sites, such as Facebook and Instagram, have enabled new ways for organizations to reach, connect, and communicate with their followers via brand pages and groups. Previous studies have found that brand communities in social media increase sales, brand performance, brand loyalty, brand trust, and brand awareness(Laroche, Habibi, Richard, & Sankaranarayanan, 2012; Laroche, Habibi, & Richard, 2013; Rapp, Beitelspacher, Grewal, & Hughes, 2013; Sonnier, McAlister, & Rutz, 2011). However, the community member's engagement behaviours in the community have been found to largely influence what benefits the consumer receives (Gummerus, Liljander, Weman, & Minna Pihlstrom, 2012). These virtual social media brand communities are still a relatively new and fast-evolving phenomenon that have not yet been thoroughly investigated regarding what benefits consumers receive and value in these social media communities, and how brands can enhance the offering or value of these benefits. Studies seem to be lacking especially regarding Instagram brand communities and in the fitness industry. The online community benefits this research will focus on include informational, educational, social, entertainment, economic and sport motivation. In short, informational information is defined in this study as useful information. Educational information includes getting a better understanding and knowledge of the products offered. Social benefits include improving or building social relationships and the feeling of community. Entertainment includes activities that bring online community members pleasure, enjoyment or entertainment. Economic benefits include offered monetary values. Sport motivation includes enhancing a person's motivation level to participate in the sport in mind or in other words enhance the motivation to participate in the physical activity.

The knowledge of what online brand community benefits consumers value is essential for organizations when trying to improve in offering these benefits to consumers. It is important to answer the customer's needs to keep them as loyal and satisfied customers also in the future and avoid losing them to competitor brands (Gummerus et al., 2012). In addition to having committed customers that bring money for the brand, offering social benefits could also support people's overall well-being because people have a fundamental need to be connected with others and form groups (Ryan & Deci, 2020), which the online communities' social benefit might support. Fulfilling this fundamental need supports a person's overall well-being and mental health (Ryan & Deci, 2020). It is also nationally interesting to research if an online brand community in Facebook or Instagram can enhance a person's sport motivation or in other words motivation for conducting physical activity, because there seems to be a lack in studies regarding this subject. Physical activity has been proved to increase a person's physical and mental health (UKK-instituutti, 2021). The health and well-being of people is a nationally important matter, which is why Finland has even created physical ac-

tivity recommendations for its citizens (UKK-instituutti, 2019.) Thus, if it is possible to enhance a person's sport motivation via social media brand communities, it could support the person's physical and mental health, which would even be a nationally important matter. This study will investigate the mentioned phenomena in the context of CrossFit gym's Facebook and Instagram brand communities. Because of this, the first research question is the following: What benefits do consumers receive and value from CrossFit brands Facebook and Instagram communities and how can the value of the benefit be enhanced?

CrossFit is one of the fastest-growing functional training exercise method in the world (Claudino et al., 2018). For example, in the USA, CrossFit has increased by 70 percent in the last decade, making it one of the most popular activities in fitness centers (Feld, 2016). CrossFit workouts are used to optimize overall physical competence and can be modified for everyone regardless of their age, fitness goals, or condition. CrossFit has even been compared to a religion (Wheaton, 2013), its key components are the workouts, which are referred to as work out of the day (wod), the lifestyle, which is a combination of diet and exercise, and the community, which is greater than traditional gyms and offers social capital (Whiteman-Sandland, Hawkins, & Clayton, 2018). This sense of community and social capital may influence users' motivation and physical activity (Fisher, Sales, Carlson, & Steele, 2017). CrossFit is a registered trademark, and the CrossFit Gym owners need to pay for the right to use the name. Currently, there are over 15 000 CrossFit affiliate gyms all around the globe, of which 97 in Finland. (The community. 2020). Individual CrossFit gyms usually have their own dedicated private Facebook groups where they communicate with the gyms community, as can be seen when searching for "CrossFit" in Facebook groups. In addition, public Facebook and Instagram brand pages are a norm, as for many brands today (Gummerus et al., 2012). How often and what content is being posted to the private or public groups varies by the gym. These private and public social media communities and the benefits they offer for CrossFit gym members are the subjects of this study.

Another new aspect that arose in the beginning of 2020 and needs investigation is how has the worldwide spread virus COVID-19, also known as coronavirus, affected the benefits consumers gain and value in social media brand communities. This is essential knowledge for organizations to effectively react to this. Especially in organizations that before COVID-19 mainly offered their services in person, and during the pandemic and its restrictions were forced to move their service online, such as CrossFit gyms. The research data, which in this study was interviews from active CrossFit gym members, was gathered between 21.5-29.5.2020 in Finland. During this time there was a restriction in Finland that permitted more than ten people to be in the same interior at the same time, because of the COVID-19 situation (Valtioneuvoston viestintäosasto, 2020). This restriction started 16.3.2020 (Timonen & Makkonen, 2020). This naturally effected how different organizations that normally have more than ten people simultaneously in their interior, such as CrossFit gyms, could offer their services. Because of this, the second research question is: How has corona changed the benefits consumers receive and value in a CrossFit brands Facebook and Instagram community?

1.2   Research structure

The research starts by presenting a literature review related to the subject in this study. The review begins with analyzing online communities from different perspectives relevant to this study. These perspectives include defining online communities, presenting the social media networks this study analyzes, analyzing the COVID-19 phenomenon's effect on social media usage, and presenting online communities' potential for organizations. After analyzing online communities, the literature review moves to analyze the motivational benefits of why people participate in online brand communities. The section starts by analyzing how motivation is built up, and then moves to present motivational benefits in attending online brand communities and ends up with presenting each online community benefit more in-depth that this study will analyze. After the literature review, comes the data and methodology section. The methodology starts by presenting the research and data analysis methods, followed by the validity, reliability and ethical standards of the study. After this, the research findings are presented for both research questions and each benefit. The last main chapter called discussion includes a discussion of the results and links to previous studies, practical implications, defining directions for future research, and finally summarizing the conclusions of the study.

2 LITERATURE REVIEW

2.1 Online communities

An online community is defined as a group of people who belong to a group on the internet or use a specific internet service (Cambridge Dictionary 2020). Kaplan & Haenlein (2010) grouped these online communities into six different social media classes, which were collective platforms where people can build something collectively just as Wikipedia, communities that are built around content just as YouTube, blogs, games in the virtual world, social worlds in the virtual reality just as Second Life, and lastly social networking sites such as Facebook and Instagram, which this study will be focusing on. These online communities differ from another in the sense of how users introduce themselves, how deep the communication is, and what kind of platform is used (Kaplan & Haenlein, 2010). Community members join online communities for several reasons, which include helping others, sharing experiences (Shang, Chen, & Liao, 2006), lurking, or reading other members' comments (Shang et al., 2006). These virtual communities were originally created by consumers with a shared interest, but nowadays they are also a strong part of companies' brand management strategies (Arnone, Colot, Croquet, Geerts, & Pozniak, 2010). This is no surprise because online communities have been acknowledged to be a great place to reach and engage with consumers (Clement, 2019b) and even affect consumers' brand loyalty and satisfaction (Gummerus et al., 2012). Schools have acknowledged the potential in online communities and social networking sites, which include Facebook, and utilize them for educational purposes (Deng & Tavares, 2013). These online communities can clearly provide great value for different organizations when used in the right manner, which is why further investigation on the subject from the consumers' perceived benefits perspective is still needed.

2.1.1 Social networking sites

Because this study will focus on activities taking place on social networking sites, in particular on Facebook and Instagram, it is in order to present them more thoroughly. The usage of social networking sites (social media) has steadily increased every year from 2010, when it was 0.97 billion to the current number in 2020, which is over 3 billion users, and the numbers are anticipated to only keep growing. This makes using social media one of the most popular online activities (Clement, 2020a). In January 2021 the five most favored social network sites, based on the amount of active users, are starting from number one; Facebook, YouTube, WhatsApp, Facebook Messenger, and at fifth place Instagram. Factors all these leading social networking sites have in common include that they are available in multiple languages and enable users to connect with their friends and other people across the globe, regardless of the geographical, economic, or political border. (Tankovska, 2021c). Brands get value in these online social media communities such as Facebook and Instagram via creating brand pages that

people can follow and, in that sense, gather a brand community inside the selected online platform. These brand pages enable to engage with consumers and offer value by, for example, serving as a reliable reference to consumers with up-to-date updates that can increase brand awareness and effect consumers purchase decisions (Shi, Chen, & Chow, 2016).

The social networking site Facebook was founded in 2004, and in 2012, its monthly active users had surpassed over one billion, which made Facebook the first social networking site to ever do so. Currently, at the end of 2020 Facebook is the largest social networking site in the world with approximately 2.8 billion monthly active users. In order to be able to use Facebook, one must create a free personal account. After this, it is possible to among other matters to add friends to interact with and message, post status updates, and other content, or join groups based on one's interests. (Tankovska, 2021b). Facebook is currently most popular among 25–34-year-olds with 32 percent of all the users being this aged, next comes 18–24-year-olds with 24 percent being this aged, and the third place goes to 35–44-year-olds with 17 percent (Tankovska, 2021a).

Facebook is designed to be used on both mobile and desktop, but Instagram is a mobile social networking site (Clement, 2019b), which was founded in 2010 (Richter, 2018). Instagram is a platform that allows its registered users to edit and share photos and videos (Clement, 2019b). Users can gain followers and follow other users. One of Instagram's currently most popular features is Instagram Stories, which allows users to post photos or videos on their Stories stream for others to see for a limited time of 24 hours, after which the content disappears (Tankovska, 2021d). With 1.2 billion active users a month, in January 2021 Instagram ranks as number five, after Facebook, YouTube, WhatsApp, and Facebook Messenger among the most popular social networks worldwide (Tankovska, 2021). Instagram's popularity among different age groups is roughly the same as Facebook's. It is most popular among 25–34-year-olds with 33 percent of all users being this age, in second place are 18–24-year-olds with 30 percent and in the third place are 35–44-year-olds with 16 percent (Tankovska, 2021). Instagram is an engaging app because in the United stated 37 percent of Instagram users reported using it several times a day and in addition to this group, 22 percent reported daily usage (Clement, 2019a). Because most users are over 18–year-olds and the platform has a high user engagement rate it makes Instagram an attractive platform for brands to reach and engage with consumers (Clement, 2019a). This is exactly what brands do, because brands post on average 0.7 posts to their Instagram platform every day with sports teams being the most active at posting 1.56 posts per day (Clement, 2019a).

Brand communities in social media sites, such as Facebook and Instagram, have three special characteristics in common that other online communities do not have. Firstly, they enable to be in contact with the brand and other community members by seeing, hearing, or physical contact. (Kaplan & Haenlein, 2010). It is possible to see or post pictures and videos, hear videos and discuss with others in the community, or react to posts posted in the community. Secondly, social media communities are well suited for resolving members' worries and questions because they can convey large amounts of information at any time to all its members (Kaplan & Haenlein, 2010). For example, during the COVID-19

pandemic, which is discussed in more detail in the next chapter, brands have been able to easily convey all the fast-changing information regarding the effects on the brand and its procedures and members have been able to ask and get answers quickly. The third characteristic is that social media communities are highly connected to self-presentation, which indicates that members can form and try to control the opinions others make about them via their social presence in the channels, because it is possible to see their pictures and behaviour there (Kaplan & Haenlein, 2010). This self-disclosure is an important part of relationship-building in the social media channels (Kaplan & Haenlein, 2010).

2.1.2   COVID-19 and social media usage

Because of the COVID-19, also known as coronavirus pandemic, social media usage grew by 44 percent worldwide (Watson, 2020). This in turn helps brands reach their target groups easier than before on social media and might indicate people spending more time even on brands' social media community pages. Most consumers reported that they want to hear news from brands during the COVID-19-pandemic, as only 15 percent reported they did not want to hear from brands (Guttmann, 2020). Worldwide 43 percent of people think that companies on social media sites ought to assist neighbors and local communities to connect. This indicates that social media is seen as a place that helps to connect with others during the COVID-19 pandemic that prevents people from meeting in person (Clement, 2020b).

2.1.3   Online community's potential for organizations

Online brand communities have enabled new methods for organizations and their brands to engage with existing and potential customers (Gummerus et al., 2012), especially because a vast majority of people around the globe are using these engaging online community platforms such as Facebook and Instagram, as was demonstrated in chapter 2.1.1, where brands can create brand pages. These online communities can benefit both consumers and brands. Consumers utilize these online communities for seeking references about products or services written by other community members, and companies can utilize these communities for gathering information about current and potential customers to understand them better (Hashim & Tan, 2018). In 2018, 59 percent of organizations reported using online communities in market research activities (Mazareanu, 2019). These online communities are a great place for brand management activities such as increasing brand awareness and sales (Rafael Anaya-Sánchez, Sebastián Molinillo, Agatha Millán, & Arnold Japutra, 2016). Previous studies have found that brand communities in social media increase brand performance, brand loyalty, and brand trust (Laroche et al. 2013; Laroche et al. 2012; Rapp et al. 2013; Sonnier et al. 2011). Satisfied and loyal customers are more likely to conduct word-of-mouth activities that have positive effects on the brand (Papazafeiropoulou, Chen, Duan, Liu, & Chen, 2014). Thus, it is important to strife after satisfied customers by offering online community benefits the brand community members value. The community members' engagement behaviors in the community have

been found to largely influence what benefits the consumer receives (Gummerus et al., 2012). Both passive and active engagement behavior in virtual brand communities affects consumers' brand loyalty and brand satisfaction (Jing, Sotheara, & Virak, 2017). Shang et al. (2006) discovered that the passive activity of lurking increased brand loyalty more than the active action of posting. Then again, Merry & Simon (2012) found that even though both active and passive participants receive similar benefits from online communities only a small portion of the passive participants receive a sense of high satisfaction. Hence both active and passive online community participants are valuable for a brand and efforts that strive for activating the members' engagement levels might be useful for the brand. The online community type has been found to affect consumers' motives for participating in an online community and the strengths of the communities' impact on group norms and social identity (Dholakia, Bagozzi, & Pearo, 2004). Both the brand community commitment level and community promotion behaviors have been found to affect Facebook community members' brand loyalty (Munnukka, Karjaluoto, & Tikkanen, 2015).

In Finland, online shopping increased in all age groups because of the COVID-19-pandemic. The greatest increase was reported by 18–34-year-olds, of which almost 20 percent significantly increased their online shopping. (Niinimäki, 2020b). In a study made in Poland, people stated that 63 percent will be shopping more often online even after the COVID-19-pandemic (Sas, 2020). Because consumers are looking for references in online communities before buying products (Hashim & Tan, 2018) and the online communities affect brand loyalty and satisfaction (Jing et al., 2017), the possibly permanent increase in online shopping makes online communities even more valuable for brands. As mentioned in chapter 2.1.2, the coronavirus has increased social media usage worldwide by 44 percent, which makes the potential and importance of social media communities for brands greater than before COVID-19. All in all, before, during, and after the COVID-19-pandemic, social media communities offer great value for brands if utilized in a way that brings value for consumers.

2.2 Motivation factors

This chapter analyses the motivational factors behind consumers' online community usage. The chapter begins by diving deeper into the factors that determine the basis for building motivation with the help of the self-determination theory, and then continues by analyzing what motivational benefits consumers might have in attending virtual communities.

2.2.1 Self-determination theory

To be motivated indicates that a person wants or is inspired to do something. In other words, a person who feels no need or has no inspiration to do something is characterized as unmotivated (Ryan & Deci, 2000a). According to Hashim & Tan

(2018) research, motivational factors affect online community members' prediction of online communities' usefulness, so it is important to understand how motivation is built up. One of the most known and continuously studied motivational theories is the self-determination theory (SDT) founded by Richard M. Ryan and Edward L. Deci, which is presented in Table 1 and explained next (Ryan & Deci, 2020).

Table 1. Adapted self-determination theory's taxonomy of motivation (Ryan & Deci, 2000, 72)

Self-Determination Theory's Taxonomy of Motivation						
Motiva-tion	AMOTI-VATION	EXTRINSIC MOTIVATION				INTRINSIC MOTIVATION
Regula-tory Style		External Regula-tion	Introjec-tion	Identifica-tion	Integration	
Attrib-utes	- Lack of perceived compe-tence - Lack of value - Nonrele-vance	-External rewards or punish-ments -Compli-ance -Reac-tance	- Ego in-volvement - Focus on approval from self and others	-Personal importance -Conscious valuing of activity -Self-en-dorsement of goals	- Congru-ence - Synthesis and con-sistency of identifica-tions	- Interest - Enjoyment - Inherent satis-faction
Perceived Locus of Causality	Imper-sonal	External	Somewhat External	Somewhat Internal	Internal	Internal

According to the SDT's sub-theory Cognitive Evaluation Theory (CET), humans have three basic needs, and the fulfillment of these three basic needs affects a person's motivation level in a positive manner and can support a person's motivation level change from amotivation to extrinsic or intrinsic motivation and the neglect of these basic needs can lead to diminished motivation and well-being (Deci & Ryan, 2015; Ryan & Deci, 2000). These needs are competence, autonomy, and relatedness (Deci & Ryan, 2015). The feeling of competence concerns a feeling of mastering something, succeeding, or becoming better and developing. The feeling of competence is best fulfilled by structured environments that offer opportunities to learn and succeed with tasks that are optimally challenging for a person to master them and develop their skills. Positive feedback is also important. The feeling of autonomy concerns ownership and initiative in one's actions, which means one is given an option to influence or choose. It is best enhanced by experiences of value or interest and diminished if a person is externally controlled by rewards or sanctions. The third basic need was relatedness, which includes the feeling of belonging and connection. (Ryan & Deci, 2020). It relates to the fundamental need to be connected with others and form groups (Ryan & Deci, 2000). It is supported by acts that convey caring and respect. (Ryan & Deci, 2020). It is important to note that intrinsic motivation can only occur for

activities that include some kind of intrinsic interest for the individual such as enjoyment, novelty, or a challenge. However, most of people's activities are not driven by intrinsic motivation but some form of extrinsic motivation. Thus, the person is driven to do the action either in fear of punishments or hope of external rewards, to receive approval from others, to achieve a personal goal, or because it is in line with their values (Ryan & Deci, 2000).

2.2.2   Motivational benefits in attending online communities

This chapter analyses the motivational factors behind attending and engaging in online communities. One of the most popular online communities where the customer engages with companies is social media (Kaplan & Haenlein, 2010). According to Bielski (2008), it has been the growing role of social media that has driven towards the need of creating the concept of customer engagement. This engagement consists of all communication going on in brand communities, which includes commenting, recommendations, helping others out, writing reviews, online discussions, opinion polls, and information search (van Doorn et al., 2010). These interactive experiences with a brand depend on the context and increase the experienced brand value for a consumer (Brodie & Hollebeek, 2011). They have been found to increase sales, brand performance, brand loyalty, brand trust, and brand awareness (Laroche et al. 2013; Laroche et al. 2012; Rapp et al. 2013; Sonnier et al. 2011). People attend online communities in different ways depending on how strong their ties are to the community members and the brand (Gummerus et al., 2012). People who have a strong tie to other members or the brand may enjoy discussing with other like-minded members to share their experiences, promote their beliefs, build self-image or just express themselves (Malik, Hiekkanen, Dhir, & Nieminen, 2016; Shang et al., 2006). These motivational factors in engaging with the brand community originate from gaining benefits or satisfying needs via the community, because for two parties to maintain a relationship, both parties need to feel they gain something (Gummerus et al., 2012; Gwinner, Gremler, & Bitner, 1998). This is in line with the self-determination theory presented in chapter 2.2.1. Motivated people do not find any value in conducting an act such as engaging with the social media community. Thus, the key to building a successful brand community is to offer benefits that members crave after and that way enhance members' participation in the community (Nambisan & Baron, 2009). Gummerus et al. (2012) divided these motivational benefits for attending in online communities, which was in their case a Facebook brand community, into social, social enhancement, entertainment, economic and practical, which included informational benefits. Furthermore, Dholakia, Bagozzi, and Pearo (2004) divided the benefits into social, social enhancement, entertainment, purposive benefits, self-discovery and maintaining interpersonal interconnectivity. From these, Jung, Kim, and Kim (2014) only investigated social and practical benefits in a Facebook brand community and found them both as online community benefits. Wang and Fesenmaier (2004) divided the online community benefits found in their study into four benefits. The benefits were functional benefits, which included getting information for learning and decision-making, psychological, which included the sense of belonging and satisfaction, social benefits,

which included communication and interactions with other online community members, and lastly hedonic benefits, which included enjoyment and leisure time. Though studies do find similar benefits they may categorize and name them differently. These previous studies had researched different types of online communities, but none included Instagram brand communities. Based on this there seems to be a lack in studies regarding the benefits that Instagram brand communities provide, which may be related to it being invented quite recently in 2010 and the follower base reaching 1 billion no earlier than 2018. Currently, it ranks as number five on the list of the largest social networks in the world (Tankovska, 2021), which makes it an interesting study subject.

In this study, the benefits that will be deeper investigated include practical, which is divided into informational and educational information, social and social enhancement, entertainment, economic, and as a new addition that the previous mentioned studies did not include in their benefits will be sport motivation. Table 2 presents a summary of the benefits studied in this research, a short definition of the benefit, and the authors included in this study that have studied and found the existence of the same benefit in their study. Next, these benefits will be presented more thoroughly.

Table 2. Online community benefits

BENEFIT	DEFINITION	AUTHORS
Informational information	Members can get useful information from the community	Dholakia et al (2004)
		Wang & Fesenmaier (2004)
		Shi et al. (2016)
		Hashim & Tan (2018)
		Chen et al. (2013)
		Jin, Park & Kim (2010)
Educational information	Getting a better understanding and knowledge of the products offered	Nambisan & Baron (2007)
		Wang & Fesenmaier (2004)
		Kuo & Feng (2013)
		Dholakia et al (2004)
Social	Improving or building social relationships and the feeling of belonging	Chen, Yang & Tang (2013)
		Ridings & Gefen (2004)
		Jin, Park & Kim (2010)
		Kuo & Feng (2013)
		Jung et al. (2014)
		Ba (2001)
Social enhancement	Improving how good one feels about themselves by getting the feeling of being needed, recognized or useful in the community	Gummerus et al (2012)
		Ho & Demsey (2010)
		Nambisan & Baron (2010)
		Dholakia et al (2004)
Entertainment	Activities that bring members pleasure, enjoyment or entertainment in order to make them feel they want to spend their leisure time in the brand's social media community.	Nambisan & Baron (2009)
		Wang & Fesenmaier (2004)
		Kuo & Feng (2013)
		Gummerus et al (2012)
		Bernritter, Verlegh & Smith (2016)
Economic	Offered monetary valued benefits like lotteries and bonuses.	Gummerus et al (2012)
Sport motivation	Enhancing members' motivation level to partisipate in the sport, or in other words physical activity, via the social media brand community	

Practical benefits

Dholakia et al. (2004) divided practical benefits into helpful and informational benefits, whereas Wang and Fesenmaier (2004) called it functional benefits that stood for the acquisition of information and learning for decision-making purposes. For a clearer division, this study will divide practical benefits into informational and educational benefits. According to Shi et al. (2016), brand pages

primarily serve as a reliable source for accurate and up-to-date information for consumers. Therefore, people may engage with online brand communities to acquire knowledge about the brands' products or services (Hashim & Tan, 2018). According to Hashim and Tan (2018), utility and attainment are significant factors in affecting how useful online community members perceive the community, and via promoting these factors, the continuous knowledge sharing among community members can be encouraged. Chen et al. (2013) discovered that perceived informational benefits are affected by how quickly and easy members can access useful information from the online community. According to Jin, Park, and Kim (2010) informational benefits significantly increase brand trust and revisit intention in online communities.

Educational benefits include getting a better understanding and knowledge of the products and the technology behind them or their usage. The knowledge is shared and developed via interactions with others in the community. (Nambisan & Baron, 2007). Educational benefits are linked to functional benefits that have been found to enhance the participation level in an online community (Wang & Fesenmaier, 2004). According to Kuo and Feng (2013) learning benefits positively affect online community commitment. Learning in online communities has been found to decrease by larger group sizes because the activity level in participating and engaging with the community decreases in larger groups (Dholakia, Bagozzi, & Pearo, 2004; Saqr, Nouri, & Jormanainen, 2019).

Social benefits
Online communities social benefits include the feeling of emotional support and friendship, building relationships, expressing oneself to other members in the online community, and building one's social identity (Chen, Yang, & Tang, 2013). These social relationships enable social support, friendships, create trust and increase credibility (Ridings & Gefen, 2004). According to Ridings and Gefen (2004), people who feel they receive these social benefits are more likely to engage with others and share content in the online community. Jin, Park and Kim (2010) discovered that online community members perceived social benefits increase the commitment to the online community by enhancing how often the member visited the site and by increasing brand trust. According to Kuo and Feng (2013), social benefits positively affect online community commitment. Studies have found that participants that consider themselves as active users of online communities have a sense of belonging in the community (Ba, 2001; Jung, Kim, & Kim, 2014). The reason for this fact is that members who participate more often have also more interaction with other members in the community, which in turn improves a sense of belonging to the group and sets a means of common identification. Previous studies discovered that both passive and active participants receive similar benefits from an online community but only a small portion of the participants receive a sense of high satisfaction from the community compared to the participants (Merry & Simon, 2012). Cultural differences have been found to affect online community members' sense of belonging, trust and level of participation (Anaya-Sánchez, Molinillo, Japutra, & Millán, 2016; King, Racherla, & Bush, 2014; Posey, Lowry, Roberts, & Ellis, 2010). Large group sizes have been

found to lead to a less cohesive group with less information change and communication between members and may lead to isolation and inactivity for some members (Saqr et al., 2019). Therefore, in some cases, it may be profitable to strive for a smaller brand community. According to Fisher et al. (2017), the sense of community and social capital CrossFit is able to provide for its members may influence users' motivation and physical activity. All these previous findings regarding the importance and effects of social benefits can be linked to the basic human need of relatedness. Relatedness concerns a feeling of belonging and connection (Ryan & Deci, 2020). It relates to the fundamental need to be connected with others and form groups (Ryan & Deci, 2000). It is supported by acts that convey caring and respect. (Ryan & Deci, 2020). The feeling of relatedness supports a person's motivation development from amotivation to intrinsic as was presented in chapter 2.1.1 (Deci & Ryan, 2015; Ryan & Deci, 2000), and can therefore enhance a person's motivation to engage with brands' online communities.

In brands' online communities' consumers may seek social enhancements, which is achieved via helping others by for example sharing information and experiences with them (Gummerus et al., 2012). This arises from the need to be needed, recognized or useful in the community (Ho & Dempsey, 2010; Nambisan & Baron, 2010). Dholakia et al. (2004) found that social enhancement factors in online communities were a significant motivator for engagement in the online community. However, this requires that the online community includes information seekers who these social enhancement seekers can help. Thus, the brand community must strive to connect these two parties in order to offer value for both of them. (Dholakia et al., 2004). In this sense, for social enhancement seekers, helping others might be seen as an act driven by intrinsic motivation presented in chapter 2.1.1, because these people enjoy helping others. This might explain why the engagement level would rise in the online community, if the possibility to gain social enhancement value was offered, because then the person's intrinsic motivation levels to engage with the community would grow.

Entertainment benefits
Entertainment benefits, classified as hedonic benefits, include that members feel comfortable in the online community and are willing to spend their leisure time there (Nambisan & Baron, 2009). Online community members seek activities that bring them pleasure, enjoyment, entertainment and fun (Wang & Fesenmaier, 2004). These hedonic benefits positively affect online community commitment (Kuo & Feng, 2013). According to Gummerus et al. (2012) a Facebook brand community entertainment benefits affect community members' satisfaction and loyalty towards the brand. The experiences of joy and pleasure, when interacting with a Facebook brand community, may change the interacting motives with the brand from external to intrinsic and extend the time spent with the brand community (Bernritter, Verlegh, & Smit, 2016). Thus, offering entertainment benefits in online communities would seem to clearly benefit brands.

Economic benefits
Gummerus et al. (2012) defined a Facebook community's economic benefits as lotteries, bonuses, fast response and better service. They found in their study that

economic benefits do not affect a Facebook brand community members' satisfaction or loyalty towards the brand, which they found interesting, because many Facebook brand communities use economic benefits such as lotteries and competitions as the main way to attract people to join the community. Regarding the self-determination theory's motivation taxonomy presented in chapter 2.1.1, these externally offered monetary values clearly belong under the external regulation, meaning people who join or engage with the online community only because of the monetary values are not internally motivated by the brand community. This might explain why Gummerus et al. (2012) found that economic benefits do not affect a brand community loyalty or satisfaction.

Sport motivation
In this study sport motivation is defined as a person's motivation level to participate in the sport in mind or in other words the physical activity. There are plenty of previous studies related to intervention done via social media communities that strive for a specific group's healthier life. However, there is clearly a lack of studies that investigate whether physical activity related communities, such as gyms, can enhance their member's sport motivation via social media-based brand communities. Santtila et al. (2016) found the previous research analyzing the effect of social media in enhancing physical activity and fitness very limited in general. They studied how a web platform (www.heiaheia.com) that uses social media interactions could support its member's physical activity level, physical fitness, well-being and body weight. According to the result, 65 percent of the participants felt an increase in their physical activity level (Santtila, Grönqvist, Räisänen, & Kyröläinen, 2016). Thus, the study indicated promising results regarding enhancing members' sport motivation, however the community was not located in social media platforms, such as Facebook or Instagram, which this study investigates. Thus, more research is still clearly needed regarding, whether brand communities on Facebook or on Instagram can boost a member's sport motivation. In order to investigate this, it is important to present how sport motivation is built up.

Sport motivation is built up by the components presented in chapter 2.1.1. Therefore, striving after intrinsic motivation is a key element. Supporting a person's motivation development towards intrinsic is linked to the three basic psychological needs, which are competence, autonomy, and relatedness (Deci & Ryan, 2015). As stated in chapter 2.1.1, the feeling of competence concerns a feeling of mastering something, succeeding, or becoming better and developing. The feeling of competence is best fulfilled by structured environments that offer opportunities to learn and succeed with tasks that are optimally challenging, thus the person can master them and improve. Positive feedback is important. (Ryan & Deci, 2020). The feeling of autonomy concerns ownership and initiative in one's actions, meaning they are given an option to influence or choose. It is best enhanced by experiences of value or interest and diminished if a person is externally controlled by rewards or sanctions. The third basic need was relatedness, which includes a feeling of belonging and connection. (Ryan & Deci, 2020).

Competitions and the need to compete are often linked to physical activity activities, although people do not have a biologically built-in need to compete.

The need to compete against others or preferring to challenge oneself comes from a person's individual preferences that arise from previous experiences. Instead of the need to compete, people are driven by the need to experience competence in matters they value. People seek to fulfil this need to feel competence by comparing themselves to others or their own previous competence. (Liukkonen & Jaakkola, 2017). Task-oriented activities have been found to enhance sport motivation by enhancing the motivation to participate (Xiang, McBride, Bruene, & Liu, 2007) and by enhancing the feeling of competence (Wallhead & Ntoumanis, 2004). Thus, it would seem that competitions, challenges and tasks motivate people among sports, because of the feeling of competence these activities may provide, and the preferred means to reach the feeling of competence differs individually based on one's past experiences. Therefore, offering different options to choose from would support a person's sport motivation via enhancing the feeling of autonomy. People who feel they get peer support and are encouraged in physical activity are two times more likely to do sports than those who do not (Ståhl, 2003). Peer support and getting encouragement from others could be linked to the basic need of relatedness that enhances sport motivation.

3   METHODOLOGY

3.1   Research method

The study was conducted as qualitative research, because the aim was to gain a deeper understanding of a new phenomenon. The method used in sampling the data was a semi-structured interview. The most used data collection methods in qualitative research are interviews, questionnaire formulas, observation, and data collection from different documents. Interviews and questionnaire formulas are the best choices when analyzing what a person thinks or why he acts in a certain way, because the best way to find out this is to ask. Interviews are more flexible than questionnaire formulas, because they are conducted in person by an interviewer, who can then have a more open dialog with the interviewee and correct misunderstandings and unclear phrasings of questions during the interview. (Tuomi, 2018, 64). Because this study seeks for a better understanding of the online community benefits consumers receive and value in Facebook and Instagram CrossFit brand communities and how it has changed during the COVID-19 phenomenon, the best way to research this was seen to be an interview.

Interviews can be divided into three categories: structured interviews, semi-structured interviews and in-depth interviews (Tuomi, 2018, 65). From these categories, a structured interview is the most structured concerning the interview questions and their structure. The aim is to receive an answer to all the predefined questions and in the order that they were planned to ask. The most unstructured method is an in-depth interview, which only has a predefined phenomenon that will be discussed with open questions. A semi-structured interview is a model in between these two previous ones and the most used interview method in qualitative research (DiCicco-Bloom & Crabtree, 2006). It is based on predefined themes and more in-depth questions related to the specific theme. The questions do not need to be exactly the same or asked in the same order from every interviewee, which gives the interviewer more freedom to go with the flow of the interview. The advantage of a semi-structured interview is that the interviewer can ask follow-up questions related to the answers received during the interview, which makes it possible to deepen the content of the answers. However, the follow-up questions need to support the purpose of the study and aim to find meaningful answers related to it. (Tuomi, 2018, 65-66). Because this study had five clear themes (practical, social, entertainment, economic and sport motivation) that needed deeper investigations, a semi-structured interview based on the five predefined themes was a clear choice.

A qualitative study aims to describe a certain phenomenon or event, not to give statistically meaningful results such as quantitative studies. Therefore, the high number of participants is not that important, but the quality of the participants related to the studied phenomenon is. The participants should be carefully selected based on the fact that they have experience and knowledge about the phenomenon, which is studied. One way to find out if there are enough participants is to stop when the data starts to become saturated. This happens when

participants start to repeat each other and do not give new information concerning the research question. In addition, the researchers' resources such as time and money need to be taken into consideration when selecting the participants. (Tuomi, 2018, 73-75).

Table 3 shows the study participant's background information. The nine participants of this study were carefully selected based on the following criteria: They were adults, active CrossFit gym members in Finland, and had been CrossFit gym members for at least six months. People who were competing in CrossFit were excluded from the study, because they might have different motives to participate in a CrossFit online community compared to non-competing members. To make the study more reliable and get a broader aspect of the phenomenon, participants were selected from four different CrossFit gyms and three different cities in Finland. To find the study participants the study used convenience sampling. In practise this was done by searching for participants in the CrossFit gyms Facebook groups and contacting them via Facebook messenger, or directly contacting suitable participants' who's contact information the researcher already had. The sampling was stopped at nine participants since the participants started to repeat each other, and the study started to become saturated. The participant division between different gyms was four from gym 3, two from gym 1, two from gym 2, and one participant from gym 4. Two of the participants were men and seven were women. The participants were between 25–35 years old, and all participants used both Facebook and Instagram channels. The newest CrossFit member had participated in CrossFit for seven months and the oldest member had participated for nine years. The interview duration was between 42 minutes to 72 minutes with an average of 55 minutes. The participant's activity to go to the gym differed from 1–2 times a week to five times a week. Because of the ongoing COVID-19 situation, all interviews were conducted remotely via video calls. The interviews were recorded between 21.5-29.5.2020. How ethical issues were acknowledged during the data collection process, are presented in chapter 3.4.

Table 3. The study participants' background information

Participant	Gym	Gender	Age	Intervju duration	Uses Facebook and Instagram	Has participated in crossfit for	How often goes to the gym
A	1	Female	27	42 min	Yes	7 years	5 times a week
B	2	Female	25	72 min	Yes	11 months	5 times a week
C	3	Female	33	45 min	Yes	6 years	4 times a week
D	1	Male	36	72 min	Yes	6,5 years	3-4 times a week
E	4	Female	28	51 min	Yes	5,5 years	3-4 times a week
F	3	Male	35	52 min	Yes	6 years	1-2 times a week since the baby's birth last year. But he does the other wods at home. So trains still 5 times a week. Prior baby went to the gym 6 times a week.
G	2	Female	26	42 min	Yes	7 months	2 times a week
H	3	Female	32	53 min	Yes	3,5 years	3 times a week
I	3	Female	34	69 min	Yes	9 years	3-4 times a week

3.2   Data analysis method

The transcribed data included all in all 100 pages with font Book Antigua, font size 12, line spacing 1, page top margin 3, bottom margin 2.5, and side margins 3. The data was analyzed using qualitative content analysis. The reason for this was that the qualitative content analysis method is a basic analysis method that can be used in all qualitative research, and that it is fairly easy to conduct compared to other more complex methods, thus it is recommended for starting researchers and students (Tuomi, 2018, 62-63). The analysis of qualitative research can be divided into two categories. The first group is conducted based on a specific theory or epistemology such as grounded theory, phenomenological, or phenomenology heuristic analysis. The second group is not based on a specific theory or epistemology but can relatively freely apply different theories or epistemologies in the analysis. Qualitative content analysis belongs to the second group. (Tuomi, 2018, 78).

Qualitative content analysis can be conducted based on theory, guided by theory, or based on the content gathered from the participants in the study (Tuomi, 2018, 78). This study is guided by theory, because it utilizes predefined

themes found in previous studies. Theory-based qualitative content analysis can be divided into four steps. The first step is to form the frame for the analysis that defines what in this study is interesting, so one knows what they are looking for in the analysis. The second step is to listen to the interviews and transcribe them word by word, and then go through the transcriptions, find, mark, and separate the matters that are relevant concerning the frame specified in the first step. Furthermore, separate the findings from the rest of the study and forget the rest of the transcript material. The third step is to either classify, theme up or specify a type. (Tuomi, 2018, 78 & 97). This third step is often referred to as coding the data, which includes sorting the data into categories and labelling the categories. These categories can be referred to as codes. The coding process can be conducted in many different ways, so it is up to the researcher to select an appropriate method that suits the particular research in question. (Newcomer, Hatry, & Wholey, 2015, 562). Classifying the findings includes counting how many times a specific finding comes up in a specific context. Placing the findings under specified themes is similar than classifying, but the aim is to also or only to find these themes and to find out what is said about every theme to find descriptions about a specific theme. (Tuomi, 2018, 78 & 97). A theme can be theory led, meaning the themes have been specified beforehand or the themes can be generated from analyzing the data. The last option is categorizing. (Newcomer et al., 2015, 564). This can be, for example, finding similarities under specific themes to form a generalization about these themes content. The last step in the content analysis is to summarize the findings. (Tuomi, 2018, 78 & 97).

The data analysis in this study started by forming the frame. This was done with the two research questions and the predefined themes, which in this case were the benefit categories gathered from previous studies that were presented in Table 2 and chapter 2.2.2. The themes consisted of practical benefits, which included informational and educational benefits, social benefits, entertainment benefits, economic, sport motivation, and other benefits. When the frame was ready, the study was transcribed word by word. After this, the analysis of the data started. It was done separately for both research questions. The first research question was: What benefits do consumers receive and value from CrossFit brands' Facebook and Instagram communities and how can the value of the benefit be enhanced. This was analyzed for each predefined theme and the findings per participant were placed under the specific theme. Because the interviews were in Finnish, this first analysis phase was conducted in Finnish in order to minimize misinterpretations. Table 4 shows a translated example of this first analysis phase. The table does not include all the quotes, only a small portion to show an example of this analysis phase in practice.

Table 4. An example of the data analysis phase one regarding informational information benefits and research question one.

Benefit	What benefits do consumers receive and value from CrossFit brands Facebook and Instagram communities and how can the value of the benefit be enhanced? Statements by participants'

Informational information	A: *I prefer to receive the information via Facebook and Instagram. There is no other better channel.*
	B: *Instagram is personally my favorite way to receive information. I like the stories and posts that can be made visually nice, and the information reaches me the best via Instagram. Of course, the is email but I don't like it since it is so official. Instagram is more relaxed, and the info stays more interesting, so you actually also read it.*
	C: *There is no better channel for me. I get the information easiest from the Facebook and Instagram groups.*
	D: *Personally, Facebook is enough for me, but in order for everyone to get the most important information I think the most important information should also come via email.*
	E: *I would prefer to receive the information via email. In Facebook and Instagram, the information is easily missed. I think it is ok they post the info also on Facebook and Instagram, but I would like to receive it in my email, so it is easy to find.*
	F: *Facebook and Instagram are really good for me. For me, one of them would be enough but then some people might not get the info, so I think they work well together.*
	G: *Facebook and Instagram are the best channels for receiving information because I follow them so well.*
	H: *I like to get the information from Facebook and Instagram since I use them anyway.*
	I: *I cannot think of any other channels, Facebook and Instagram are the best. But since not every gym member is on Facebook or Instagram, the email could be a good addition.*

After the first analysis phase where the findings were placed under the theme in question, activities to enhance the benefits perceived value were defined. An example of this can be seen in Table 5 column two. This was done separately for each benefit. After this the activities that enhance the benefits perceived value were categorized meaning divided into different activity types that were recognized. All in all, three categories were recognized in the activities to enhance the benefits perceived value specified in column two, which included action to take, content-type and channel selection. An example of this can be seen in Table 5 column three. Action to take refers to that the activity specified in column two, requires some sort of action. Content type refers to that the activity includes some sort of specific content. Channel selection specifies that the activity requires a specific channel. These activity type categories help CrossFit gym owners to more effortlessly note the different type of activities they can do regarding enhancing the offering of a specific benefit. After this the main activity goal for each specified activity was categorized or in other words defined, which can be seen in Table 5 column four. This helps CrossFit gym owners to choose the activity goals

they want to strive after and see what activities relate to the specific goal. Finally, a short new definition for the selected benefit was specified that represents what the benefit stands for in a CrossFit brand community context. Table 5 presents an example of this phase that analyses the social benefit. All the analysis phase two outcomes are presented in tables 8-13.

Table 5. An example of the data analysis phase two regarding informational information benefits for research question one: What benefits do consumers receive and value from CrossFit brands Facebook and Instagram communities and how can the value of the benefit be enhanced?

BENEFIT	ACTIVITIES TO EN-HANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Informational information	Using the Facebook and Instagram brand communities to convey practical information	Action to take	Easy and fast information receiving	Members can get useful practical information from the community (such as opening hours, renovations, upcoming courses.)
	Use both Instagram and Facebook channels to convey practical information. Send the most important information also to email.	Selected channel	Easy and fast information receiving	
	Post the wod (work out of the day) to the Facebook or Instagram community	Content-type	Easy and fast information receiving	

Regarding the specific question of how would you rank the social, practical, sport motivation, and economic benefits from 1-5, the findings were classified to find out, which online community benefits were valued the most, and which were valued the least by these participants this can be seen in Table 7. The second research question was: How has COVID-19 changed the benefits consumers receive and value in a CrossFit brand's Facebook and Instagram community. This was analyzed in the same way as research question one. Thus, it was analyzed by each predefined theme and participant, all suitable original statements were picked from the data and placed under the theme it belonged to the same way as in Table 4 but this time regarding research question two. After this the findings that were themed up were analyzed regarding why it has changed, and all findings were listed. This was done separately for each benefit. After this the findings regarding why it has changed were categorized based on how the importance had changed. Two categories were specified, which were increased and decreased. This specification helps, CrossFit gym owners who wish to improve in offering their online community benefits during COVID-19, to effortlessly see what parts of a specific benefit increased its value during COVID-19 and which decreased. In addition, also the effected activity goal, which was defined when analyzing research question one, was specified for each reason regarding why it had changed. An example of this is presented in Table 6 and the full analysis can be seen in Table 15. In research question two there was no need to classify the

findings regarding the question of how you would rank the social, practical, sport motivation, and economic benefits from 1-5 during COVID-19 because all participants stated the importance order had stayed the same for them as it was before the COVID-19-pandemic.

Table 6. An example of the data analysis phase two for research question two: How has COVID-19 changed the Facebook and Instagram brand community benefits CrossFit gym members value?

BENEFIT	WHY HAS IT CHANGED	IMPORTANCE INCREASED OR DECREASED	AFFECTED ACTIVITY GOAL
Informational information	The COVID-19 situation is changing so rapidly that it affects the gym's training policies more frequently so it's good to receive the information fast and easy via the online community groups	Increased	Easy and fast information receiving

3.3 Validity and reliability

Validity and reliability analyze how trustworthy the study is. It includes analyzing the used research methods, how data is collected and analyzed in terms of where they well suited for answering the research questions. It is important to note that in qualitative research one researcher can select to build the research process one way and another chooses to use another way. There is no one version that fits all. Thus, it is important to reflect if the methods used were well suited for the study in mind. (Saaranen-Kauppinen & Puusniekka, 2006).

The research method and how data was collected and analyzed was presented in chapters 3.2-3.3. The study had two research questions. The first was: What benefits do consumers receive and value from CrossFit brands Facebook and Instagram communities and how can the value of the benefit be enhanced. And the second research question was: How has COVID-19 changed the benefits consumers receive and value in a CrossFit brand's Facebook and Instagram community. The study did find answers to the selected research questions so in that sense the selected research method seemed valid.

To avoid problems with the reliability and validity of this study the following aspects were noted. To start with, a semi-structured interview proved to be a good fit because it enabled to ask follow-up questions that provided more information and deepened the answers. The semi-structured interview made it possible to explain the questions better to participants who did not understand what the question really meant. This could not have been done in a qualitative questionnaire. Secondly, the study participants were from four different CrossFit gyms, which adds reliability to the study because the findings of one gym varied slightly by the policies of the gym in mind. The interviews were stopped when the study started to become saturated meaning the interviews did not bring much

new information anymore. The study's semi-structured interview themes were formulated based on previous research findings that were peer-reviewed studies. Lastly, the research model and settings can be replicated. Naturally, because it was a semi-structured interview, the exact questions asked from the participants may differ, but the same themes can be used as a structure for the interview for future studies. In Appendix 1 can be seen all the predefined interview questions per theme. The data analysis phase and the conclusions made by the findings might have been interpreted differently by some other researchers, which is always the case in qualitative studies. Though the clear structure for the analysis phase by first collecting all the answers regarding the theme or in this case benefit in mind together and then starting to classify, categorize or theme up them step by step raises the reliability of the study because it was easy to see the whole picture of the findings and return to the previous steps when needed.

3.4 Ethical standards

Scientific research in Finland that concerns studying human participants or research methods used in human sciences needs to follow the Finnish National Board of Research Integrity TENK's guidelines if the research organization has signed a form to do this, as most universities in Finland have. Because this study includes human participants and is conducted at the University of Jyväskylä in Finland, it is important to note the following of the ethical standards in this research. (Tutkimuseettinen neuvottelukunta, 2020).

The ethical standards were acknowledged in the following ways. All the study participants received before the interviews a data protection statement that describes the purpose and length of the study and how the collected data will be used, collected, stored and handled during and after the study. This can be seen in Appendix 3. In addition, a document for approval regarding what the participant consents to do by participating in the study was sent to all participants before the interviews. This can be seen in Appendix 2. The participants were informed that to participate in the interview was voluntary and they could stop the interview at any time, as can be seen in Appendix 2. All the study participants were adult aged, with the youngest participants being 25–year-old. The University of Jyväskylä has ready-made official documents for these purposes that were used in order to have all the necessary information in the documents. Even though it was not necessary for this study, at the beginning of all interviews all participants were asked if they had received the documents, understood them, and still agree to participate in the study. Another important ethical aspect was that all personal data that would make it possible to connect the participants directly to the study using other information told in the study were pseudonymized. The only information that was this type was, which CrossFit gym and at what city the participant is a member at. In the study, only the overall number of gyms included in the study was told but not the specific gym names or cities the gyms are located at. The professional confidentiality obligations regarding the data were followed and the data was collected, processed, and seen only by the

researcher. An ethical review regarding human sciences in research was not needed because the study did not meet any of the criteria it includes.

4   RESULTS

The findings were analyzed based on the two predefined research questions. Chapter 4.1 analyzes research question one, what benefits consumers receive and value from a CrossFit brand's Facebook and Instagram community and how can the value of the benefit be enhanced, as a whole. Subchapters 4.1.1-4.1.5 analyze each benefit separately in more depth regarding what the benefit consists of based on the analysis. Chapter 4.2 analyzes research questions two: How has COVID-19 changed the benefits consumers receive and value in a CrossFit brand's Facebook and Instagram community. The interviews were in Finnish so all quotes from the participants are translated from Finnish to English.

4.1   Benefits consumers receive and value from a CrossFit brands Facebook and Instagram community and how can the value of the benefit be enhanced

Table 7 below shows, which benefits the participant's A, B, C, D, E, F, G, and I valued the most, and which they valued the least and from which gym the participant was. Some participants felt Facebook and Instagram needed different important points, which are marked in the table. FB meaning Facebook and IG meaning Instagram. This shows that the participants felt both Facebook and Instagram channels are needed in a CrossFit online community because some prefer to receive particular benefits via the Instagram community, and some prefer the Facebook community. None of the participants came up with any new benefits in addition to the ones included in the study, which were practical that included informational and educational benefits, social and social enhancement, entertainment, economic and sport motivation benefits. An interesting notice was that members from the same gym gave similar points to the different benefits. This suggests that the importance of the perceived benefit is affected by how the gym uses its online community.

Table 7. Benefits importance ranking from 1-5 by participants. Number 1 indicates most important and number 5 least important.

BENEFIT	A Gym 1	D Gym 1	B Gym 2	G Gym 2	C Gym 3	F Gym 3	H Gym 3	I Gym 3	E Gym 4
1. Practical benefits	1	FB 1 IG 4	2	2	1	2	FB 1 IG 2	4	FB 1 IG 3
2. Social benefits	2	FB 2 IG 3	3	4	2	1	FB 3 IG 3	1	FB 3 IG 2
3. Entertainment	3	FB 3 IG 1	4	3	3	3	FB 4 IG 4	5	FB 2 IG 1
4. Sport motivation	4	FB 4 IG 2	1	1	4	4	FB 2 IG 1	3	FB 4 IG 4
5. Economic benefits	5	FB 5 IG 5	5	5	5	5	FB 5 IG 5	2	FB 5 IG 5
6. Other benefits	-	-	-	-	-	-	-	-	-

Table 8 shows a summary of the points by the benefit. Each participant ranked the benefits from most important to least important. The most important benefit was given the place or number 1 and the least important was given number 5. If a participant had given different numbers to Facebook and Instagram the mean for these points was first calculated before the total mean for all answers was calculated. The least valued benefit with the most points was economic benefits. All but one participant stated it was least important for them. The one participant who considered it to be important offers her workplace services via the CrossFit brand community, so she was an exception. The most important benefits were perceived to be social and practical benefits. Social benefits were the most important with 0.5 points less than practical benefits. Sports motivation got the third place, but it divided the group. Two participants considered it to be the most important benefit and a third participant considered it to be the most important benefit on Instagram. Then again four participants had placed it in fourth place. Here an interesting notice was that the two participants who had placed sport motivation in the first place are from the same gym. Hence, the effect on sport motivation might be affected by what the gym is posting on its social media community. Because this study was qualitative and had only nine participants these numbers are not scientifically significant. The results help in understanding the bigger picture when analyzing deeper what these benefits consist of. This will be analyzed separately for each benefit in chapters 4.1.1-4.1.5. For each benefit, several translated quotes from the interview participants are presented to better demonstrate the findings.

Table 8. Benefits by ranking place points. The least points stands for most important.

Points scored

Social	Practical	Sport motivation	Entertainment	Economic
16	16.5	24	27	42
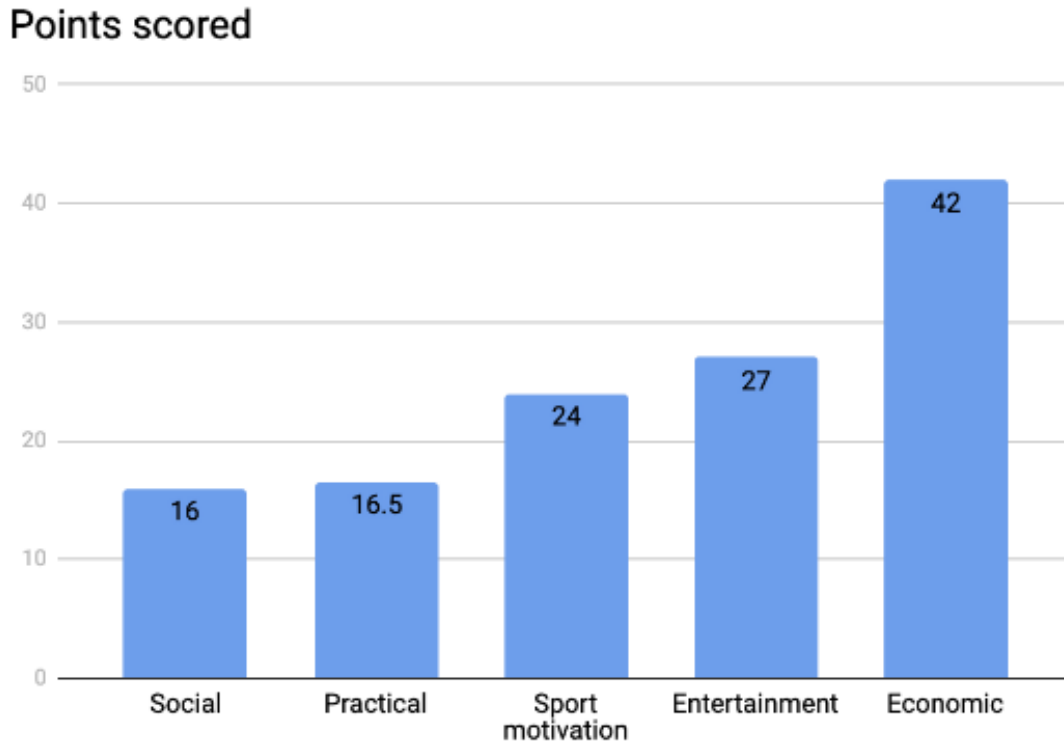
4.1.1 Practical benefits

Practical benefits were divided into informational benefits and educational benefits. Interestingly most participants, including participants A, B, C, D, E, F and G, noted they do not receive educational benefits. Only participants H and I, stated clearly that they do receive educational benefits. H: *During corona, the instruction videos have been helpful and some nutrition counseling. And sometimes someone comments something that they have tried as a tip to others, which is also nice.* I: *If one of the coaches or other trainers shares good links then yes, I feel that of course, you get tips and learnings from there.* The learnings of participant H were linked to the coronavirus time when all training was conducted in the Facebook group. H and I are from the same gym but then again also C and F are from the same gym as H and I. This might suggest that how educational information is perceived depends on the information receiver.

Educational benefits
When asked what kind of educational information they would want to receive from the online communities the answers were similar. Almost all participants noted they would want to receive technical hints and videos for difficult skill movements. Weightlifting movements were mentioned several times. G and H hoped for recovery tips and H for nutrition tips. All these mentioned educational contents seem to strive to improve the member's performance in CrossFit. Only participant A did not want any educational tips from the online channels: *I don't need educational info from the online channels, I prefer to ask face to face about them.*

Because all but one participant reported interest in receiving educational information and only two participants feel they currently receive educational information this shows missed potential in delivering added value for the gym members via offering educational information in the online community groups. Table 9 shows a summary of the mentioned activities that would enhance the perceived value of the educational information benefit. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings a new definition for the educational information is defined that describes the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 9. Activities to enhance educational information benefits perceived value

BENEFIT	ACTIVITIES TO ENHANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Educational information	Start offering educational information via the Facebook and Instagram brand communities	Action to take	Help to improve CrossFit performance	Information that deepens knowledge regarding CrossFit and the movements used in the sport
	Post technique hints and videos for skill movements	Content-type	Help to improve CrossFit performance	
	Post technique hints and videos for weightlifting movements	Content-type	Help to improve CrossFit performance	
	Post nutrition tips	Content-type	Help to improve CrossFit performance	
	Post recovery tips	Content-type	Help to improve CrossFit performance	

Informational benefits
All participants reported they receive informational benefits. They were similar for different participants and related to the fact that Facebook and Instagram groups speed up or make it easy to receive and give information. The mentioned information received included receiving information about coming events, courses, and competitions. Info about the gym's operations such as changes in opening hours info about the new gym program or renovations. Getting information about what is needed in the classes or if they are canceled. If someone cancels their spot to the reserved CrossFit class close to its starting, they can inform the group that there is a spot open. Seeing the wod so one could do it even if they did not go to the gym that day. All but participant E felt that Facebook or Instagram channels are the best channels for them to receive the information. E

would prefer email. E: *I would prefer to receive the information via email. In Facebook and Instagram, the information is easily missed. I think it is ok they post the info also on Facebook and Instagram, but I would like to receive it in my email, so it is easy to find.* This could be because E did not actively follow the gyms Facebook and Instagram channels.

Which channel from Facebook and Instagram was preferred differed. Several participants however stated that Facebook is better because they receive a notification every time there is a new post. Then again participant B stated that Instagram is better because the information is in a more visual form, so it is more appealing to look at and easier to remember. B*: Instagram is personally my favorite way to receive information. I like the stories and posts that can be made visually nice, and the information reaches me the best via Instagram. Of course, the is also email but I don't like it because it is so official. Instagram is more relaxed, and the info stays more interesting, so you actually also read it.* Depending on the gym the participants stated that the same information is posted to both Facebook and Instagram, but some participants reported that most information-related posts are posted only to the Facebook group. Therefore, the posting practices vary by the gym. Because the preferred channel varied by the participant the best way to offer the information might be to do it via both channels and the most important information also via email, so it reaches even the members who are not on Facebook or Instagram, as also participants D and I noted. D: *Personally, Facebook is enough for me, but for everyone to get the most important information I think the most important information should also come via email.* I: *I cannot think of any other channels, Facebook and Instagram are the best. But because not every gym member is on Facebook or Instagram, the email could be a good addition.* Additionally, email could reach members who are not actively following the Facebook and Instagram groups, such as participant E. Table 10 shows a summary of the mentioned activities that would enhance the perceived value of the informational information benefit. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings a new definition for the informational information is defined that describes the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 10. Activities to enhance informational information benefits perceived value

BENEFIT	ACTIVITIES TO ENHANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Informational information	Using the Facebook and Instagram brand communities to convey practical information	Action to take	Easy and fast information receiving	Members can get useful practical information from the community (such as opening hours, ren-
	Use both Instagram and Facebook channels to convey practical information. Send the most important information also to email.	Selected channel	Easy and fast information receiving	

	Post the wod (work out of the day) to the Facebook or Instagram community	Content-type	Easy and fast information receiving	ovations, upcoming courses.)

4.1.2 Social benefits

As demonstrated in table 7 social benefits were the most important benefit for this participant group. The social benefits the participants listed for the Facebook and Instagram CrossFit community included several different aspects. The two aspects that were mentioned by all participants were that the online communities enhance the feeling of a community and the feeling of a member belonging to the community. All the other mentioned social benefits support the building of these two aspects. The two most mentioned benefits that support the feeling of a community and the belonging to the community where the Facebook group where one can find almost all the gym members and learn their names because their picture and name can be seen next to each other. For example, participant A said: *You can combine a name with a picture. If you can´t remember someone's name you have seen in the gym you can look it up from the Facebook group.* The other most mentioned reason was reposted Instagram videos were other members of the gym train or if the gym reposted the participant's post. For example, participant C noted: *You feel a sense of community when you see the reposted videos and pictures where others train at the gym and if they repost my videos.* It was mentioned several times that the channels support the building of relationships and many of the benefits mentioned support the building of relationships. For example, participant A mentioned the Facebook group has discussions one can join, and that people become more familiar when they see others posts or discusses with them in the online communities and then it is easier to approach them in the gym. Also, D mentioned it's nice to have a place where it is possible to discuss with other members outside of the gym. Participant C noted the online communities help to find and connect with the people in the CrossFit community. Participant G mentioned that it supports her feeling of belonging to the community when she sees the gym's online community posts and therefore knows what is going on at the gym and what people are talking about.

Several participants mentioned that the online communities enhance how noticed a person is in the community. Especially if the person is active in the community. For example, G noted: *When I have liked the posts then the coaches who manage the pages have noticed it and have come to talk to me also more at the gym. Also, the Instagram stories reposting enhances how noticed a person is.* Regarding the commitment to the gym participant E noted that it feels good to be part of the community when she can see them posting nice and positive content. Participant D mentioned that the online communities show what kind of community he belongs to and it supports the commitment to the gym.

When asked how the gym could improve in supporting the feeling of community three factors stood out. The participants would want to have more active

discussions in the community and hoped the couches could support this some-how. Participants H and E mentioned that the Facebook group is so large that it affects the feeling of community and raises the bar to be active in the community. H suggested that all non-active members could be deleted from the Facebook group. Also, posts introducing different members in the gym were wished for. For example, participant D stated: *The coaches could try to create more of a discussion culture in the Facebook group which is lacking now. Also, it would be interesting to learn more about the other members via introduction posts where the member would be tagged.*

When asked about social enhancement, regarding has the participant helped the gym or its members in any way via the online communities, only participant I reported clearly that they do help. Participant I helps because it's related to her work. Five participants said they have not helped, two said once, and the last said a few times. The lack of social enhancements might relate to the fact that CrossFit online communities do not have an active discussion culture.

As a summary, the social benefits consist of several different aspects, but all seem to support the feeling of a community's existence and the feeling of members belonging to the community. The channel, that enhanced social benefits the best, between Facebook or Instagram, varied by which channel the participant used the most. Thus, both channels are needed for providing social benefits effectively. Social enhancement regarding if the person had helped others via the online communities did not really exist, which might be because of the lack of an active discussion environment, which was a lacking factor the participants wished for to be fixed in the future. A summary of the mentioned actions that would enhance social benefits or social enhancement benefits perceived value is presented in Table 11. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings new definitions for social benefits and social enhancement benefits are defined that describe the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 11. Activities to enhance social and social enhancement benefits perceived value

BENEFIT	ACTIVITIES TO EN-HANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Social	Deleting nonactive members from the Facebook community	Action to take	More active community & Feeling a sense of belonging to the CrossFit brand community	Building social relationships and feeling a sense of belonging to the CrossFit gym´s community
	Creating more active discussions in the Facebook brand community	Action to take	Feeling a sense of belonging to the CrossfFt brand community & Building social relationships	

	Seeing reposted Instagram videos where other members of the gym workout enhance the feeling of community and belonging to the community.	Content-type	Feeling a sense of belonging to the CrossFit brand community	
	If the gym reposts a member's Instagram video it enhances the members feeling of community and belonging to the community.	Content-type	Feeling a sense of belonging to the CrossFit brand community	
	Posts introducing the gym members	Content-type	Feeling a sense of belonging to the CrossFit brand community	
	A Facebook brand community helps to learn other members' names because their name and picture can be seen together.	Content-type	Building social relationships	
	The Facebook and Instagram brand communities help to enhance how noticed a person is in the community	Content-type	Building social relationships	
Social enhancement	Creating a more active discussions culture in the Facebook brand community	Action to take	Feeling recognized, needed or useful in the community	Feeling of being needed, recognized or useful in the community
	Posts introducing the gym members	Content-type	Feeling recognized	

4.1.3 Entertainment benefits

All though entertainment was at the fourth place in the ranking of importance, all participants said that entertaining posts are important for them. The most mentioned reason was that entertaining posts are more interesting to watch and interact with. Non-interesting posts get easier just left unwatched or swiped away. For example, participant G stated: *Entertaining content is important in order for me to react to it and not just skip it*. And participant E: *The Instagram group is more entertaining than Facebook, so I like that content more and follow it more actively. I pay automatically more attention to more entertaining posts, so it is important in order for me to actively wanting to follow them*. The Instagram online community was seen as more entertaining by all participants because Facebook was said to be used more for conveying information. Except during COVID-19 when the wod's were offered via the Facebook group in a video form. Then the Facebook community was seen as entertaining. For example, participant F noted: *During corona, the Facebook group has been entertaining with the training videos, but before corona Facebook*

was not entertaining. The Instagram community has always been entertaining. The content that was seen as entertaining included video content from the gym, especially with the gym members. For example, participant A stated: *Entertaining content is when someone takes Instagram stories from the gym or when the training (wod) is going on.* And participant H: *videos are also entertaining. I like to see someone's training day or reposted content of others training or when a coach has filmed a part of their normal weekday.* Thus, reposted Instagram stories where mentioned, which are mostly videos where others train at the gym. Also, participants F and D mentioned that video content is entertaining. Humor was mentioned as an important part of entertaining content by participants B, D, and F. For example, participant B noted: *Humor is important, not too serious content.* Participant C noted that content, which concerns her in some way is entertaining: *Entertaining content is content that concerns me in some way.* Lastly, too much advertising content was noted by participants H and I as decreasing the entertainment value thus it should be avoided. H: *Too much advertising is not entertaining.* I: *Advertising is not entertaining.* In Table 12 can be seen a summary of the mentioned actions that enhance the entertainment benefits perceived value. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings a new definition for the entertainment benefit is defined that describes the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 12. Activities to enhance the entertainment benefits perceived value

BENEFIT	ACTIVITIES TO ENHANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Entertainment	Avoid posting advertising content	Content-type	Entertaining content	Activities that bring members pleasure, enjoyment or entertainment in order to make them feel they want to spend their leisure time in the brand's social media community.
	Use Instagram instead of Facebook	Selected channel	Entertaining content	
	Use Instagram stories	Content-type	Entertaining content	
	Post video content from the gm that includes gym members	Content-type	Entertaining content	
	Post humoristic content	Content-type	Entertaining content	
	Post content that is relevant or concerns the gym members	Content-type	Entertaining content	

4.1.4 Economic benefits

Economic benefits where the least valued benefit among the participants as was presented in Table 7. Participants A, B, D, E, and G reported they had not received or used the economic benefits offered. Participants C and F reported they could have benefitted economically but had not used the benefits offered. Only participants H and I reported they had utilized the economic benefits offered. H noted:

You could order food to the gym on discount and clothes, and joint transport to competitions and the tickets to the competitions. The economic benefits gym members had received were mainly from the gym's different collaboration partners. In addition, participant H mentioned clothes sold at the gym, joint transports to competitions, and tickets to competitions. Participants E and D noted that the economic benefits could be more important if the offer was relevant for them right at that moment, which they had not been. Participant F reported seeing a relevant offer but because he did not act upon it right away, he forgot it and did not use it: *I could have benefitted economically or there was a ten percent discount on a product that I might have even used but I have already forgotten about it.* This might suggest the offer needs to be something one must act upon right a way for people to use it and it needs to be relevant for the gym members at the time. Because this seems to be hard to fulfill it explains why the economic benefits are not valued that much. Table 13 presents the mentioned actions to enhance the entertainment benefits perceived value. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings a new definition for the economic benefit is defined that describes the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 13. Activities to enhance the economic benefits perceived value

BENEFIT	ACTIVITIES TO ENHANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Economic	Relevant for the gym members	Content-type	A benefit that would be used	Offered monetary valued benefits

4.1.5   Sport motivation benefits

Sports motivation was reported as the most important benefit of the CrossFit online communities by participants B and C and H reported it to be the most important benefit on Instagram, as can be seen in Table 7. All participants mentioned that the Instagram group boosted their sport motivation better than the Facebook group. The most mentioned reason for this was reposted Instagram stories videos where other gym members are working out. For example, participant G stated: *When I see others train that motivates me, so training videos boost my motivation and give the feeling that I also want to work out. So reposted videos on Instagram where I see other member's workouts, which motivates me.* These videos with other gym members were reported to remind how fun CrossFit is and give a feeling that one wants to go to the gym and work out too. For example, participant C notes: *When I see others reposted videos in the Instagram community what they have done then I feel that I also want to train.* Four participants reported that seeing others train boosts their overall physical activity level. One other factor that was reported to boost sport motivation in the online communities and mentioned by all participants was challenges and competitions that were posted in the groups.

Participants G and E specified that they prefer challenges, where they can challenge themselves and not compete against others, were as participants, A, B, C, D, and F reported that they get motivated when competing against others and that seeing the results of others motivates them. For example, E noted: *Challenges where I could challenge myself to do something, I have not previously been able to do would boost my sport motivation. But competing against others would not.* Then again A stated: *The biggest thing that motivates me is seeing others' results. Competitions and that kind of stuff would do it.* Participants B and D also reported that seeing IG videos when gym members complete the competitions or challenges motivates them. Participant B: *So, seeing others train or do a hard workout motivates me to train. And challenges and competitions especially if they were reposted to the Instagram channel when people do them.*

Other factors that were mentioned to boost motivation but only mentioned by one of the participants included motivation videos, posting the upcoming wod's (work out of the day) to the online communities, if someone has commented on the wod that it was good, encouraging that everyone can manage the wod by mentioning how to scale the wod so one does not have to think or fear that they cannot manage it and skip the wod for to that, posting content that take the gym members into account, posting stretching videos and mobility training videos to the communities motivates to do them, overall just posting something actively because seeing the gym posts reminds about the gym and that it would be good to go there and work out. Participant E also mentioned that Instagram supports her sport motivation through its positive posts that make her want to stay a part of the CrossFit gym community. Overall, the online communities were seen to boost sport motivation by all participants. F, I and E mentioned that their sport motivation is currently already as high as it can be, but the online communities can help in maintaining the high sport motivation level. Table 14 presents a summary of activities mentioned to enhance the online community members' sport motivation. The table shows what activity type it belongs under and the main goal of the activity. Based on all the findings a definition for the sport motivation benefit is defined that describes the benefit in the context of Facebook and Instagram CrossFit brand communities.

Table 14. Activities to enhance the sport motivation benefits perceived value

BENEFIT	ACTIVITIES TO ENHANCE THE BENEFITS PERCEIVED VALUE	ACTIVITY TYPE	ACTIVITY GOAL	DEFINITION
Sport motivation	Use Instagram instead of Facebook	Selected channel	Enhance sport motivation	Enhancing members sport motivation via the social media brand community
	Use reposted Instagram videos where gym members workout	Content-type	Enhance sport motivation	
	Post challenges where one can challenge themselves without competing against others	Content-type	Enhance sport motivation	

	Post challenges where one can compete against others	Content-type	Enhance sport motivation
	Post others results via reposted Instagram stories or during competition	Content-type	Enhance sport motivation
	Post competitions	Content-type	Enhance sport motivation

4.2 How has COVID-19 changed the benefits consumers receive and value in a CrossFit brands Facebook and Instagram community

The benefits received from the online communities during COVID-19 were the same as before the pandemic meaning practical that included informational and educational benefits, social, entertainment, sport motivation, and economic. No new benefit groups were mentioned. Interestingly none of the participants felt COVID-19 changed the ranking order of the benefits received regarding their importance compared to prior COVID-19, presented in table 7. However, all participants reported that COVID-19 had increased the importance of specific benefits. In addition, it changed the content for some of the benefit groups. Next each benefit is analyzed in more depth and a summary of the findings is presented in Table 15. Table 15 includes the information why has the benefit or its value changed, if it has increased or decreased because of the mentioned reason and the last column states the activity goal the change affects, which were defined when analysing research question one in chapters 4.1.1–4.1.5

Table 15. How has COVID-19 changed the Facebook and Instagram brand community benefits CrossFit gym members value.

BENEFIT	WHY HAS IT CHANGED	IMPORTANCE INCREASED OR DECREASED	AFFECTED ACTIVITY GOAL
Informational information	The COVID-19 situation is changing so rapidly that it affects the gym's training policies more frequently so it's good to receive the information fast and easy via the online community groups	Increased	Easy and fast information receiving
Educational information	Because the workouts were online in the Facebook group, gym members could not get the educational information at the gym from the coach anymore.	Increased	Help to improve CrossFit performance

Social benefits	Being able to arrange joint training sessions via the Facebook community during COVID-19	Increased	Building social relationships
	The live training videos in the Facebook community, which gave the feeling that one was at the gym with the coach.	Increased	Feeling a sense of belonging to the CrossFit brand community
	It was nice to see the gym members and coaches via the Facebook and Instagram communities' posts because it was not possible to go to the gym and see them	Increased	Feeling a sense of belonging to the CrossFit brand community
	It was important to feel that one belongs to a community where everyone is in the same situation during COVID-19 when everyone needed to be isolated	Increased	Feeling a sense of belonging to the CrossFit brand community
	One would have forgotten about the whole gym if they did not post content from the gym	Increased	Feeling a sense of belonging to the CrossFit brand community
Entertainment	The role of entertaining and cheering posts increased because all other media and news were filled with negative COVID-19 news.	Increased	Entertaining content
	More time to spend on social media during COVID-19 so the importance of entertaining content increased	Increased	Entertaining content
Economic	The member's economic situation had decreased	Increased	A benefit that would be used
	The online training videos were more than expected for the money paid	Increased	A benefit that would be used
	Borrowing of the gym equipment	Increased	A benefit that would be used
	No need for anything now when the gym is closed	Decreased	A benefit that would be used
Sport motivation	Competitions and challenges posted in the Facebook or Instagram groups	Increased	Enhance sport motivation

	The training videos of the wod's posted in the Facebook group	Increased	Enhance sport motivation
	Just that the wod's were still posted during COVID-19 and one did not have to come up with wod's by them self motivated to continue doing the wod's during COVID-19	Increased	Enhance sport motivation
	The fact that the wod's were presented in video form in the Facebook group motivated	Increased	Enhance sport motivation
	Posts or reposts of other gym member's training increased the sport motivation during COVID-19	Increased	Enhance sport motivation
	The online communities' role in building sport motivation increased during COVID-19 because the trainer was not next to one motivating, such as they are at the gym.	Increased	Enhance sport motivation
	Jointly arranged trainings, which the Facebook group helped in	Increased	Enhance sport motivation

4.2.1 Practical benefits during COVID-19

All participants reported that the importance of practical informational benefits increased during the COVID-19-pandemic. Reasons why included that the coronavirus situation is changing so rapidly that it affects the gym's training policies frequently so it's good to receive the information fast and easy via the online community groups. Participants D reported that educational information received via the online communities has become more important because the workouts were online in the Facebook group so one could not get the educational information at the gym from the coach anymore. Participant H noted that during COVID-19 there has been educational information via the workout videos in the Facebook group.

4.2.2 Social benefits during COVID-19

Almost all participants reported that the importance of the social benefits had increased. Some new social benefits occurred during COVID-19. As participants, C noted: *Corona has increased the importance of the online communities meaning especially when the gym has been closed you have been able to follow the situation and arrange joint training sessions, so the social aspect has increased.* Participant H also noted the increased value in being able to arrange joint training sessions via the Facebook community during COVID-19. This supported building new relationships. Participants E and H mentioned the live training videos in the Facebook community, which gave the feeling that one was at the gym with the coach. E: *The live videos*

have been fun to see because it has been good that the coach is there telling you what to do, which has created the feeling that you are at the gym so yes it has increased the importance. Participant F and H noted that it was nice to see the gym members and coaches via the Facebook and Instagram communities' posts because it was not possible to go to the gym and see them. Participant G noted it was important to feel that she belongs to a community where everyone is in the same situation during the coronavirus when everyone needed to be isolated. Participant D said he would have forgotten about the whole gym if they did not post content from the gym. Thus, the importance of the social benefits increased during COVID-19 and changed its benefits mainly because people were not able to go to the gym and workout and see the people there. It was important to receive the workouts via the online communities and see and interact with the people in the community via the online channels.

4.2.3   Entertainment benefits during COVID-19

Regarding entertainment seven out of nine participants reported that the importance of entertainment benefits had increased during COVID-19. The role of entertaining and cheering posts increased because all other media and news were filled with negative news about the coronavirus. Because the participants had more time to spend on social media during COVID-19 the importance of entertaining content increased.

4.2.4   Economic benefits during COVID-19

Economic benefits were the least valued benefit prior to COVID-19. And the ranking did not change during the pandemic. However, during COVID-19 participants H and I felt the importance had increased because their economic situation had decreased. Participant D felt the importance had decreased because he did not need anything now when the gym is closed. New economic benefits that were mentioned included the free borrowing of the gym equipment and the online training videos, which were more than they had expected for the money.

4.2.5   Sport motivation benefits during COVID-19

All participants reported that the online community group's effect on their sport motivation during COVID-19 was important and it had a positive effect on all participant's sport motivation levels. Participants H, B, G reported that the importance of the online community's effect on their sport motivation had increased during COVID-19. The most mentioned benefits that supported the participant's sport motivation during the pandemic included competitions and challenges posted in the Facebook or Instagram groups and the training videos of the wod's posted in the Facebook group. Participant E mentioned that just that the wod's were still posted during COVID-19 and she did not have to come up with wod's by herself motivated her to continue doing the wod's during the pandemic. Participant C, F, H, G, and I mentioned that the fact that the wod's were presented

in video form in the Facebook group motivated them very much to do the wod's. Participant H mentioned that overall that the gym posted regularly something affected her sport motivation because seeing the posts reminded her that she could do the wod. The posts or reposts of other gym member's training were mentioned by several participants as affecting their sport motivation during COVID-19. Participant G mentioned that the online communities' role in building sport motivation increased during the COVID-19-pandemic because one did not have a trainer next to them motivating, such as it is at the gym. Participant, I mentioned a Facebook messenger group that was built by some of the gym members from the Facebook groups members where joint five person trainings were arranged. Without these jointly agreed trainings, she would not have gone to the gym as much during the pandemic. And without the Facebook online community where one can see all members the building of the group would have been harder. Participant, I also mentioned that during COVID-19, wod's (work out of the day) included a great deal of outdoor activities such as running, which increased motivation and interest towards running and more comprehensive physical activities. Participant B reported that the overall importance of sports motivation increased during COVID-19 because she had more time to exercise.

5 DISCUSSION

5.1 Discussion of results and theoretical contributions

The study shows that Facebook and Instagram online brand communities bring a lot of added value and benefits for CrossFit gym members, which supports the member's commitment to the gym. This is in line with previous studies regarding benefits in online communities (Dholakia et al., 2004; Gummerus et al., 2012; Jung et al., 2014; Wang & Fesenmaier, 2004), though none of them had studied the Instagram community in particular. This study suggests that the benefits received via Instagram and Facebook are valued differently thus it is important to investigate both channels and not generalize the Facebook community findings to other social networking communities such as Instagram. As was presented in chapter 2.1.1, Facebook is currently the most popular social network in the world with roughly 2.8 billion active monthly users and Instagram holds the fifth place with over 1.2 billion active monthly users (Tankovska, 2021). The high number of users makes these constantly evolving social networking channels an important study subject.

None of the study participants came up with any new benefit groups in addition to the ones included in the study. Therefore, the valued benefits in an online CrossFit community were practical, which included informational and educational benefits, social, entertainment, economic and sport motivation benefits. This shows the study is in line with previous online community study findings from the received benefits (Dholakia et al., 2004; Gummerus et al., 2012; Jung et al., 2014; Wang & Fesenmaier, 2004), except for the sport motivation benefit, which these previous studies did not study. Which benefit and how much the members valued it differed by the gym, gym member and social network. Thus, it seems to depend on what, how, and how often the gym is posting and on the gym members' preferences and needs. Since the members preferences and needs differ there might not be a specific model that pleases everyone and therefore variety in the content posted to the CrossFit brands social media communities is important in order to please and serve all the members.

The study showed that both Facebook and Instagram channels are needed in a CrossFit online community to offer benefits in the most appealing way for all members. Some prefer to receive the benefits via the Instagram community, others prefer the Facebook community and the rest prefer Facebook for some of the benefits and Instagram for others. This shows that different CrossFit gyms could learn from each other's posting habits. Especially from the Instagram communities because they are public, and anyone can see them, whereas the Facebook communities are closed private groups only for the gym members. Offering the content and benefits via several channels also supports a person motivation to follow the online communities via enhanced autonomy since they get an option to choose how they want to receive the content (Ryan & Deci, 2020).

During COVID-19 when the gyms needed to change to online coaching and restrict how many people can come to the gym at the same time to only five or

ten, the importance of the online community groups grew in the eyes of all the study participants. The benefits, which importance had increased or decreased differed by the participant and by the gym. This differed by the needs of the gym members and is dependent on what and how the gym was posting in the online community during COVID-19. The grown importance of these social media online brand communities may be linked to the fact that during COVID-19 people's social media usage grew by 44 percent worldwide (Watson, 2020). Of consumers, 85 percent reported they want to hear news from brands during the coronavirus pandemic (Guttmann, 2020), which is in line with the finding that the importance of online CrossFit communities grew during COVID-19.

5.1.1 Practical benefits

Practical informational benefits were perceived as the second most important benefit by the participants with almost the same points as social benefits as can be seen in Table 8. This benefit was clearly important for the participants. Jin, Park, and Kim (2010) found that informational benefits significantly increase brand trust and revisit intention in online communities, therefore it is clearly an important benefit. Informational benefits were valued by all participants because the Facebook and Instagram communities make receiving and giving information faster and easier compared to any other method. This is in line with previous study findings that people engage with online brand communities to acquire information about the brands' products or services (Hashim & Tan, 2018), and to receive accurate up-to-date information (Shi et al., 2016). Study participants stated the online communities make information receiving fast and easy partially because the participants were already actively using Facebook or Instagram, as are most people in Finland (Niinimäki, 2020a), which supports the claim of easy and fast information receiving via these channels. Chen et al. (2013) found that perceived informational benefits are affected by how fast and easy members can access useful information from the online community. Only participant E, who did not actively follow the Facebook and Instagram communities, preferred receiving important information via email. The channel that was preferred, between Facebook and Instagram, differed. Several participants however stated that Facebook is better because they receive a notification every time there is a new post. Then again participant B stated that Instagram is better because the information is in a more visual form, thus it is more appealing to look at and easier to remember. This suggests that in order to offer informational benefits in the best way both Facebook and Instagram channels should be utilized, and the most important information should be delivered also via email so people in the community who do not actively follow the Facebook or Instagram communities would also get the information. Offering the information via three different channels also support a person motivation to consume the information, since it enhances their autonomy by giving a choice to choose (Deci, & Ryan, 2020).

Educational information, regarding technical tips and videos for difficult skills and weightlifting movements, was a lacking benefit in the online communities that almost all the study participants wished for. Nutrition tips and recovery tips were also mentioned by few participants. These technical tips and videos

could support the development of a person's intrinsic motivation and feeling of competence in CrossFit via enhancing one's skills in the sport, which enhances sport motivation (Deci & Ryan, 2015; Wallhead & Ntoumanis, 2004). Therefore, offering educational information is something CrossFit online communities could improve on and via that raise the value of the online communities and their members sport motivation.

5.1.2 Practical benefits during COVID-19

During COVID-19 practical information was the only benefit that all the participants reported had increased in importance. The reason was obvious. During the pandemic, the gym rules, practices, and opening hours changed rapidly, therefore it was more important than before to receive the information fast and easily. This is in line with the findings that 85 percent of consumers reported they want to hear news from brands during the COVID-19-pandemic (Guttmann, 2020). Educational information was also seen more important during COVID-19, since it was not possible to receive the information at the gym from the coaches. Not receiving the needed educational information regarding how to do specific movements might also decrease a person's sport motivation via a decreased feeling of competence (Ryan & Deci, 2020).

5.1.3 Social benefits

As demonstrated in Table 8 social benefits were the most important benefit for this participant group. The social benefits the participants listed for the Facebook and Instagram CrossFit brand community included the most different aspects and ideas, which might be linked to the fact that it was perceived as the most important benefit thus participants had higher motivation to think about the value it offered or how it could be increased. The two aspects that were mentioned by all participants were that the online communities enhance the feeling of a community and the feeling of a member belonging to the community. Previous studies found that participants who feel they are active users of online communities have a sense of belonging in the community (Ba, 2001; Jung et al., 2014). Because all the participants reported actively using either the Facebook or Instagram CrossFit brand community, the results are in line with Ba (2001) and Jung et al. (2014) findings.

All the other mentioned social benefits support the building of the feeling of a community and the feeling of a member belonging to the community. These other most mentioned benefits included the Facebook group where one can find almost all the gym members and learn their names because it is possible to see their picture and name next to each other and the fact that the online communities support the building of relationships with other gym members. Learning who is part of the community and their names clearly supports relationship building among the community members therefore these to benefits are linked. This finding is in line with previous studies that found relationship-building to be one of the online communities' social benefits (Chen et al., 2013). Reposted Instagram

videos were other members of the gym train or if the gym reposted the participant's own post were mentioned by almost all participants as a social benefit that supports the feeling of belonging to the community. This could be linked to the psychological basic need of feeling a sense of belonging, which enhances motivation (Ryan & Deci, 2000) because members can probably relate to the familiar people from their gym who are working out in the same gym as they are. These videos people can relate to may increase the member's engagement level with the online community because of increased motivation. Because all the social benefits the participants mention enhance the feeling of belonging, which is what the psychological basic need of relatedness stands for (Ryan & Deci, 2020), all the mentioned benefits can enhance a member's motivation to engage with the online community.

Participants noted the CrossFit online community enhances how noticed a person is in the community, which was linked to the reposted Instagram videos and the fact that one can find all member's names and pictures in the Facebook community. Previous studies found that online community social benefits include self-expression to other members in the online community and building one's social identity (Chen et al., 2013). It was noted that the online communities support the commitment to the gym if the posts are enjoyable. This is in line with previous study findings that found the feeling of belonging to a community supports the member's loyalty and commitment to the community (Chen et al., 2013; Jin, Park, & Kim, 2010; Kuo & Feng, 2013). Hence, focusing on enhancing members' feeling of belonging is clearly an important task for CrossFit brand communities and all the mentioned practical findings may help in striving after that.

Regarding social enhancement, only one participant stated clearly that they do help in the online community. Others mentioned they had helped one or two times and some not at all. The lack of social enhancement may be linked to the fact that participants mentioned the online communities do not have an active discussion culture. Though a more active discussion culture was wished for. The lack of a discussion culture was seen to be related to the coaches not actively striving after to create one and because of the Facebook communities' large size with both active and non-active gym members that raises the bar to participate in discussions. As presented in chapter 2.2.2, previous studies have found that for social enhancement value to exist there needs to be an audience for it, which the brand community should strive to offer by connecting information seekers and social enhancement seekers (Dholakia et al., 2004). Previous studies found that large group sizes lead to a less cohesive group, with less information change and communication between members and may lead to isolation and inactivity for some members (Saqr et al., 2019). Therefore, eliminating non-active members from the online communities might be something the CrossFit gyms should consider. This might even enhance the feeling of a community, if the online communities only consisted of the currently active members of the gym and not include previous members who have not been to the gym in many years anymore. Thus, the online community members would probably be more familiar with each other which might lower the bar to join discussions in the online communities.

5.1.4 Social benefits during COVID-19

During COVID-19 almost all participants reported that the importance of the social benefits had increased. Because during the pandemic social connecting could not be done at the gym, it was more important than before to see other gym members and coaches via the online communities' posts. This is in line with the findings that social media usage grew worldwide by 44 percent during COVID-19 (Watson, 2020). Participants noted that it was more important during COVID-19 to just still feel to be part of a community when everyone needed to isolate themselves. This is in line with the findings that 43 percent of people worldwide think that companies on social media should help people to connect during the COVID-19-crisis (Clement, 2020b). The online training videos in the Facebook group were appreciated because they gave the feeling one is at the gym training with the coach. This finding can be linked to the basic psychological need of relatedness (Ryan & Desi, 2020).

5.1.5 Entertainment benefits

Regarding entertainment benefits, all participants reported the Instagram community to be more entertaining than the Facebook community. One reason for this was that Instagram communities have the option to repost their gym members' videos in their stories, which the Facebook group cannot do. This was mentioned by many of the participants. The two factors that almost all participants mentioned to be entertaining content were video content or seeing the gym members in the content. Reposted Instagram stories include both, thus it supports the claim, why Instagram is found more entertaining. This indicates that all CrossFit gyms should start reposting their gym members' videos where the member has tagged the gym in order to easily offer entertaining content the members appreciate. The visuality of Instagram posts was appreciated because they consist only of pictures or videos compared to Facebook, which can have pure text posts that were not seen as entertaining content. Advertising related content was mentioned as non-entertaining content therefore these might be good to avoid or keep at a low volume. Previous studies have found that online community members seek activities that bring them pleasure, enjoyment, entertainment and fun (Wang & Fesenmaier, 2004). What people in different online communities find entertaining probably differs by the community type, thus these practical findings related to how to enhance the online communities' entertainment value is primarily for CrossFit brand communities. Naturally different people also find different content entertaining and the study showed that the members preferences regarding content types differed. Thus, having variating types of entertaining content might help to satisfy a larger group's needs.

5.1.6 Entertainment benefits during COVID-19

During COVID-19 seven out of the nine participants reported that the importance of entertaining posts had increased for them. Because all other media were filled

with negative news about COVID-19 it was important to see positive and cheering posts in the CrossFit communities. The CrossFit communities clearly provide entertaining benefits because members feel comfortable in the community and are willing to spend their leisure time there, which is how Namibisan & Baron (2009) defined entertaining benefits. Because the participants had more time to spend on social media during the pandemic the importance of entertaining content increased. This is in line with the findings that social media usage grew worldwide by 44 percent during COVID-19 (Watson, 2020). Thus, CrossFit gyms should focus on positive, cheering, and entertaining posts during COVID-19.

5.1.7 Economic benefits

Economic benefits were the least valued benefit among these participants as shown in Table 8. It was the benefit participants had the least to say about regarding how it brings value or how the value could be increased, which might be linked to the fact that it was valued the least from all the benefits studied. Most of the participants had not used or received any economic benefits from the online communities. The reason why economic benefits were the least valued benefit was that the benefits offered did not meet the needs of the members or if they did the offer was forgotten before it was used. Study participants noted that they use the online communities for other reasons. For the gyms to improve their economic benefits the benefits need to be something the members really need, and the offer needs to be short, thus it gets the member to act right away and not forget the offer. It might be hard to know what the members really need, hence a good idea could be to ask before offering. This could be done for example with Instagram stories where it is possible to create a poll for voting on different options. Asking for opinions could also enhance the members perceived autonomy with including them in the decision-making process, which supports the building of intrinsic motivation Ryan & Deci, 2020). Therefore, asking for opinions could enhance the probability of members consuming the economic. Gummerus et al. (2012) found that economic benefits do not affect a Facebook brand community members' satisfaction or loyalty towards the brand. The reason why economic benefits are not highly valued may be because they are a linked to the external motivation of the motivation taxonomy presented in chapter 2.2.1 (Deci & Ryan, 2015). The study participants seemed to be already internally motivated to engage with the CrossFit brand community, which explains why they do not value these kinds of external motives as much. They value other factors such as social benefits more.

5.1.8 Economic benefits during COVID-19

During COVID-19 the situation did not change much. Only two participants felt the importance of economic benefits had increased because their economic situation had decreased. One participant reported the importance had decreased because he did not need any of the economic benefits during COVID-19. This supports the idea of asking the gym members what they really need and offering economic benefits related to that.

5.1.9 Sport motivation benefits

There were no previous studies on the subject related to, can Facebook or Instagram brand communities boost gym members sport motivation or in other words is sport motivation a valued benefit that gym members gain from the gyms Facebook or Instagram brand community. Therefore, these results give a good starting point for further research among the subject.

All members reported that the online communities boost their sport motivation and even those who reported their sport motivation cannot get any higher said the online communities support in maintaining the high motivation level. This indicates the online communities on Facebook and Instagram play a significant role in boosting and maintaining sport motivation for CrossFit gym members. All participants mentioned that the Instagram group boosted their sport motivation better than the Facebook group. Thus, the Instagram group is even more crucial to have in supporting sport motivation. The most mentioned reason for this was reposted Instagram stories videos where other gym members are working out. These videos with other gym members were reported to remind how fun CrossFit is and give a feeling that one wants to go to the gym and work out too. Four participants reported that seeing others train via the online community posts boosts their overall physical activity level. Ståhl (2003) found that people who feel they get peer support and are encouraged in physical activity are two times more likely to do sports than those who do not. These videos or posts where other gym members work out could be linked to peer support and encouragement because the participants stated they remind how fun CrossFit is and motivate them to go work out also. This could be linked to the psychological basic need of feeling a sense of belonging, which enhances sport motivation (Ryan & Deci, 2000), because members can probably relate to the familiar people from their gym who are working out in the same gym they are. Two other factors were mentioned to boost sport motivation by all participants. They were competitions and challenges posted in the online communities. Some specified that they prefer challenges or competitions where they get to challenge or compete against themselves to do something or learn something new, whereas others wanted to specifically compete against others. This indicates that both kinds of challenges and competitions should be included in online CrossFit brand communities to serve and better motivate all gym members. This is in line with previous studies findings that have found the need to compete against others or preferring to challenge oneself comes from a person's individual preferences that arise from previous experiences (Liukkonen & Jaakkola, 2017). Previous studies found that challenges or tasks and competition raise sport motivation because of the feeling of competence they enable people to feel (Wallhead & Ntoumanis, 2004).

Interestingly participants did not note the same educational factors they wished for in the educational information section. Such as posts about technical hints and videos for skill movements or weightlifting movements, which could raise sport motivation because according to Ryan and Deci (2020) the feeling of competence, meaning a feeling of mastering something, succeeding or becoming better and developing, raises motivation and hints and tips could help to raise one's competence in the different movements. The participants not noting this

might be related to the current lack of educational information in the online communities, therefore the participants could not have noticed how it would affect their sport motivation level. Based on previous studies (Ryan & Deci, 2000b), these two would probably be linked to each other.

5.1.10 Sport motivation benefits during COVID-19

During COVID-19, all participants reported that the online community groups had a positive effect on their sport motivation with the same reasons as before the pandemic and some added reasons. The most important thing seemed to be just seeing posts from the gym that reminded to go work out and do the wod's even if they were just online. The fact that the wod's were posted in the Facebook community in video form was appreciated and motivated members to do the wod's. During COVID-19 Facebook was seen to boost sport motivation much better than before the pandemic mainly because of the workout videos posted in the Facebook community.

5.2 Practical implications

The study findings give ideas on how especially CrossFit gyms can utilize Facebook and Instagram online communities to increase their members satisfaction and loyalty towards the gym by offering benefits the members value. The study shows concrete actions how to enhance the perceived value regarding each benefit, which were informational, educational, social, entertainment, economic and sport motivation benefits. These can be found in Tables 9-14 that show, which channels to use, what content to post and what actions should be taken to reach a specified goal. CrossFit gym owners can analyze their gyms current online community actions compared to the findings and identify, which missing practices they could take in to use, and which current actions might not be beneficial or even harmful.

The study analyzed how COVID-19 had affected the benefits received and valued. The benefits had stayed basically the same but the perceived importance of all the benefits had increased. A summary of the reasons why it had increased or decreased per benefit can be seen in Table 15. Therefore, during a crisis such as COVID-19 that prevents members from going to the gym physically, the Facebook and Instagram communities' importance grew and the importance of getting the benefits via them but how the benefits should be offered stayed mainly the same as they were before the pandemic.

Though this research focused on CrossFit gyms the findings can help other gyms in general or other sports and physical activity related organizations to receive ideas on how they could utilize Facebook and Instagram communities to better serve their members via offering these presented benefits because they would probably value the goals the presented actions aim for. These included easy and fast information receiving, help to improve performance in the sport in

mind, feeling a sense of belonging to the sports community, building social relationships, having an active online community, feeling recognized, needed or useful, being entertained, getting relevant monetary values and enhanced sport motivation. Even school's physical education classes might be able to better motivate students to come to the classes and be physically more active also in their free time with the help of a Facebook or Instagram online community for the students. Any sport or physical activity service that offers their services completely online would seem to benefit from these ideas even more than the ones offered face to face because during COVID-19, when the CrossFit gyms had to move their service offering online, the importance of the benefits received via the Facebook and Instagram communities grew. These activities in another context than CrossFit do however need more investigation because this study focused on CrossFit gyms.

5.3 Directions for future research

The findings are limited to Facebook and Instagram CrossFit brand communities in Finland. Because the study was qualitative especially the new findings that previous research had not studied should be confirmed with quantitative studies.

This study found that Instagram was perceived as a better channel than Facebook to enhance CrossFit gym members' sport motivation. In addition to confirming this finding with a quantitative study it would be interesting to find out if this would be the case in other similar brand communities such as traditional gyms or other physical activity-related leisure time communities. It would also be interesting to study if school's physical education classes could enhance student's sport motivation with the help of a social media online community. In addition, there seems to be a lack of studies regarding enhancing physical activity or sport motivation via Facebook and Instagram brand communities thus more studies regarding this phenomenon are needed overall. Another finding was that educational information was a lacking benefit the CrossFit members would want to receive via the Facebook and Instagram brand communities. It would be interesting to research if adding these lacking educational information benefits to a CrossFit online brand community would affect how members value the online communities or if it would affect their perceived competence in CrossFit, as it could based on the Cognitive Evaluation Theory (Ryan & Deci, 2020). Because this study found several practical ideas on how CrossFit brands could enhance the offering of all these different benefits, informational, educational, entertainment, economic and sport motivation, it would be interesting to investigate how implementing all or some selected benefits in a CrossFit brand communities Facebook and Instagram community would affect the member's loyalty, satisfaction, sport motivation, or feeling of community. There seems to be a clear lack of studies regarding Instagram brand communities' benefits in general. Because this study found that the benefits are valued differently in a Facebook and Instagram community more research among benefits received via Instagram brand communities are needed.

5.4   Conclusions

As a conclusion one of the most important action a CrossFit gym could do seems to be, especially during COVID-19 or any other reason that forces a gym or other sports community to move online, is to create a Facebook and an Instagram community for its members if they do not yet have those. Because both social media communities were found to offer a great deal of added value both during COVID-19 and before it for the gym members. The benefits can support keeping the gym members as loyal members. The benefits CrossFit gym members received, valued and want to receive via the Facebook and Instagram brand communities included informational, educational, social, entertainment, economic, and sport motivation benefits. Social benefits were the most valued benefit and economic benefits the least valued. The educational benefits were seen as a lacking benefit member would want to receive. No participant came up with any other benefits. This is in line with previous studies (Dholakia et al., 2004; Gummerus et al., 2012; Jung et al., 2014; Wang & Fesenmaier, 2004) except for the sport motivation benefit, which had not yet been researched among social media brand communities such as Facebook and Instagram. Because this study showed all study participants received sport motivation benefits especially via the Instagram community, more studies are needed regarding social media communities' potential in enhancing members' sport motivation. In addition, there seems to be a lack of studies regarding the Instagram community and its brand community benefits overall. Because this study found that Instagram and Facebook brand community benefits are valued differently more research is needed regarding Instagram online communities in particular. The study presents concrete practical actions on how brands can enhance the offering of these different benefits, especially in the context of a CrossFit brand's Facebook and Instagram community.

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APPENDIX 1   Theme Interview Questions

TEEMAHAASTATTELU

Teemat ja pääkysymykset

1) Taustatiedot
- Ikä
- Sukupuoli
- Miten pitkään olet harrastanut CrossFittia
- Minkä takia aloitit CrossFit harrastuksen?
- Minkä CrossFit salin jäsen olet?
- Millä tasolla harrastat CrossFittia? Harraste / kilpailu
- Miten aktiivisesti käyt CrossFitissa yleensä? Viikossa keskimäärin?
- Onko CrossFit salillasi oma Facebook ryhmä? Entä Instagram sivu?

2) Aktiivisuus virtuaaliryhmissä
- Miten aktiivisesti seuraat salisi Facebook-ryhmän julkaisuja?
  - Miksi seuraat tai et seuraa niitä?
  - Miten aktiivisesti treenikaverisi seuraavat FB-ryhmän julkaisuja?
- Miten aktiivisesti seuraat salisi Instagram-sivun julkaisuja?
  - Miksi seuraat tai et seuraa?
  - Miten aktiivisesti treenikaverisi seuraavat IG-sivun julkaisuja?
- Kumman kanavan julkaisuja seuraat aktiivisemmin ja miksi?
- Miten koronapoikkeustilanne on vaikuttanut siihen, miten aktiivisesti seuraat FB-ryhmän julkaisuja? Miksi?
  - Entä IG-sivun julkaisuja?
- Onko salisi FB-ryhmän tai IG-sivun julkaisukäyttäytyminen muuttunut koronan aikana ja jos on niin miten?
  - Miten tämä on vaikuttanut sinun aktiivisuuteesi seurata julkaisuja?

3) Kognitiiviset/oppimiseen ja informaatioon liittyvät hyödyt
- Miten Facebook ryhmä tai IG-sivu on edistänyt sinun **tietoasi ja ymmärrystä crossfitista** ja siihen liittyvistä asioista?
- Miten tärkeänä koet sen, että saat opettavaista tietoja crossfitista FB-ryhmän ja IG-sivun kautta?
- Millaista opettavaista tietoa haluaisit saada FB-ryhmän tai IG-sivun kautta?
- Miten koronaepidemia on vaikuttanut siihen, millaista opettavaista tietoa haluaisit saada FB-ryhmän tai IG-sivun kautta?

- Mitä muuta hyödyllistä **käytännön informaatioita** saat Facebook-ryhmän kautta?
  - Entä Instagram-sivun kautta?

- Miten tärkeänä koet sen, että saat tätä hyödyllistä käytännön tietoa FB ryhmän ja IG sivun kautta?
- Miten koronaepidemia on vaikuttanut siihen, miten hyödyllisenä koet FB-ryhmän tai IG-sivun kautta saamasi käytännön tiedot?
- Onko Instagram-sivu tai Facebook-ryhmä sinulle mieluisa paikka saada hyödyllistä käytännön tietoa vai olisiko joku muu kanava parempi?
  - Miksi kyseinen kanava olisi parempi?

4) Sosiaaliset hyödyt

- Miten Facebook-ryhmä on edistänyt sinun kuulumistasi CrossFit salisi yhteisöön?
  - Miten Facebook-ryhmä voisi paremmin edistää sinun kuulumistasi CrossFit salisi yhteisöön?
- Miten Instagram-sivu on edistänyt sinun kuulumistasi CrossFit salisi yhteisöön?
  - Miten Instagram sivu voisi paremmin edistää sinun kuulumistasi CrossFit salisi yhteisöön?
- Miten Facebook-ryhmä tai Instagram-sivu ovat edistäneet sosiaalisten suhteiden luomista muiden salin jäsenten tai valmentajien kanssa?
  - Minkälaisia uusia sosiaalisia suhteita olet luonut salin jäsenten kanssa Facebook-ryhmän tai Instagram-sivun avulla?
- Miten olet auttanut muita salin jäseniä tai CrossFit saliasi Facebook-ryhmän tai Instagram-sivun kautta?
  - Esim. jakanut yhteisöön jotakin tietoa, osallistunut keskusteluun, auttanut ongelman ratkaisussa?
- Oletko saanut jotain muita sosiaalisia hyötyjä FB-ryhmän tai IG-sivun kautta?
- Miten tärkeänä koet nämä FB ryhmän ja IG sivun sosiaaliset hyödyt?
- Miten koronapoikkeustilanne on vaikuttanut siihen miten tärkeitä FB-ryhmän ja IG-sivun sosiaaliset hyödyt ovat sinulle? Miksi?

5) Sisällön viihdyttävyys

- Minkälaista FB-ryhmän sisältö sinusta on yleisesti?
- Minkälaista IG-sivun sisältö sinusta on yleisesti?
- Onko sisältö sinusta viihdyttävää Facebookissa? Entä Instagramissa?
- Minkälainen sisältö on sinusta viihdyttävää ja minkälainen sisältö ei ole viihdyttävää?
- Miten tärkeää sisällön viihdyttävyys on sinulle ja miksi?
- Miten koronatilanne on vaikuttanut siihen, miten tärkeää sisällön viihdyttävyys on sinulle?

6) Taloudelliset hyödyt

- Minkälaisia taloudellisia/rahallisia hyötyjä olet saanut FB-ryhmän tai IG-sivun seuraamisesta?
  - Esim. alennuksia tuotteista, palveluista tai mahdollisuus voittaa jotakin arvonnassa?

- Miten tärkeänä koet nämä FB-ryhmän tai IG-sivun taloudelliset hyödyt ja miksi?
- Onko koronatilanne vaikuttanut siihen, miten tärkeänä pidät FB-ryhmän ja IG-sivun tuomia taloudellisia hyötyjä?

7) Liikuntamotivaatio
- Miten Facebook-ryhmä vaikuttaa sinun liikuntamotivaatioosi ja miksi?
- Miten IG-sivu vaikuttaa sinun liikuntamotivaatioosi ja miksi?
- Miten Facebook-ryhmä tai Instagram sivu voisivat paremmin edistää sinun liikuntamotivaatiotasi?
- Miten koronatilanne on vaikuttanut FB-ryhmän rooliin edistää sinun liikuntamotivaatioitasi?
- Miten koronatilanne on vaikuttanut IG-sivun rooliin edistää sinun liikuntamotivaatiotasi?

8) Muut hyödyt
- Saatko Facebook-ryhmään kuulumisesta tai Instagram-sivun seuraamisesta jotakin muuta hyötyä kuin jo mainitut asiat?
- Onko koronatilanne vaikuttanut siihen, miten tärkeänä pidät kyseistä hyötyä?

9) Puuttuvat hyödyt
- Millaista sisältöä haluaisit nähdä enemmän Facebook-ryhmässä?
    - Miksi?
- Millaista sisältöä haluaisit nähdä enemmän Instagram-sivulla?
    - Miksi?
- Miten koronatilanne vaikuttaa siihen millaista sisältöä haluat nähdä FB-ryhmässä? Entä IG-sivulla?
- Minkälaista sisältöä haluaisit nähdä enemmän nyt koronan aikana FB-ryhmässä tai IG-sivulla?

10) Tärkein hyöty
- Mitkä näistä hyödyistä koet kaikkein tärkeimmiksi itsellesi ja miksi? (tiedon saaminen, sosiaaliset hyödyt, sisällön viihdyttävyys, taloudelliset hyödyt, liikuntamotivaatio, jotain muuta?)
- Mikä hyödyistä on sinulle vähiten tärkeä ja miksi?
- Miten koronatilanne on vaikuttanut siihen mitkä hyödyt koet tärkeimmiksi ja vähiten tärkeiksi?

APPENDIX 2   Consent to scientific research

JYVÄSKYLÄN YLIOPISTO

SUOSTUMUS TIETEELLISEEN TUTKIMUKSEEN

Toukokuu 2020.

Minua on pyydetty osallistumaan tutkimukseen virtuaali brändiyhteisöjen hyödyistä CrossFitissa (Online brand community benefits consumers receive and value – Case CrossFit).

Olen perehtynyt tutkimusta koskevaan tiedotteeseen (tietosuojailmoitus) ja saanut riittävästi tietoa tutkimuksesta ja sen toteuttamisesta. Tutkimuksen sisältö on kerrottu minulle myös suullisesti ja olen saanut riittävän vastauksen kaikkiin tutkimusta koskeviin kysymyksiini. Selvitykset antoi Tia Vuorenlinna. Minulla on ollut riittävästi aikaa harkita tutkimukseen osallistumista.

Ymmärrän, että tähän tutkimukseen osallistuminen on vapaaehtoista. Minulla on oikeus, milloin tahansa tutkimuksen aikana ja syytä ilmoittamatta keskeyttää tutkimukseen osallistuminen tai peruuttaa suostumukseni tutkimukseen. Tutkimuksen keskeyttämisestä tai suostumuksen peruuttamisesta ei aiheudu minulle kielteisiä seuraamuksia.

Hyväksyn tietojeni käytön tietosuojailmoituksessa kuvattuun tutkimukseen.

Suostun, että haastattelustani voidaan tehdä suoria sitaatteja tutkimuksen tulosten raportoinnissa.

Lupautumalla haastatteluun suostut siihen, että osallistut tutkimukseen ja suostut vapaaehtoisesti tutkittavaksi sekä annat luvan edellä kerrottuihin asioihin.

APPENDIX 3   DATA PROTECTION STATEMENT

TIETOSUOJAILMOITUS TUTKIMUKSESTA TUTKIMUKSEEN OSALLISTUVALLE

21.5.2020

Tutkimukseen osallistuminen on vapaaehtoista, eikä tutkittavan ole pakko toimittaa mitään tietoja. Tutkimukseen osallistumisen voi keskeyttää.

1. **TUTKIMUKSEN NIMI, LUONNE JA KESTO**

Kyseessä on Tia Vuorenlinnan Pro Gradu tutkielmaan tehtävä aineiston keruu aiheesta: Virtuaali brändiyhteisöjen hyödyt CrossFitissa (Online brand community benefits consumers receive and value – Case CrossFit). Tutkimus tehdään touko-joulukuun 2020 välisenä aikana.

2. **MIHIN HENKILÖTIETOJEN KÄSITTELY PERUSTUU**

Henkilötietojen käsittely perustuu tutkittavan suostumukseen.

3. **TUTKIMUKSESTA VASTAAVAT TAHOT**

Tia Vuorenlinna, 0405356002, tiavuorenlinna@gmail.com, Turku

Gradun tutkimuksen ohjaajat:
*Jyväskylän yliopisto, Kauppakorkeakoulu: Heikki Karjaluoto (heikki.karjaluoto@jyu.fi)
*Jyväskylän yliopisto, Liikuntatieteellinen tiedekunta: Arja Sääkslahti (arja.saakslahti@jyu.fi)

4. **TUTKIMUKSEN TAUSTA JA TARKOITUS**

Tämän tutkimuksen pääasiallinen tavoite on tutkia miten virtuaali brändiyhteisö voi edistää liikuntamotivaatiota sekä mitä hyötyjä kuluttajat kokevat saavansa, arvostavat ja haluavat saada brändi yhteisön Facebook-ryhmästä ja Instagram-sivusta. Lisäksi tavoitteena on tarkastella miten koronatilanne on vaikuttanut näihin saatuihin ja arvostettuihin hyötyihin. Tutkimuksen koko aineisto koostuu noin 10 henkilön haastattelusta.

5. **TUTKIMUKSEN TOTEUTTAMINEN KÄYTÄNNÖSSÄ**

Tutkimukseen sisältyy haastattelu, joka kestää noin 60 minuuttia. Haastattelu tallennetaan äänitallenteelle. Tämän jälkeen se litteroidaan eli kirjoitetaan sanatarkasti kuitenkin siten, että tunnistetiedot on poistettu. Litteroitu aineisto tulee Tia Vuorenlinnan käyttöön aineiston analysointia varten.

6. HENKILÖTIETOJEN SUOJAAMINEN

Tutkimuksessa kerättyjä tietoja ja tutkimustuloksia käsitellään luottamuksellisesti tietosuojalainsäädännön edellyttämällä tavalla. Tietojasi ei voida tunnistaa Pro Gradu tutkielmassa.

Tutkimusaineistoa säilytetään Jyväskylän yliopiston tutkimusaineiston käsittelyä koskevien tietoturvakäytänteiden mukaisesti.

7. TUTKIMUSTULOKSET

Tutkimustulokset julkaistaan Tia Vuorenlinna Pro Gradu tutkielmassa.

8. TUTKITTAVAN OIKEUDET JA NIISTÄ POIKKEAMINEN

Tutkittavalla on oikeus peruuttaa antamansa suostumus, kun henkilötietojen käsittely perustuu suostumukseen. Jos tutkittava peruuttaa suostumuksensa, hänen tietojaan ei käytetä enää tutkimuksessa.

Tutkittavalla on oikeus tehdä valitus Tietosuojavaltuutetun toimistoon, mikäli tutkittava katsoo, että häntä koskevien henkilötietojen käsittelyssä on rikottu voimassa olevaa tietosuojalainsäädäntöä. (lue lisää: http://www.tietosuoja.fi).

Tutkimuksessa ei poiketa muista tietosuojalainsäädännön mukaisista tutkittavan oikeuksista.

9. HENKILÖTIETOJEN SÄILYTTÄMINEN JA ARKISTOINTI

Rekisteriä / aineistoa säilytetään kunnes Tia Vuorenlinnan Pro Gradu tutkielma on valmis, arviolta 15.12.2020 asti. Tämän jälkeen aineisto (äänitallenteet ja litteroinnit) hävitetään. Jos sinulla on kysyttävää rekisteröidyn oikeuksista, voit olla yhteydessä tutkimuksen tekijään.