

Estonian Business School

Department of Marketing and Communication

**EFFECTIVENESS OF SOCIAL MEDIA CONTENT
CREATION AND ITS ACTIVE USERS
RESPONSIVENESS: THE CASE OF SAMSUNG ESTONIA**

Master's Thesis

by

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TABLE OF CONTENTS

List of Figures	v
Abstract	vii
Introduction	1
1. Review of the Literature	3
1.1. The Importance of Social Media	3
1.2. Overview of Social Media	4
1.2.1. The Essence of Facebook	5
1.2.2. Twitter Microblog Platform	8
1.2.3. Instagram Network	9
1.3. Social Media as a Marketing Tool	10
1.3.1. Facebook as a Marketing Tool	11
1.3.2. Twitter as a Marketing Tool	12
1.3.3. Instagram as a Marketing Tool	13
2. Materials and Methods	15
2.1. Research Method	15
2.1.1. Research Questionnaire	17
2.1.2. Social Media Network Experiment	19
2.2. Research Method Limitations	24
3. Results and Discussion	26
3.1. Analysis of Survey Results	26
3.2. Experiment Analysis	45
3.2.1. Samsung Estonia Facebook Page Analysis	45
3.2.2. Samsung Estonia Twitter Profile Analysis	47
3.2.3. Samsung Estonia Instagram Profile Analysis	48
Conclusion	50
References	53
Appendices	57

Appendix 1. Social Media Questionnaire	57
Appendix 2. Social Media Questionnaire in Estonian Language	64
Appendix 3. Samsung Estonia Facebook Page Data – Control Week.....	71
Appendix 4. Samsung Estonia Facebook Page Data – Experiment Week 1	72
Appendix 5. Samsung Estonia Facebook Page Posts – Experiment Week 1	73
Appendix 6. Samsung Estonia Facebook Page Data – Experiment Week 2	76
Appendix 7. Samsung Estonia Facebook Page Posts – Experiment Week 2	77
Appendix 8. Samsung Estonia Twitter Page Data – Control Week	82
Appendix 9. Samsung Estonia Twitter Page Data – Experiment Week 1	83
Appendix 10. Samsung Estonia Twitter Page Tweets – Experiment Week 1	84
Appendix 11. Samsung Estonia Twitter Page Data – Experiment Week 2	86
Appendix 12. Samsung Estonia Twitter Page Tweets – Experiment Week 2	87
Appendix 13. Samsung Estonia Instagram Page Data – Control Week	90
Appendix 14. Samsung Estonia Instagram Page Data – Experiment Week 1	91
Appendix 15. Samsung Estonia Instagram Page Posts – Experiment Week 1	92
Appendix 16. Samsung Estonia Instagram Page Data – Experiment Week 2	93
Appendix 17. Samsung Estonia Instagram Page Posts – Experiment Week 2	94
Resümee.....	96

LIST OF FIGURES

Figure 1. Facebook insight age groups. Source: Facebook (online webpage). https://www.facebook.com/samsungee?sk=insights&section=navPeople (28.03.2014).....	18
Figure 2. Samsung Estonia Facebook page content (drawing by the author).....	21
Figure 3. Samsung Estonia Twitter content (drawing by the author).....	22
Figure 4. Samsung Estonia Instagram content (drawing by the author).....	23
Figure 5. Users' age (drawing by the author).	27
Figure 6. Users gender (drawing by the author).	28
Figure 7. Users' occupation (drawing by the author).	28
Figure 8. Visited social media networks (drawing by the author).....	29
Figure 9. Mostly visited social media networks (drawing by the author).	30
Figure 10. Time spent on social media networks (drawing by the author).	31
Figure 11. Number of friends in social media networks (drawing by the author).....	31
Figure 12. Frequency of use (drawing by the author).	32
Figure 13. New page likes (drawing by the author).	34
Figure 14. Purpose of page following (drawing by the author).....	34
Figure 15. Visiting frequency (drawing by the author).	35
Figure 16. Content preferences (drawing by the author).	36
Figure 17. Frequency of participation in prize games (drawing by the author).	37
Figure 18. Importance of the monetary value of the prize (drawing by the author).....	38
Figure 19. Prize monetary value (drawing by the author).	38
Figure 20. Users' willingness to participate in a prize game (drawing by the author)...	39
Figure 21. Users' preferences of game type (drawing by the author).....	40
Figure 22. Winning rate (drawing by the author).	41
Figure 23. Devices what users own (drawing by the author).	41
Figure 24. Device usage for visiting social media (drawing by the author).....	42
Figure 25. Time spent on smartphone (drawing by the author).....	42
Figure 26. Time spent on computer (drawing by the author).	43

Figure 27. Samsung Estonia NPS calculation (modified by the author).	44
Figure 28. Most frequently mentioned factors influencing recommendation likelihood (drawing by the author).....	44
Figure 29. Samsung Estonia Facebook page data (drawing by the author).....	46
Figure 30. Samsung Estonia Facebook page data (drawing by the author).....	46
Figure 31. Samsung Estonia Twitter profile data (drawing by the author).	47
Figure 32. Samsung Estonia Instagram profile data (drawing by the author).	49

ABSTRACT

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SOCIAL MEDIA NETWORKS, SOCIAL MEDIA CONTENT VOLUME, SOCIAL MEDIA ACTIVE USERS, FACEBOOK, TWITTER, INSTAGRAM, SOCIAL MEDIA MARKETING, NET PROMOTER SCORE.

The objective of this thesis is to explore how the volume of social media content in Facebook, Twitter and Instagram of Samsung Estonia channels affects the users' responsiveness, what is the profile of the most active users and how the monetary value of the prize affects participation in social media campaigns. The volume was chosen as the parameter under analysis because this is the parameter which the author can manipulate.

Based on the analysis, the author aims to identify the best content volume strategies through survey and experiment for Samsung Estonia social media sites which could be executed in the future. The research gives Samsung Estonia a clear overview with the best strategy for all of the three social media channels, how and which volume would be the best for creating the content and who is the main audience active in those channels. Based on the analysis of the survey, the author creates a profile of the average active user. Finally the author calculates Samsung Estonia Net Promoter Score among social media users in order to get an overview of customer satisfaction and the indication regarding recommendation likeliness.

INTRODUCTION

Social media has grown explosively all over the world for the last decade. In 2009 January there were over 150 million people and in 2012 April over 450 million active users in Facebook. There has been a rapid growth ever since also in Estonia. In December 2009 there were only 100 000 users in Facebook from Estonia but in 2014 there are over 540 000 registered users (Samsung Electronics 2011). Generally a large number of people spend their free time on social media sites and exchanging information in real time basis which now is common in many people's daily life. Social media provides a variety of different tools and options for exchanging information with each other and it has become a very useful channel for businesses as well.

The aim of this Master Thesis is to find out how the volume of content in Facebook, Twitter and Instagram of Samsung Estonia channels affects the users' responsiveness, what is the profile of the most active users and how the monetary value of the prize affects social media campaigns. Based on the final results of the survey, the author generates the profile of Samsung Estonia average active user and also calculates Samsung Estonia Net Promoter Score in order to get an overview of customer satisfaction among social media users. With the experiment of this thesis, the author tests the following hypothesis: publishing three times more content on Samsung Estonia social media sites increases the activity of the users by at least 50% in each social media channel.

The Master Thesis is divided into three major parts. In the first part the author will give an overview of the literature about social media, its concept and its usages. The second part gives an overview about the materials and the research methods used for achieving the goal of this thesis. In the final part the author will analyse the results of the survey and make suggestions to Samsung Estonia.

The reason why author has chosen this subject is because he is working in one of the Estonian digital media agencies as a Social Media Specialist and Samsung Estonia is his

main client. One of the key factors which inspired the author to pick this subject was the interest of finding out who are the most active users in Samsung Estonia social media channels and how users would react to the change of content volume in social media sites. The outcome of this research would be a clear overview of who are the active users on the sites, statistics regarding the volume of social media content and what would be the most effective content volume strategy for Samsung Estonia.

1. REVIEW OF THE LITERATURE

1.1. The Importance of Social Media

Social media has grown explosively all over the world ever since the beginning of the smartphone era. Spending a great deal of time on social media and exchanging information in real time basis have become part of the daily life for many people. Social media is a very useful channel for businesses as well, since they enable the exchange of information with others at anytime, anywhere. In fact, the use of social media in corporate business is no longer a choice, but a necessity. In order to survive in today's fast and challenging online environment, it is evident that most businesses and companies would need to input more efforts and time in social media. In social media there are always perceptions of how to communicate the message to the right audience or for example the idea that social media is only for the young generation (Samsung Electronics 2011).

Companies will need to communicate through social media channels to promote their brands and gain consumers' trust. Through social media, we can transcend time and space barriers to reach customers, internal employees, stakeholders and listen to the voice of the consumer in real time. Social media plays an important role in many areas of corporate management including marketing, promotion, corporate social responsibility, and customer service.

Many marketers believe that social media is only for the young generation but the reality is that the main users engaged in social media are expanding to all age groups and also increasingly getting popularity among the older generation, not only being limited to younger generation. Curran and Lennon (2013) discovered in their research that in recent years the use of internet based social networks has become more commonplace in older age groups as well.

There are also some marketers who think that social media is free but in reality it is not. Although social media websites have no subscription costs for their users, it is clear that social media marketing requires substantial investment of time and effort to obtain a satisfying outcome (Samsung Electronics 2011). Getting started in social media and start building social media audience can be easy at the beginning. However, if a company lacks social media communications strategies and internal guidelines, and lacks established responding process to issues that may arise, substantial damage to the brand may occur. In this case, it may be better to not use social media at all.

Regarding marketing in social media many marketers have the perception that social media marketing produces instant results but the reality is different. Social media is for building a relationship between the consumer and the brand, and expanding an impact from such relationships. Accordingly, although significant time will be required until results become visible, these results will remain more sustained and effective compared to existing results. According to Lee (2013), the key factor for being successful in social media marketing is the conversation, being cost-effective method for marketing activities and thus for business practices.

1.2. Overview of Social Media

In recent years, social media and internet networking sites have seen their popularity increasing at a global scale. According to the Journal of Financial Planning (2014), almost three-quarters of adult online users (73 percent) are using some kind of social networking sites. The sites can be introduced as networks of friends and family for social or professional interactions (Trusov et al. 2009). Social media has made information sharing incredibly easy and has brought along new ways for how to communicate over the internet (Akrimi and Khemakhem 2012). On the other hand, social media is also content created by people using highly accessible Internet based publishing technologies e.g. smartphones, tablets, laptops and other devices.

Different and unique aspects of the social media and its extreme popularity have revolutionized marketing practices, such as promotion and advertising (Hanna et al. 2011).

Everybody wants to have a part of it and get their business advertisements into the social media sites.

There is also an opportunity to explain social media as a group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and allows the creation and exchange of user-generated content (Kaplan and Haenlein 2010). Social media has many advantages as it helps to connect businesses to consumers, develop relationships and foster these relationships in a timely manner and at a low cost, as Kaplan and Haenlein discovered (2010). Another big advantage of social media sites is the opportunity for companies to create specific pages where users can generate and publish their own content and create discussions with the company. This is the way for companies to hold on to their consumers and keep them coming back to one place where all the discussions can be monitored and edited, with companies being able to add their own comments on the subjects.

Social media sites give a huge opportunity for companies to communicate and interact with potential and existing consumers, to raise the level of the consumer personal relationship, and build all important meaningful relationship with consumers (Mersey et al. 2010). This is very important nowadays because in today's business environment consumers' loyalty can vanish with the smallest mistake by a company.

The following section give an overview of the most important social networks in the current social media space.

1.2.1. The Essence of Facebook

Facebook started as an online student directory for college students and it was recognized as a good tool for finding people. Nowadays Facebook is the market leader among all social media sites with the expected market value over 234 billion USD by the year of 2015 (Rosoff 2011). It was founded in 2004 and has developed into the most visited online social media site with over 600 million active users from over 70 countries each day (Carlson 2011). It is estimated that among the Estonian population there are over 540 000 Facebook users in total. The purpose of Facebook is to create networks between users,

groups and companies that the users are interested in. Facebook allows the user to set up an account, profile, add friends, create content and share everything that has been created.

As accessing large number of people is very easy through Facebook, companies and businesses have begun to realize that there is huge potential in Facebook and it will change the way consumers and companies communicate and interact with each other (Indrupati 2012). From a business perspective, Facebook can be very useful in order to reach new customers and connect them with your brand or company page. Facebook is one of the most complex social networking environment, but also potentially hugely rewarding when businesses have the knowledge of their strengths and weaknesses (Clapperton 2009).

The main part of social media sites such as Facebook are users' pages known as profiles. The profile page includes all kind of information, pictures and updates about the person. Profiles are used by real people, but companies are using specific pages or groups for their brand, company information and advertising materials. Making your custom company page or profile is a good way to reflect your companies' personality and brand (Zarrella 2010). So users can create and manage their profile pages and companies have the company pages where they can share, create and publish content for the public.

During the recent years many research studies have been conducted regarding social media and the content of Facebook. Parsons (2013) examined the official Facebook pages of 70 global brands in order to find out how companies use social media in their marketing and advertising strategies. It was found out that companies have recognized the need to be visible in social media and they use a variety of approaches with their Facebook pages. Regarding the content volume, Parsons (2013) discovered that those 70 global brands post on average 24 times within a month which implies that Facebook users receive a message from their favourite brand in their news feed every few days. It is also important that the content volume and the content quality are in a good proportion to generate new fans. Lapointe (2012) discovered that Facebook fans can be earned through good content, attractive games or using both methods which is supporting Parsons (2013) theory. However, as of the current year it can be different because Facebook has changed its algorithms regarding organic reach of company page posts which could make it more difficult to attract new fans.

Smith (2013) conducted a research regarding how to conceptualise and measure people's experiences with brands' content on social media, and how to measure the value of people's behaviour regarding brands content by interrogating data gathered from 6400 respondents. Smith (2013) found out that people who have positive experiences with a brand's content on Facebook page are 3.2 times more likely to post a positive comment and 4.3 times more likely to share that content than people who do not claim to have experienced positive emotions. Users who reported having positive experiences with a brand's content on Facebook are 3.0 times more likely to say they prefer the brand and 3.4 times more likely to say they would recommend the brand (Smith 2013). These results may vary taking into account the different user types (Wallace et al. 2014).

Table 1. Fan typology (Wallace et al. 2014)

FAN-ATICS	SELF-EXPRESSIVES
<ul style="list-style-type: none"> • Brand is self-expressive • Highest brand loyalty • Highest brand love • Highest WOM • High number of Facebook friends • Highest self-monitoring • Highest materialism • Claims highest self-esteem • Opinion leader and opinion seeker • Likes for incentive although not the primary motivation for Liking • Mainly females 	<ul style="list-style-type: none"> • Brand is self-expressive • Medium brand loyalty • Medium brand love • High WOM • Highest number of Facebook friends • High self-monitoring • Medium materialism • Medium self-esteem • Medium opinion leader and opinion seeker • Likes mainly to create image • Mainly males
UTILITARIANS	AUTHENTICS
<ul style="list-style-type: none"> • Brand is not self-expressive • Lowest brand loyalty • Lowest brand love • Lowest WOM • Average number of Facebook friends • Medium self-monitoring • Lowest materialism • Medium self-esteem • Least likely to be opinion leader and opinion seeker • Likes only to gain incentives • Mainly males 	<ul style="list-style-type: none"> • Brand is not self-expressive • High brand loyalty • High brand love • Medium WOM • Lower number of Facebook friends • Lowest self-monitoring • Low materialism • High self-esteem • Low opinion leadership and medium opinion seeking • Likes only because of genuine interest • Mainly females

Wallace et al. (2014) suggested to categorize Facebook fans who “Liked” brands based on their attitudes in relation to brands and their own personal and social characteristics into four main groups: (1) Fan-Atics; (2) Self-Expressives; (3) Utilitarians and (4) Authentics (See Figure 1). Regarding categorising social media fans into groups, it would help to generate the right content to the right audience at the right time.

1.2.2. Twitter Microblog Platform

Traditional blog posts are typically from 400 to 1000 words long, but not in this microblog platform. Twitter is the most popular microblog platform where content is created online and users have only 140 characters to use. Twitter is mainly used for creating immediate and constant updates at the moment the events take place. Twitter started in 2006 while Facebook began to open its doors to everyone, and it was a huge success because it offered more different options such as micro blogging and it was used by some celebrities (Edosomwan et al. 2011). Initially there was no good way on Twitter to reply to a user’s tweets or track interesting conversations on a given topic. The @ reply and the # hashtag were created by Twitter’s own community members, which developed into a successful tool for following conversations and connecting users with similar interests. Twitter reached its popularity peak as a micro-blogging tool in 2009, when it reached 58.5 million users worldwide with a 949% increase rate since September 2008 (Schonfeld 2009).

Twitter environment is not as popular among Estonians as Facebook but there is still a certain group of people who are tweeting on daily basis. The author has noticed during his work-related activities that people do not retweet as much as they post original tweets by themselves. Stieglitz and Dang-Xuan (2013) have conducted a research where they examined whether sentiment occurring in social media content is associated with the user's information sharing behaviour. The research was conducted in the political context but it can be related to general tweeting behaviour. According to Stieglitz and Dang-Xuan (2013), the affective dimensions of political Twitter messages are significantly associated with retweet behaviour in terms of retweet quantity, in the way that emotionally saturated tweets are more likely to be spread compared to neutral ones. It shows that the impact of written expressions of emotions on people information sharing behaviour in other networks also applies to the social media context (Stieglitz and Dang-Xuan 2013).

Many marketers have dedicated their time and resources to build trust between company and the consumers in a daily basis but to keep the communication active is a big challenge. Kwon and Sung (2011) conducted a research by analysing 44 global brands' Twitter content and their use of Twitter. The finding showed that about half of the analysed brands had human representatives rather than interacting with faceless accounts. This may encourage consumers to communicate with the brand more on a daily basis (Kwon and Sung 2011). This may lead to a conclusion that consumers expect a two-way dialogue in social media, in which brands listen to what the company has to say rather than pushing and publishing promotional marketing messages without taking into account what consumer think, feel and want (Kwon and Sung 2011).

Not only consumer brands are using Twitter for communicate with users but other types of businesses such as TV networks as well. Lin and Jorge (2011) conducted a research regarding content analysis of television networks' messages on Twitter and the users' retweeting behaviour. Research showed that television networks tweeted about concrete information and suggestions but tweets regarding social messages, jokes and solutions get the most retweets from users (Lin and Jorge 2011). We can relate the conclusion from Lin and Jorge (2011) the outcome of Kwon and Sung's (2011) research by generalizing the idea that Twitter users want more personalised messages and information which can be more entertaining in order to get retweets.

1.2.3. Instagram Network

Instagram is a mobile network which belongs to Facebook, where users have the opportunity to share their life with friends through series of photos and videos. Instagram users can take a photo or a video with their cell phones, add a photo filter to make it more personal, and then publish it into the Instagram network for other users to view, like and comment (Schlesselman-Tarango 2013). For marketers, Instagram can be considered as a visual marketing environment which creates good opportunities for businesses and brands. The reason is that the pictures and videos appeal to emotions and strike a chord with consumers across different languages and cultures (Scott 2013). According to Schlesselman-Tarango (2013), Instagram had over 80 million users in September 2012 and over 5 billion photos were shared through the application.

Based on the research conducted by the author of this thesis, there are currently no previous studies conducted on the topic of Instagram which would be relevant to consider in the context of the current thesis.

1.3. Social Media as a Marketing Tool

Social media has become one of the key elements in marketing strategies nowadays. There are many social media networks e.g. Facebook, Twitter, Instagram etc. with millions of daily users which means that there is a huge number of consumers who are active on social media sites. If we look social media from the perspective of Evans (2008) then social media relates more to a self-generated, authentic conversation between users about some particular subject of shared interest.

Consumers are moving away from traditional marketing and advertising channels e.g. television, radio, magazines and newspapers and moving towards social media to get their information (Rashtchy et al. 2007). Laponite (2012) came to the same conclusion that these days, marketers have become obsessed by social media and Facebook. Social media is nowadays one of the biggest and innovative marketing channels where people and companies can share and communicate their brand to everyone who are linked to social media sites.

Social media is nowadays one of the biggest factors in influencing different aspects of marketing and also consumer behaviour which includes awareness, opinions, attitudes and communication and evaluation of brands by consumers (Mangold and Faulds 2009). Especially younger target groups are harder to reach with conventional media (Solomon 2011). This is one of the reasons why social media sites have gained such kind of popularity among people (especially young consumer groups) because they can engage with brands more closely and in real time.

1.3.1. Facebook as a Marketing Tool

One of the biggest social media sites Facebook has created good environment and tools for companies to manage their advertising and branding campaigns. Facebook give brands all kinds of data which can be compared to a crystal ball to understand the consumer and their actions on your page (Casteleyn et al. 2009). All the user actions on Facebook can be seen on their news-feed status, and all of the user's friends are able to see them as well the notifications can even be directly received via email (Shannon et al. 2008).

There are also some critical views regarding social media and the user profiles. Namely, users can create and build their own profile and write anything they want, so the information about the users might not be correct. This can lead to misleading overall information about a brand's user group on social media, and brands may fail to identify the correct target group that they should reach in order to maximise return from social media marketing.

In Facebook, there are communities where users are members and those communities are the most relevant for marketers (Casteleyn et al. 2009). Using these communities, marketers are able to identify consumer preferences, which is essential for creating market segmentation, targeting and positioning strategies (Acar and Polonsky 2007). Marketers can get also useful information on community members' profiles from the news feed statements that users post on their walls and pages (Casteleyn et al. 2009). Marketers can then use the collected information for direct marketing purposes.

According to Ramsaran-Fowdar (2013), the most popular Facebook tools that marketers can use for achieving their goals are the following:

- Facebook profile: Organizations can create a strong profile on Facebook by adding its clearly defined vision and mission statement.
- Facebook groups: Organizations can create groups that can be used to attract consumers with the name of the group, topics and visual communication of the group.
- Business/Fan pages: One option is to create a fan page where users can join the page. They have the opportunity to see all the latest updates and information that

is posted. The organization can regularly post information, games, upcoming events, blogs, videos and links on the fan page.

- Sharing events: The organization has the opportunity to advertise and promote its upcoming events on Facebook.
- Social ads and polls: Facebook allows to add ads which are targeted according to age, location, workplace and education level of the user. Organizations can add polls on their fan page to obtain valuable feedback from users.
- Messages: Organizations can tailor their Facebook messages and send them to individual users.

Schmidt and Ralph (2011) stated that Facebook can be used in many ways as a marketing tool to promote special offers, eliminate products from the stock before they expire, and remind customers about their products and services.

Facebook is a very good alternative for traditional direct marketing methods such as telemarketing because many users are tired of one-way marketing messages from brands. Through Facebook, organizations have an opportunity to engage in a two-way conversation with their end users. This information can be used very efficiently for market research purposes and developing future marketing plans.

When it comes to Twitter, communicating and creating content with only 140 characters to use at a time can be problematic. This is a challenge that businesses and organizations face on Twitter, and therefore they try to be perfect each time they post (Geho 2012). Creating content is one-way of using Twitter, but Rapoza (2009) has stated that it can be used also to reduce company email usage, improve work and project tracking, and keep employees of the company connected.

1.3.2. Twitter as a Marketing Tool

According to Geho (2012), organizations and businesses need to do the following in order to leverage Twitter as a social media channel:

- Learn how to utilize hashtags.
- Get to know the function of retweet.

- Monitor the company's Twitter account and develop a solid group of followers.
- Stay active.

Twitter is a very versatile tool is used for campaigns, citizen journalism and marketing purpose which can help organizations to be more cost-effective (Davidson 2009). Out of all social media platforms and sites, Twitter is one of the most controversial and outstanding networks for its spectacular 949% increase in the user base during 2008-2009 (as it is mentioned in 1.2.2.). Twitter also stands out in terms of its enormous untapped potential, especially in the electronic word-of-mouth and social commerce arenas (Jansen et al. 2009).

According to Schmidt and Ralph (2011), Twitter is a very good tool to create buzz about the company, product or service. By creating interesting content to engage a group of followers, there is an opportunity to use it for promoting the products, events or services. Burton and Soboleva (2011) examined and compared Twitter usage and retweeting in a various geographic markets. They found out that Twitter is ideally placed to provide a highly interactive one-to-many information channel, using a combination of retweets, hyperlinks, and hashtags to promote positive messages, especially by independent influential individuals. Zhang et al. (2011) discovered in the research of the potential influences of business engagement that retweeting as a way to show consumers' responses to business engagements indicates that the influence only reaches consumers with a second-degree relationship to the business.

1.3.3. Instagram as a Marketing Tool

Instagram is the environment where marketers and users have the opportunity to create their own profiles in order to communicate their brand to other users. As mentioned in section 1.2.3., Instagram users have the opportunity to take photos or videos with their cell phones, edit them and add into the network. Marketers can use this for sharing their marketing campaigns, product information, sales offers etc. In some target groups it is a very powerful tool. In Instagram, users have the opportunity to add tags into their content for describing it e.g. #happy, #beautifulnature etc. Users are limited to 30 tags per photo or a video, and Instagram gives also suggestions that users be as specific as possible when describing an image or a video (Schlesselman-Tarango 2013). Marketers have the power

to create their own special tags through which communicate and advertise their brand and campaigns. It is also a good way to include users to talk along with the brand in social media.

According to Tasker (2014), there are five options to take advantage of in Instagram: control your inbox for request, easy access to the content and users from your feed, send to up to 15 people at once, revisit moments as much as you like and view real-time likes, views and comments.

In sum, there are many ways in which brands can leverage social media platforms in their marketing activities. In the next chapter, we will explore how this is done by a particular company – Samsung Estonia.

2. MATERIALS AND METHODS

The research objectives of the thesis are the following:

- how the volume of the content affects user responsiveness in those three networks
- find out what is the profile of the most active users on Samsung social media networks in Estonia;
- how the monetary value of the prize affects social media campaigns.

The author aims to identify the best content volume strategies through survey and experiment for Samsung Estonia social media sites which could be executed in the future. The research should give Samsung Estonia a clear overview of the best strategy for social media networks, how and which volume would be the best for creating the content and who is the main active audience on those sites.

This section of the master thesis explains the methods and materials used for the research. Section 2.1 introduces the research method, section 2.1.1 describes the questionnaire which is used for the research and section 2.1.2 will give an overview about the content of Samsung Estonia Facebook, Twitter and Instagram page. Finally, section 2.2 discusses the potential limitations of this research.

2.1. Research Method

The empirical research is divided into two main parts – a quantitative survey, and a social media network experiment. The research has been planned and executed based on the key principles of the ICC/ESOMAR code (ESOMAR 2011).

In order to answer the research question, the author used a quantitative online survey. Compared to qualitative methods, quantitative survey has the advantage of enabling to collect and analyse the data faster and more easily. It is possible to conduct a statistical analysis of the results, which is not possible in case of qualitative data. However, the drawback of a quantitative study is that its structure and content are pre-determined, meaning that there is a risk of missing some aspects of the research topic that may be relevant. Open-ended questions can be used to mitigate this risk – in case of open-ended questions respondents have the opportunity to give free-form answers to questions where the response list cannot be pre-determined or where open-ended information could give additional insights. The advantage of using a web-based survey is the speed, flexibility and low cost, but the disadvantage is the lack of coverage, privacy concerns and design issues (Neuman 2006).

The target sample of the survey is the active user base of Samsung Estonia social media networks such as Facebook, Twitter and Instagram. The survey was posted on these social media sites, inviting all active users to participate in the survey. The survey was conducted in a period of 07.04.2014 to 25.04.2014 in Estonian language and in the SurveyMonkey platform. In order to reach as many respondents as possible, the survey was conducted as a research campaign with the prize of 5 Samsung gift bags.

According to Kumar (2002), experiment is a method of testing hypothesis by observing the effect on a depend variables of the manipulation of an independent variable. The basic factor of the experimental method is the control over the subject of study and manipulation of the independent variable to study its effect upon the dependent variables. Experiments may be divided into five different classes according to the type of nature, setting and extent of control and the techniques adopted for manipulating the variables: (1) trial and error experiment, (2) controlled observational study, (3) natural experiment, (4) ex-post-facto experiment and (5) laboratory experiment. Natural experiment is also known as field experiment were it is conducted in the natural settings (Kumar 2002). Natural experiment has been used for studying a wide variety of techniques and methods such as advertising techniques, training methods and effectiveness of marketing strategies.

Regarding the experiment, the natural experiment method is used to test the authors' hypothesis: publishing three times more content on Samsung Estonia social media sites increases the activity of the users by at least 50% in each social media channel. The author

first gathers the insights from Facebook, Twitter and Instagram in order to have control data for the future comparison. It includes all the content which is published between 31st of March until 6th of April. The sample of the experiment is the users of Samsung Estonia social media sites who are active between 07.04.2014 – 25.04.2014.

2.1.1. Research Questionnaire

The purpose of the questionnaire is to:

- what is the profile of the active users;
- what devices are they using;
- how the monetary value of the prize affects social media campaigns;
- what time are they online;
- what do they expect from Samsung Estonia social media sites;
- what kind of content and information they would want to see in the future on Samsung Estonia social media sites.

Based on the results of the survey, the author generates Samsung Estonia average active users profile.

The research questionnaire is based on theoretical materials and the aims of this master thesis. The questionnaire is divided into six main parts: (1) Personal questions about users; (2) Questions regarding the usage habits of social media networks; (3) Questions related to Samsung Estonia social media pages; (4) Questions related to social media prize games; (5) Questions regarding the smart device which users use for visiting social media sites, and (6) Likelihood of recommendation.

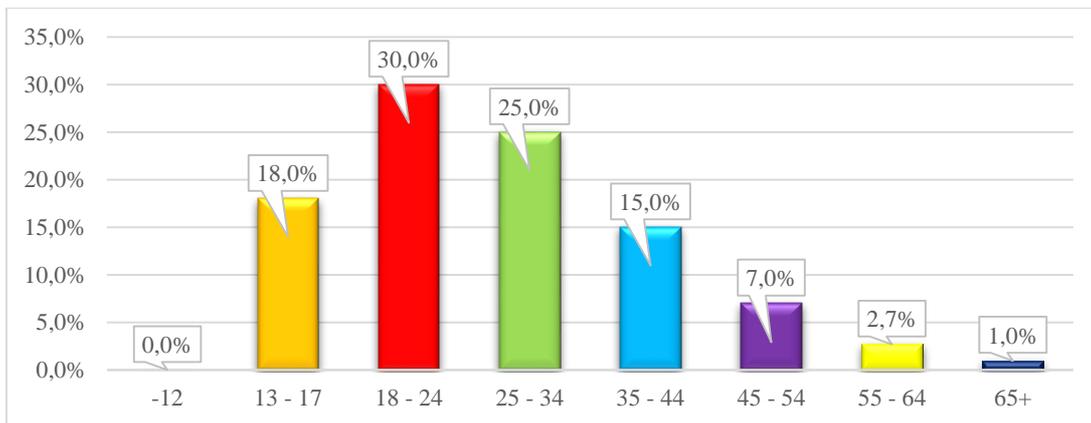


Figure 1. Facebook insight age groups. Source: Facebook (online webpage). <https://www.facebook.com/samsungee?sk=insights§ion=navPeople> (28.03.2014).

2.1.2. Social Media Network Experiment

The aim of the experiment is to test the authors' hypothesis: publishing three times more content on Samsung Estonia social media sites increases the activity of the users by at least 50% in each social media channel. The research hypothesis is based on theory of the authors' observations during in his work. The experiment is conducted by generating an increased volume of content on Samsung Estonia social media pages in Facebook, Instagram, Twitter, and then analysing how the increase in content affected the user base of these pages.

In the pre-experiment stage of the experiment was to consolidate content from the Samsung Estonia social media sites where the experiment was conducted. It includes all the content which is published between 31st of March until 6th of April. In the second stage the content is divided into groups based on their characteristic. In the third stage the content is multiplied by two and published on the sites during the experiment week 1. In the fourth stage the content is multiplied by three and published on the sites during the experiment week 2. In the last stage the result will be analysed and generate suggestions for Samsung Estonia.

The sample of the experiment is the users of Samsung Estonia social media sites who are active between 07.04.2014 – 25.04.2014. The experiment was conducted in Samsung Estonia Facebook, Twitter and Instagram social media page.

- Post 2, post 3, post 4 and post 10 are categorized as entertaining content
- Post 5, post 6, post 7 and post 8 are related to directly products and are grouped as product content
- Post 12 is puzzle game for Facebook users and it has prize for the winner, this post is grouped as prize game.

Therefore there are 3 posts related to ongoing campaign, 4 posts grouped as entertaining content, 4 posts referring directly to products and 1 post of prize game. In order to analyse the content data the author gathered the users statistics from Samsung Estonia Facebook page of the 12 content posts from the period 31st of March until 6th of April. During the period, Samsung Estonia Facebook content received in total XX shares, XX likes, XX comments, XX reach, XX post clicks and XX new fans (see Appendix 3).

The experiment was conducted in two stages during the period of 07.04.2014 – 20.04.2014 in Samsung Estonia Facebook page. In the first stage all the content was multiplied by two (see Appendix 5) and was published between 7th and 13th of April. During that period the author published 6 posts regarding ongoing campaigns, 8 entertaining posts, 8 product related posts and 2 prize games. All the 24 Facebook posts were posted within a period of 7 days and there was at least 3 hour gap between the content posts. In the second stage of the experiment the content was multiplied by three (see Appendix 7) and was published between 14th and 20th of April. During that period the author published 9 posts regarding ongoing campaigns, 12 entertaining posts, 12 product related posts and 3 prize games. All the 36 Facebook content posts were posted during a period of 7 days with minimum of 3 hour gap between the posts.

The second social media site which the author selected for this research is the most popular microblog platform (as mentioned in section 1.2.2.) Twitter. During the period of 31st of March until 6th of April, Samsung Estonia posted 7 tweets total in Twitter, as shown on Figure 3. The author divided Twitter posts into groups the same way as the Facebook posts based on their characteristics:

- Tweet 3 and tweet 4 are related to Samsung products and are grouped as product content;
- Tweet 1 and tweet 2 are campaign tweets and are grouped as ongoing campaigns;
- Tweet 5 is referred as entertaining tweet;

- Tweet 6 and tweet 7 are retweets from other Twitter users;

During the period of 31st of March until 6th of April Samsung Estonia posted 7 tweets in total, received 23 link clicks, 2 favourite clicks, 2 Samsung Estonia tweets got retweeted, 0 replies and 5 new followers (see Appendix 8).

<p style="text-align: center;">Tweet 1</p>	<p style="text-align: center;">Tweet 2</p>	<p style="text-align: center;">Tweet 3</p>	<p style="text-align: center;">Tweet 4</p>
<p style="text-align: center;">Tweet 5</p>	<p style="text-align: center;">Tweet 6</p>	<p style="text-align: center;">Tweet 7</p>	

Figure 3. Samsung Estonia Twitter content (drawing by the author).

The experiment was conducted in two stages during the period of 07.04.2014 – 20.04.2014 in Samsung Estonia Twitter page. In the first stage all the content was multiplied by two (see Appendix 10) and was published between 7th and 13th of April. During that period the author published 4 tweets related to Samsung products, 4 tweets regarding ongoing campaigns, 2 entertaining content tweets and 4 tweets from other Twitter user pages. All the 14 tweets were divided on given period of 7 days and there was at least 4 hour gap between the tweets. In the second stage of the experiment the content was multiplied by three (see Appendix 12) and was published between 14th and 20th of April. During that period the author published 6 tweets related to Samsung products, 6 tweets regarding ongoing campaigns, 3 entertaining content tweets and 6 tweets from other Twitter user pages. All the 21 tweets were posted during the period of 7 days and there was at least 4 hour gap between posting the tweets.

The third social media network which the author selected for this master thesis is Instagram, where users have the opportunity to share their life with friends through series of photos and videos (as mentioned in section 1.2.3.). During the period of 31st of March until 6th of April, Samsung Estonia posted 4 pictures into Samsung Estonia Instagram profile as it is shown on Figure 4.

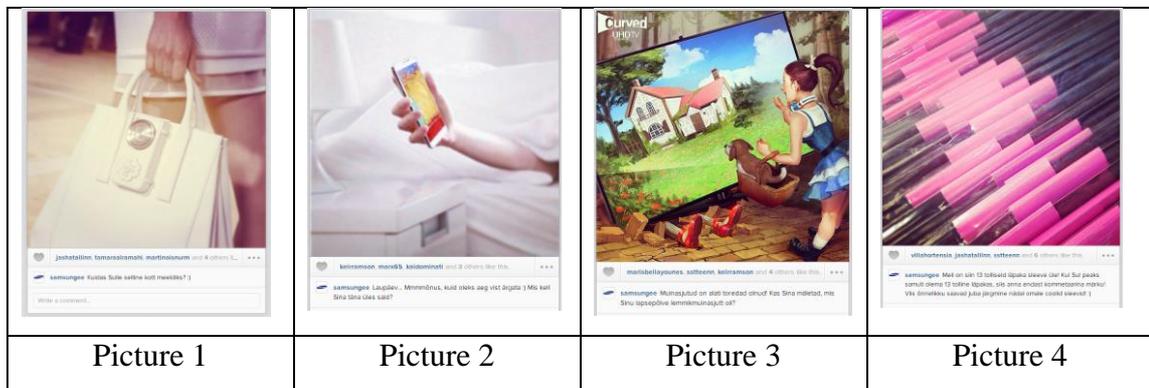


Figure 4. Samsung Estonia Instagram content (drawing by the author).

The author divided Instagram posts into groups with small changes but overall the same way as the Facebook and Twitter content, based on their characteristics:

- Picture 1 and picture 2 are published as entertaining content;
- Picture 3 is related to Samsung product which is grouped as product content;
- Picture 4 is prize game.

During the period of 31st of March until 6th of April Samsung Estonia posted 4 pictures in total, received 29 likes, 12 comments and 1 new Instagram follower (see Appendix 13).

The experiment was conducted in two stages during the period of 07.04.2014 – 20.04.2014 on Samsung Estonia Instagram page. Because in the control week there were no ongoing campaign posts the author added ongoing campaign post type into the Instagram experiment. In the first stage of the experiment Instagram content was published between 7th and 13th of April. During that period the author multiplied the content volume by (see Appendix 15) two and published 1 picture related to a Samsung product, 2 pictures regarding ongoing campaigns, 3 entertaining content pictures and 2 prize games – 8 pictures in total. The pictures were posted within a period of 7 days and there was at least 5 hour gap between the pictures. In the second stage of the experiment the content was

multiplied by three (see Appendix 17) and was published between 14th and 20th of April. During that period the author published 1 picture related to Samsung product, 2 pictures regarding ongoing campaigns, 6 entertaining content pictures and 3 prize games – 12 pictures in total. All the pictures were divided on given period of 7 days and there was at least 5 hour gap between posting the pictures.

2.2. Research Method Limitations

As social media is a relatively new field in marketing and it is still evolving continuously, there is a limited amount of academic research available on this topic. Most of the books about social media have chosen between two different sides of studies. A large part of them are written as manuals or guides for marketers how to create their own social media sites and how to manage these, but not really analysing the consequences – whether they are positive or negative for the company.

As for the empirical part of the research, the survey and experiment were conducted on Samsung Estonia Facebook, Twitter and Instagram pages. The result of the research is only valid for a specific period of time, because there are several factors (users profile, interest for social media, device usability) which can change in the near future.

In addition, it was difficult to reach Twitter and Instagram users with the questionnaire because of the characteristics of those two social media sites. Twitter has a limitation on the length of the post, meaning that the survey invitation needed to be very brief; and Instagram is a photo / video platform which is not optimal for spreading the invitation to the survey. Regarding the master thesis experiment, those two platforms worked.

3. RESULTS AND DISCUSSION

CONCLUSION

The aim of the research was to explore how the volume of content in Samsung Estonia Facebook, Twitter and Instagram channels affects the users' responsiveness, what is the profile of the most active users, how the monetary value of the prize affects social media campaigns and what is the Net Promoter Score for Samsung Estonia among social media users. The author conducted a survey among Samsung Estonia social media users and carried out experiment in Samsung Estonia Facebook, Twitter and Instagram pages.

In this part of the master thesis the author will give answers to the research questions, and suggests possibilities for future research.

In the experiment of investigating the effect of increased social media content on the user base of Samsung Estonia social media channels, the author managed to prove the hypothesis that publishing three times more content on Samsung Estonia social media sites increases the activity of the users by at least 50% in each social media channel.

While the experiment proved the hypothesis, the author suggested three different strategies for Samsung Estonia three social media channels: Facebook, Twitter and Instagram. The best strategy for Samsung Estonia Facebook page would be optimal to make 24 content post per week which raised the amount of shares by 60.9%, total post likes by 102.9%, total comments by 61.2%, fan base rose by 9.9%, post clicks by 22.5% and posts reach increased by 156.3%. For Twitter profile the most optimal strategy would be 21 tweets per week which raised the amount of link clicks by 191.3% and new followers by 40.0%. Based on the Instagram experiment results the author suggest for Samsung Estonia to publish 8 pictures per week which raised the total amount of likes by 462.1% and comments by 350.0% during the experiment.

Based on the thesis survey the author can generalize the average Samsung Estonia social media active user profile:

Socio-demographic profile: The average active user of Samsung Estonia social media channel is female in the age group 25 to 34 of age. She is full time employee who has used Facebook, YouTube and Google+ social media networks in the last 12 months.

Usage of social media sites: She is most active on Facebook, she spends up to 2 to 3 hours a day in the sites and she has around 101 to 200 friends in social media networks total. She is using social media for entertainment purposes and for following she's friends. She has started following new company pages during the last 30 days in order to receive information on new products and to participate in social media prize game. Usually she visits Samsung Estonia social media pages twice a week and the most favorite is the Samsung Estonia Facebook page. She is hoping to get from the Samsung Estonia Facebook page information regarding new products, the opportunities of different product usability and prize winning campaigns.

Devices owned by the social media users: She owns smartphone and laptop computer which she is using for visiting social media sites as well. On a daily basis she spends 0 to 1 hour on smartphone and 2 to 3 hours on computer. Based on her positive user experience she would recommend Samsung product also to her friends.

Regarding the monetary value of the prize, the results shows that most of the times the monetary value of the prize is rather not important even if the monetary value of the prize starts from 1€. Usually users participate a few times a week in social media prize games and they are willing to become a Facebook page fan, click "Like" on the campaign post, share it and leave a comment. They would definitely not add a personal video or a picture to participate. They prefers trivia, brain and picture puzzle games and they would not participate in video contest. On the down-side, they have not won anything through social media channels so far.

Finally the author calculated Net Promoter Score among Samsung Estonia social media users which helps companies to measure and evaluate the loyalty of the consumer. For Samsung Estonia the Net Promoter Score is % which allows now for Samsung to compare the loyalty of the consumer number with other brands and companies on the market.

Regarding the limitations of this thesis, it is important to take into account that the social media pages are in constant development in terms of their options and settings, which could affect the application of these results in the future. Also the social media users can change in terms of their interest and habits. The author suggest for Samsung Estonia to conduct the same kind of research every year in order to keep the optimum social media strategy up-to-date.

The author also suggests that as a possibility of further research, it would be interesting to research the connection between the social media content posts, the posts visuals and the activity rate of the users. In addition, the author suggests to investigate smaller brand pages to explore the profile of their active users and analyse the difference between the average user profiles of the pages of large brands versus small brands.

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APPENDICES

Appendix 1. Social Media Questionnaire

Dear respondent!

Welcome to Samsung Estonia social media survey. We kindly ask you to fill this questionnaire so we could have a better overview of our active fan base, social media usability and Samsung Estonia social media content. It will take you up to 15 minutes to fill up the questionnaire and when you are finish just submit it. All responses will remain anonymous and the results of this questionnaire will be used for social media content creation and developing new marketing activities. We kindly ask you to follow the instructions given by marking the appropriate answer.

Many thanks for your cooperation!

Samsung Estonia

Appendix 2. Social Media Questionnaire in Estonian Language

Hea ankeeditäitja!

Tere tulemast Samsung Estonia sotsiaalmeediauuringusse. Palume Sul täita käesolev küsimustik, et saaksime parema ülevaate oma aktiivsete fännide, sotsiaalmeedia kasutatavuse ja Samsung Estonia sotsiaalmeedia sisu kohta. Ankeedi täitmine võtab aega kuni 15 minutit ning pärast ankeedi täitmist palume Sul see kinnitada. Kõik vastused jäävad anonüümseks, tulemusi kasutatakse sotsiaalmeedia sisu loomise ning uute

turundustegevuste väljatöötamisel. Vastamisel palume lähtuda antud juhistest märgistades oma sobilik vastusevariant.

Suur tänu koostöö eest!

Sul on jäänud antud küsimus vastamata, palun anna sellele oma vastus.

Sinu Samsung

Appendix 3. Samsung Estonia Facebook Page Data – Control Week

Appendix 4. Samsung Estonia Facebook Page Data – Experiment Week 1

Appendix 5. Samsung Estonia Facebook Page Posts – Experiment Week 1

<p>Samsung Eesti Täna alustame Samsungi sotsiaalmeeauuringut! Palume Sul täita küsimustik, et saaksime parema ülevaate sotsiaalmeeu- dast tuleviku kohta. Kõigi vastanute vahel läheb koost 5 Samsungi kingikotti, mis loostakse välja juuda 20.04.2014. Küsimustiku leiad siit: http://svy.mk/1C2Dkg3 Kui Sul on küsimustik vastatud, siis võid seda postitust ka oma sõpradega jagada Meeldib · Kommenteer · Jaga · 211 · 166 · 391 · 7. aprill kell 8:00</p>	<p>Samsung Eesti Ei tea, mida ta küll mõelda võiks? Mis Sina arvad? Meeldib · Kommenteer · Jaga · 61 · 89 · 1 · 7. aprill kell 11:00</p>	<p>Samsung Eesti Curvosol! Avasta võlu maailma koos Samsung Curved UHD teleriga. Samsungi tehnoloogia ning teleri nõgus disain annab Sulle täiesti uue filmeilamuse, mis sunnib Sind kõike filme uuesti ja uuesti vaatama! Tahaksid seda oma silmaga näha? Meeldib · Kommenteer · Jaga · 27 · 2 · 7. aprill kell 14:00</p>	<p>Samsung Eesti koos kasutajatega Kätlin Maasik ja Veijo Raudsepp AUHINNALOOS ON LÕPPENUD! Pajju õnne, Jevgeni Jõksi! Kirjuta meie FB postkasti hiljemalt 16.04.2014 ning me anname Sulle teada, kuidas Sa oma auhinna kätte saad 😊 Kas Sina leiad õige kõrvaklappide paari, mis viivad telefoni?... Vaata veel Meeldib · Kommenteer · Jaga · 960 · 2 069 · 1 549 · 8. aprill kell 8:00</p>
<p>Post 1</p>	<p>Post 2</p>	<p>Post 3</p>	<p>Post 4</p>
<p>Samsung Eesti Oled Sa kunagi rubriku kuubiku ära lahendanud? Samsung Galaxy S4 tegi seda 3,293 sekundiga! Vaata actionit siit: http://bit.ly/1rmauXk Meeldib · Kommenteer · Jaga · 56 · 7 · 4 · 8. aprill kell 11:00</p>	<p>Samsung Eesti 11.04.2014 kell 11:11! See on otuline aeg sest Samsung #GalaxyS5 on kohal! Lisa ennast juba täna järjekorda ning osale virgete auhindade toomisises http://on.fb.me/1ChWVEu Kas Sa osaled juba mängus, siis kiiki „Meelid“ 😊 Meeldib · Kommenteer · Jaga · 143 · 63 · 63 · 8. aprill kell 14:00</p>	<p>Samsung Eesti Samsung #GearFit tauts nõuab enda kandmist Sinu käel! Selle disain ühendab endas tehnoloogiat viimase sõna ning kasutajamugavuse, mida on raske mujalt leida. See on esimene kumera Super AMOLED ekraaniga nutikeel, mis on Sinu kaaslasteks ka sportimisel. Liiga meelid! Meeldib · Kommenteer · Jaga · 66 · 11 · 2 · 8. aprill kell 17:00</p>	<p>Samsung Eesti Kas Sa oled valmis olema esimene? Juba sellel reedel! Tasub olla Viru keskuse EMT ja Elioni poes, kell 11.11.11 10 esimest Samsung #GalaxyS5 ostjat saavad endale täiesti TASUTA Gear Fit nutikeelid! 😊 Meeldib · Kommenteer · Jaga · 61 · 8 · 32 · 9. aprill kell 8:00</p>
<p>Post 5</p>	<p>Post 6</p>	<p>Post 7</p>	<p>Post 8</p>

<p>Samsung Eesti küsi albumisse "Samsung Galaxy S5 @Mokry? 20 aast fobit — Eike TTU meeltry mäge esitelti uut Samsungi loovaleva Galaxy S5 ja Gear 2, Gear 2 Neo ja Gear Fit nutkelaist. Samuti arhi ülevaade mobiilifoneid kasutamise tarkpungist, kus peamised soovid kasutajate poolt olid aku kestvuse, muusikandmise ning arvutitega kiirese parendamine.</p> <p>Vaata eile toimusid ürituse galeriid siit!</p>  <p>Meeldib · Kommenteeri · Jaga · 13 · 10. aprill kell 11:07 · ʘ</p>	<p>Samsung Eesti</p> <p>Kuidas Sina oma päeva tavaiselt sisustad?</p>  <p>Meeldib · Kommenteeri · Jaga · 26 · 1 · 9. aprill kell 14:00 · ʘ</p>	<p>Samsung Eesti</p> <p>Vinane võitlus oxa saada Samsung Galaxy S5 mängus ning osaleda Gear Fit nutkela koostises!</p> <p>Vaata, mida Sa seleks teema pead: http://on.fb.me/ChVWEu</p> <p>Kui osaled juba, siis vajuta „Meeldib“</p>  <p>Meeldib · Kommenteeri · Jaga · 614 · 147 · 153 · 10. aprill kell 8:00 · ʘ</p>	<p>Samsung Eesti</p> <p>Samsung Galaxy S5 teeb seda esimesena! See on esimene nutitelefoni ajaloos, mis tuleb müügie samal ajal üle maailma - kohaliku ajagärgi tootmiskult!</p> <p>Homme kell 11:11 Viru keskuse EMT ja Elioni poes! 10 esimest õnnelikku saavad tasuta kaasa Samsung Gear Fit nutkela!</p> <p>Ära jää rongist maha ning ole esimene!</p>  <p>Meeldib · Kommenteeri · Jaga · 36 · 11 · 6 · 10. aprill kell 11:00 · ʘ</p>
<p>Post 9</p>	<p>Post 10</p>	<p>Post 11</p>	<p>Post 12</p>
<p>Samsung Eesti</p> <p>Uus Samsung #GalaxyCamera2 aitab Sul taasvastada pidistamise ja jagamise tähendus! Keilega Sina oma pilte tavaiselt jagad?</p>  <p>Meeldib · Kommenteeri · Jaga · 23 · 9 · 3 · 10. aprill kell 14:00 · ʘ</p>	<p>Samsung Eesti</p> <p>Tuttav tunne? Ära siis Galaxy Tab Pro tahvitit maha unusta</p>  <p>Meeldib · Kommenteeri · Jaga · 32 · 12 · 3 · 10. aprill kell 17:00 · ʘ</p>	<p>Samsung Eesti</p> <p>Kas Sina oled juba kõik floppy diskid ära visanud? Need, kes veel ei tea, siis neid on super hea kasutada tassialustena</p>  <p>Meeldib · Kommenteeri · Jaga · 27 · 2 · 11. aprill kell 8:00 · ʘ</p>	<p>Samsung Eesti</p> <p>Viimane aeg võtta suund Viru keskuse poole!</p> <p>10 esimest Galaxy S5 ostjat saavad TASUTA Gear Fit nutkela!</p> <p>Sa ju tahad olla esimene!</p>  <p>Meeldib · Kommenteeri · Jaga · 45 · 8 · 4 · 11. aprill kell 10:20 · ʘ</p>
<p>Post 13</p>	<p>Post 14</p>	<p>Post 15</p>	<p>Post 16</p>
<p>Samsung Eesti küsi albumisse "Samsung Galaxy S5 on kohal" 23 uut fobit — Kõnialaja: Andro Hattiko</p> <p>Täna, 11. aprillil täpselt kell 11:11 hakkas ülemiselt müüma uut Samsung Galaxy S5 telefoni. Esitis sai telefoni esimeses õnnelikus omanikuks Aleksander, kes on selle telefoni Eestisse jõudmist oodanud alates veebruarist kuust. Uus Galaxy S5 telefon mõõts ära ka esimese ostja sudameelõõd vahetult enne müügi algust, milleks oli 99 looke minutit.</p> <p>Vaata galeriid pidulikest lühidokumest ning esimestest ostjatest.</p>  <p>Meeldib · Kommenteeri · Jaga · 105 · 14 · 11. aprill kell 12:00 · ʘ</p>	<p>Samsung Eesti</p> <p>PILDIMÄNG ON LÕPPENUUD!</p> <p>Palju õnne, Mairin Kask! Palun kirjuta hiljemalt 10.04.2014 meie Facebooki postkasti ning me anname Sulle juba edasised juhised, kuidas Sa oma kingituse kätte saad</p> <p>Kas Sina tead pildil Smart TV logo? ...</p> <p>Vaata veel!</p>  <p>Meeldib · Kommenteeri · Jaga · 609 · 1531 · 1156 · 11. aprill kell 17:03 · ʘ</p>	<p>Samsung Eesti</p> <p>Naerata, pildistan! Mis Sina selle pildi peakirjaks paneksid?</p>  <p>Meeldib · Kommenteeri · Jaga · 63 · 72 · 3 · 12. aprill kell 8:00 · ʘ</p>	<p>Samsung Eesti</p> <p>1980 vs 2014. Vinüüdid on unustatud ning SSD kettad on tulnud. Hoia oma muusikat kindlalt! Samsungi SSD kettal ning vaheta juba täna oma HD ketas SSD vastu</p> <p>Kas Sina oled juba upgrade! ära teinud?</p>  <p>Meeldib · Kommenteeri · Jaga · 12 · 8 · 1 · 12. aprill kell 11:00 · ʘ</p>

<p style="text-align: center;">Post 17</p>	<p style="text-align: center;">Post 18</p>	<p style="text-align: center;">Post 19</p>	<p style="text-align: center;">Post 20</p>
			
<p style="text-align: center;">Post 21</p>	<p style="text-align: center;">Post 22</p>	<p style="text-align: center;">Post 23</p>	<p style="text-align: center;">Post 24</p>

Appendix 6. Samsung Estonia Facebook Page Data – Experiment Week 2

Appendix 7. Samsung Estonia Facebook Page Posts – Experiment Week 2

Appendix 8. Samsung Estonia Twitter Page Data – Control Week

Appendix 9. Samsung Estonia Twitter Page Data – Experiment Week 1

Appendix 10. Samsung Estonia Twitter Page Tweets – Experiment Week 1

 <p>Tweet 1</p>	 <p>Tweet 2</p>	 <p>Tweet 3</p>	 <p>Tweet 4</p>
 <p>Tweet 5</p>	 <p>Tweet 6</p>	 <p>Tweet 7</p>	 <p>Tweet 8</p>

<p>Samsung Eesti @SamsungEE · Apr 11 Võimane võimalus! 10 esimest Galaxy S5 ostjat saavad TASUTA Gear Fit nutikella! Sa ju tahad olla esimene! :) pic.twitter.com/S68N02YOLX</p>  <p>10:21 AM - 11 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>	<p>Samsung Eesti @SamsungEE · Apr 11 Samsung #GalaxyS5 on tänasest üie maailma saadaval! Kasuta võimalust ning tule uurimat :) pic.twitter.com/oe0d0H4EIL</p>  <p>7:29 PM - 11 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>	<p>Samsung Eesti @SamsungEE · Apr 12 Laupäev, mõnisi küaldas Sina tänase päeva sisustad? pic.twitter.com/HUGGEO1gju</p>  <p>11:36 AM - 12 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>	<p>Retweeted by Samsung Eesti Samsung Camera @SamsungCamera · Apr 11 The key to taking a good selfie? Having fun with angles! By meagan cignoli wefefelkx.h0m0n0r1 http://samsung.c... vine.co/v/M5WkUgR5ag</p>  <p>View SamsungCamera's post on Vine The key to taking a good selfie? Having fun with angles! By meagan cignoli wefefelkx.h0m0n0r1 http://samsung.com/v</p>
<p style="text-align: center;">Tweet 9</p>	<p style="text-align: center;">Tweet 10</p>	<p style="text-align: center;">Tweet 11</p>	<p style="text-align: center;">Tweet 12</p>
<p>Samsung Eesti @SamsungEE · 12h 1980 vs 2014 - viinuid asendatud #SSD ketastega!?!? Kas Sina oled juba upgrade'i ära teinud? Retweet, kui oled :) pic.twitter.com/cm1o4CPdvS</p>  <p>11:45 AM - 13 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>	<p>Samsung Eesti @SamsungEE · 5h Kas Sina juba osaled meie sotsiaalmeediauuringus? Palume Sul täita ankeet ja osale loosimises: svy.mk/1e2GYTE pic.twitter.com/5nKST5v7w</p>  <p>6:55 PM - 13 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>		
<p style="text-align: center;">Tweet 13</p>	<p style="text-align: center;">Tweet 14</p>		

Appendix 11. Samsung Estonia Twitter Page Data – Experiment Week 2

Appendix 12. Samsung Estonia Twitter Page Tweets – Experiment Week 2

 <p>Tweet 1</p>	 <p>Tweet 2</p>	 <p>Tweet 3</p>	 <p>Tweet 4</p>
 <p>Tweet 5</p>	 <p>Tweet 6</p>	 <p>Tweet 7</p>	 <p>Tweet 8</p>

<p>Samsung Eesti @SamsungEE · Apr 16 Samsung #GalaxyS4zoom lubab Sul järeldustada kõige pisemad detailid oma 10x zoomiga pic.twitter.com/KC7KCV924g</p>  <p>7:28 PM - 16 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>	<p>Retweeted by Samsung Eesti Samsung Camera @SamsungCamera · Apr 17 With its Tiltable EVF, the #HX30 helps you stay on track without bending over backwards. vine.co/vM1TFZuGzEe</p>  <p>SamsungCamera's post on Vine With its Tiltable EVF, the #HX30 helps you stay on track without bending over backwards.</p>	<p>Samsung Eesti @SamsungEE · Apr 17 Ole esimesle seas ning sõida Berliini jalgpalli finaalmängule: bit.ly/1IH2P0 pic.twitter.com/AZP0W4ZV</p>  <p>2:15 PM - 17 Apr 2014 · Details Flag media</p>	<p>Samsung Eesti @SamsungEE · Apr 17 Sõimejäljehiija, püsiandur... nagu oleks seade spioonfilmist - tegeikuit on see #GalaxyS5. pic.twitter.com/m9OUZkRRE</p>  <p>7:17 PM - 17 Apr 2014 · Details Flag media Collapse Reply Delete Favorite More</p>
<p style="text-align: center;">Tweet 9</p>	<p style="text-align: center;">Tweet 10</p>	<p style="text-align: center;">Tweet 11</p>	<p style="text-align: center;">Tweet 12</p>
<p>Retweeted by Samsung Eesti Samsung Televisions @SamsungTV · Apr 17 Samsung Football Mode: No other TV puts you closer to the action. pic.twitter.com/Bzz2gms8ya</p> 	<p>Samsung Eesti @SamsungEE · Apr 18 Mõned päevad on veel jäänud, et osaleda Samsungi sotsiaalmeediauuringus: svy.mk/1e2GYTE pic.twitter.com/WWY15dFD</p>  <p>TULE OSALE SAMSUNG SOTSIAALMEDI AUURINGUS</p> <p>5:07 PM - 18 Apr 2014 · Details Flag media</p>	<p>Samsung Eesti @SamsungEE · Apr 18 Uus Samsung #GalaxyCamera2 on varustatud 21x Super Long Zoom funktsiooniga, et midagi Suule liiga kaugelt ei jääks :) pic.twitter.com/OJenk1mmCZ</p>  <p>7:00 PM - 18 Apr 2014 · Details Flag media</p>	<p>Samsung Eesti @SamsungEE · Apr 19 Ara unusta, et hetkel meil on Samsung Curved UHD TV kampaania käimas: bit.ly/1IH2P0 pic.twitter.com/2KE3aajZ0</p>  <p>11:59 AM - 19 Apr 2014 · Details Flag media</p>
<p style="text-align: center;">Tweet 13</p>	<p style="text-align: center;">Tweet 14</p>	<p style="text-align: center;">Tweet 15</p>	<p style="text-align: center;">Tweet 16</p>



Tweet 17



Tweet 18



Tweet 19



Tweet 20

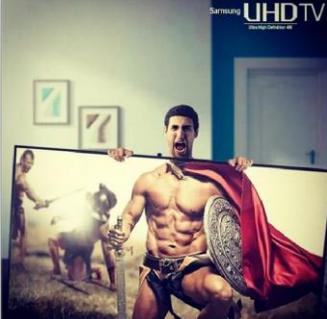


Tweet 21

Appendix 13. Samsung Estonia Instagram Page Data – Control Week

Appendix 14. Samsung Estonia Instagram Page Data – Experiment Week 1

Appendix 15. Samsung Estonia Instagram Page Posts – Experiment Week 1

 <p>TULE OSALE SAMSUNGI SOTSIAALMEEDIAUURINGUS</p> <p>koitane@jashatallinn, liivakar and 8 others like this.</p> <p>samsungee Täna tutvustame Samsungi sotsiaalmeediauuringuga ning palume ka Sinu sellest osa võtta! Uuringuga leiad meile profiilid kõigi vastajate vahel läheb loosi 5 Samsungi kingikotti! :)</p> <p>2 more comments</p>	 <p>marv65, angelilli, levalpeter@ and 15 others like this.</p> <p>samsungee Samsungi Galaxy S5 on lõpuks Eestis ja kõigile states needest ka saadaval! Miks ei võta reedeli kätt? Või Kristuse DM? Ja Eleri uues poes! 10 asimest saavad 55 ostmisel TASUTA kaasa Gear Fit nutikella! :)</p>	 <p>keirramson, levalpeter@, t4k70r and 6 others like this.</p> <p>samsungee Mõnemas reeglid rikuda ning arnime kõigile, kes meie 13 tallele järelvee te mõnuga osaleis. Samsungi sotsiaal meedia Sina kasutajani on sinu pilid, mis Sina oled võtja! Peaju Onnet Kõnuta oma e-mail ssa kommentaarina ning me võtame Sinuga ühendust! :)</p>	 <p>tamara@tamara@, keirramson, mrglobalwarming and 13 others like this.</p> <p>samsungee Kas Sina tead, mis tootega on tegemist? Kujuta oma vastus ssa kommentaarina ning tagi arvust! araf Juba homme loosime kõigi osalejate vahel välja 5 Samsungi kingi! :)</p>
<p>Post 1</p>	<p>Post 2</p>	<p>Post 3</p>	<p>Post 4</p>
 <p>keirramson, lindpalot, tetritammiste and 4 others like this.</p> <p>samsungee Pärikesed on äka ühtemoodi nunnud! Mis on Sinu või mõne Sinu sõbra najakas asi, mis peab kallimaga alati ühesugune olema? :)</p>	 <p>jashatallinn, rainar_, sstteenn and 7 others like this.</p> <p>samsungee Kas Sina juba osaled meile sotsiaalmeediauuringus? Vasta mõnele küsimusele ning osale vile kingikoti loomisises! :)</p>	 <p>marisbelayou@, jashatallinn, sstteenn and 8 others like this.</p> <p>samsungee Anna pildile peakeri ning juba homme saab üks õnnelik omate Samsungi kingikoti! :)</p>	 <p>akasemets, sstteenn, martin@isurm and 4 others like this.</p> <p>samsungee Võta vabalt ning naudi pühapäeva! Kuidas Sina tänase päeva suustad? :)</p>
<p>Post 5</p>	<p>Post 6</p>	<p>Post 7</p>	<p>Post 8</p>

Appendix 16. Samsung Estonia Instagram Page Data – Experiment Week 2

Appendix 17. Samsung Estonia Instagram Page Posts – Experiment Week 2

 <p>maribelayounes, sstteem, laurif28 and 3 others like this. ...</p> <p>samsungee Osta Samsung Curved UHD TV ja sõida Berliini jalgpalli maailmangol! Lähel või mis?</p> <p>mart384 mis liiga fraamangust juht?</p> <p>Write a comment...</p>	 <p>laurelilamaa, mart384, angelalill and 11 others like this. ...</p> <p>samsungee Millise coveri Sina oma telefonile võtaksid?</p> <p>7 more comments</p>	 <p>elvirchik, klumpk, leevapetene and 9 others like this. ...</p> <p>samsungee Arno pidid peaki ja võida juba õnn! Samsungi temotass</p> <p>11 more comments</p>	 <p>vilahortensia, karmopuk, viiart and 18 others like this. ...</p> <p>samsungee Kuldas oleks ühe kulatud NX300 kaameraga</p> <p>1 more comment</p>
<p>Post 1</p>	<p>Post 2</p>	<p>Post 3</p>	<p>Post 4</p>
 <p>slim_slipaaka, kerf90, hoiinatrako and 21 others like this. ...</p> <p>samsungee Samsung #GalaxyS5 on IP67-sertifikaadiga, mis teeb temast veekindel telefoni. Loomulikult ei ole soovitatav seda lihtsalt prooviks vette sügurema jätta</p> <p>1 more comment</p>	 <p>akasemets, maribelayounes, sstteem and 19 others like this. ...</p> <p>samsungee Ideaalne vahetpala enne tööpäeva lõppu</p> <p>Write a comment...</p>	 <p>slim_slipaaka, linnepik, jashetalinn and 13 others like this. ...</p> <p>samsungee Kohe-kohe on 5000 sammu täna tehtud! Alati #GearFit, et sammudeid silma peal hoida!</p> <p>linnapilol Lähel</p>	 <p>akasemets, slim_slipaaka, sstteem and 10 others like this. ...</p> <p>samsungee Mis Sina selle pildi pealkirjaks paneksid? Lisa oma vastus kommentaarina ning võida juba õnn! endale lähel Samsungi temotass</p> <p>5 more comments</p>
<p>Post 5</p>	<p>Post 6</p>	<p>Post 7</p>	<p>Post 8</p>



marilinz, marisbellyounes, martinoisnurm and 12 others like this...

samsungee Kuidas Sinu õhtu möödus? Meil oli palju palle #balloons :)

Write a comment...

Post 9



TULE OSALE SAMSUNGI SOTSIAALMEEDIAUURINGUS

tamaraalramahi, keiramson, helinatraks and 3 others like this...

samsungee Meeldetulets kõigile neile, kes veel ei ole osalenud Samsungi sotsiaalmeediauuringus! Viimane aeg küsimustik ära täita ning osaleda 5 kingikoti loomisises :)

Post 10



marisbellyounes, katrinsussi, sstteenn and 4 others like this...

samsungee AÜHINNAMANG! Kas Sina arvad ära, mis tootega on tegu? Kijuta oma vastus kommentaarina ning osale Samsungi kingikoti loomisises :) Võitja avalikustame järgmisel nädalal!

Post 11



katrinsussi, sstteenn, keiramson and 8 others like this...

samsungee Munad värvitud - aeg koksima hakata :)

Write a comment...

Post 12

SOTSIAALMEEDIA SISULOOME EFEKTIIVSUS JA SELLE AKTIIVSETE KASUTAJATE KÄITUMINE: SAMSUNG EESTI NÄIDE

Fred-Ander Pärn

Resümee

Käesoleva diplomitöö eesmärgiks oli uurida, kuidas sotsiaalmeedia sisuposituste maht mõjutab kasutajate käitumist Samsung Eesti Facebooki, Twitteri ja Instagrami lehekülgedel, millise profiiliga on kõige aktiivsemad kasutajad, kuidas sotsiaalmeedias läbiviidava mängu auhinna rahaline väärtus mõjutab selle osavõtlikust ning mis on Samsung Eesti soovitusindeks sotsiaalmeedia kasutajate seas.

Antud diplomitöö raames viidi läbi eksperiment Samsung Eesti Facebooki, Twitter ja Instagrami lehekülgedel ning koguti kasutajate kohta andmeid läbi küsimustiku, mille valimi moodustasid kokku 2798 vastanut. Diplomitöö küsimustikk oli jaotatud 6 põhiossa, mille moodustasid:

1. Küsimused kasutajate vanuse ja soo kohta;
2. Küsimused sotsiaalmeedia kasutatavuse kohta;
3. Küsimused Samsung Estonia sotsiaalmeedia lehekülgede kohta;
4. Küsimused sotsiaalmeedia auhinnamängude kohta;
5. Kasutajate nutiseadmete kasutatavuse kohta;
6. Soovitamise tõenäosuse kohta;

Eksperimendi tulemusena selgitas autor välja, millised on kõige optimaalsemad lahendused Samsung Eesti Facebooki, Twitteri ja Instagrami kontole sisuposituste näol.

Eksperiment viidi läbi ajavahemikus 07.04.2014 kuni 20.04.2014, mille jooksul postitati kokku 60 postitust Facebookis, 35 postitust Twitteris ning 20 postitust Instagramis. Autori hüpotees leidis kinnituse ning ta pakkus Samsung Eestile välja kolm sisustrateegiat Facebooki, Twitteri ja Instagrami leheküljele. Facebooki lehel on kõige optimaalsem postitada 24 korda nädalas, Twitteri lehel 21 korda ning Instagrami lehel 8 korda nädalas.

Küsimustiku tulemusena koostas autor Samsung Eesti aktiivse kasutaja profiili:

Analüüsist selgus, et keskmine Samsung Eesti sotsiaalmeedia kasutaja on naine vanuses 25 – 34, kes käib tööl. Viimase 12 kuu jooksul on ta külastanud Facebooki, YouTubei ja Google+ sotsiaalmeedia võrgustikke. Kõige enam kasutab ta Facebooki, kus ta veedab keskmiselt 2 kuni 3 tundi päevas ning keskmiselt on tal 101 kuni 200 sõpra. Sotsiaalmeedia lehekülgi kasutab ta enim meelelahutusliku sisu pärast ja sõprade tegemiste jälgimiseks. Viimase 30 päeva jooksul on ta hakanud uute firmalehekülgede jälgijaks, et saada infot uute toodete kohta ning osaleda auhinnamängudes. Tavaliselt külastab ta Samsung Eesti sotsiaalmeedia lehekülgi 2 kuni 3 korda nädalas ning tema lemmikuks on Samsung Eesti Facebooki lehekülg. Kõige enam soovib ta saada Samsung Eesti Facebooki lehelt informatsiooni uute toodete, toodete kasutamisevõimaluste ning auhinnamängude kohta. Ta omab nutitelefoni ning sülearvutit, mida ta kasutab sotsiaalmeedia lehekülgede külastamiseks. Tavaliselt veedab ta päevas 0 kuni 1 tund nutitelefonis ning 2 kuni 3 tundi sülearvutis.

Sotsiaalmeedia mängude rahaline väärtus ei ole üldiselt kasutajatele oluline, isegi kui see algab 1 eurost ning keskmiselt osalevad kasutajad sotsiaalmeedia auhinnamängudes paar korda nädalas. Auhinnamängus osalemiseks on kasutajad nõus hakkama Facebooki lehe fänniks, vajutama „Meeldib“ antud postitusele, jagama seda oma sõpradega ning seda kommenteerima. Kasutajad ei ole nõus lisama isiklikku videot ega pilti, et osaleda auhinnamängus. Samsung Eesti kasutajate eelistuseks on mälumängud ja puslemängud, kuid nad ei ole nõus osalema foto- ja videovõistlusel.

Uuringus selgus, et Samsung Eesti soovitusindeks sotsiaalmeedia kasutajate seas on 58%, mis näitab kasutajate rahulolu ning lojaalsust. Uuringus ka selgus, et kasutajad soovivad Samsungi tooteid ka oma tuttavatele, kuna neil on nendega positiivsed kasutajakogemused.