Master Thesis
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The Relationship Between Environmental Cues on Facebook and Users' Behavior, in the Context of Online Environmental Psychology

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Abstract

The purpose of the thesis is to examine the effects of various environmental (social and design) cues on Facebook-users' behavior under different situational involvement levels. A model is proposed to test the effects of environmental cues of Facebook on users' emotional and cognitive states, which then affect their WOM (Word-of-Mouth) and intention to "Like" a fan page. A sample of 190 respondents participated in a survey experiment in the context of user-charity interaction on Facebook. The results of the research showed that there is a set of environmental cues on Facebook that significantly affects users' behavior. Manipulation checks showed that different levels of environmental cues have a significant effect on respondents' perceived social presence, appearance and content quality of a fan-page. The main analysis revealed a significant effect for environmental cues on pleasure and arousal, while situational involvement moderated this effect; respondents under high situational involvement reported greater Pleasure and Arousal than those respondents under low situational involvement. Users' emotions, subjective norms and attitude were found to be significant predictors of their intentions and WOM. Further analysis emphasized that females are more sensitive and emotional when it comes to Liking a fan-page for children and they have a biggest urge to support non-profits for children on Facebook than males.

Table of Contents

1. INTRODUCTION

Nowadays, companies, organizations and institutions use Social Networks more than ever before. Their major target using these modern means of communication is to directly interact with people. There are hundreds of social media platforms but Facebook is the prevailing one. The creation of a Facebook page, for instance, is the first step that a company might make in order to find itself closer to the public. Then, with various ways the right people will be attracted by the right pages and the interaction will be feasible. One of these various ways can be the structure and content of a page or more precisely its attributes. Although there are similar patterns that can be followed to construct Facebook pages, one can personalize his own with many ways. It would be interesting to investigate the influence of different atmospheric cues or attributes of a Facebook page on people's intention to start and maintain an interaction with this page. In essence, what organisations primarily want to obtain, is to acquire new fans and then retain the current fan base and make it more active. As a result, it would be interesting to observe whether the features, that the Facebook platform provides, can actually influence the perceptions of users towards brands, products or services.

1.1. Research relevance and motivation of the study

During the past years, social networking websites have radically changed the way people communicate. MySpace, Twitter, Facebook and hundreds of other social networks have reshaped the way people share ideas, information and interact with each other.

Interestingly, there are no studies examining the influence of Facebook page characteristics on users' perceptions to interact with companies, organizations or institutions on this platform. Many brands and organizations use their pages (mostly) to increase the awareness of their products, services, missions or goals by starting and maintaining an longitudinal interaction with Facebook users. This thesis will have as main goal to analyze the way that some Facebook fan-page attributes could affect users' behavior towards the interactin with and evaluation of this page.

It is crucial at this point to decide on which category of brands, organizations or institutions, this investigation will concentrate. According to the main results of two

studies of the University of Massachusetts Darmouth (2011) "the largest charities continue to outpace businesses and even academic institutions in their familiarity, use, and monitoring activity". What is more 97% of the charities in the US used Facebook, while 71% of the Fortune500 and 58% of Inc.500 companies did the same.

Unfortunately, there is a big issue rising from the lack of continuous and powerful monetary support from online users (Odgen & Starita, 2009;. Wong & Kamaruzaman Jusoff, 2011) . Nonetheless, concerning their goals through the use of social networks, the major ones are the awareness of their mission, publicity and general marketing (Odgen & Starita 2009). On the other hand people join charity events with main interests to obtain new friends, to be part of something, making a change, and personal self satisfaction (Diana M.L. Wong & Kamaruzaman Jusoff, 2011, p. 68).

As a result, social networks are valuable channels of communication for this specific industry, as they constitute helpful tools to spread the good cause virtually. Teenagers and youngsters, who are not financially independent and strong, are promarily the ones to spread the word on social networks and volunteer their time by doing so, as they are unable to make repeating donations.

The value of this kind of interaction is huge as it supports non-profits to build brand awareness in order to attract new donators and volunteers. In 2010, 779 billion dollars added, by products and services of non-profits, to the United States' gross domestic product (5.4% of GDP). In addition, these organisations are big employers, which is actually obvious by the fact that they account for the 9% of the economy's wages and over 10% of jobs in 2009 (Urban Institute, National Center for Charitable Statistics). Presumably, the quality of the relationship with their current supporters could also be enhanced through social networks. Chung-Shing Lee et. al. (2005) investigated the disruptive strategic innovation nature of "e-Philantropy" and they supported that there is a prevailing need for charities and NPOs to look at new types of relationship with benefactors.

According to Reed, D. (1998) the charities that were most popular in the age-range of 18–24 year olds, were those ones that were dealing with children, homelessness, Third World and environmental issues. As the sample in this survey will be mainly consisted of students of this (or near this) age group, we will construct a mock Facebook fan-page of a fictisious non-profit for children in order to perform the research for this thesis.

1.2. Research around Facebook social media network

Many types of sciences but especially Social Sciences have started focusing on the Facebook phenomenon, trying to understand and analyze this new kind of the world's engagement behavior. Discussions, around Facebook, have been mostly made in cyber-psychological and computer-mediated communication oriented journals (Mc Mahon, 2010). Correlations between social attitudes, personality traits like narcissism (Buffardi, 2008), and the usage of social networks have been demonstrated and based on evidence by many studies and research attempts.

Until October 2010, 66 peer-reviewed papers had dealt with Facebook as their main topic (Mc Mahon, 2010). The last three years, the number of Facebook users has almost doubled and as a result more studies on Facebook have been published, putting more knowledge around the "Facebook effect". One of the first articles published, concerned the relationship between the use of Facebook and the formation and maintenance of social capital (Ellison et al. 2007). In another multi-cultural-related study, there had been identified differences among American users and non-users of different cultures, in their preferences to social networks (Hargittai, 2007).

One of the primary academic questions around the use of Facebook concerned the exploration of motivation that drive people to engage in Facebook. Park et al. (2009) via a web-based survey of one thousand seven hundred college students collected data that helped them to find the main needs for participating in groups within Facebook. A factor analysis revealed that socializing, entertainment, self-status seeking, and information search/sharing, were these main needs. Similar dimensions of use have been also identified by Bond-Raack and Raacke (2010). In the latter case, the dimensions were similarly found to be information, friendship and communication.

Another study that had the same research target, combined two theories, the "network externalities" theory and the "motivation theory", in order to put more knowledge around the topic (Lin and Lu, 2010). Network externalities in their study were representing by three variables: the perceived number of Facebook members, the number of peers (the number of someone's friends that have joined Facebook), and the perceived complementary of Facebook (Lin and Lu, 2010). Usefulness and enjoyment were the two motivations that were mediating the effect of network externalities on continued intention to use the social network. The results suggest that

enjoyment is the biggest factor explaining users' continued use of Facebook, followed by number of peers and its usefulness (Lin and Lu, 2010). Additionally the number of peers and perceived complementarity seem to affect enjoyment and usefulness more than the number of members do (Lin and Lu, 2010).

It is apparent that Facebook enhances information sharing and this attribute is one of the most crucial features explaining the success of social networking sites, in general (Brandtzæg, 2010). So, someone would expect that privacy or risk perceptions could be also a major factor contributing to the decision to create a profile or not. Empirically speaking, privacy concerns have been found to be weak predictors of someone's membership to Facebook but age and student status found to highly correlate with Facebook membership status (A. Acquisti & R. Gross, 2006).

In the same context, some years later Fogel and Nehmad (2009) came to different conclusions. The results of the questionnaires that they developed implied that, with regard to social networking sites, those that already have a profile have greater risk taking attitudes comparing to those that do not have one. Probably because people slowly adentify risks in a new context. In addition, Christofides et al. (2009) have pointed out that Facebook surely provides many ways to communicate and share information but sometimes this procedure results the sharing of personal or sensitive information. They furthermore found that information exposure could be highly predicted by people's popularity needs, while persons with high self-esteem or low trust to others tend to control better the information or content they share online.

The academic society has tried several times to apply behavioral models like the theory of planned behavior (TBP) in the field of social networking, in order to analyze users' online behavior, with interesting findings. The Theory of Planned Behavior is a theory linking intentions to actual behaviors (Ajzen, 1991). For instance, it has been applied to understand partner-monitoring behavior on Facebook. Darvell et al. (2001) concluded that partner trust, attitude and subjective norms are significant predictors of intentions to engage in frequent Facebook partner-monitoring, while someone's self-esteem was not a significant predictor as they initially hypothesized.

In everyday life many believe that Facebook profiles help people create their ideal image and pass it on to their Facebook-friends. In order to examine this statement, one worth mentioning study investigated this assumption, from the opposite point of view, that Facebook profiles do reflect the actual personality. It is very interesting that the research evidence supported this assumption (Back et al.,

2010), but generalization of these results would be dangerous as the scope of the initial statement is very narrow. But when analyzing the correlations between specific personality traits and the use of Facebook, Mehdizadeh (2010) found that those that frequently check their profile pages and include too much self-promotional content are usually people with narcissistic personality traits and, generally speaking, belong to the group of people that spend more time on Facebook comparing to the average daily use figures.

Initially, Facebook was a platform devoted to help people interact with each other. It has been nine years since the birth of Facebook and the time for businesses, corporations, and organizations to be permitted to join the social network came almost two years after its invention. As a result most of these new kinds of Facebook members still don't have a clear idea of what is their role inside this network and what do they have to tell and share with their customers. This reality was also assured by an executive report of IBM Global Business Services (2011). One very interesting finding is that "companies have some misperceptions regarding why customers interact with them via social media". For most consumers that participated in this study, social media is a mean to engage with friends and family (70%) and to access news and entertainment (49% and 46% respectively). Only 23% of them perceive social media as a mean to interact with a brand. The main issue arises from the fact that companies perceive much differently this hierarchy of reasons why people find them on social sites, and it wouldn't be wrong to say that it is exactly the opposite (Graph 1). So, there is a gap between how these two groups perceive the purpose of this "meeting point" and a misunderstanding exists about what each one wants to share.

Reaching to the end of this part, it is important to mention the research of Anderson et al. (2012). Their work constitutes a great review of all the recent empirical work that deals with the major psychological aspects concerning the use of Facebook. In this paper they group twelve popular questions around Facebook psychology into three categories (antecedents of Facebook use, how individuals and corporations use Facebook, and psychological outcomes or effects of Facebook use) and they provide answers based on major empirical investigations. The review is one very important article that someone should initially read in order to begin his investigation on Facebook or social networking in general.
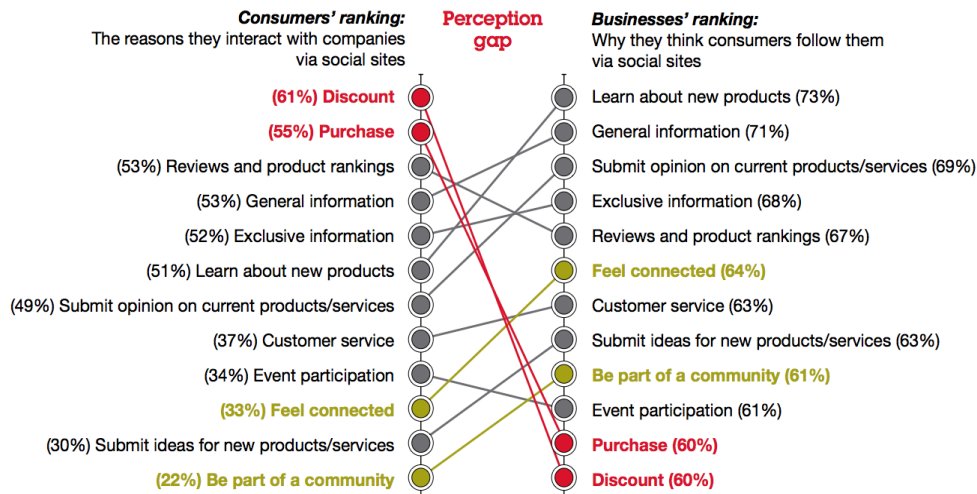
Graph 1

Source: IBM Institute for Business Value

1.3. Charitable behavior and its relationship with social media networks

Charity could be defined as the practice of benevolent giving. There are many types of charities and each one has its own goals that sometimes are overlapping each other. Nevertheless, the truth is that they share a common goal. All of them seek for volunteers, donations or corporate sponsorship to support their actions and goals (Wong and Jusoff, 2011).

But which are these main characteristics and traits of those people donating to charities? Roger Bennett (2003) stated that are some specific personality traits that might have a significant effect on someone's willingness to donate, like the strengths of an individual's empathetic predispositions, whether a person is religious, his or her self-esteem, and compassion or emotions of social responsibility. He furthermore underlies that it is academically well-known that perceptions that a charity does a great job, the existence of a good fit between a charity's beneficiaries and the donor, the brand image of the charity, 'helpers high' (i.e. positive feelings, calmness and other positive emotions resulting from making a donation), and feelings of guilt when not donating, are also significant factors affecting a donator's inclination to support a cause.

Bennett (2003) interviewed two-hundred and fifty members of the general public asking the respondents to indicate to what kind of charities (cancer care, animal welfare and human rights) would they donate an amount of one-hundred pounds (the interview took place in central London). Afterwards, respondents asked to fill questions about some of their perceptions, characteristics, and personal values. Such variables were, for example, materialism, individualism and empathy. The data revealed that there is a significant relationship between respondents' personal values and their intention to donate to a certain kind of charity. The data analysis also suggests that when someone gives to a spesific charity, he wants to express his or her own personal beliefs. This was indicated by a strong correlation between respondents' values and the organisations' ones that they chose to donate a specific amount of money.

In any case, there are also feelings that can be evoked after a donation. For example, feelings of self-worth have found to result after a donation to ecological and environmental protection charities (Sargeant, 1999).

Similar to Bennett's experiment in the center of London, studies have also shown that depending on someone's income, it could be predictable what kind of charities is more possible that he would support (Radley and Kennedy, 1995; Reed, 1998). Poor people have a higher propensity to donate to the needy because they are more able to understand the difficulties of that kind of people, while on the other hand, the rich ones might prefer to donate to third world and environmental charities (Radley and Kennedy, 1995; Reed, 1998). In addition, as people are getting older and older, they start having much more concerns about causes related to health issues, which is quite logical by the time that this kind of concerns start running in someone's brain as he gets older and more mature (Reed, 1998).

Of course many people donate because they also feel social pressure or norms suggesting them to do so (Batson, 1998). Roland Bénabou and Jean Tirole (2005) supported that "The presence of a social signalling motive for giving is also evident in the fact that anonymous donations are both extremely rare and widely considered to be the most admirable" (p. 2).

Few studies have tried to analyse any kind of relationship between charities and social networks and more specifically Facebook. As mentioned in the introduction, few are the major findings from this type of academic literature.

In the Facebook-Charities context, Waters et al. (2009) made an extensive

content analysis of two hundred seventy-five randomly chosen non-profits' profiles in order to investigate how do they use Facebook. The sample pages were just evaluated based on the presence of three specific groups of items: organizational disclosure (a description of the organization's programs and services, an organizational history, the mission statement, the organization's Web site, the logo, and a listing of the administrators of the profile), information dissemination (links to news items, photographs, video and audio files, posted announcements, and links to press releases and campaign summaries), and involvement (i.e. providing methods to contact, donate, and volunteer for the organization) (Waters et al. 2009).

The results clearly gave the picture that most nonprofits don't use the biggest proportion of applications and other capabilities provided by the social platform. These evidence suggest that nonprofits, at that time, didn't make a proper use of Facebook. Finally, it is important to say that the authors didn't make any connection between kinds of use, content quality, information load, or the figures implying the existence of active or inactive fans.

There are no investigations on the impact of the various attributes of Facebook pages on online users' perceptions, emotions or behavior. What is even more, no studies in general have investigated Facebook from the scope of environmental psychology. This will be the main objective in this research and the Facebok pages of charity organisations will be on our focus.

The upcoming section is devoted to acclimate the reader with the notion of the (online) environmental psychology, the Theory of Planned Behavior, as well as the various attributes and characteristics of a webpage.

1.4. Research objectives

According to the study of Eroglu et al (2001), there are atmospheric qualities of a virtual store that play a determining role in the on-line purchase procedure. Their model was based on the Stimulus-Organism-Responses framework of Mehrabian and Russell, which posits that environmental cues play the role of a stimulus that affect individual's cognitive and affective reactions which in turn influence the actual behavior (Mehrabian and Russell, 1974). In this study they posed that "In the context of on-line retailing we define the stimulus as the sum total of all the cues that are visible and audible to the on-line shopper" (Eroglu et al 2001).

In the Facebook context, (right now) there are no online shoppers but users interacting with pages which usually drive a visitor to the official website of this brand or organization. What is more, there are no audible effects, yet. So, on Facebook the environmental cues are limited to those that are only visual. Moreover, there are several page characteristics, like the "number of fans", "people talking about it", or "mutual friends liking the page" that can actually have a significant effect on individual's perceptions to interact with a page. So, the first priority will be to identify all these characteristics that a Facebook page embodies, and categorize them.

Research questions:
- How do fan-page characteristics influence users' evaluation and behavior towards a charitable organizations represented on Facebook?
- How could the intention to "like" a charity's Facebook-page and the WOM (word of mouth) be positively influenced?

2. LITERATURE REVIEW & HYPOTHESES BUILDING

2.1. Understanding Key-Concpets of the Study

The literature and body of knowledge that will provide the background for this study firstly deals with theories and models that have the goal to conceptualize and understand people's behavior in the context of HCI. Attributes of real (brick-and-mortar) and Web-based environments will be under the scope too.

2.1.1. (Online) Environmental Psychology

Environmental psychology is an interdisciplinary field of science that focuses on the interaction between humans and their surroundings. The term surroundings encompasses many types of environments like natural environments, social settings, built environments, learning environments, and online environments.

Since the emergence of the World Wide Web, retailing, commerce and the limits of communication changed radically. The physical store environment in which people used to satisfy their consuming needs changed to a virtual one, in other words changed to Information System platforms. Nowadays, various retailers can also be found by customers on their Websites. Consequently, they have to utilize information techniques and the media in order to achieve an effective communication with consumers and chase specific marketing goals (Koo, 2006). Internet represents the most visible innovation and constitutes the future of shopping catalogs or TV shopping channels, ''attracting media and commercial attention'' (Burke, 2002 ; Chen and Tan, 2004). Comparing to physical stores, the virtual ones have considerably more advantages, as they have lower operational costs, twenty-four-seven service, greater merchandise diversity, and the ability to reach distant customers (Tapp, 2001 ; Tiwana, 1998). As a result, many consumers have changed the way they select and purchase products.

The topic of online store atmosphere begun to attract the interest of researchers quite recently and started almost 10 years ago. Many studies analyzed the online decision making procedure with regard to virtual layouts (Griffith, 2005; Vrechopoulos et al. , 2004), web-atmospherics (Fiore & Kelly, 2007; Gorn et al. , 2004; Wu et al. , 2008), virtual theatrics (Fiore et al. , 2005; Fortin & Dholakia, 2005;

Martin et al., 2005), and presence of social cues (Hu & Jasper, 2006).

Designing a good website is a very important tool for on-line companies because they compete in an environment where rivals are just a mouse-click away. Maximization of profit is always the target and a successful web site is the key to accomplish that target. However, it is quite complex to identify these attributes, characteristics or strategies and find the perfect mix that will make a web site successful. It depends on the market in which it competes, the purpose for which it will be used, the image and the philosophy of the company, the characteristics of its target group and so on. For example, Koufaris et al. (2001-2002) supported with statistical evidence that enjoyment (i.e., engaging design) and perceived control (i.e., system functionality) are crucial factors for the new visitors, while repeat-customers desire more product-related features on the web site (i.e., features that enhance product involvement). So, usually the successful combination of those web page attributes is a subjective issue, it can constantly change and highly depends on the strategy of the company at that moment.

There are many online store attributes that have a separate effect on peoples' perceptions or behaviors. Number of links and their position on the website, number and size of images, number of products and the way they are depicted on the website, navigation features, the content of the website as well as the amount of information provided.

2.1.2. The SOR-PAD model (Mehrabian-Russell model)

Mehrabian and Russell (1974) presented a theoretical model to study and explain the effect of atmosphere on people's behavior (Figure 1). They structured the Stimulus-Organism-Response (SOR) paradigm, which posits that the atmosphere of a built environment (Stimuli), including that of a retail store, can affect someone's behavior (Response) by the intervening effect of several variables (Organism).
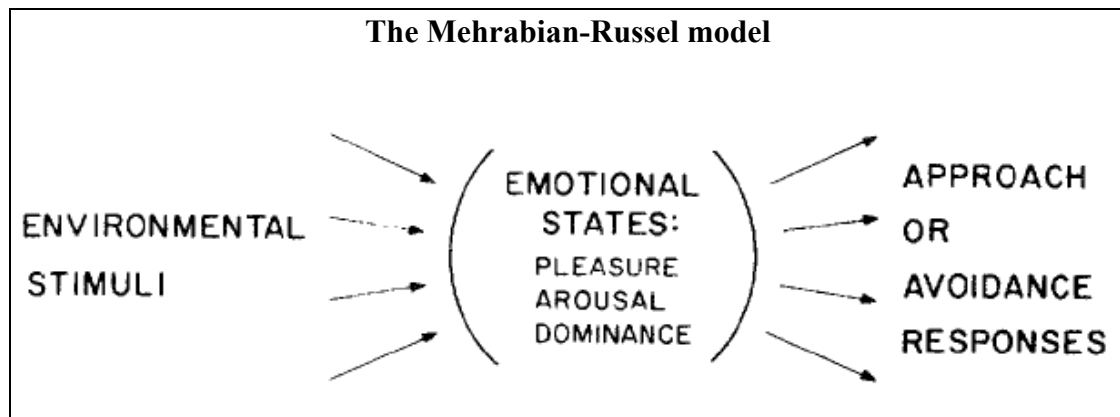
- Figure 1 -

More specifically, they supported that any Stimuli can affect someone's emotional state (Organism) and these emotional states are three and well known as the PAD (Pleasure-Arousal-Dominance) three-dimensional system. Pleasure-Displeasure, Arousal-Nonarousal and Dominance-Submissiveness. James Russell (1977) tested the validity and necessity of these "three independent and bipolar dimensions" to define emotional states with two studies. The evidence revealed that they are able to describe a wide range of emotional states, while these three scales were attributed with high reliability. The next year it was Albert Mehrabian's turn to make an experiment in a laboratory setting in order to prove the validity and reliability of the PAD dimensions as measures of temperament, with quite positive results.

Some years later the two dimensions of pleasure and arousal were found to be adequate to explain people's affective (emotional) responses (Russell & Pratt 1980). In the same vein, Donovan and Rossiter found that dominance is weak and insignificant predictor that can be charicterized as a cognitive variable in an in-store environment, while pleasure and arousal significantly represent many emotional states. These conclusions are also consistent with the study of Baker, Levy and Grewal (1992) in which they successfully hypothesized that pleasure and arousal mediate the effects of a store's environment on a person's willingness to buy a product. Therefore, it has not been used in recent environmental research (Eroglu, Machleit,& Davis, 2003; Sherman, Mathur,& Smith, 1997;Wu, Cheng,& Yen, 2008). Besides, there is evidence that sometimes the mediating role of pleasure and arousal can be mixed, complex, and unclear sometimes (Mummalaneni, 2005; Dawson et al. 1990).

Throughout the years, the SOR framework has been used to explain the

relationship between web-site characteristics, emotional states and consumers' behavior in a considerable big number of studies (e.g., Sherman & Smith, 1987; Sherman & Mathur 1997). Menon and Kahn (2002) designed two experiments based on the SOR paradigm, and the data suggested that a stimulus providing high pleasurable initial experiences have a positive impact on subjects approach behaviors, while participants preferred to engage in activities like exploration and examination of novel products. In addition, Mehon and Kahn (2002) found that the higher the amount of information provided by the site, the more people prefer to engage with less arousing activities.

Eroglu et al. (2001) proposed the categorization of web-site cues that are audible or visible, to high task relevant cues and low task relevant cues and they embodied them in the SOR paradigm. High task relevant cues are those that are relevant to consumers' shopping goals (Figure 3). Such cues can be verbal information on products, prices, promotions and policies or pictorial like presentation of products, their features or the menu bars of the page. Low task relevant cues refer to those cues that are not directly linked to the shopping goal or the complition of a task. Low task relevant cues create a mood, or make the content of the page visually appealing, attention getting or easy to be read.
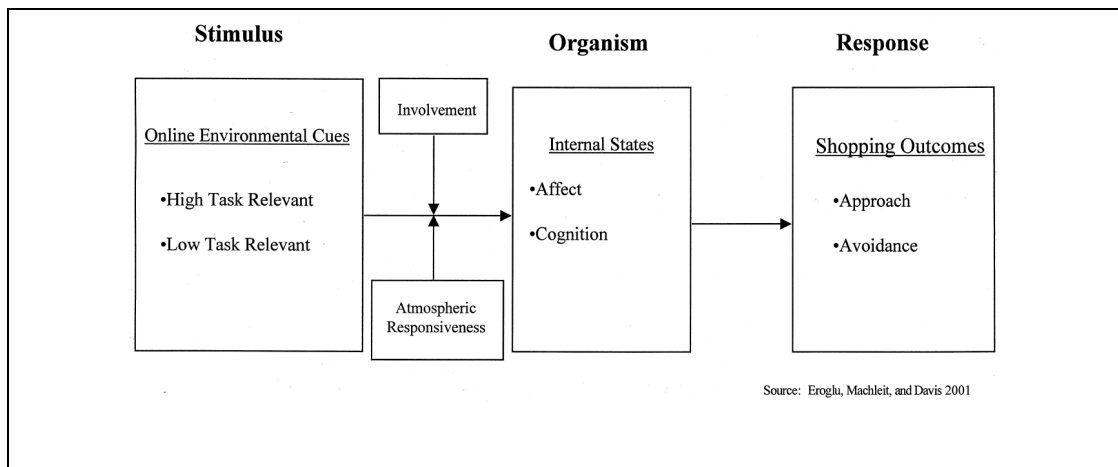
- Figure 3 -

Concerning the 'R' construct of the SOR model, Mehrabian and Russel (1974) underpinned that all the responses (R) to an environment can be represented by 'approach' or 'avoidance' behavior and these kinds of behaviors have four aspects. Firstly, a person may want to physically stay in an environment or get out of it.

Secondly, someone may want to explore and discover it or avoid doing so by staying neutral towards the environment. The third aspect of the approach/avoidance behavior is that someone might want to interact and communicate with others in the stimulus or to ignore their presence and avoid any communication. Finally, the forth aspect according to Mehrabian and Russell is "*the degree of enhancement or hindrance of performance and satisfaction with task performances*".

In the online context many authors have translated the approach/avoidance behaviors, for example, to online store re/patronage (re/visit), intention to purchase, willingness to explore the stimulus, spend more time or money on the website, expression of user preference, unplanned purchases of products, merchandise quality and so on (Lee and Koubek, 2010; Jeong, Fiore, Neihm and Lorenz, 2009; Eroglu, Machleit and Davis, 2001/2002; Koufaris, Kambil and LaBarbera, 2001/2002; Koufaris 2002; Oh, Fiorito, Cho and Hofacker, 2008; Baker et al. 2002).

Eroglu et al. (2001) adapted the four aspects of approach-avoidance behavior of Mehrabian and Russell (1974) to the context of on-line shopping. Approach behavior was translated to intention to stay at the site and explore it, spend more money or revisit the web-store (Eroglu et. al., 2001). On the other hand, avoidance was translated to desire to leave the page and switch to another one (Eroglu et. al., 2001). In their study during 2003 they found a positive effect of low task relevant cues on pleasure and arousal that in turn affected respondents' responses (Eroglu et. al., 2001).

During the early ages of the SOR model, there was a gap to be filled. The description of the environment (Stimulus) was "parsimonious". Mehrabian and Russell proposed a general measure, the "load" of an environment, as its degree of novelty and complexity. Thus, further examination and validation of this theoretical framework and its constructs was needed as, at that time, it was considered to be a tool with much potential in the field of the environmental psychology (Donovan and Rossiter 1982). In an attempt to fill this gap , Baker (1986) developed a framework. In his framework he identified three main dimensions in a store's environment. Ambient (e.g., temperature, noise, lighting, music), social (e.g., number, type, behavior of people) and design (e.g., architecture, layout, style) factors. Using this framework, six years later, Baker et. al. (1992) found significant statistical evidence that two ambient factors, lighting and music, and two social factors, number and friendliness of

employees, had noteworthy effects on people's pleasure and arousal, while these emotional states were catalysts of subjects' willingness to buy.

This was the beginning of a chain reaction of studies around environmental psychology. For the next years many researchers focused their work on the effects of dozens of environmental cues or "atmospherics" on consumers' behavior in various environments. Turley and Milliman (2000) reviewed in one study all the relevant research including empirical studies that had been conducted until that time and it is a valuable guideline to anyone who wants to get informed around the brick-and-mortar environmental psychology.

At this point, it has to be mentioned that there are no studies applying the SOR model in the Facebook context. As a web site or web platform, Facebook is expected that incorporates many cues that have the ability to affect users' emotions, perceptions and behavior.

2.1.3. The Theory of Planned Behavior

The TPB is a theory linking intentions to actual behaviors and the offered conceptual framework (Figure 2) is a very useful tool when someone deals with the complexity of human social behavior (Ajzen, 1991). It constitutes a huge contribution in the science of psychology and it is a useful tool to analyze and predict an array of people's behavior in different occasions. The Theory of Planned Behavior (TPB), and its constructs, has been well applied in the context of Human-Computer-Interaction and environmental psychology in order to understand and investigate aspects of people's behavior.

The validity of the theory has been tested in various studies among fields such as advertising, public relations and various activities. Consequently, there are many studies providing results for a variety of activities, like playing video games (Doll & Azen, 1990), loosing weight (Netemeyer, Burton & Jhonston, 1990), and election participation (Watters, 1989). Beck and Azen's study focused on unethical behaviors that correlate with moral norms, including cheating on a test or exam, shoplifting or lying for two distinct reasons. Lee (2007) investigated the possible relationships between consumer attitude towards virtual stores. According to this study, consumer risk averseness negatively influences attitude and consumer convenience orientation, while impulse tendency enhance consumer attitude towards virtual stores (Lee, 2007).

Finally, consumer's purchase intention was significantly explained by his/her attitude towards virtual stores.

Theory of planned behavior
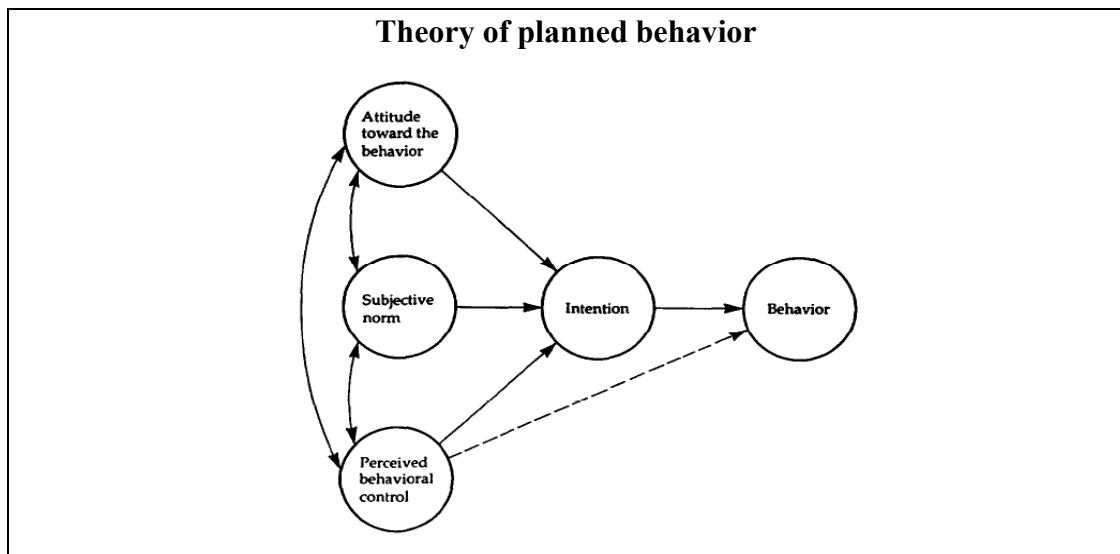
- Figure 2 -

According to Icek Ajzen (1991), behavior is determined by intention to perform a behavior. Intention can be predicted by three factors: attitude towards the behavior, subjective norms, and perceived behavioral control. Each one of the three factors has its own beliefs as antecedent. Especially the attitude and intention variables have been extensively used and have been integrated in other frameworks, like in the SOR where attitude represents the cognitive state of the "Organism" and intention is a possible "Response" (i.e. Eroglu, 2001).

2.2. Hypotheses Building

The literature and body of knowledge that has been covered in the previous section, has the goal to acclimate the reader with key-concepts of this study, mainly concerned the topic of Environmental Psychology as well as research around off-line and on-line environmental atmospherics. This chapter will be based on this body of knowledge in order to logically build the hypotheses and the conceptual model of this study.

Baker (1986) proposed the categorization of atmospheric environmental elements into three groups. Ambient factors, design factors, and social factors. Ambient factors include non-visual background conditions of one store like music, scent or the temperature. In the context of Facebook there are no such ambient factors.

As for the design factors of a fan page on Facebook like the layout, the architecture, or the display, they cannot be manipulated as they are fixed with no ways to alter them. Other elements like the resolution and content of photos, various colors and different styles of content and fonts (tabs, applications etc.) can be manipulated providing a different and distinct environment.

So, there are three design factors that define a Facebook fan page atmosphere. First, all photos used in the fan page, second the cover photo, and third the appearance of all tabs in the main page as well as the appearance of their content. Though, a fan page that would score high in design and appearance should have high-resolution photos, a nice appearance of all tabs using colorful and clear images, and graphic-based information as their content (Table 2). On the other hand, a fan page with low design and appearance would have a set of low-resolution photos, non-colored and no clear tab-images and graphically simple information display in their content (Table 2).

Finally according to Baker (1986) social factors refer those people existing and interacting within an environment, including sales people and other customers. Rationally thinking, by the time that Facebook is a social media network, it is expected that there are social cues that make the stimulus socially appealing. Social factors in the context of Facebook could be termed all those elements that provide a feeling of social presence, including figures (e.g. likes, people talking about this) and visual components like a thematic cover photo, images and other element depicting interactions (likes, comments, shares, photos from various activities and moments including people, etc.).

In a Facebook page, anyone can add information with various ways. Applications, photos, figures and hyperlinks are those environmental cues that are expected to create a distinct and complete online environment. It is vital to mention, once again, that charities' main goals when using social networks are to increase the awareness of their mission and general marketing (Odgen and Satira, 2009) while at the other hand, people want to get socialized, inspired and informed. Having these in mind, we could conclude that a Facebook page should have a nice appearance, should be informative and socially appealing.

The study will be specially focused on the visual and social aspects of the platform in an intergrated way. The information load will not be under the scope, thus it will not be explored and will be held constant. For this reason the term "Enironmental (Social & Design) Cues" will be used.

Using the SOR paradigm, the big Hypothesis of the study is that there should be environmental cues affecting users' affective and cognitive states, that in turn affect their aproach/avoidance behavior.

The two dimensions of pleasure and arousal were found to be adequate to explain people's cognitive or affective (emotional) responses (Russell & Pratt 1980). In the same vein, in the study of Donovan and Rossiter (1982) and the study of Baker, Levy and Grewal (1992) it was successfully hypothesized that pleasure and arousal sufficiently mediate the effects of a store's environment on a person's willingness to buy a product (response). Therefore, pleasure and arousal will paly the role of respondents' affective state in this study too.

Bennet (2005) suggested that pleasure might be an inappropriate term in the charity context. Issues like starvation, homelessness or child abuse cannot produce feelings of pleasure and as a result he did not include this variable in his model but preferred the satisfaction variable that Foxall (1995) suggested that could be equally used within an environment. But looking from another perspective, feelings of pleasure might be relevant to charities' Facebook pages. Many charities prefer to include pictures and applications with product or service presentations, photos of their activities and events, or photos of their supporters. Hence, it is expected that feelings of pleasure might be relevant in the Facebook context. Pleasure and arousal will constitute users' affective states as most work on environmental psychology focuses on these two dimensions.

In addition, Bennet (2005) applied the SOR model in the charity context and the

results supported the fact that certain charity web site characteristics can have a significant effect on approach/avoidance behavior, through the intervening effect of pleasure arousal and dominance (PAD). As for the arousal variable, he stated that a web site of a charity might educe feelings of arousal by manipulating attention-getting headlines describing that there is a real need of support, depicting vivid and shocking pictures of people in hard situations, or providing evidence that the charity can make the difference (Bennet, 2005). Like Web sites, Facebook provides many ways to enrich a page with pictures, folders, and applications in order to pass all those information that are needed to the public.

We will evaluate the effect of Facebook environmental cues on users' cognitive states and for this reason we will use two constructs of the TPB model. The cognitive state will be consisted of subjective norms and users attitude towards the interaction with a specific charity on Facebook.

Rozen and Purinton (2004) supported the need to measure users' attitude towards a site in order to effectively measure a Web site's effectiveness. According to Ajzen (1991) subjective norms is the perceived social pressure to engage or not to a behavior. This pressure is mostly exerted by your 'significant others' and it is such a strong behavioral factor that has a direct effect on someone's intention to perform a given behavior. As on Facebook all of your activities and actions can be monitored by anyone of your 'friends', many persons may feel a social pressure when interacting on Facebook. Thus, attitude and subjective norms will play the role of the cognitive state.

Hypothesis 1: Environmental cues will influence users' affective (pleasure and arousal) and cognitive states (subjective norms and attitude)
Hypothesis 1a: The level of environmental cues will positively affect users' pleasure
Hypothesis 1b: The level of environmental cues will positively affect users' arousal
Hypothesis 1c: The level of environmental cues will positively affect users' subjective norms
Hypothesis 1d: The level of environmental cues will positively affect users' attitude

Approach/avoidance behavior in the Facebook context can be translated as the intention to "like" a page for the next reasons. By the time that someone "likes" a page, he or she automatically takes the first step to a longitudinal interaction with that page, as both parts can monitor each other's activities and interests, they can like or

comment on pictures and posts, send and receive messages, and so on. With this kind of virtual relationship it is easy for a charity to keep its fans up-to-dated, well informed and highly aware. Also, when someone is interacting with a charity's fan-page, he actually spreads the good cause, as all his activities that relate to this page are obvious on anyone's home page. From the other hand, if a user is not interested in an organization or he/she is not willing to have any kind of interaction with that kind of pages, he/she will not "like" the page and as a result he will avoid any interaction.

In addition, we will test the variable of "word-of-mouth" (WOM) as a possible approach/avoidance behavior as a result of the exposure to Charity's Facebook page. As it was previously mentioned, charities' main goals when using social networks are to increase the awareness of their mission and general marketing (Odgen and Satira, 2009). By using the WOM variable it will be feasible to measure the positive impact of the stimuli to those subjects' that will even find the specific Facebook page completely irrelevant to them and will have small intention to like it. In that case he might still want to recommend the page to other people, resulting positive WOM that could be translated to approach behavior. Negative WOM is expected to result in a case that the subject will perceive the page as unworthy to be recommended, a thought that could be translated as avoidance behavior.

Hypothesis 2a: Users' Intention to "like" the Facebook page will be positively affected by their experienced pleasure
Hypothesis 3a: Users' word-of-mouth about the Facebook page will be positively affected by their experienced pleasure

Hypothesis 2b: Users' Intention to "like" the Facebook page will be positively affected by their experienced arousal
Hypothesis 3b: Users' word-of-mouth about the Facebook page will be positively affected by their experienced arousal

Eroglu et al. (2001) along with many others used attitude as the affective state, because its impact on consumer responses is well documented by Ajzen and Fishbein (1977). The attitude towards a behavior represents people's interests in performing a particular behavior. As the action to 'like' a Facebook page or recommend it to someone else could be translated to a response showing interest towards the

organization, it is highly applicable to measure respondents' attitude.

<u>Hypothesis 2c:</u> Users' Intention to "like" the Facebook page will be positively affected by their attitude towards the interaction with a Facebook page

<u>Hypothesis 3c:</u> Users' word-of-mouth about the Facebook page will be positively affected by their attitude towards the interaction with a Facebook page

The term 'social network' practically means that all members live in a virtual society where all actions are visible to your Facebook community. Hence, subjective norms are expected to have a direct effect on a person's intention to "like" a charity on Facebook or recommend it to someone else.

<u>Hypothesis 2d:</u> Users' Intention to "like" the Facebook page will be positively affected by their subjective norms

<u>Hypothesis 3d:</u> Users' word-of-mouth about the Facebook page will be positively affected by their subjective norms

Eroglu et al. (2001) suggested that involvement, the degree of personal relevance, will influence the impact of those cues on someone's affective or cognitive state. Except of involvement, a second moderator, atmospheric responsiveness, was also included in their model. Atmospheric responsiveness is described as a tendency to make a purchase, or a patronage decision based on the store's physical surroundings (McKenchie, 1974). Atmospheric responsiveness according to Eroglu et. al. (2001) should also moderate the relationship between the stimuli and the internal states on the on-line content.

Along with Eroglu et al. (2001) that suggested involvement as a possible moderating variable, Diamond and Diamond (2007) also highlighted the importance of this moderating effect and called it situational involvement. Those web-surfers that are highly involved in a particular situation (e.g., having purchasing goal) may behave differently than others that are less involved (e.g., browsing with no particular reason) (Ha and Lennon, 2010). In the context of charities, personal involvement with an issue has the potential to affect greatly someone's attitudes and (donor) behavior towards a specific cause (Bennett, 2002).

Facebook users can reach a charity page on purpose, because they want to get informed and find ways to support, or they can reach that page "by accident" when browsing. These two different circumstances may highly influence the impact of environmental cues on his/her affective and cognitive states. Facebook users who browse charities' Facebook fan-pages with an urge to support them may have higher situational involvement than others who browse fan pages without a specific set of goals. As a result situational involvement is expected to moderate the effects of environmental cues existing on Facebook and respondents' affective and cognitive states.

<u>Hypothesis 4:</u> Situational involvement will moderate the effect of environmental cues on user's affective and cognitive states

2.2.1 Conceptual Model

As a result, the final version of the conceptual model of our research is the one bellow:

- Conceptual model -
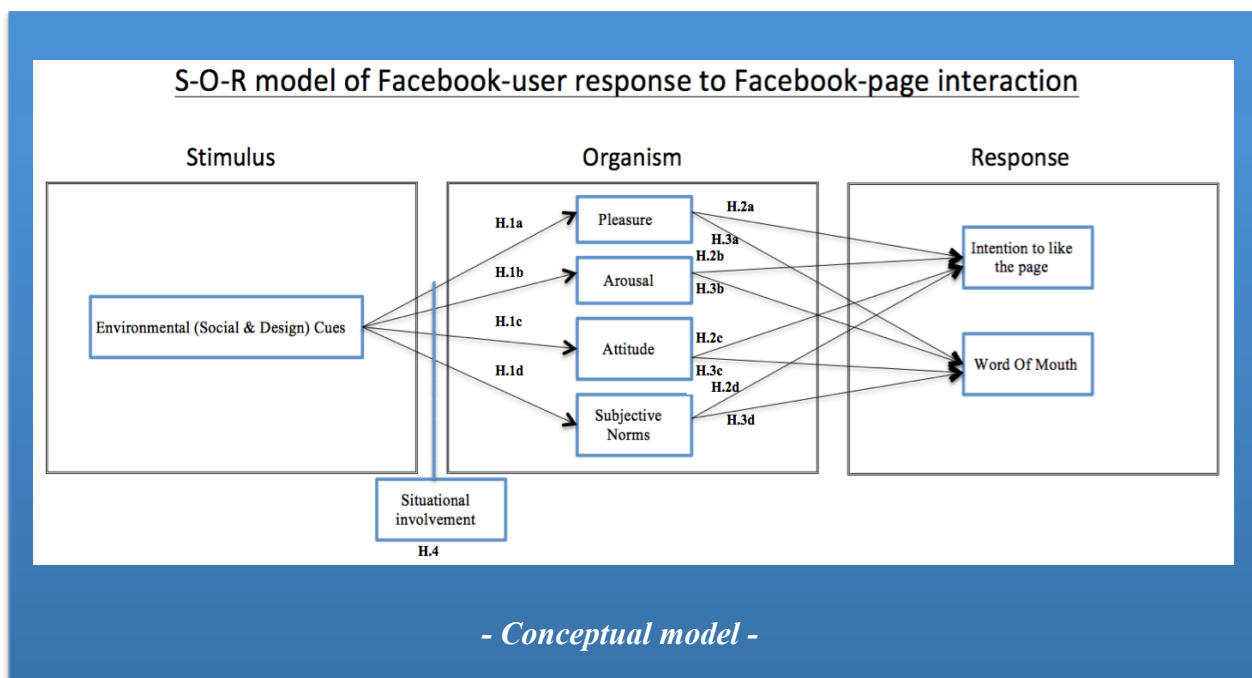
3. RESEARCH METHODOLOGY

In this chapter we will describe the theory that provided the guidance to develop the environment/stimuli. Then the research design and the experimental manipulations will follow, along with the description of the dataset collection. The next step will be to develop the variables, both dependent and independent ones, that will be used to test the hypotheses.

3.1. General idea

As it was also mentioned in previous chapters there are no studies that attempted to analyze the impact of various page characteristics of Facebook. Many studies have proven that various online page characteristics constitute the environment that has a distinct effect on users' emotions, perceptions and behavior. These characteristics or cues are expected to have an impact on usres' behavior in the context of Facebook as well. Truth is that many page elements on Facebook like the design of the interface or its format and layout, are elements that remain constant. On the other hand photos, videos, posts, tabs and other kind of information device (applications embeded in tabs) can be manipulated in order to provide a more pleasant and engaging environment to social surfers.

3.2. Theoritical backround to support the development of the stimuli

Like the built environment, the online one has cues and attributes that certainly affect web-surfers behavior. The manipulation of visual components existing on a Web page like colors, text style or size, or the presence of images, can certainly have an impact on people's perceptions (Zettl, 1999). Hoffman and Krauss (2004) identified two dimensions of aesthetics that influence online clients. Visual clarity and visual richness. Text, labels, links, menus and images along with their features have a direct relationship with visual complexity, cleanliness, interestingness, organization, clarity and beautifulness of a Web page (Eleni Michailidou, Simon Harper and Sean Bechhofer, 2008).

Especially text is a concept that must be treated with caution. For example, moving text has strong negative effect on human's peripheral vision, making it quite

hard to process information in other places on the page (Gerald L. Lohse and Peter Spiller, 1998). On the other hand, extensive information accompanied with a product's demonstration is always quite useful. Except of a pure text, hyperlinks guiding to useful, visually appealing content information and product demonstration can even serve as the paper catalogs (Gerald L. Lohse and Peter Spiller, 1998).

3.2.1. Color

One of the most important attributes of a web page is its color or color combinations. Valdez and Mehrabian (1994) hypothesized that color hue, saturation, and brightness could produce certain emotional reactions. In an experiment the authors used seventy-six color samples from Munsell Color System and asked the participants to rate every color responding to Mehrabian's (1978) three PAD (Pleasure-Arousal-Dominance) emotion scale. Interestingly, they proved that saturation and brightness have consistent, strong and highly predictable effects on pleasure, arousal and dominance, while each emotional reaction can also be provoked by three wavelengths of color hue respectively (Patricia Valdez and Albert Mehrabian, 1994).

Color and aesthetics can be particularly important attributes of a web interface. Except of the aesthetic role of colors on a website, they can also help the text-based cues to become more readable. So, it is always a multipurpose feature and especially important for a more pleasant and relaxing surfing experience. Nielsen (2000) proposed guidelines for an optimal legibility providing the right color combinations and contrast levels. Unfortunately, he did not offer any references for his statement. But it has been proved that text-background color combinations have a great impact on readability, performance and on people's subjective preference of web pages (Shieh and Lin, 2000; Hill and Scharff 1999). Likewise, Hall and Hanna (2004) found that colors with high contrast ratio enhance readability and preferred colors lead to higher perceived aesthetic quality and intention to purchase.

The importance of the right color combinations, while designing an interface, has been also revealed via an experiment of Nakarada-Kordic and Lobb (2005). Six on-screen slides depicted to nineteen participants with different web designs in each slide. Everything on the mock pages was the same except of the color combinations. Then respondents were asked to order each interface according to attractiveness. In

the next step the authors asked the subjects to complete another task. One of the interfaces was randomly presented to respondents each time and they had to find a specific word in that page. Participants had two options. To push either the button "found", and indicate the location within the page where the word was present, or the button "not found". Interestingly the results showed that the participants spent more time searching a word that was absent from the websites that they rated as more attractive by themselves. On the other hand, participants pushed the button "not found" significantly quicker when surfing the least attractive websites.

Backround color combinations also found to significantly affect preference page ratings in an experiment conducted by Shieh and Lin (2000). Further findings suggest that even the screen type and ambient illumination can also influence performance when a specific task was required to be accomplished. Even background music in combination with the right color are attributes of an environment that can significantly affect online customers' mood states, entice and retain them (Cheng et. al, 2009).

3.2.2. Photos

A picture is worth a thousand words. As pictures cover a great percentage of a Web page and provide a big amount of the information that an e-retailer, for example, wants to provide, they are considered to be of big importance. The number of "clickable" pictures, those playing the role of hyperlinks, as well as the total amount of pictures that a Web site contains on its homepage, are both positively correlated with the hit-rate (Utpal M. Dholakia and Lopo L. Rego, 1998). Hit-rate refers to how many customers access a given web page per periods. While small pictures can be of poor quality and fuzzy, large pictures or a large amount of pictures uploaded on a web-site can provoke other malfunctions, like to prolong the time needed for the picture to appear on screen or generally speaking slow down and negatively affect the surfing experience (Gerald L. Lohse and Peter Spiller, 1998).

Photos and colors play a very serious role on Facebook. Creating a page on Facebook demands the upload of a big amount of pictures in order to develop that page and create a proper brand image. What is more, posted photos, accompanied with some text with appealing content, could enhance interaction with fans and other Facebook users. Photos are also used to create a complete tab collection. Tabs are

those application of Facebook that allow administrators of fan-pages to create content that provides information about services, products, events, blogs, news, mission and statements. This square icon that anyone pushes in order to see the picture-collection of a fan-page is also called tab. The content of those tabs, except of the photo and the number of total Likes tabs, can be edited as a regular web-page.

As a result, the theory supports that in order to develop the stimului for this research, a proper use of colors and photos has to be made because they constitute the major elements that someone might use in order to create a distinct fan-page on Facebook.

3.3. Research design and experimental manipulations

For the purpose of this research, participants have to experience a stimulus and then answer to some questions. The biggest difficulty that had to be overcome was the fact that we cannot create a new fan page from the scratch and acquire, for example, 1.5 million fans as well as posts or photos with many likes, comments and shares. In order to overcome this difficulty, a series of screenshots will be provided to the respondents. In the beginning they will be informed that: *You will NOT be able to click on the page presented to you. The only thing that you have to do is to look at the screen, scroll-up or scroll down and then push "next". In every step of the "tour", there will be a hand-cursor* 🖑 *on what you see. Find him and imagine that every time that you click the "next" button, you click on what the hand-cursor shows and you continue by this way your "tour".*

The ability to scroll-up and scroll-down was given for a more realistic king of "surfing" in the fan-page. Complete screen shots of the 2 different versions of a mock fan page, one with high level of design cues and another with low level of design cues, were taken using the *LittleSnapper* application. This application provides the ability to take a screenshot of the whole webpage in high resolution. For every different version of the mock page, a set of 14 screenshots was created.

The page with high level of deign cues was created with a thematic cover photo, high resolution profile picture and other photos, picture and graphic based content in the tabs, clear images covering the tabs and proper use of colors regarding all the previously mentioned aspects of the page. The page with low level of deign cues was created with a non-thematic cover photo, low resolution profile picture and other

photos, text based content in the tabs, not clear images covering the tabs, and mostly white color in all the previously mentioned aspects of the page.

Experimental results suggest that, consumers reacted more positively to web-based stores using a thematic and picture-based store design than web-based stores using a non-thematic and text-based store design. (Oh et. al, 2008). Oh et al. (2008) investigated the effects of two design factors on the store image and consumer's expecting quality of merchandise. They proposed that the type of storefront design (thematic or non-thematic) and two types of information display (picture or text-based) could have a significant effect on customer's perceptions.

According to their descriptions of two design variables, "*a thematic storefront design presents related products in a lifestyle-type atmosphere reflecting the store identity, while a non-thematic storefront design merely presents the brand name,*

Picture 1

product pictures and merchandise selection information. Information display on web stores is based on pictures or text, or the combination of pictures and text. Apparel web based stores often provide merchandising information that includes garment care, color, construction process, and fabric, using text, pictures or a combination of text and pictures*" (p. 238). The empirical evidence resulted by the experiment of Oh et. al (2008) clearly suggested that a thematic and picture-based environment significantly and positively influences subjects perceived store image safety and entertainment. Also, the picture-based information display makes consumers think that the site is time and effort saving, that they will obtain a higher quality, and that it is more convenient than a non-thematic and text-based stimuli (Oh, Fiorito, Cho and Hofacker, 2008).

In order to enrich the 2 mock pages with high or low amounts of social cues, the GIMP application was used. GIMP allowed us to enrich the 2 fan pages with "social" elements (see picture 1).

In order to define low and high levels of sociality for a children-related Facebook

page a research was performed on the Internet. The research concerned the top non-profits for babies and children and produced 39 charities that are present on Facebook. For this purpose we used websites like the American Institute of Philanthropy, the beliefnet.com, the babble.com and other online articles that were offering lists with children-related charities. These 39 charities were put in a table (Appendix) with their numbers of total "likes" and "people talking about it", as they were reported on 17th of May 2013.

Many social media managers set their goals to higher numbers of two metrics; Number of "friends" and people "talking about this". Here is what Facebook has to officially say about the second metric: *"The number of unique people who have created a story about your Page from [one week]. These stories include liking your Page, posting to your Page's wall, liking, commenting on or sharing one of your Page's Posts, answering a Question you posted, RVSPing to one of your events, mentioning your Page, photo-tagging your Page, checking in at your Place or recommending your Place."* Other Facebook-statistical pages refer to this term as "number of interactions".

It is crucial to understand that someone's action to "Like" one page is just the first step to enhance the page's eWOM, while any further interaction (like, comment, share, tag, etc.) will result a bigger number of people "talking about this". Both number of "friends" and number of people "talking about this" have been shown to fluctuate at the same levels, what actually means that the more active fans you have, the more buzz is being created around you and more social your page becomes. Of course many other external factors can affect a page's number of fans like, marketing campaigns or real life circumstances.

So, in order to define a high level of sociality we took a look at the figures of the top "social" (in terms of biggest numbers of "people talking about this") fan pages. Screen-shot images were edited to create a mock fan page. Then, "social" elements (total likes, people talking about it, numbers of people liking sharing and commenting on photos and posts; Picture 1) were added mainly from the fan page of St. Jude children's research hospital. This page was the second more "social" page following Unicef. As for the less "social" version of the mock fan-pages, the screen-shots with small figures were derived from the "Newborn in need" fan-page. This fan-page was (35th) one of the 5 less social fan-pages. Regarding photos, some had to be socially vivid by containing children, and some socially not vivid containing toys and

graphics. Both sets of photos were mainly derived from the fan-page of *First book* and *Operation warm.*

What is more, the research in those 39 nonprofits on Facebook gave the result of 7 tabs that are widely used by charities on Facebook. Most of them have tabs providing ways to donate, to volunteer, online store applications, events calendar, discussion blogs, links to Youtube and twitter, and finally information about their activities. Those are the tabs that will be embedded in the mock fan page too.

Since charities' ultimate goals are general marketing and fund raising, the content of two tabs providing relevant information have to certainly be included in the browsing "tour". During these "tours", that respondents will have to take before answering to any questions, they will also observe the content of those tabs. It should be mentioned that not all charities are taking advantage of all the options that Facebook tabs offer.

Table 2 depicts the differences between high and low levels of environmental cues, as they were used in order to create two mock pages. Finally, regarding the name of the mock non-profit, the word "children" had to be mentioned in order to create a link with its non-profit category. As a result, the name of the charity is "Save the Children's Smile".

Content elements, like pictures and various posts related to fundraising for children, were used in the construction of the stimuli, and they were mainly taken by the Facebook fan-pages of: The Salvation Army, First book, Operation warm, SOS Children Villages, and Children's Hunger Fund. Thus, an "eliminating" question was placed in the beginning of the survey asking the respondents if they had prior experience with one of those non-profits on Facebook. Those that already had, left the questionnaire and only those ones that had not seen those non-profits on Facebook before, took the rest of the survey.

This is how the environmental (design and social) cues were manipulated in two levels in order to create two distinct Facebook fan-pages. Now, the manipulation process of two levels of situational involvement will be described.

Two scenarios manipulating situational involvement were written. Participants either read the Scenario #1 and experience low involvement, or read the Scenario #2 and get highly involved. **Scenario #1:** *You are just sitting in front of a screen browsing the Facebook with no particular intentions. After some clicks here and then, you reached the Facebook page of a non-profit named "Save the Children's Smile".*

Scenario #2: *Lately you have been informed (by TV, the news, a friend, or a campaign) that there are so many children around the world that have a need of warm clothes, books and toys. You have some old books, toys and clothes for children and/or some money that you want to donate to a non-profit that supports those kids. But firstly you thought of finding one of those kinds of charities on Facebook, and you just found one while browsing and searching on Facebook! It is called Save the Children's Smile.*

As a result, the design of the study is a 2 (high level of environmental cues vs. low level of environmental cues) X 2 (high situational involvement vs. low situational involvement) between subjects factorial design. The result is 4 surveys with different combinations of environmental cues and situational involvement levels (table 1). Every participant was randomly assigned to one of the four surveys.

Manipulation: 4 mock Facebook (charity) pages with different levels of environmental cues and situational involvement		Environmental Cues	
		High	**Low**
Situational Involvement	**Low**	1. High/Low	3. Low/Low
	High	2. High/High	4. Low/High

(Table 1)

Manipulations (two levels) of environmental cues			
High		**Low**	
Design factor	**Social factor**	**Design factor**	**Social factor**
• High resolution of: - Profile picture (scaled to fit in the borders provided in this area) - Cover picture - All photos uploaded on the page • Use of colored and clear images for the tabs provided • Graphic-based information display of the tabs' content	• High number of "likes" and "people talking about it" for the page • Thematic cover photo • Photos including people as a social element • Photos including people as a social element in the tabs' content • Big numbers of likes/comments/shares on photos and posts in the main page	• Low resolution of: - Profile picture (not scaled to fit in the borders provided in this area) - Cover picture - All photos uploaded on the page • Use of colored and clear images for the tabs provided • Non graphic-based information display of the tabs' content	• Low number of "likes" and "people talking about it" for the page • Non-thematic cover photo • Photos without people as a social element • Absence of photos including people as a social element in the tabs' content • Low numbers of likes/comments/shares on photos and posts in the main page

(Table 2)

3.4. Pretesting

3.4.1. Pretest 1

i. Social cues and social presence in an online environment

Irwin Altman (1976) stated that psychology can be rightly defined as the *"study of behavior"* and social psychology as *"the study of social behavior"*. Including Irwin many believe that any research on behavior should be conducted by analyzing any environment as a whole; including its physical, psychological and social components (Barker, 1968; Ittelson et al 1974).

The main targets of any big or small business are to keep their current customer base, acquire new customers and increase their loyalty with various CRM and loyalty strategies. It is very difficult to build customer loyalty in the real life and it is even harder to build loyalty in e-commerce. The main reasons are firstly, the fact that the competition is just a mouse-click away, secondly the human factor, and finally the reality that many people feel more secure to purchase a product in a real shop than via an electronic payment method (Hsin Hsin Chang and Su Wen Chen, 2009).

In essence, the human factor refers to the human contact and relationships between customers and salespeople that can more easily affect customer's preference, intention to purchase, and return. It is well known that people don't use to go shopping just for their personal shopping needs but for social motives, too (Tauber, 2005). Tauber (1995) in his article with the title *"Why do people shop?"* declared that the main social shopping motives are social experiences outside the home, communication with others and especially those with similar interests.

This human factor existing in an environment has been also termed as *"social presence"*. Short, Williams, and Christie (1976) built a theory known as the *"the social presence theory"*, acclaiming that any medium is chosen based on the type of interaction and the requirements to achieve the task of this interaction (Short et al. 1976). They gave the definition of social presence as *"the degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationships" (p.65)*. As Gunawardena and Zittle (1997) explained, this variable, by definition, gauges the degree to which people are perceived as *"real"* in the computer-mediated communication context.

The various media platforms may have high or low social presence or they could enhance perceptions that "a medium permits users to experience others as being psychologically present" (Fulk et al. 1987). A face-to-face meeting or a telephone conversation can be characterized of high social presence, while other media like e-mails and FAX messages score low in social presence (Straub, 1994). Those media that have high social presence can "transmit information about facial expression, direction of looking, posture, dress and nonverbal cues" (Short et al. 1976, p. 65). In that perspective, if photos of people can express feelings of sociability and personal human contact, in the same notion photos on facebook could have the similar impact.

Likewise, Hu and Jasper (2006) found that there are social factors, like in-store socially-oriented graphics, in a store environment that have a significant and strong effect on customers' emotions of pleasure and arousal.

Hu and Jasper (2006) also demonstrated that when consumers observed a loose-leaf photo album stimulating a department store with more socially-oriented graphics and cues in it, they formed a more favorable attitude towards merchandise quality than those people that observed albums with less social cues and graphics. Similarly, Hassanein and Head (2007) observed the impact of socially-rich text and pictures on the perceptions of social presence in the context of online shopping and the subsequent effect on consumer attitude. The results supported their hypotheses that higher levels of perceived social presence lead to more favorable attitude through the mediating effect of trust enjoyment and perceived usefulness.

In order to measure the possible effect of those social cues manipulated in a Facebook fan-page, it firstly has to be assured that significant differences exist between high and low environmental cues conditions. The "social presence" scale will be adapted from Gefen and Straub (2004), and it will test the manipulating level (high/low) of social elements of the mock fan-page.

Social presence:
1. *There is a sense of human contact in the Website*
2. *There is a sense of personalness in the Website*
3. *There is a sense of sociability in the Website*
4. *There is a sense of human warmth in the Website*
5. *There is a sense of human sensitivity in the Website*

ii. Page assessing methods and metrics; Page Quality

Several measures have been developed and play the role of page success metrics. These have to do with the traffic of the page, like pages-per-visitor, the hit-rate, the number of eyeballs, or the time each visitor spends on a website.

The practice of measuring the quality of different aspects and attributes of a Web page has been found to be a valid way to assess the possibilities of success and explain users' perceptions and behavior. Studies have identified many and multiple dimensions of the term, including for example, functional issues (i.e. speed), navigational cues (ease of navigation), content and style quality (Ethier et. al, 2006; Hsin Hsin Chang and Su Wen Chen, 2008). In the broad term web quality, some researchers also included variables explaining information quality, systems quality, service quality, and interface quality (Marc L. Resnick and Raquel Montania, 2010; Hsin Hsin Chang and Su Wen Chen, 2009; Lin and Lu, 2000; Liu and Arnett, 2000; Lavie and Tractinsky, 2004).

Cox and Dale (2002) made an attempt to integrate website characteristics that affect a visitor's feeling of satisfaction. Their analysis resulted six key quality factors (KQFs). They are clarity of purpose, design, accessibility and speed, content, customer service, and customer relationships. Design consists of five further constructs: links, consistency, menus and site maps, pages, text and clicks, communication and feedback, search and fill-in forms.

There have been also designed multiple instruments that consist of the various aspects of website quality in order to provide practitioners and researchers with a valid and adequate quality measure. Loiacono et al. (2002) proposed and empirically validated a measure of webpage quality, named "WebQual", incorporating 12 core dimensions: informational fit-to-task, tailored communications, trust, response time, ease of understanding, intuitive operations, visual appeal, innovativeness, emotional appeal, consistent image, on-line completeness, and relative advantage.

Similarly, Yoo and Donthu (2001) developed a 9-item scale to measure the perceived quality of e-shops, the "SITEQUAL" instrument, with target to monitor the effects of perceived quality on users' online behavior. The nine factors were competitive value, clarity of ordering, corporate and brand equity, product uniqueness, product quality assurance, ease-of-use, aesthetic design, processing speed, and security.

A big contribution to HCI research is "the user-perceived Web quality instrument" developed by Aladwani and Palvia (2002). The main target of this instrument is to analyze the major characteristics of web site quality, from the users' perspective this time. Twenty-five items were loaded on four variables, which resulted from a two-phased investigation. They are "specific content", "content quality", "appearance", and "technical adequacy". This instrument was also used some years later by Chang and Chen (2008) who confirmed that website quality as well as website brand, which is defined as perceptions about a website's name as reflected by associations held in consumer memory (p. 822), can significantly affect purchase intention via the mediating effect of trust and perceived risk.

It becomes obvious that there is not a specific set of words, a clear definition of the term "quality" in the online shopping context or even a scientific consensus about a set of variables that represent the term quality in the online context (Jean Ethier, Pierre Hadaya, Jean Talbot, Jean Cadieux, 2006).

We have to ground the term Website Quality in the context of facebook. A Facebook user will not have to deal with functional, technical or navigation-related issues. Most people that have a Facebook account are surely acclimated with the platform while for the biggest percentage of the population Facebook is a medium used on a daily bases most of the times. Those participants that will fill in the questionnaire and have no prior interaction with the platform will be dropped out from our sample.

Aladwani and Palvia (2002) proposed that web quality encompasses four variables; "specific content", "content quality", "appearance", and "technical adequacy". In our experiment we have to exclude "technical adequacy" for those reasons mentioned in the previous paragraph, while the other three variables will be adapted from Aladwani and Palvia (2002) user-perceived web quality instrument.

We expect that the manipulated levels of environmental (design) cues of the stimuli (mock charity Facebook-pages) will have a different effect on appearance and content quality. The variable "special content" is used as a "double-check" that the respondent has been focused during the browsing "tour" in the stimulus. In the same time, it would be interesting to observe any relationship between environmental cues and information recall. This is why "special content" items will be placed in the very end of the survey.

Web quality

- Content quality

1. *The content of "Save the Children's Smile" Facebook page is useful.*
2. *The content of "Save the Children's Smile" Facebook page is complete.*
3. *The content of "Save the Children's Smile" Facebook page is clear.*
4. *The content of "Save the Children's Smile" Facebook page is current.*
5. *The content of "Save the Children's Smile" Facebook page is concise.*
6. *The content of "Save the Children's Smile" Facebook page is accurate.*

- Special content

1. *In the Facebook page of "Save the Children's Smile", one can find contact information (e.g. email addresses, phone numbers, etc.).*
2. *In the Facebook page of "Save the Children's Smile", one can find the firm's general information (e.g. goals).*
3. *In the Facebook page of "Save the Children's Smile", one can find details about activities and/or services.*
4. *In the Facebook page of "Save the Children's Smile", one can find information related to ways that you can make a donation.*

- Appearance

1. *The Facebook page of "Save the Children's Smile" looks attractive.*
2. *The Facebook page of "Save the Children's Smile" looks organized.*
3. *The Facebook page of "Save the Children's Smile" uses fonts properly.*
4. *The Facebook page of "Save the Children's Smile" uses colors properly.*
5. *The Facebook page of "Save the Children's Smile" uses multimedia features properly.*

iii. Results pretest 1

41 respondents participated in the first pretest. 20 of them were randomly assigned to the first mock page with high level of environmental (social & design) cues, and a second set of 21 respondents were randomly assigned to the second mock fan-page with a low level of environmental (social & design) cues. This pretest has the goal to test whether the two levels of environmental cues were manipulated correctly resulting differences in mean scores of 4 variables. A reliability check was performed in order to test the internal consistency of the variables used during the pretest 1. All the values of Cronbach's Alpha were greater than 0.7, thus the right sets of items correctly represent each variable.

Variable's name	Number of items	Cronbach's Alpha
Social Presence	5	0.925
Appearance	5	0.942
Content Quality	6	0.912
Special Content	4	0.792

(Table 3)

A one-way between-groups analysis of variance (ANOVA) performed to explore the impact of different levels of environmental cues on respondents' perceived social presence and page quality. Respondents were divided to two groups according to the level of environmental cues of the stimuli that they experienced (Group 1: High level of environmental cues; Group 2: Low level of environmental cues). There was a statistically significant difference at the $p<0.05$ level in *Social Presence [F(1, 39)=5.2, p=0.028]* and *Appearance [F(1, 39)=9.5, p=0.004]*. The actual difference in mean scores between these two groups was quite big, 0.8 for *Social Presence* and 1.15 for *Appearance.* The same did not happen for *Special Content* something that was expected since the content (information load) in both pages was the same, while the purpose of this variable was described in the previous paragraph. *Content quality*, on the other hand, did not provide a statistically significant difference at the $p<0.05$, but it was moving towards the right direction (p=0.193) while there was a satisfactory difference between the mean scores (0.46), taking into account the small size of the sample. As a result, the figures provide feedback about a successful manipulation of two levels of environmental cues.

Variable's name	Conditions	N	Std. Deviation	Means	(ANOVA) Sig.
Social Presence	High level of environmental cues	21	0.81147	5.9048	0.028
	Low level of environmental cues	20	1.42961	5.0800	
	Total	41	1.21418	5.5024	
Content quality	High level of environmental cues	21	0.89154	5.6190	0.193
	Low level of environmental cues	20	1.30505	5.1583	
	Total	41	1.12284	5.3943	
Special content	High level of environmental cues	21	0.87899	6.1310	0.368
	Low level of environmental cues	20	0.91945	5.8750	
	Total	41	0.89702	6.0061	
Appearance	High level of environmental cues	21	0.86156	5.8857	0.004
	Low level of environmental cues	20	1.45400	4.7400	
	Total	41	1.30825	5.3268	

(Table 4)

3.4.2. Pretest 2

In order to test whether the manipulation of two levels of situational involvement was carried out correctly, different respondents were assigned to one of the two stimuli with different levels of situational involvement this time. In the condition of low situational involvement the respondents read the first scenario and then continued by entering one of the two stimuli. After this browsing "tour", they reported their situational involvement. For this purpose the scale of Purchase Decision Involvement (PDI) (Mittal, 1989) was used and adapted in the context of this study. This scale is analogous the situational involvement of Houston and Rothschild (1977) (Delbert C. Miller and Neil J. Salkind, 2002).

Situational Involvement – Adapted to Purchase Decision Involvement (PDI) scale (Mittal, 1989)

1. *How important would it be to you to make a right choice of a non-profit for children?*

2. *Not at all important 1 2 3 4 5 6 7 Extremely important*

3. *In making your selection of a non-profit for children, how concerned would you be about the outcome of your choice?*

4. *Not at all concerned 1 2 3 4 5 6 7 Very much concerned*

5. *In selecting from many types of non-profits for children, would you say that:*

6. *I would not care at all as to which one I support 1 2 3 4 5 6 7 I would care a great deal as to which one I support*

Results pretest 2

20 respondents participated in the this second pretest that had the goal to test whether the two levels of situational involvement were manipulated correctly resulting differences in mean scores of the *Situational Involvement*. 10 respondents were randomly assigned to read the first scenario before entering to one of the two stumili while another 10 read the second scenario. A reliability check was performed in order to test the internal consistency of *Situational Involvement*. Cronbach's Alpha value was 0.442. Additional mutual analysis was expected to be conducted in the part of manipulation checks.

Variable's name	Number of items	Cronbach's alpha
Situational involvement	20	0.442

(Table 5)

One-way between-groups analysis of variance (ANOVA) performed to explore the impact of 2 scenarios of involvement on respondents reported situational involvement. They were divided to two groups according to the scenarios (Group 1: High level of situational involvement; Group 2: Low level of situational

involvement). There was not a statistically significant difference at the p<0.05 level in *Situational Involvement [F(1, 18)=1.8, p=1.192]*. The fact that the value was significantly low, it was accepted since the sample size of the second pretest was extremely low.

Variable's name	Conditions	N	Std. Deviation	Means	(ANOVA) Sig.
Situational involvement	1	10	0.62952	5.7667	
	2	10	0.68943	6.1667	0.192
	Total	20	0.67452	5.9667	

(Table 6)

In order to strengthen and better define the reporting levels of situational involvement based on the assigned scenario, the scales were moved just after the slide with the scenario and before the browsing "tour". The variable repositioned in the survey flow because there might be some respondents that experienced higher levels or situational involvement after taking the browsing "tour". In order to better disposition the participants towards the stimulus, in the main survey they rated the scales of situational involvement after reading the scenario.

3.5. Instrument Development

3.5.1. Dependent variables

Under investigation are environmental and behavioral factors affecting someone's intention to "Like" a non-profit's fan-page and WOM. Behavioral intention is the greater predictor of actual behavior (Ajzen, 1991). The intention to "Like" a charity's Facebook page we will be adapted to a scale measuring purchase intention. This variable actually represents the probability, likelihood, and someone's willingness to purchase a product (Ajzen, 1991; Burton et al., 1999; Grewal et al., 1998; Song and Zahedi, 2001).

Intention to "Like" the page – adapted to online purchase intention (Pavlou, 2003):

1. *I intend to "Like" the Facebook page of "Save the Children's Smile" and stay connected with the charity.*
2. *I expect to "Like" the Facebook page of "Save the Children's Smile" and stay connected with the charity in the future.*
3. *It is likely that I will interact with the Facebook page of "Save the Children's Smile" in the near future.*

Word Of Mouth - Based on Word-Of-Mouth (Zeithaml, Berry, and Parasuraman 1996):

1. *I would say positive things about the "Save the Children's Smile" charity to other people.*
2. *I would recommend the "Save the Children's Smile" charity to anyone who seeks my advice.*
3. *I would not encourage friends to donate to "Save the Children's Smile" charity. (scale items were reverse coded)*
4. *I would hesitate to refer my acquaintances (acquaintances meaning: someone you know, but who is not a close friend) to "Save the Children's Smile" charity. (scale items were reverse coded)*

3.5.2. Independent variables

The cognitive state of the organism construct will be represented by the attitude towards the interaction with the specific charity on Facebook and the subjects' subjective norms. The latter represents the perceived social pressure to perform a given behavior or not (Ajzen, 1991). The attitude has been used in studies using the SOR model (i.e. Eroglu et al., 2001) in order to analyze the effects of online environments on people's psychology. The variables of van der Heijden et al. (2003) and van der Heijden et al. (2001) will be adapted in the Facebook context.

Attitude towards the interaction with X charity on Facebook:
1. *I would have positive feelings towards "Liking" the Facebook page of "Save the Children's Smile"; van der Heijden (2003)*
2. *The thought of "Liking" the Facebook page of "Save the Children's Smile" is appealing to me; van der Heijden et al. (2001)*
3. *It would be a good idea to "Like" the Facebook page of "Save the Children's Smile"; van der Heijden et al. (2001)*

Ajzen and Fishbein's model in the theory of reasoned action (1980), suggests that behavior is determined by intentions, and intentions are highly determined by attitudes and subjective norms. More specifically, subjective norms is a variable that is expected to highly affect users' intentions in the Facebook context, as in this social networking platform some individuals could perceive a bigger social pressure on their actions than others do.

In the real world, anonymous donations are scarce. In the social media context, people might have the same possible need for positive evaluations by his/her significant others, when "Liking" a charity on Facebook. With other words, the external image that a person is willing to project might actually affect someone's behavior towards a specific Facebook fan-page.

Subjective norms:

Please express how strongly most people who are important to you feel you should or should not "Like" this charity page on Facebook:

1. *Most people who are important in my life think I: should not 1-2-3-4-5-6-7 should "Like" "Save the Children's Smile" on Facebook.*

2. *Most people who are important to me would: disapprove 1-2-3-4-5-6-7 approve of me "Liking" "Save the Children's Smile" on Facebook.*

Participants have to report their affective response to the stimuli. For those emotional (affective) states we will not employ the scales that originally developed by Mehrabian and Russell (1974) as they are bipolar and we need to keep the "unidimentionality" of our scales across the whole survey. The variables of Eroglu et. al. (2001) will be adapted in the Facebook context and will be changed to unipolar as well.

Pleasure:

Do the next emotions represent the environment of the "Save the Children's Smile" Facebook page? Please rate how much you agree.

1. *Happy - totally agree 1-7 totally disagree*

2. *Pleased - totally agree 1-7 totally disagree*

3. *Contented - totally agree 1-7 totally disagree*

Arousal:

Do the next emotions represent the environment of the "Save the Children's Smile" Facebook page? Please rate how much you agree.

1. *Stimulated - totally agree 1-7 totally disagree*

2. *Excited - totally agree 1-7 totally disagree*

3. *Aroused - totally agree 1-7 totally disagree*

3.6. Data collection method

The dataset was collected with an online survey. Respondents were assigned to one survey and they had to take a quick "tour" in one Facebook page. Various Facebook attributes of a charitable organization were presented to respondents, intergraded in one "tour" of screenshots, in order to measure their impact on participants' affective (pleasure and arousal) and cognitive states (attitude, moral and subjective norms) that result approach/avoidance behaviors. Each participant read only one of the two scenarios and viewed only one fan-page (sequence of 14 screen-shots.

One was able to observe the homepage and other "sub-pages" of a fan-page in a row of screenshots as they are depicted on everyone's screen. In the end of the "tour", they had seen all the major elements of the mock fan-page. The respondents had the ability to scroll-up and scroll-down each screenshot and then push "next" in order to observe the next screenshot. By using a sequence of screenshots, it was expected that the probability that all respondents would take a quick "tour" in the fan-page would be increased. In the same time, this method would enable all of them to evaluate the same content and be in the same position to answer the subsequent questions.

4. ANALYSIS

4.1. Demographics

During the 5 days of data collection, 281 people participated in the survey. Out of these 281 responses only 190 were complete and usable. The main reason that could explain the number of unfinished surveys, is the size of the survey and the total time that was needed in order to browse the stimuli and respond to questions. The demographic information of the sample is provided in the next table.

Demographics		Frequency	%
Gender	Male	105	55.6
	Female	84	44.4
Age	18 - 24	30	15.9
	24 - 32	143	75.7
	33 - 40	11	5.8
	>40	5	2.6
Income level	0 - 1000 euros	112	59.6
	1000 - 2000 euros	51	27.1
	2000 - 3000	18	9.6
	> 3000	7	3.7
Logins	Not every day	8	4.2
	1 - 2 times/day	53	28
	2 - 5 times/day	49	25.9
	5 - 10 times /day	26	13.8
	Facebook stays open on my computer/mobile all day	53	28

(Table 7)

What one might observe is that the sample was mainly consisted of people that use Facebook on a daily basis, have an income level of 0 – 1000 euros, and belongs to the age-group of 24 – 32. Concerning the gender of the sample, it was almost equally distributed to males and females (105 males, 84 females).

4.2. Reliability analysis

The values of the Cronbach's Alpha for every set of items is greater than 0.7, which indicates high internal consistency for all eleven scales. So, the reliability check is successful. The next table provides the number of items that were used to represent each variable and their corresponding Cronbach's Alpha values.

Variable's name	Number of items	Cronbach's alpha
Involvement	3	0.714
Social Presence	5	0.825
Appearance	5	0.880
Content quality	6	0.863
Special content	4	0.819
Pleasure	3	0.916
Arousal	3	0.830
Subj. norms	2	0.781
Attitude	3	0.945
WOM	4	0.830
Intention	3	0.941

(Table 8)

4.3. Manipulation checks

4.3.1. Environmental cues

The significance values of the Levene's test for *Social Presence, Content Quality* and *Appearance* were all higher than 0.05, thus the homogeneity of variance assumption was not violated in all cases. This was not true for *Special Content,* as it was expected, because the information load was kept the same in all stumuli. In addition to this, the significance value of *Special Content* in the table of ANOVA was higher than 0.05 indicating that there is not a statistically significant result somewhere among the two groups for this variable. As it was also mentioned in the part of Pretest 1, it would be interesting to observe any relationship between environmental cues and information recall using *Special Content*. The results of the ANOVA clearly show that such a relationship does not exist. Thus, *Special Content* was only used as a "double-check" that the respondents have been focused during the browsing "tour" of

the stimuli.

Respondents were divided to two groups according to the level of environmental cues in the stimuli that they experienced (Group 1: High level of environmental cues; Group 2: Low level of environmental cues). There was a statistically significant difference at the p<0.05 level in *Social Presence* [F(1,188)=12.093, p=0.001], *Appearance* [F(1,188)=33.149, p=0.000] *and Content Quality* [F(1,188)=10.567, p=0.001]. These results show a significant main effect between the manipulation of environmental cues and *Social Presence*, *Appearance* and *Content Quality*.

Mean scores are provided in the next table along with other figures relevant to this analysis. Complete tables/output from the analysis are provided in the Appendix.

Variable's name	Conditions	N	Std. Deviation	Means	(ANOVA) Sig.
Social Presence	High level of environmental cues	94	0.79958	5.4787	0.001
	Low level of environmental cues	96	1.04586	5.0083	
	Total	190	0.95917	5.2411	
Content quality	High level of environmental cues	94	0.83699	5.4202	0.001
	Low level of environmental cues	96	1.04191	4.9740	
	Total	190	0.96975	5.1947	
Special content	High level of environmental cues	94	0.89713	5.7340	0.806
	Low level of environmental cues	96	0.98115	5.7005	
	Total	190	0.93819	5.7171	
Appearance	High level of environmental cues	94	0.86456	5.5489	0.000
	Low level of environmental cues	96	1.09674	4.7229	
	Total	190	1.06953	5.1316	

(Table 9)

4.3.2. Situational Involvement

A one-way between-groups analysis of variance (ANOVA) performed to explore the impact of 2 scenarios of involvement on respondents reported situational involvement. They were divided to two groups according to the scenarios (Group 1: High level of situational involvement; Group 2: Low level of situational involvement). The significance values of the Levene's test for *Situational Involvement* was higher than 0.05, thus the homogeneity of variance assumption was not violated in this case too. There was a statistically significant difference at the p<0.05 level in *Situational Involvement* [F(1, 188)=4.977, p=0.027]. The result of the ANOVA depicts a significant main effect for the situational involvement manipulation on the corresponding variable.

Variable's name	Conditions	N	Std. Deviation	Means	(ANOVA) Sig.
Situational involvement	High level of situational involvement	93	1.07746	5.6093	0.027
	Low level of situational involvement	97	1.23431	5.2337	
	Total	190	1.17235	5.4175	

(Table 10)

4.4. Hypothesis testing

4.4.1. Hypotheses 1a, 1b, 1c, and 1d

Four one-way between-subjects ANOVAs were performed in order to observe the impact of two different levels of environmental cues on *Pleasure, Arousal, Subjective norms* and *Attitude.* Respondents were divided to two groups according to the level of environmental cues of the stimuli that they experienced (Group 1: High level of environmental cues; Group 2: Low level of environmental cues). The significance values of the Levene's test for *Arousal, Pleasure* and *Attitude* are all higher than 0.05, thus the homogeneity of variance assumption is not violated in all cases. The opposite counts for *Subjective norms* (Levene's test Sig. = 0.49). There is a

statistically significant difference at the p<0.05 level in Pleasure *[F(1, 188)=4.7, p=0.030]* and Arousal *[F(1, 188)=9.7, p=0.002]*. But there is not a significant difference among the mean scores of *Subjective Norms [F(1, 188)=2.7, p=0.101]* and *Attitude [F(1, 188)=1.7, p=0.186]* for the two levels. The actual difference in mean scores for Pleasure is 0.4105 while for Arousal is 0.5785. The effect size was calculated using eta squared (Sum of squares between-groups / Total sum of squares), resulting:

- Eta squared (Pleasure) = 0.02478
- Eta squared (Arousal) = 0.04933

Hypothesis 1 is partially accepted. Different levels of environmental cues only affect users' affective (pleasure and arousal) but not their cognitive states (subjective norms and attitude).

Variable's name	Conditions	N	Std. Deviation	Means	(ANOVA) Sig.
Pleasure	High level of environmental cues	94	1.25686	4.8723	0.030
	Low level of environmental cues	96	1.33015	4.4618	
	Total	190	1.30728	4.6649	
Arousal	High level of environmental cues	94	1.30185	4.6028	0.002
	Low level of environmental cues	96	1.25119	4.0243	
	Total	190	1.30574	4.3105	
Attitude	High level of environmental cues	94	1.34910	5.1560	0.186
	Low level of environmental cues	96	1.45725	4.8854	
	Total	190	1.40762	5.0193	
Subjective norms	High level of environmental cues	94	1.15440	5.3936	0.101
	Low level of environmental cues	96	1.42287	5.0833	
	Total	190	1.30291	5.2368	

(Table 11)

4.4.2. Hypotheses 2a, 2b, 2c, and 2d

In order to test Hypotheses 2a, 2b, 2c, and 2d, a regression analysis was performed. This type of analysis give an indication of how well different independent variables predict a dependent variable, as well as which one of those independent variables have the biggest effect on the dependent one.

In order to test the hypotheses, a standard multiple regression analysis was performed. In this case, *Pleasure*, *Arousal*, *Subjective norms*, and *Attitude* constitute the set of independent variables that is expected to have a statistically significant and positive effect on *Intention*.

The results of the analysis indicate that the model explains 64.2% ($R^2 = 0.642$) of the variance of someone's intention to "Like" the Save the Children's Smile Facebook fan-page. What is more, the effect of the independent variables on *Intention* is statistically significant (F=82.797, p<0.05). The null hypothesis can be rejected. The output generated from this analysis can be found in the Appendix.

The table below includes the coefficients and significance levels of the independent variables, that have been derived from the coefficients table. The unstandardized coefficients give an indication of the contribution of each independent variable to the model. The standardized coefficients provide the magnitude of the independents' effect on the dependent variable. In this case *Attitude* is statistically significant at the 0.01 level (p<0.01), *Arousal* is statistically significant at the 0.05 level (p<0.05), *Subjective norms* is statistically significant at the 0.1 level (p<0.1), while the constant plays a significant and negative role in the model. On the other hand pleasure resulted to have an insignificant role in the model.

$R^2 = 0.642$			
Intention = β₀ + β₁*pleasure + β₂*arousal + β₃*attitude + β₄*subj_norms + ε			
Independent Variables	**Unstandardized Coefficients (B)**	**Standardized Coefficients**	**Sig.**
Constant	-0.739		0.015
Arousal	0.192	0.167	0.015
Pleasure	0.107	0.093	0.152
Subjective Norms	0.130	0.113	0.077
Attitude	0.560	0.524	0.000

(Table 12)

As a result, Hypothesis H2 is partially confirmed as H2a is rejected. Hypotheses H2b, H2c, and H2d are all accepted as *Arousal*, *Subjective norms* and *Attitude* have a significant and positive effect on the *Intention*. If *Arousal* will increase by one unit, the *Intention* to "Like" the Save the Children's Smile Facebook fan-page will also increase by 0.192. The same increase on *Subjective norms* and *Attitude* will result an increase of the *Intention* to "Like" the Save the Children's Smile Facebook fan-page by 0.130 and 0.560 respectively.

Furthermore, the results show that among the three significant independent variables, *Attitude* towards the interaction with the fan-page have the greatest effect on *Intention* (0.524), followed by Arousal (0.167) and *Subjective norms* (0.113).The results regarding the cognitive variables are in accordance with Ajzen and Fishbein's model in the theory of reasoned action (1980) that suggests that intentions are highly determined by attitudes and subjective norms.

4.4.3. Hypotheses 3a, 3b, 3c, and 3d

The results of a second standard multiple regression analysis, with *Word-Of-Mouth (WOM)* as the dependent variable this time, indicate that the model explains 59.6% ($R^2 = 0.596$) of the variance of respondents' WOM. The effect of the independent variables on *WOM* is statistically significant (F=68.3, p<0.05). The null hypothesis can be rejected.

The table below includes the coefficients and significance levels of the independent variables, exactly like in the previous case testing Hypothesis 2. In this case *Pleasure* and *Subjective norms* are statistically significant at the 0.01 level (p<0.01), *Attitude* is statistically significant at the 0.05 level (p<0.05), *Arousal* is statistically significant at the 0.1 level (p<0.1), while the constant plays a significant and positive role in the model this time (Table 13).

Hypothesis H3 is fully confirmed as both sets of cognitive and affective variables have a significant and positive effect on *WOM*. Furthermore, when *Arousal* increases by one unit, the respondents' *WOM* increases by 0.133. The same increase on *Pleasure*, *Subjective norms* and *Attitude* provokes an increase of respondents' *WOM* by 0.290, 0.274 and 0.159 respectively. Among the independent variables, *Pleasure* has the greatest effect on *WOM* (0.306), followed by *Subjective norms* (0.274), *Attitude* (0.180) and *Arousal* (0.140).

$R^2 = 0.596$			
$WOM = \beta_0 + \beta_1 * pleasure + \beta_2 * arousal + \beta_3 * attitude + \beta_4 * subj\_norms + \varepsilon$			
Independent Variables	Unstandardized Coefficients (B)	Standardized Coefficients	Sig.
Constant	0.772		0.004
Arousal	0.133	0.140	0.053
Pleasure	0.290	0.306	0.000
Subjective Norms	0.274	0.288	0.000
Attitude	0.159	0.180	0.028

(Table 13)

4.4.4. Further analysis on H2 and H3; Gender split

The dataset was splited based on gender type to males and females. Two standard multiple regression analyses give more insights about the effects of males' and females' cognitive and affective variables on their *Intention* and *WOM*.

i. Intention

The model explains 75.6% ($R^2 = 0.756$) of the variance of males' *Intention* and 85.3% ($R^2 = 0.853$) of the variance of females' Intention. Males' *Intention* to "Like" the Save the Children's Smile Facebook fan-page is significantly affected only by their *Attitude* (p<0.01) towards this kind of interaction. *Arousal*, *Pleasure* and *Subjective norms* do not show to have statistically significant effects on males *Intention*. As for females, all four variables have a statistically significant effect on their *Intention*. Both for males and females the constant does not play a significant role in the model and *Attitude* has the greatest effect on their *Intention*. When talking only about women, *Pleasure* has the next strongest effect on their *Intention* (0.253), followed by *Subjective norms* (0.218) and *Arousal* (0.201).

	Independent Variables	Unstandardized Coefficients (B)	Standardized Coefficients	Sig.
	R^2 (male) = 0.752			
	Intention = $\beta_0 + \beta_1$*pleasure + β_2*arousal + β_3*attitude + β_4 *subj_norms + ε			
Male	Constant	-0.700		0.154
	Arousal	0.101	0.085	0.417
	Pleasure	0.050	0.043	0.656
	Subjective Norms	-0.009	-0.007	0.939
	Attitude	0.816	0.670	0.000
	R^2 (female) = 0.853			
	Intention = $\beta_0 + \beta_1$*pleasure + β_2*arousal + β_3*attitude + β_4 *subj_norms + ε			
Female	Constant	-0.444		0.217
	Arousal	0.211	0.201	0.022
	Pleasure	0.262	0.253	0.007
	Subjective Norms	0.213	0.218	0.018
	Attitude	0.290	0.308	0.002

(Table 14)

ii. Word-Of-Mouth

In the second case where *WOM* is under investigation as the dependent variable, the model explains 76.1% (R^2 = 0.761) of the variance of males' *WOM* and 77% (R^2 = 0.770) of the variance of females' *WOM*.

Regarding males, *Pleasure* ($p<0.01$), *Arousal* ($p<0.1$) and *Subjective norms* ($p<0.05$) show a statistically significant effect on their *WOM* while the opposite applies for their *Attitude*. As for females, only *Pleasure* and *Subjective norms* have a statistically significant effect on their *WOM*.

R^2 (male) = 0.761				
$WOM = \beta_0 + \beta_1*pleasure + \beta_2*arousal + \beta_3*attitude + \beta_4*subj\_norms + \varepsilon$				
Male	**Independent Variables**	**Unstandardized Coefficients (B)**	**Standardized Coefficients**	**Sig.**
	Constant	0.529		0.175
	Arousal	0.177	0.185	0.075
	Pleasure	0.323	0.344	0.000
	Subjective Norms	0.232	0.225	0.013
	Attitude	0.174	0.177	0.119
R^2 (female) = 0.770				
$WOM = \beta_0 + \beta_1*pleasure + \beta_2*arousal + \beta_3*attitude + \beta_4*subj\_norms + \varepsilon$				
Female	**Independent Variables**	**Unstandardized Coefficients (B)**	**Standardized Coefficients**	**Sig.**
	Constant	1.176		0.003
	Arousal	0.034	0.036	0.736
	Pleasure	0.242	0.261	0.022
	Subjective Norms	0.373	0.427	0.000
	Attitude	0.120	0.142	0.237

(Table 15)

iii. Males and Females mean scores of Intention and WOM

The graph demonstrates the mean scores of WOM and Intention for males and females. Observation of the mean scores uncovers the fact that respondents's WOM is bigger than their *Intention* in all cases. Females tend to report higher WOM and Intention to "Like" a children-related charity than males. What is more, the difference between males and females is greater regarding their *Intention* than their *WOM*.
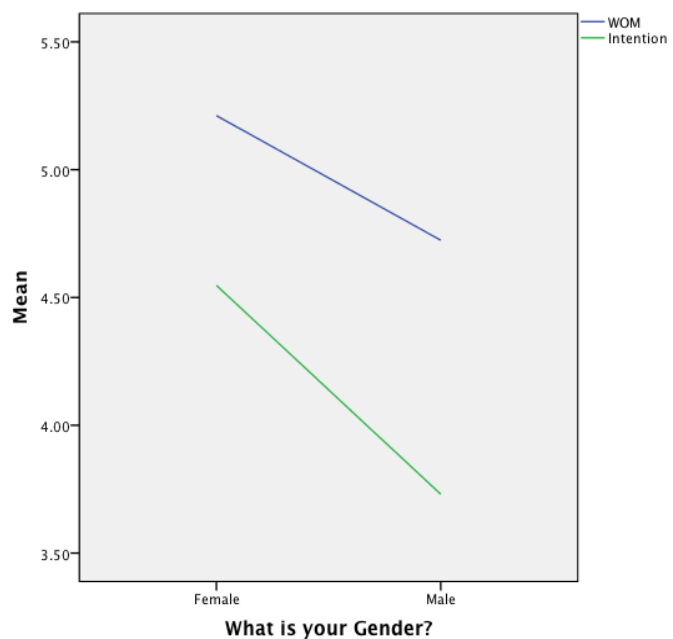
(Graph 2)

4.4.5. Hypothesis 4

A one-way between groups multivariate analysis of variance was performed to investigate the moderation effect of *Situational Involvement* between environmental cues and respondents' cognitive and affective states. Four dependent variables were used: *Pleasure, Arousal, Attitude* and *Subjective norms*. The independent categorical variable was the *scenario* that actually represents four combinations of different levels of environmental cues and situational involvement. Preliminary assumption testing was performed regarding the sample size, univariate and multivariate outliers, linearity, homogeneity of variance-covariance matrices, equality of variances, and multicollinearity. The outcome of the assumption testing did not result serious violations. There was a statistically significant difference between the four scenarios on the set of dependent variables: F (12, 484), p = 0.015; Wilks' Lambda = 0.87; partial eta squared = 0.044.

The analysis confirmed Hypothesis 4 predicting that Situational Involvement will moderate the effect of environmental cues and respondents' cognitive and affective states in total.

Further observation of each dependent variable separately using a Bonferroni adjusted alpha level of (0.05/4=) 0.0125, depicts that there are statistically significant differences only for *Pleasure* [F (3, 186) = 4.352, p=0.005, partial eta squared=0.066]. Very close to significant results is *Arousal* [F (3, 186) = 3.561, p=0.015, partial eta squared=0.066].

4.5.6. Further analysis on Hypothesis 4

In order to further analyze *Pleasure* and *Arousal* regarding different levels of environmental cues and situational involvement three graphs are considered (Graph 3, Graph 4, Graph 5)**.** The first graph (Graph 3) indicates that respondents under high situational involvement reported greater *Pleasure* and *Arousal* than those respondents under low situational involvement. The second graph (Graph 4) demonstrates an analogous effect from different levels of environmental cues on *Pleasure* and *Arousal*. The third Graph (Graph 5) gives an indication of *Pleasure* and *Arousal* under four different combinations of high and low levels of environmental cues and

situational involvement. Fluctuations of the mean scores of *Arousal* demonstrate higher sensitivity on different levels of cues than situational involvement.

The same does not apply for *Pleasure*. Under the two scenarios of high situational involvement (High cues/High Invol and Low cues/High Invol) the mean scores are almost the same, showing that environmental cues does not play a dominant role when respondents were highly involved.

Finally, when respondents were under a low involvement situation, environmental cues strongly affected their emotion of *Pleasure* and Arousal. Graph 5 gives another perspective of how situational involvement influences the effect of environental cues on respondents' affective states.

Graph 3

Graph 4

Graph 5
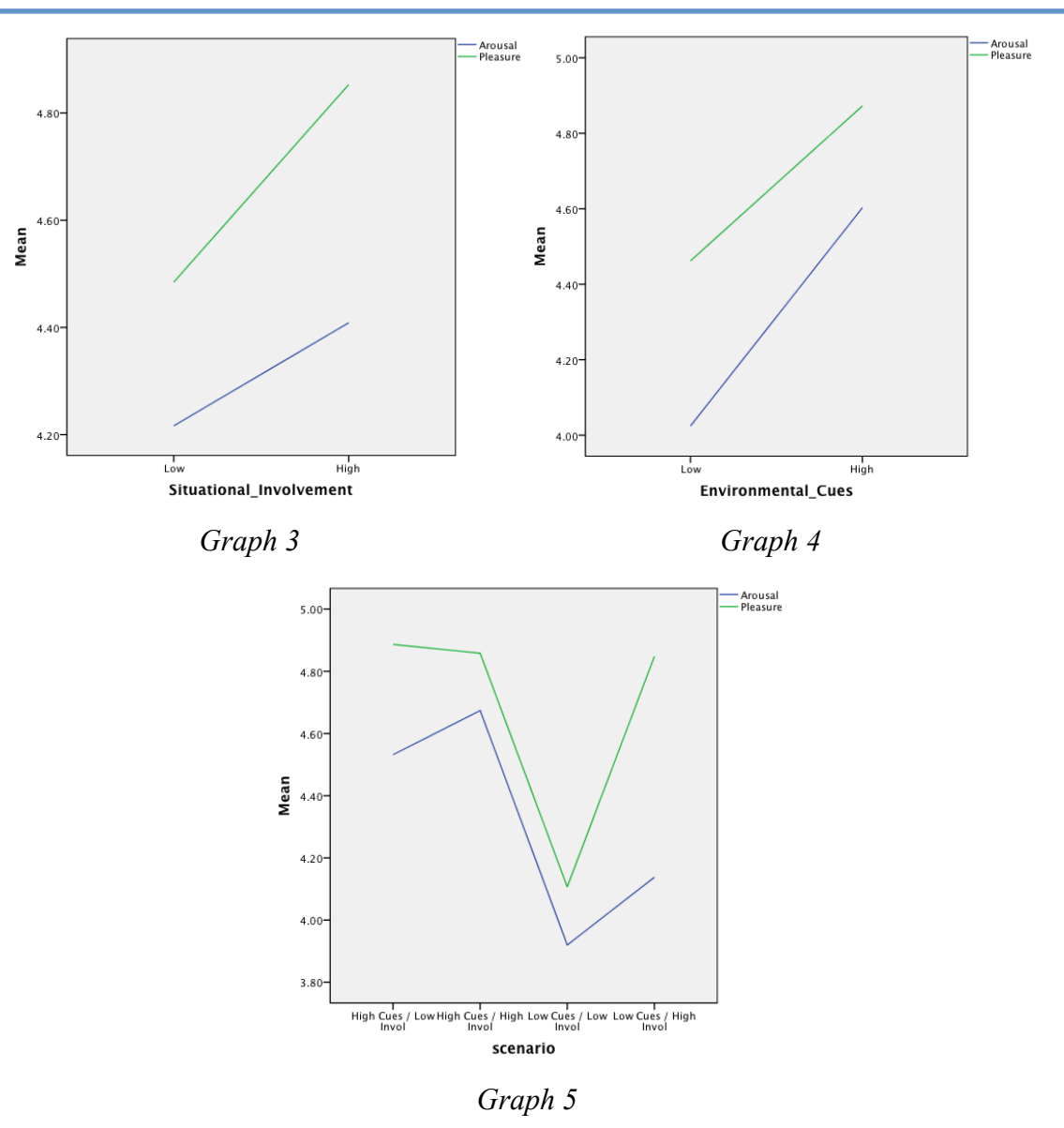
5. Hypotheses testing summary

H #	Description	Status
H1a	The level of environmental cues will positively affect users' pleasure	Confirmed
H1b	The level of environmental cues will positively affect users' arousal	Confirmed
H1c	The level of environmental cues will positively affect users' subjective norms	Rejected
H1d	The level of environmental cues will positively affect users' attitude	Rejected
H2a	Users' Intention to "like" the Facebook page will be positively affected by their experienced pleasure	Rejected
H2b	Users' Intention to "like" the Facebook page will be positively affected by their experienced arousal	Confirmed
H2c	Users' Intention to "like" the Facebook page will be positively affected by their attitude towards the interaction with a Facebook page	Confirmed
H2d	Users' Intention to "like" the Facebook page will be positively affected by their subjective norms	Confirmed
H3a	Users' word-of-mouth about the Facebook page will be positively affected by their experienced pleasure	Confirmed
H3b	Users' word-of-mouth about the Facebook page will be positively affected by their experienced arousal	Confirmed
H3c	Users' word-of-mouth about the Facebook page will be positively affected by their attitude towards the interaction with a Facebook page	Confirmed
H3d	Users' word-of-mouth about the Facebook page will be positively affected by their subjective norms	Confirmed
H4	Situational involvement will moderate the effect of environmental cues on user's affective and cognitive states	Confirmed

6. Discussion and Implications

The results of the analysis provide various insights on how non-profits for children should manage their Facebook pages. In this section, the main results will be discussed in order to provide guidelines for non-profits' social media managers.

Hypothesis 1 was partially accepted as Environmental cues have a significant effect only on *Pleasure* and *Arousal.* Respondents' *Attitude* and *Subjective norms* remained "intact" when manipulating different levels of environmental cues. This could mean that the respondents held a strong attitude towards the interaction with non-profits for children on Facebook and this could not change by simply manipulating different levels of environmental cues, as they were defined in this study. The same applies for *Subjective norms*.

A second and academically more concrete explanation of why Hypotheses 1c and 1d were not confirmed can be derived from previous research. The Theory of Planned Behavior claims that behavior is a function of salient beliefs relevant to the behavior, and these salient beliefs are categorized to *behavioral beliefs* (determinants of *Attitude*), *normative beliefs* (determinants of *Subjective norms*) and *control beliefs* (determinants of *Perceived Behavioral Control*) (Ajzen, 1991, p.189). In the context of e-commerce Song and Zahedi (2005) supported that web design elements can influence online customers, but these elements have to change their salient beliefs related to e-commerce. For example, in order to study the effect of design cues on *Attitude*, they manipulated web design elements for promotion and web design elements for service in order to affect respondents' behavioral beliefs about and evaluation of perceived price, and behavioral beliefs about and evaluation of perceived service, respectively.

Likewise, a belief-based perspective during the manipulation of environmental cues could provide better results for this study. Pilot tests could identify the existence of Facebook design elements according to their corresponding beliefs, and those beliefs should be elicited from the respondents' and should not be drawn arbitarily. For instance, in the context of charitable behavior, Smith and McSweeney (2007) recognized a set of behavioral beliefs (i.e. feeling better about oneself, donations not reaching the needy, helping others). A connection of those beliefs (along with other relevant to the context of nonprofits-users interaction on Facebook) with Facebook design elements could help towards a better manipulation of cues that could have a

significant impact on *Attitude* and *Subjective norms*.

Since this research provides support of the effect of different levels of environmental cues on *Pleasure* and *Arousal,* non-profits should design their fan-pages with a high level of environmental (design and social) cues in order to affect the emotions of *Pleasure* and *Arousal* of Facebook users. The importance of this statement is also supported from the fact that *Arousal* is a strong predictor of respondents' intention to "Like" the fan-page and spread the word, while *Pleasure* has the strongest positive effect on WOM.

Subjective norms have a positive effect on Intention and WOM according to Hypotheses 2 and 3. This means that when people "Like" a fan-page for children on Facebook or when they talk to someone else about it, they perceive a social pressure to perform or not that behavior. In other words they have second thoughts whether their significant others will approve or disapprove of them interacting with the charity, or being the evangelists of the good cause.

In accordance with the Theory of Planned Behavior, respondent's attitude towards the interaction with "Save the Children's Smile" was the strongest significant predictor of their Intention to "Like" it. It was also proved that someone's attitude towards the interaction with "Save the Children's Smile" significantly determines whether he will be a good or bad ambassador of the charity.

Since the biggest goal of non-profits on Facebook is to raise awareness about their mission and goals, Word-of-Mouth is a very important variable. In Graph 2, it is obvious that, in most of the cases, respondents' WOM is greater than their *Intention*. In graph 6 it is easier to observe that even those with a low intention to "Like" the fan-page reported a higher WOM. This simply means that even those that are unwilling to "Like" the page, produce at least a moderate WOM. So, to "Like" a fan-page seems to be much more harder than to produce a positive WOM. Thus, social media managers should keep in

(Graph 6)

mind that a well-designed non-profit fan-page not only works as a "Like" magnet, but also as a factor affecting their organisations' word-of-mouth.
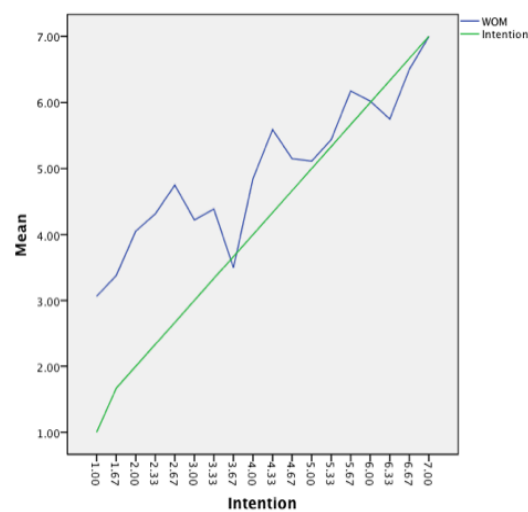
Further analysis on Hypotheses 2 and 3 gave two main outcomes. Firstly, females are more sensitive and emotional when it comes to Liking a fan-page for children. *Pleasure* and *Arousal* along with subjective norms and attitude were all positive predictors of females' Intentions to "Like" the fan-page, while on the other hand, men are mainly influenced by their attitude. Secondly, women on average reported a bigger intention to like the fan-page and spread the word in favor of the organisation (Graph 2). As a result, we may conclude that women have a greater urge to support non-profits for children on Facebook and should constitute the main target group of these organisations on Facebook.

Hypothesis 4 was successfully supported from the analysis, in accordance to previous literature supporting the moderating effect of involvement between the stimulus and people's affective and cognitive states. Graph 4 demonstrates that the respondents that experienced the stimulus with a high level of environmental cues, reported greater *Pleasure* and *Arousal* than those that experienced the stimulus with a low level of environmental cues. What is more, environmental cues had a bigger effect on users' emotions under the high involvement situation. Graph 3 indicates that respondents under high situational involvement reported greater *Pleasure* and *Arousal* than those respondents under low situational involvement. Non-profits for children should design marketing campaigns to inform people about their activities, missions and goals and then invite them to their Facebook page. In this way, those people that will visit the Facebook page, will be under a high involvement situation, thus there will be a higher possibility for a successful interaction.

Furthermore, Graph 5 supports that non-profits should design their fan-pages with a high level of environmental (design and social) cues especially for those being less involved. Graph 5 revealed that when respondents were under a low involvement situation, environmental cues strongly affected their emotions of *Pleasure* and *Arousal*.

Finally, during the manipulation checks phase, four variables were used to assess whether environmental cues were different between the two mock fan-pages. The fan-page with a high level of environmental cues scored higher in terms of *Appearance*, *Page Quality* and *Social Presence*, than the fan-page with a low level of environmental cues. Social media managers should use those three scales as metrics, in order to evaluate the level of environmental cues of their fan-pages. For a holistic assessment an additional scale like *Special Content* or *Information Load* is advised.

7. Limitations and Future Research

The sample used in this study can be characterized homogeneous in terms of income level (86.7 had an income between 0-2000) and age (75.7% aged between 24-32). This study gives insights regarding the behavior of young Facebook-users and provides feedback to those non-profits that have a certain target group within this age range. It would be very beneficial to children-related non-profits to have some insights regarding user' responses to different environmental cues with regard to different income levels, age, personal values or personality traits.

Bennett (2003) suggested that when someone gives to a specific charity, he wants to express his/her own personal beliefs. Further research and analysis on the relationship between people's personal beliefs and types of charities supporting on Facebook could put more knowledge in the context. Generally speaking, as there is no literature on beliefs towards the interaction with non-profits on Facebook, a research should identify those ones in order to create a belief-based conceptual model with behavioral variables from the Theory of Planned Behavior.

The survey was designed in order to provide a real-time and real-life Facebook stimulus, but the respondents did not have the ability to explore the mock fan-page according to their will. As a result, a great limitation is the way that respondents browsed the stimulus, because not everyone browses a fan-page in the same way. The selection of those parts of the fan-page that constituted the browsing "tour", was mainly based on non-profits main goals.

In addition, it would be also interesting to conduct an experiment with an eye-tracking device to identify which parts and areas of a Facebook page people tend to observe first and which elements they explore or tend to visit most.

Additional research is needed to further analyze what people want to see on Facebook pages of non-profits for children and what they do not. There should be some kind of information that users might prefer to see more on a Facebook page than on a website. Facebook pages and websites might produce different levels of perceived usefulness or ease-of-use. Facebook pages and websites may score differently in terms of ease-of-use and familiarity under different browsing intentions and tasks scenarios.

Another limitation is that design and social factors were integrated under the term Environmental Cues. Further investigation is needed to explore the separate

effect of social and design cues on users' behavior. Likewise, it would be useful for non-profits to investigate the effects of different environmental cues embedded in donation applications (tabs) on users' perceived risk or perceived trust. Are there any specific reasons why people prefer to donate through non-profits' main websites? Do they perceive Facebook as a platform that is not trustworthy and they are afraid of providing their personal and bank details?

Another limitation is that the specific content or information load was kept constant in all mock pages. Of course, information load is a very serious dimension that results different evaluations towards websites and probably fan-pages. Manipulation of the quality and quantity of information could provide different responses. Then, these kind of responses could be evaluated to provide guidelines about what Facebook fan-pages should embody or post according to different goals or strategies.

Facebook can be a great chance for non-profits to raise awareness and funds to achieve their goals. The academic society should provide research guidelines and support to non-profits in order to help them make proper use of the social media platforms, and find the right way to accomplish the right goals.

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babble.com
http://babble.com/

American Institute of Philanthropy
http://www.charitywatch.org/

beliefnet.com
http://www.beliefnet.com/

9. Appendix A

39 Non-proit table

NAME	Total likes	# of people talking about it	17-5-2013	
UNICEF	2,606,733	78,485		
St. Jude Children's Research Hospital	1,199,097	72,499	**Average sociability**	
March of Dimes	397,969	55,022	**1,025,092**	**56,903**
Shriners Hospitals for Children	478,639	50,158		
Save the Children	443,023	28,353		
World Vision USA	1,004,262	11,851		
Ronald McDonald House Charities (RMHC)	258,938	11,786		
ChildFund International	32,816	9,695		
National Center for Missing & Exploited Children	42,652	6,674		
The Salvation Army USA	157,444	3,819		
Operation Smile	58,992	3,706		
Dolly Parton's Imagination Library	56,033	3,257		
No Kid Hungry	118,892	3,155		
Oxfam GB	135,624	2,025		
SOS Children's Villages	16,823	1,785		
Feed The Children	32,351	1,121		
Children's Defense Fund	31,589	906		
Operation Shower	7,169	791		
Save Abandoned Babies	4,755	747		
Children's Hospital of Richmond at VCU	9,363	668		
Children Incorporated	1,832	520		
First Book	27,737	519		
The Hole in the Wall Gang Camp	7,371	511		
Angel Tree	9,696	297		
Children's Hunger Fund	10,332	292		
Camp Kesem	4,935	269		
Prevent Child Abuse America	49,270	234		
Children's Health Fund	15,989	193		
North American Council on Adoptable Children (NACAC)	2,684	141		
Pearl S. Buck International	1,205	136		
Kids in Need of Defense (KIND)	5,507	105		
Project Night	3,188	92		
Marine Toys for Tots Foundation	30,331	82		
Get PUMPed!	1,092	48		
Newborns in Need	1,046	37		
Operation Warm, Inc.	2,225	10	**Average sociability**	
Blind Babies Foundation	827	8	**1,178**	**22**
The Christmas Box International	701	6		

Posts on the mock page

- Think of poverty as a disease, thwarting growth and development, robbing children of the healthy, happy futures they might otherwise expect." This is why we are so driven to provide more children living in need with the joy and ability to attend school on cold winter days that comes with a new winter coat.
  - http://well.blogs.nytimes.com/2013/05/13/poverty-as-a-childhood-disease/
- Check out this new video by one of our wonderful partners in Chicago, Chicago Commons. They have been paving the way for families most at risk for poverty, violence and educational disadvantage in Chicago for nearly 120 years. We're proud we can help their children feel happy and special with new winter coats.
  - http://www.youtube.com/watch?v=AVW1CUBssYQ&feature=youtu.be
- "Books are more than important, they fill a basic need in low-income communities—the need to connect to the world. Books for children of poverty represent hope." Our guest blogger today is author/poet Guadalupe Garcia McCall, whose book "Summer of the Mariposas", from Lee & Low Books, is part of our Stories For All Project.
  - http://blog.firstbook.org/2013/05/08/stories-for-all-project-guadalupe-garcia-mccall/
- MY World is a global survey asking you to choose your priorities for a better world. Results will be shared with world leaders in setting the next global development agenda
  - Get the details here: http://tinyurl.com/sos-my-world
- Three years after a massive earthquake killed hundreds of thousands in Haiti and left even more without a home, Save the Children's Smile is focusing on education as the only way out for children in the poorest country of the western hemisphere. One of several new schools was opened recently, and it is built to withstand any earthquake!
  - http://www.youtube.com/watch?v=QtszAEBz6uE
- Time is running out to Win Big, Give Bigger! GreenCupboards.com has been giving away a different toy every day during June. Every toy they giveaway is matched and donated to Save the Children's Smile. There are just a few days left to participate so be sure to enter. (http://facebook.com/greencupboards)
- Douglas Cuddle Toys will donate a toy to Save the Chldren's Smile for every purchase made until the end of July!!
  - http://www.facebook.com/douglastoys
- Thank you Rotary Club of Bolivar MO for providing new winter coats to local children living in need. We appreciate your support over the past three years!
  - http://bolivarmonews.com/school/rotary-donates-coats-to-area-schools/article_c875755e-591f-11e2-b5c5-001a4bcf887a.html
- We're so proud of our partnership with the Arlington TX Firefighters IAFF Local 330, who provided 300 local children living in need with new coats. Take a look at the great photos in this Star-Telegram story.
  - http://www.star-telegram.com/2012/12/21/4502303/new-warm-coats.html
- 1Ms Latham makes a valid point: It really is worth taking a closer look at the organization you intend to donate to! The Telegraph article she links to also provide valuable insight on a difficult topic.
  - http://orphanagetourismcambodia.wordpress.com/2012/07/16/so-how-do-you-make-sure-a-charity-is-genuine/

PRETESTING

Pretest 1

Reliability checks

Social presence

Case Processing Summary

		N	%
Cases	Valid	41	100.0
	Excluded[a]	0	.0
	Total	41	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.925	5

Appearence

Case Processing Summary

		N	%
Cases	Valid	41	100.0
	Excluded[a]	0	.0
	Total	41	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.942	5

Conetnt quality

Case Processing Summary

		N	%
Cases	Valid	41	100.0
	Excluded[a]	0	.0
	Total	41	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.912	6

Special content

Case Processing Summary

		N	%
Cases	Valid	41	100.0
	Excluded[a]	0	.0
	Total	41	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	4

ANOVA – Pretest 1

Oneway

[DataSet1] /Users/iliaspapapanagiotou/Desktop/pretest_design.sav

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Social_Presence	1	21	5.9048	.81147	.17708	5.5354	6.2741	4.20	7.00
	2	20	5.0800	1.42961	.31967	4.4109	5.7491	1.80	7.00
	Total	41	5.5024	1.21418	.18962	5.1192	5.8857	1.80	7.00
Content_Quality	1	21	5.6190	.89154	.19455	5.2132	6.0249	3.83	7.00
	2	20	5.1583	1.30505	.29182	4.5476	5.7691	2.50	7.00
	Total	41	5.3943	1.12284	.17536	5.0399	5.7487	2.50	7.00
Special_Content	1	21	6.1310	.87899	.19181	5.7308	6.5311	3.75	7.00
	2	20	5.8750	.91945	.20560	5.4447	6.3053	3.75	7.00
	Total	41	6.0061	.89702	.14009	5.7230	6.2892	3.75	7.00
Appearence	1	21	5.8857	.86156	.18801	5.4935	6.2779	3.80	7.00
	2	20	4.7400	1.45400	.32512	4.0595	5.4205	1.80	7.00
	Total	41	5.3268	1.30825	.20431	4.9139	5.7398	1.80	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social_Presence	Between Groups	6.968	1	6.968	5.226	.028
	Within Groups	52.002	39	1.333		
	Total	58.970	40			
Content_Quality	Between Groups	2.174	1	2.174	1.757	.193
	Within Groups	48.257	39	1.237		
	Total	50.431	40			
Special_Content	Between Groups	.671	1	.671	.830	.368
	Within Groups	31.515	39	.808		
	Total	32.186	40			
Appearence	Between Groups	13.447	1	13.447	9.533	.004
	Within Groups	55.014	39	1.411		
	Total	68.460	40			

ANOVA (plots)
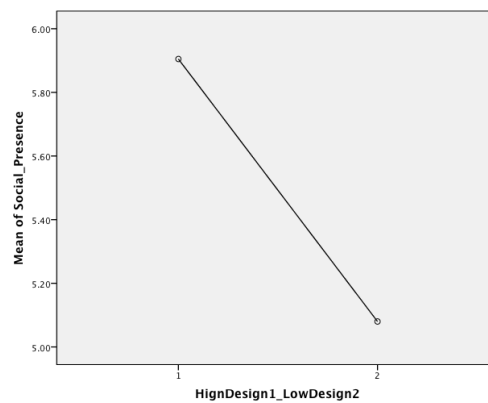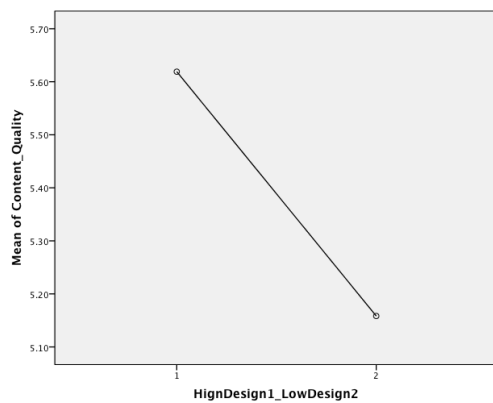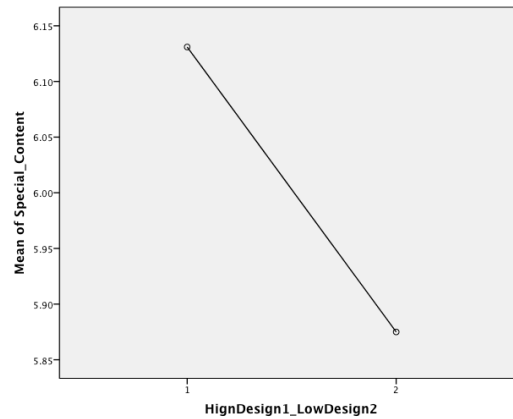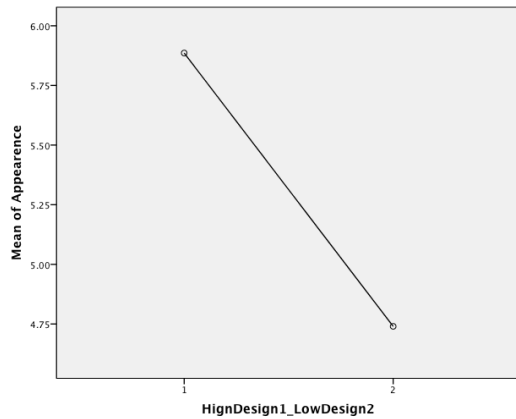
Pretest 2

Reliability checks

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded[a]	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.442	.456	3

ANOVA – Pretest 2

Descriptive statistics

Involvement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	10	5.7667	.62952	.19907	5.3163	6.2170	4.33	6.67
2	10	6.1667	.68943	.21802	5.6735	6.6599	5.00	7.00
Total	20	5.9667	.67452	.15083	5.6510	6.2823	4.33	7.00

ANOVA

Involvement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.800	1	.800	1.836	.192
Within Groups	7.844	18	.436		
Total	8.644	19			

MAIN ANALYSIS

Reliability analysis

Involvement

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	3

Social presence

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.825	5

Content quality

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.863	6

Special content

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

Appearence

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.880	5

Pleasure

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	3

Arousal

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

Subjective norms

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.781	2

Attitude

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.945	3

Intention

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.941	3

WOM

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.830	4

Demographics

What is your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	84	44.2	44.4	44.4
	Male	105	55.3	55.6	100.0
	Total	189	99.5	100.0	
Missing	System	1	.5		
Total		190	100.0		

How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 24	30	15.8	15.9	15.9
	24 – 32	143	75.3	75.7	91.5
	33 – 40	11	5.8	5.8	97.4
	>40	5	2.6	2.6	100.0
	Total	189	99.5	100.0	
Missing	System	1	.5		
Total		190	100.0		

Please indicate your income level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 1000 euros	112	58.9	59.6	59.6
	1000 – 2000 euros	51	26.8	27.1	86.7
	2000 – 3000 euros	18	9.5	9.6	96.3
	> 3000	7	3.7	3.7	100.0
	Total	188	98.9	100.0	
Missing	System	2	1.1		
Total		190	100.0		

How often do you log-in to Facebook per day (on average)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not every day	8	4.2	4.2	4.2
	1 –2 times per day	53	27.9	28.0	32.3
	2–5 times per day	49	25.8	25.9	58.2
	5 – 10 times per day	26	13.7	13.8	72.0
	Facebook stays open on my computer/mobile all day	53	27.9	28.0	100.0
	Total	189	99.5	100.0	
Missing	System	1	.5		
Total		190	100.0		

Manipulation checks

i. Environmental cues

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Social_Presence	High	94	5.4787	.79958	.08247	5.3150	5.6425	2.80	7.00
	Low	96	5.0083	1.04586	.10674	4.7964	5.2202	2.20	7.00
	Total	190	5.2411	.95917	.06959	5.1038	5.3783	2.20	7.00
Appearence	High	94	5.5489	.86456	.08917	5.3719	5.7260	2.00	7.00
	Low	96	4.7229	1.09674	.11194	4.5007	4.9451	2.20	7.00
	Total	190	5.1316	1.06952	.07759	4.9785	5.2846	2.00	7.00
Content_Quality	High	94	5.4202	.83699	.08633	5.2488	5.5916	2.00	7.00
	Low	96	4.9740	1.04191	.10634	4.7628	5.1851	2.00	7.00
	Total	190	5.1947	.96975	.07035	5.0560	5.3335	2.00	7.00
Special_Content	High	94	5.7340	.89713	.09253	5.5503	5.9178	1.00	7.00
	Low	96	5.7005	.98115	.10014	5.5017	5.8993	2.00	7.00
	Total	190	5.7171	.93819	.06806	5.5828	5.8514	1.00	7.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Social_Presence	7.621	1	188	.006
Appearence	9.513	1	188	.002
Content_Quality	6.250	1	188	.013
Special_Content	1.824	1	188	.178

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Social_Presence	Between Groups	10.509	1	10.509	12.093	.001
	Within Groups	163.371	188	.869		
	Total	173.880	189			
Appearence	Between Groups	32.406	1	32.406	33.149	.000
	Within Groups	183.784	188	.978		
	Total	216.191	189			
Content_Quality	Between Groups	9.458	1	9.458	10.567	.001
	Within Groups	168.281	188	.895		
	Total	177.739	189			
Special_Content	Between Groups	.053	1	.053	.060	.806
	Within Groups	166.304	188	.885		
	Total	166.357	189			
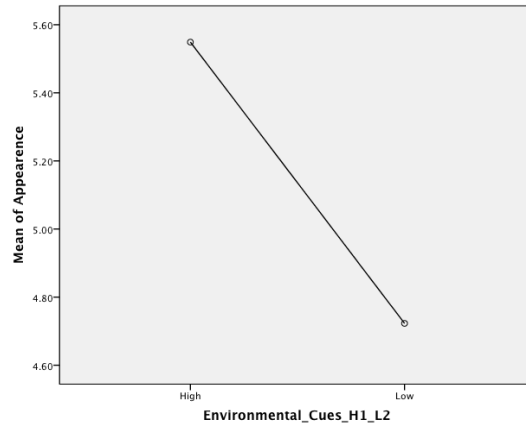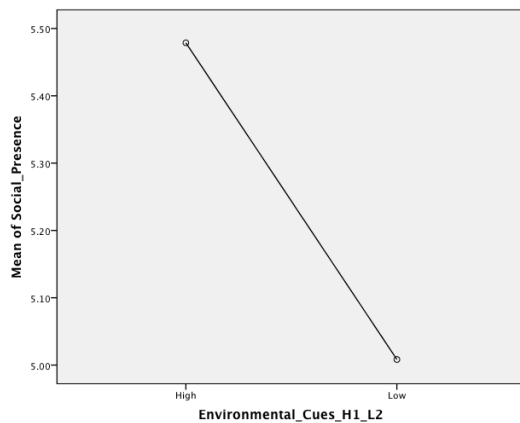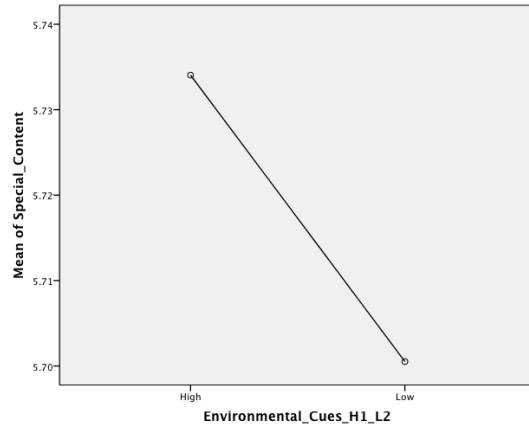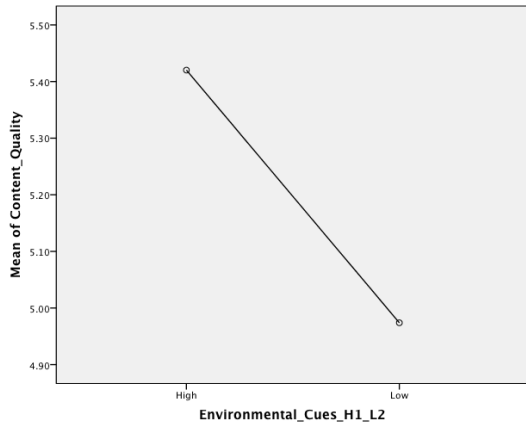
ii. Situational involvement

Descriptives

Involvement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High	93	5.6093	1.07746	.11173	5.3874	5.8312	1.00	7.00
Low	97	5.2337	1.23431	.12533	4.9849	5.4824	1.67	7.00
Total	190	5.4175	1.17235	.08505	5.2498	5.5853	1.00	7.00

Test of Homogeneity of Variances

Involvement

Levene Statistic	df1	df2	Sig.
1.945	1	188	.165

ANOVA

Involvement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.700	1	6.700	4.977	.027
Within Groups	253.064	188	1.346		
Total	259.764	189			
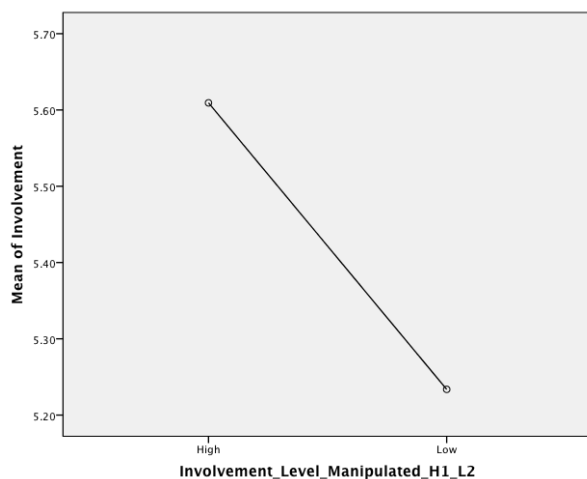
HYPOTHESIS TESTING

Hypothesis 1

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Arousal	High	94	4.6028	1.30185	.13428	4.3362	4.8695	1.00	7.00
	Low	96	4.0243	1.25119	.12770	3.7708	4.2778	1.00	6.67
	Total	190	4.3105	1.30574	.09473	4.1237	4.4974	1.00	7.00
Pleasure	High	94	4.8723	1.25686	.12964	4.6149	5.1298	1.00	7.00
	Low	96	4.4618	1.33015	.13576	4.1923	4.7313	1.00	7.00
	Total	190	4.6649	1.30728	.09484	4.4778	4.8520	1.00	7.00
Subj_Norms	High	94	5.3936	1.15440	.11907	5.1572	5.6301	2.50	7.00
	Low	96	5.0833	1.42287	.14522	4.7950	5.3716	1.00	7.00
	Total	190	5.2368	1.30291	.09452	5.0504	5.4233	1.00	7.00
Attitude	High	94	5.1560	1.34910	.13915	4.8797	5.4324	1.00	7.00
	Low	96	4.8854	1.45725	.14873	4.5902	5.1807	1.00	7.00
	Total	190	5.0193	1.40762	.10212	4.8179	5.2207	1.00	7.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Arousal	.013	1	188	.910
Pleasure	.500	1	188	.481
Subj_Norms	3.910	1	188	.049
Attitude	.381	1	188	.538

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Arousal	Between Groups	15.896	1	15.896	9.756	.002
	Within Groups	306.338	188	1.629		
	Total	322.235	189			
Pleasure	Between Groups	8.005	1	8.005	4.777	.030
	Within Groups	314.995	188	1.676		
	Total	322.999	189			
Subj_Norms	Between Groups	4.573	1	4.573	2.718	.101
	Within Groups	316.270	188	1.682		
	Total	320.842	189			
Attitude	Between Groups	3.478	1	3.478	1.762	.186
	Within Groups	371.007	188	1.973		
	Total	374.485	189			

Robust Tests of Equality of Means

		Statistic[a]	df1	df2	Sig.
Arousal	Welch	9.747	1	187.307	.002
	Brown–Forsythe	9.747	1	187.307	.002
Pleasure	Welch	4.783	1	187.764	.030
	Brown–Forsythe	4.783	1	187.764	.030
Subj_Norms	Welch	2.730	1	181.755	.100
	Brown–Forsythe	2.730	1	181.755	.100
Attitude	Welch	1.765	1	187.415	.186
	Brown–Forsythe	1.765	1	187.415	.186

a. Asymptotically F distributed.
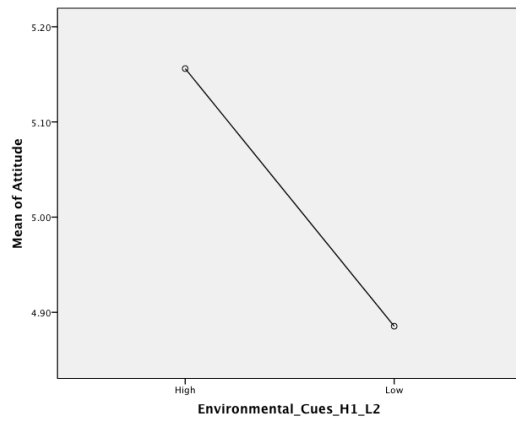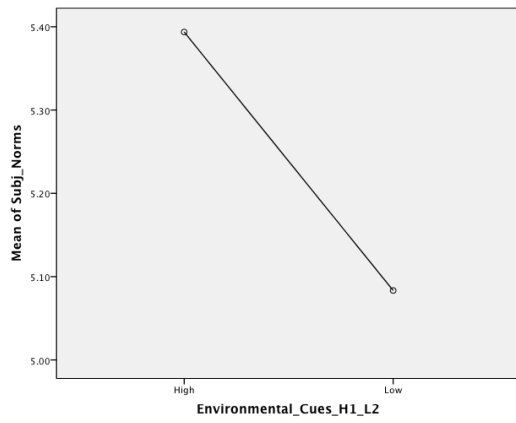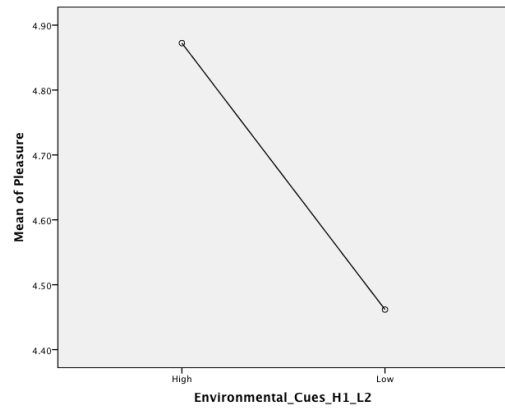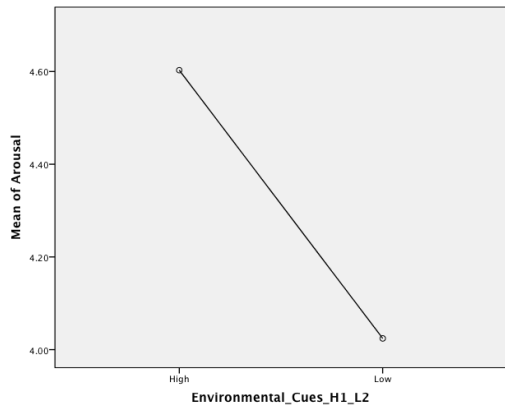
Hypothesis 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude, Pleasure, Subj_Norms, Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801[a]	.642	.634	.90961

a. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274.022	4	68.506	82.797	.000[b]
	Residual	153.068	185	.827		
	Total	427.090	189			

a. Dependent Variable: Intention

b. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.739	.301		-2.458	.015
	Arousal	.192	.078	.167	2.459	.015
	Pleasure	.107	.075	.093	1.438	.152
	Subj_Norms	.130	.073	.113	1.778	.077
	Attitude	.560	.082	.524	6.864	.000

a. Dependent Variable: Intention

Hypothesis 3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude, Pleasure, Subj_Norms, Arousal[b]	.	Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772[a]	.596	.588	.79589

a. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.230	4	43.307	68.369	.000[b]
	Residual	117.186	185	.633		
	Total	290.416	189			

a. Dependent Variable: WOM

b. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.772	.263		2.934	.004
	Arousal	.133	.068	.140	1.945	.053
	Pleasure	.290	.065	.306	4.445	.000
	Subj_Norms	.274	.064	.288	4.291	.000
	Attitude	.159	.071	.180	2.222	.028

a. Dependent Variable: WOM

Further analysis on regressions (H2 and H3)

Split file based on gender to observe the regressions on Intention

Correlations

		GenderXarousal	GenderXpleasure	GenderXsubj_norms	GenderXattitude
GenderXarousal	Pearson Correlation	1	.953[**]	.908[**]	.947[**]
	Sig. (2-tailed)		.000	.000	.000
	N	189	189	189	189
GenderXpleasure	Pearson Correlation	.953[**]	1	.915[**]	.943[**]
	Sig. (2-tailed)	.000		.000	.000
	N	189	189	189	189
GenderXsubj_norms	Pearson Correlation	.908[**]	.915[**]	1	.960[**]
	Sig. (2-tailed)	.000	.000		.000
	N	189	189	189	189
GenderXattitude	Pearson Correlation	.947[**]	.943[**]	.960[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	189	189	189	189

**. Correlation is significant at the 0.01 level (2-tailed).

Variables Entered/Removed[a]

What is your Gender?	Model	Variables Entered	Variables Removed	Method
Female	1	Attitude, Arousal, Subj_Norms, Pleasure[b]	.	Enter
Male	1	Attitude, Pleasure, Subj_Norms, Arousal[b]	.	Enter

a. Dependent Variable: Intention

b. All requested variables entered.

Model Summary

What is your Gender?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Female	1	.853[a]	.727	.713	.72688
Male	1	.752[b]	.566	.549	1.00627

a. Predictors: (Constant), Attitude, Arousal, Subj_Norms, Pleasure

b. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

ANOVA[a]

What is your Gender?	Model		Sum of Squares	df	Mean Square	F	Sig.
Female	1	Regression	111.291	4	27.823	52.659	.000[b]
		Residual	41.740	79	.528		
		Total	153.032	83			
Male	1	Regression	132.097	4	33.024	32.614	.000[c]
		Residual	101.258	100	1.013		
		Total	233.354	104			

a. Dependent Variable: Intention

b. Predictors: (Constant), Attitude, Arousal, Subj_Norms, Pleasure

c. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

Coefficients[a]

What is your Gender?	Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Female	1	(Constant)	-.444	.357		-1.244	.217
		Arousal	.211	.091	.201	2.332	.022
		Pleasure	.262	.095	.253	2.755	.007
		Subj_Norms	.213	.088	.218	2.416	.018
		Attitude	.290	.092	.308	3.146	.002
Male	1	(Constant)	-.700	.487		-1.436	.154
		Arousal	.101	.124	.085	.816	.417
		Pleasure	.050	.112	.043	.446	.656
		Subj_Norms	-.009	.115	-.007	-.077	.939
		Attitude	.816	.139	.670	5.861	.000

a. Dependent Variable: Intention

Split file based on gender to observe the regressions on WOM

Variables Entered/Removed[a]

What is your Gender?	Model	Variables Entered	Variables Removed	Method
Female	1	Attitude, Arousal, Subj_Norms, Pleasure[b]	.	Enter
Male	1	Attitude, Pleasure, Subj_Norms, Arousal[b]	.	Enter

a. Dependent Variable: WOM

b. All requested variables entered.

Model Summary

What is your Gender?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Female	1	.770[a]	.593	.573	.79347
Male	1	.761[b]	.579	.562	.80045

a. Predictors: (Constant), Attitude, Arousal, Subj_Norms, Pleasure

b. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

ANOVA[a]

| What is your Gender?	Model		Sum of Squares	df	Mean Square	F	Sig.
Female	1	Regression	72.574	4	18.143	28.818	.000[b]
		Residual	49.738	79	.630		
		Total	122.312	83			
Male	1	Regression	88.169	4	22.042	34.402	.000[c]
		Residual	64.072	100	.641		
		Total	152.240	104			

a. Dependent Variable: WOM

b. Predictors: (Constant), Attitude, Arousal, Subj_Norms, Pleasure

c. Predictors: (Constant), Attitude, Pleasure, Subj_Norms, Arousal

Coefficients[a]

What is your Gender?	Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Female	1	(Constant)	1.176	.389		3.021	.003
		Arousal	.034	.099	.036	.339	.736
		Pleasure	.242	.104	.261	2.331	.022
		Subj_Norms	.373	.096	.427	3.883	.000
		Attitude	.120	.101	.142	1.191	.237
Male	1	(Constant)	.529	.388		1.365	.175
		Arousal	.177	.098	.185	1.802	.075
		Pleasure	.323	.089	.344	3.625	.000
		Subj_Norms	.232	.091	.225	2.542	.013
		Attitude	.174	.111	.177	1.574	.119

a. Dependent Variable: WOM
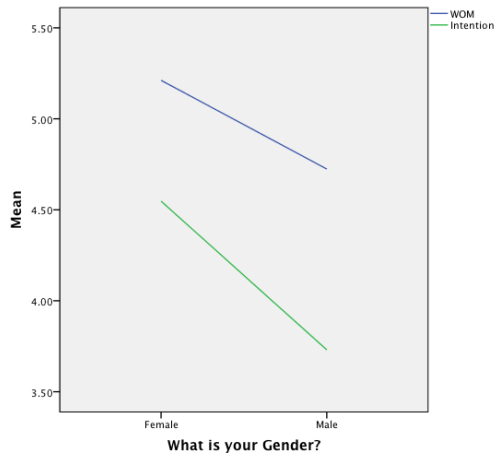
Hypothesis 4

Between-Subjects Factors

		Value Label	N
scenario	1	High Cues / Low Invol	47
	2	High Cues / High Invol	47
	3	Low Cues / Low Invol	50
	4	Low Cues / High Invol	46

Descriptive Statistics

	scenario	Mean	Std. Deviation	N
Arousal	High Cues / Low Invol	4.5319	1.41705	47
	High Cues / High Invol	4.6738	1.18666	47
	Low Cues / Low Invol	3.9200	1.28934	50
	Low Cues / High Invol	4.1377	1.21223	46
	Total	4.3105	1.30574	190
Pleasure	High Cues / Low Invol	4.8865	1.28589	47
	High Cues / High Invol	4.8582	1.24090	47
	Low Cues / Low Invol	4.1067	1.37921	50
	Low Cues / High Invol	4.8478	1.17106	46
	Total	4.6649	1.30728	190
Subj_Norms	High Cues / Low Invol	5.5213	1.14188	47
	High Cues / High Invol	5.2660	1.16494	47
	Low Cues / Low Invol	4.9300	1.45339	50
	Low Cues / High Invol	5.2500	1.38544	46
	Total	5.2368	1.30291	190
Attitude	High Cues / Low Invol	5.1560	1.43768	47
	High Cues / High Invol	5.1560	1.26996	47
	Low Cues / Low Invol	4.7600	1.56643	50
	Low Cues / High Invol	5.0217	1.33223	46
	Total	5.0193	1.40762	190

Box's Test of Equality of Covariance Matrices[a]

Box's M	33.684
F	1.079
df1	30
df2	94454.377
Sig.	.350

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Scenario

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Intercept	Pillai's Trace	.954	956.370[b]	4.000	183.000	.000	.954	3825.478	1.000
	Wilks' Lambda	.046	956.370[b]	4.000	183.000	.000	.954	3825.478	1.000
	Hotelling's Trace	20.904	956.370[b]	4.000	183.000	.000	.954	3825.478	1.000
	Roy's Largest Root	20.904	956.370[b]	4.000	183.000	.000	.954	3825.478	1.000
Scenario	Pillai's Trace	.131	2.113	12.000	555.000	.015	.044	25.361	.941
	Wilks' Lambda	.873	2.120	12.000	484.464	.015	.044	22.364	.901
	Hotelling's Trace	.140	2.118	12.000	545.000	.015	.045	25.412	.941
	Roy's Largest Root	.086	3.965[c]	4.000	185.000	.004	.079	15.860	.901

a. Design: Intercept + Scenario

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha =

Levene's Test of Equality of Error Variances[a]

	F	df1	df2	Sig.
Arousal	.624	3	186	.600
Pleasure	.275	3	186	.844
Subj_Norms	1.539	3	186	.206
Attitude	.514	3	186	.673

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
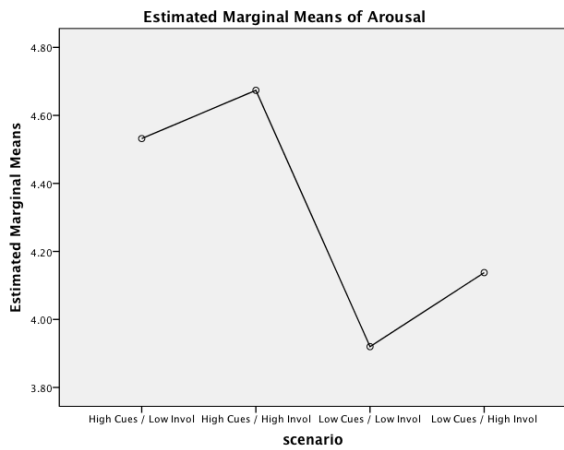
a. Design: Intercept + Scenario
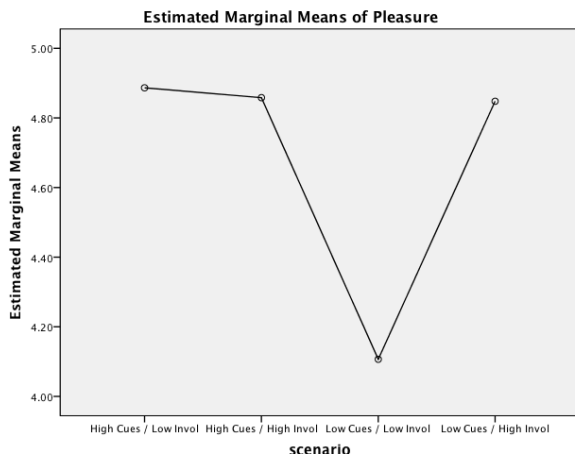
Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[e]
Corrected Model	Arousal	17.504[a]	3	5.835	3.561	.015	.054	10.684	.782
	Pleasure	21.184[b]	3	7.061	4.352	.005	.066	13.055	.865
	Subj_Norms	8.558[c]	3	2.853	1.699	.169	.027	5.097	.440
	Attitude	5.119[d]	3	1.706	.859	.463	.014	2.578	.235
Intercept	Arousal	3535.594	1	3535.594	2158.043	.000	.921	2158.043	1.000
	Pleasure	4148.173	1	4148.173	2556.400	.000	.932	2556.400	1.000
	Subj_Norms	5215.480	1	5215.480	3106.398	.000	.944	3106.398	1.000
	Attitude	4790.005	1	4790.005	2412.085	.000	.928	2412.085	1.000
Scenario	Arousal	17.504	3	5.835	3.561	.015	.054	10.684	.782
	Pleasure	21.184	3	7.061	4.352	.005	.066	13.055	.865
	Subj_Norms	8.558	3	2.853	1.699	.169	.027	5.097	.440
	Attitude	5.119	3	1.706	.859	.463	.014	2.578	.235
Error	Arousal	304.730	186	1.638					
	Pleasure	301.815	186	1.623					
	Subj_Norms	312.284	186	1.679					
	Attitude	369.365	186	1.986					
Total	Arousal	3852.556	190						
	Pleasure	4457.667	190						
	Subj_Norms	5531.500	190						
	Attitude	5161.222	190						
Corrected Total	Arousal	322.235	189						
	Pleasure	322.999	189						
	Subj_Norms	320.842	189						
	Attitude	374.485	189						

a. R Squared = .054 (Adjusted R Squared = .039)

b. R Squared = .066 (Adjusted R Squared = .051)

c. R Squared = .027 (Adjusted R Squared = .011)

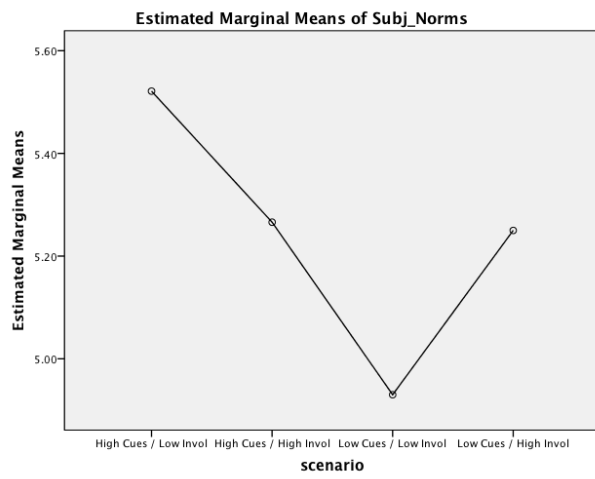d. R Squared = .014 (Adjusted R Squared = −.002)
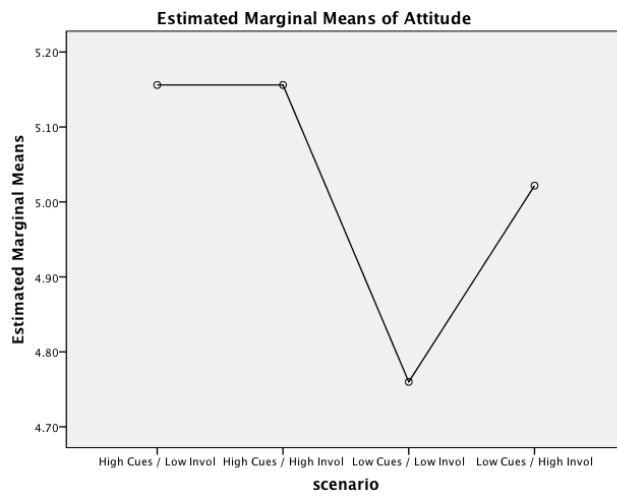
e. Computed using alpha =

Arousal

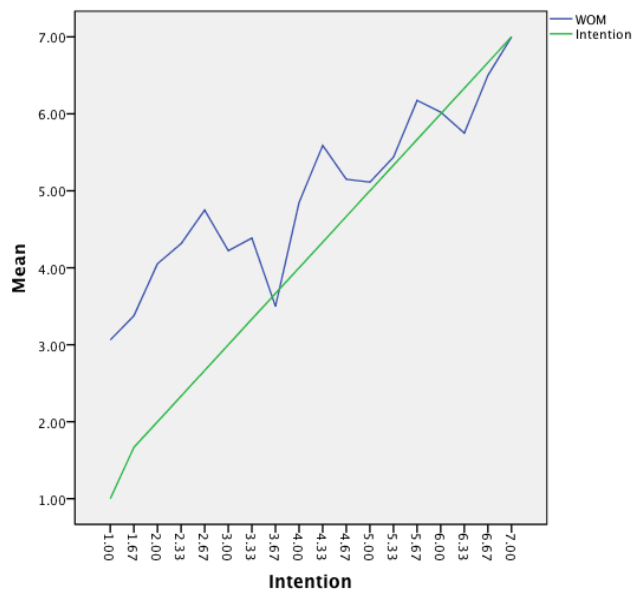Estimated Marginal Means of Arousal

Pleasure

Estimated Marginal Means of Pleasure

94

Subj_Norms

Estimated Marginal Means of Subj_Norms

Attitude

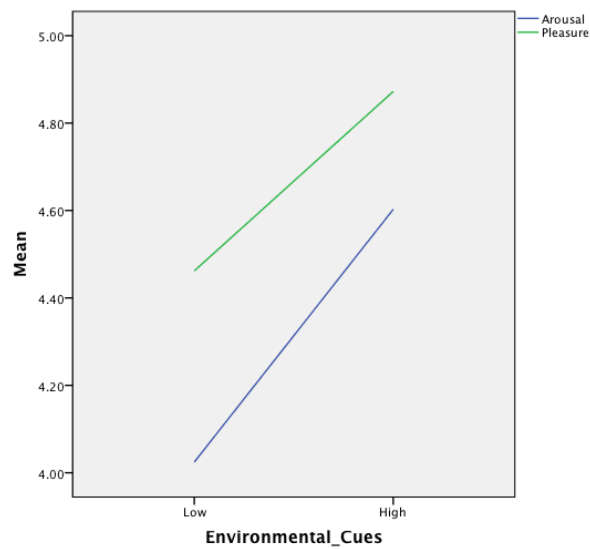Estimated Marginal Means of Attitude
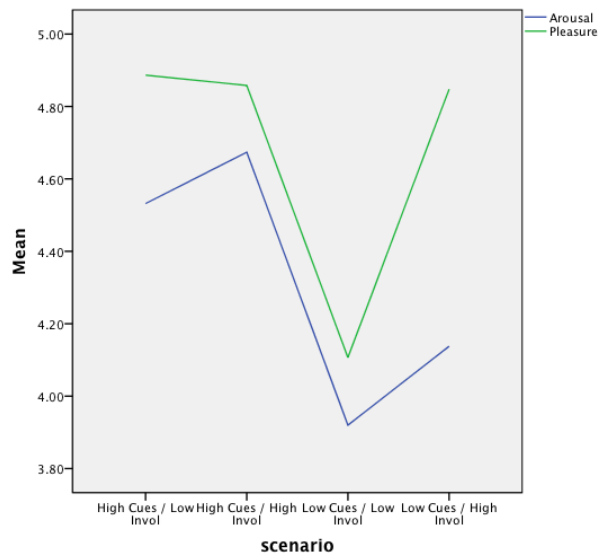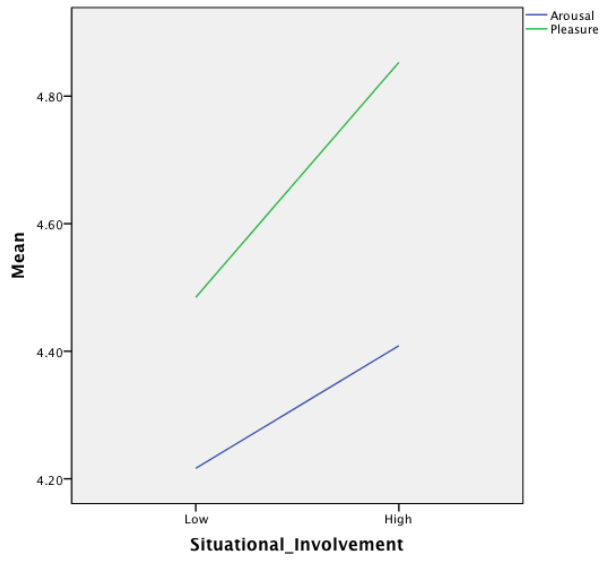
95

Further analysis

WOM and intention relationship on graph

(Graph 6)

Pleasure and arousal according to different levels of environmental cues, situational involvement, and types of scenarios.

10. Appendix B

Survey/Questionnaire

The Respondents initially had to "pass" the first two "eliminating" questions. Only people having a profile account on Facebook, and no prior experience with those non-profits used for the development of the stimulus could get access in the survey.

Do you have an account/profile on Facebook?

- ⦿ Yes
- ○ No

Have you already visited or "Liked" any of the next charities on Facebook?
- The salvation army
- First book
- Operation warm
- SOS children villages
- Children's hunger fund

- ○ Yes, I have already seen or "Liked" one or more of the Facebook pages of those five charities in the past
- ⦿ No, I have never seen or "Liked" any of the Facebook pages of those five charities in the past

Beginning of the survey

Dear participant,

My name is Ilias Papapanagiotou and I am a student in the Erasmus University of Rotterdam. By filling in this questionnaire you will help me to finalize my thesis that will contribute to the research on charitable behavior. I really appreciate your help!

In the next step you will read a scenario that you will have to keep in mind during the whole questionnaire. After that you will take a quick "tour" in a Facebook page of a non profit organization, and in the end you will be asked to answer some questions.

Important note:
The scenario that you will read in the next step and the upcoming "tour" in a Facebook page are vital for you in order to answer the questions.

(push next -> always at the top and center of this page)

Then, the respondents were randomly assigned to observe ONLY ONE of the next two slides. Manipulation of situational involvement (High/Low) achieved by using two different Scenarios.

Next you will have a "tour" in this Facebook page. **You will NOT be able to click on the page presented to you. The only thing that you have to do is to look at the screen, scroll-up or scroll down and then push "next".**

Please imagine that you are looking to a real page. In every step of the "tour", there will be a **hand-cursor** --> on what you see. Find him and imagine that *every time that you click the "next" button, you click on what the hand-cursor shows,* continuing by this way your "tour".

The scenario

Lately you have been informed (by TV, the news, a friend, or a campaign) that there are so many children around the world that have a need for warm clothes, books and toys. You have some old books, toys and clothes for children and/or some money that you really want to donate to a non-profit that supports those kids.

But firstly you thought of finding one of those kinds of charities on Facebook, and you just found one while browsing and searching on Facebook. It is called "Save the Children's Smile".

Please push next (always at the top and center of this page) rate three questions and have a "tour" in the Facebook page.

Next you will have a "tour" in this Facebook page. **You will NOT be able to click on the page presented to you. The only thing that you have to do is to look at the screen, scroll-up or scroll down and then push "next".**

Please imagine that you are looking to a real page. In every step of the "tour", there will be a **hand-cursor** --> on what you see. Find him and imagine that *every time that you click the "next" button, you click on what the hand-cursor shows,* contnuing by this way your "tour".

The scenario

You are just sitting in front of a PC/tablet screen browsing the Facebook with no particular intentions.
After some clicks here and there, you reached the Facebook page of a non profit named "Save the Children's Smile".

Please push next (always at the top and center of this page) rate three questions and have a "tour" in the Facebook page.

Please rate the next question:

	Not at all important						Extremely important
How important would it be to you to make a right choice of a non-profit for children?	○	○	○	○	○	○	○

Please rate the next question:

	Not at all concerned						Very much concerned
In making your selection of a non-profit for children, how concerned would you be about the outcome of your choice?	○	○	○	○	○	○	○

Please rate the next statement:

	I would not care at all as to which one I support						I would care a great deal as to which one I support
In selecting from many types of non-profits for children, would you say that:	○	○	○	○	○	○	○

At this point the respondent was assigned to ONLY ONE of the next two browsing "tours". 14 slides consisted every browsing "tour". The first browsing "tour" (next 9 pages) is the set of slides developed with a HIGH amount of Environmental cues. After this, there are 9 more pages with the second set of 14 slides developed with a LOW amount of Environmental cues.

After the browsing "tour" in which the respondent was assigned, he had to answer the final set of questions of the survey (p. 115).

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Basic Info

Joined Facebook   05/17/2013

Hoogstraat 60
3011 Rotterdam, Netherlands

Phone   003 (0) 693 65 88 21
Email   contact@savethechildrensmile.com
Website   http://www.savethechildrenssmile.org

About

We provide new and used toys, clothes and books for programs and schools that serve children in need.
http://www.savethechildrenssmile.org/

Mission

Our mission is simple and focused: We provide new winter coats, toys and books to children in need.

Our vision is that every child should feel warm and happy, while is empowered to get to school and gain an education, helping by this way to break the cycle of poverty.

The mission of Save the Children's Smile is to provide a tangible sign of hope to economically disadvantaged children around the world. This assistance includes supporting those children by raising funds to provide new toys, clothes and books in order to create SMILES.

Other Foundation support includes providing administrative, advisory, financial, logistic and promotional support to local Coordinators; managing funds raised and monies donated, providing other support to those children in need; and conducting public education and information programs about our charity purpose that call the general public to action in support of our community's action programs.

How You Can Help

1. Donate as little as 5€ to give one brand new book, toy or to clothe a child.

2. Recruit more friends to join our cause!

3. Tell a friend who works with children in need about our charity

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Save the Children's Smile

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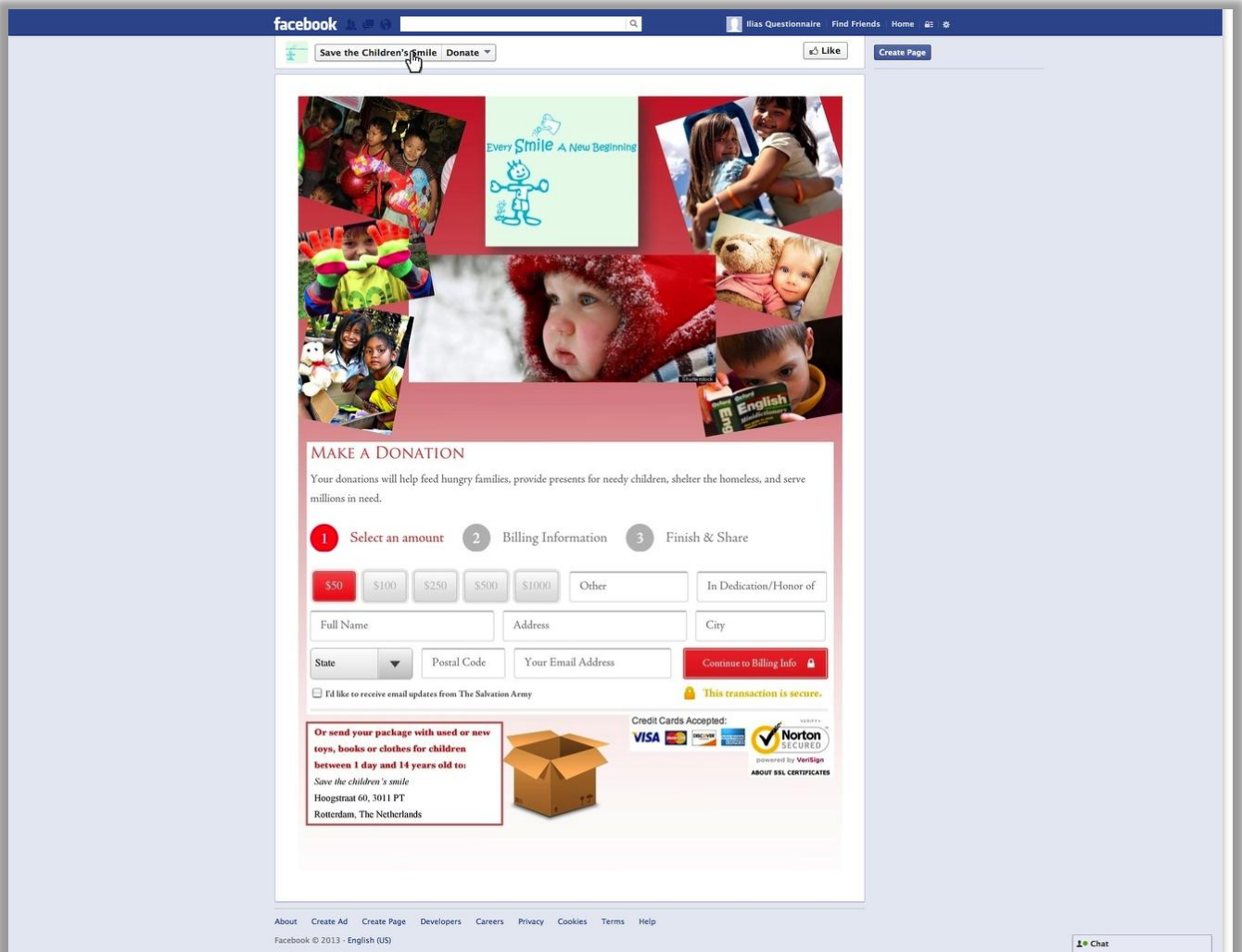**Save the Children's Smile** shared a link.
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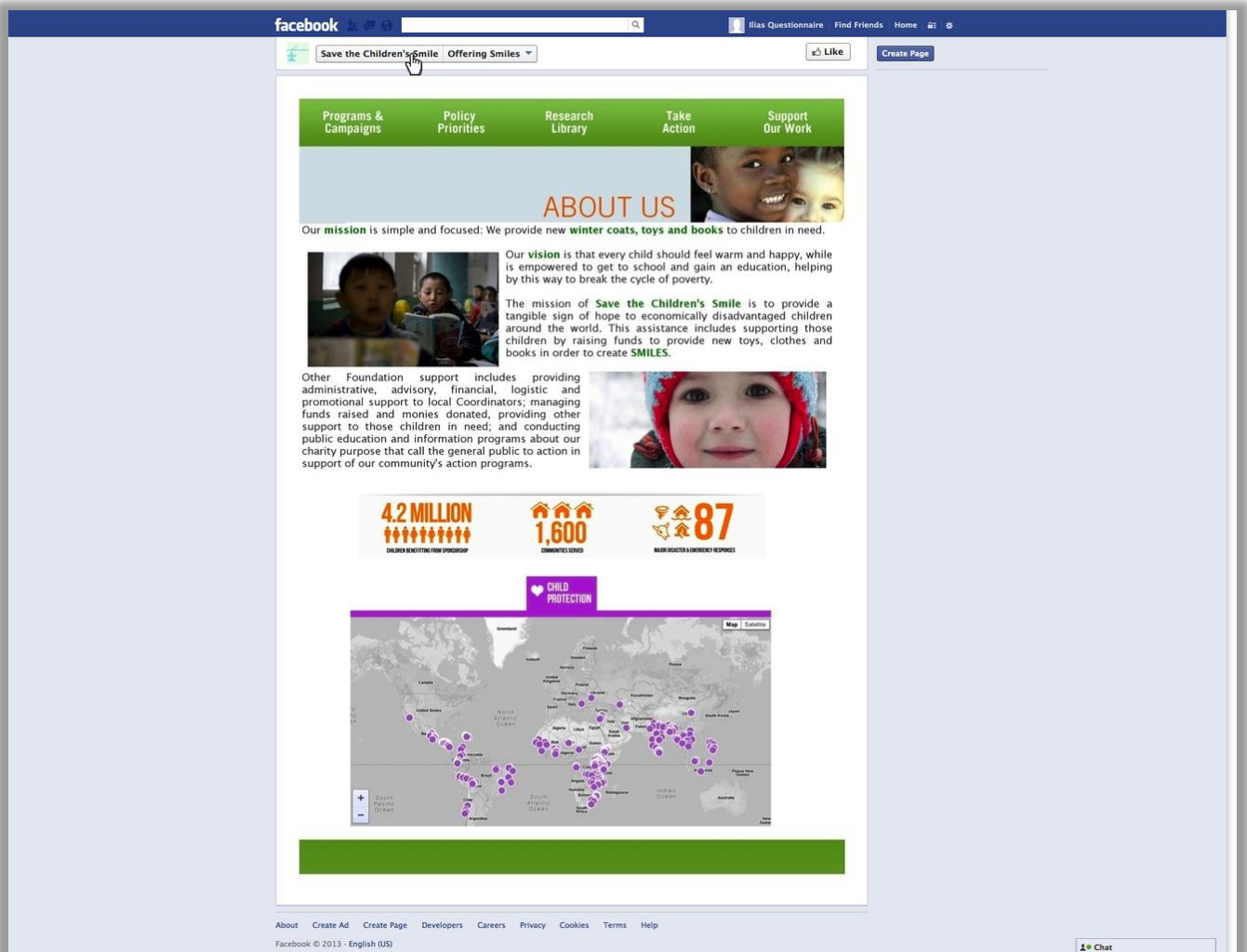http://www.star–telegram.com/2012/12/21/4502303/new–warm–coats.html

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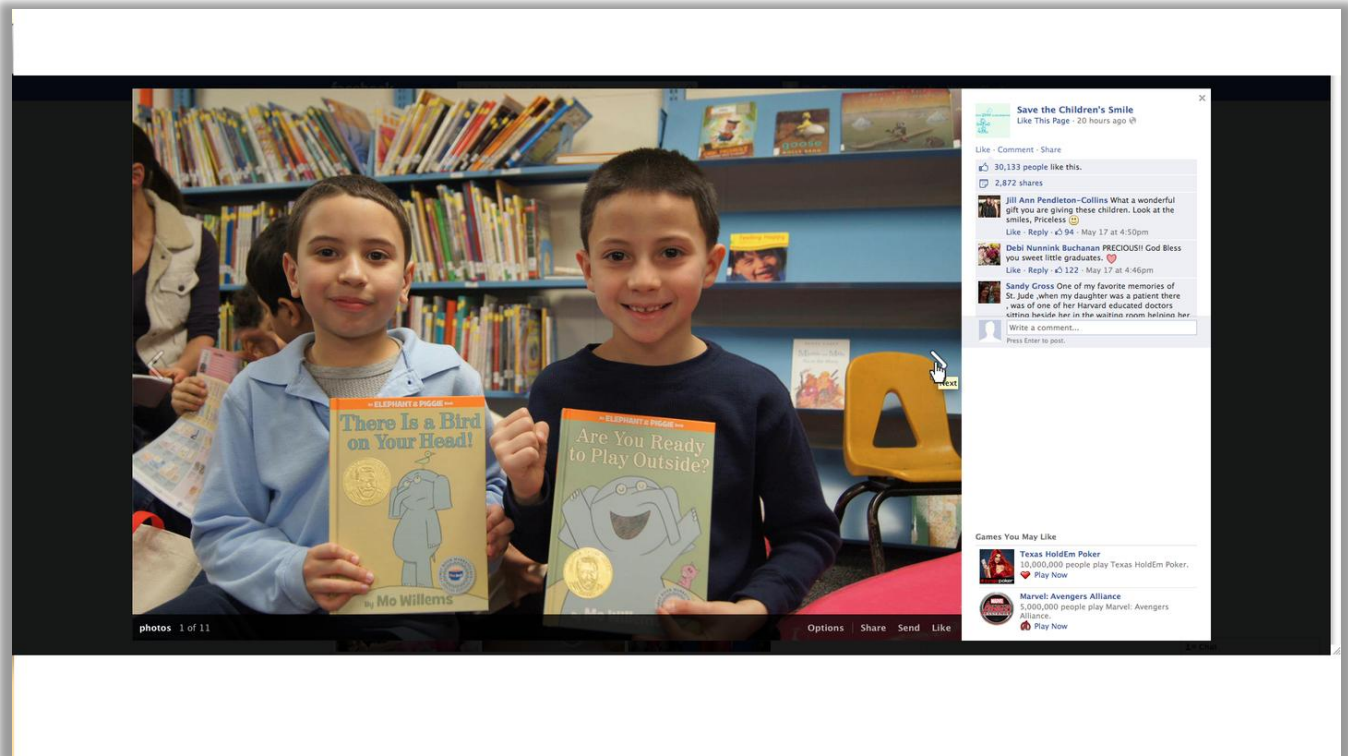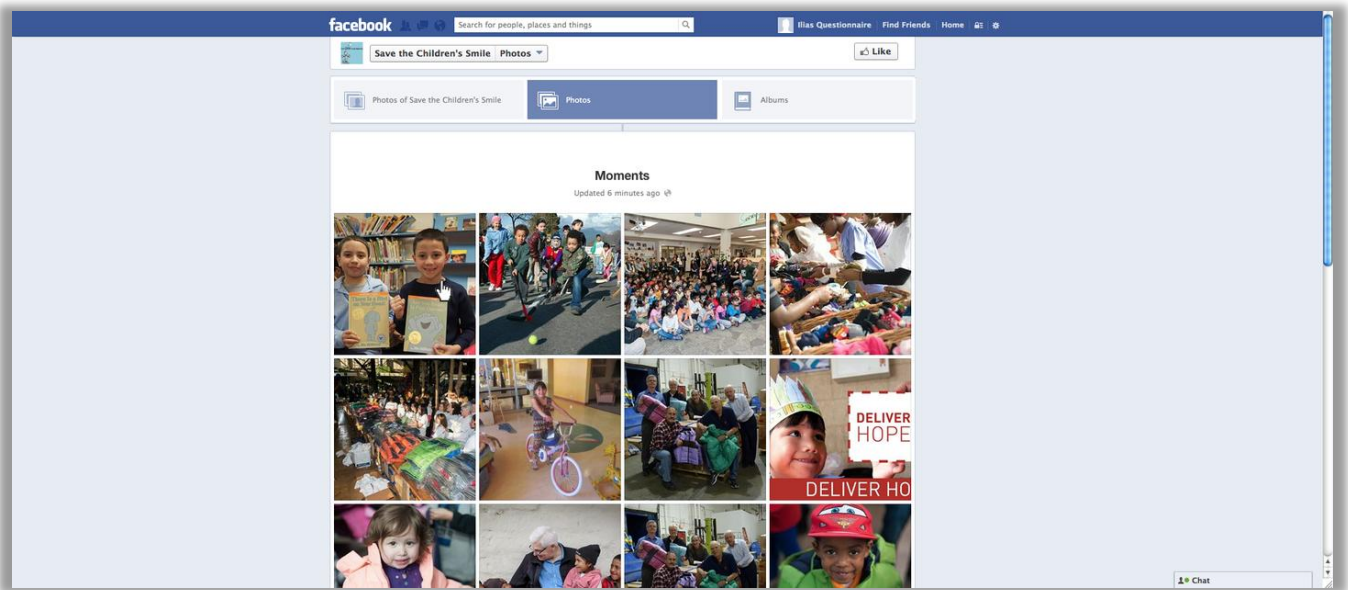great photos in this Star-Telegram story.
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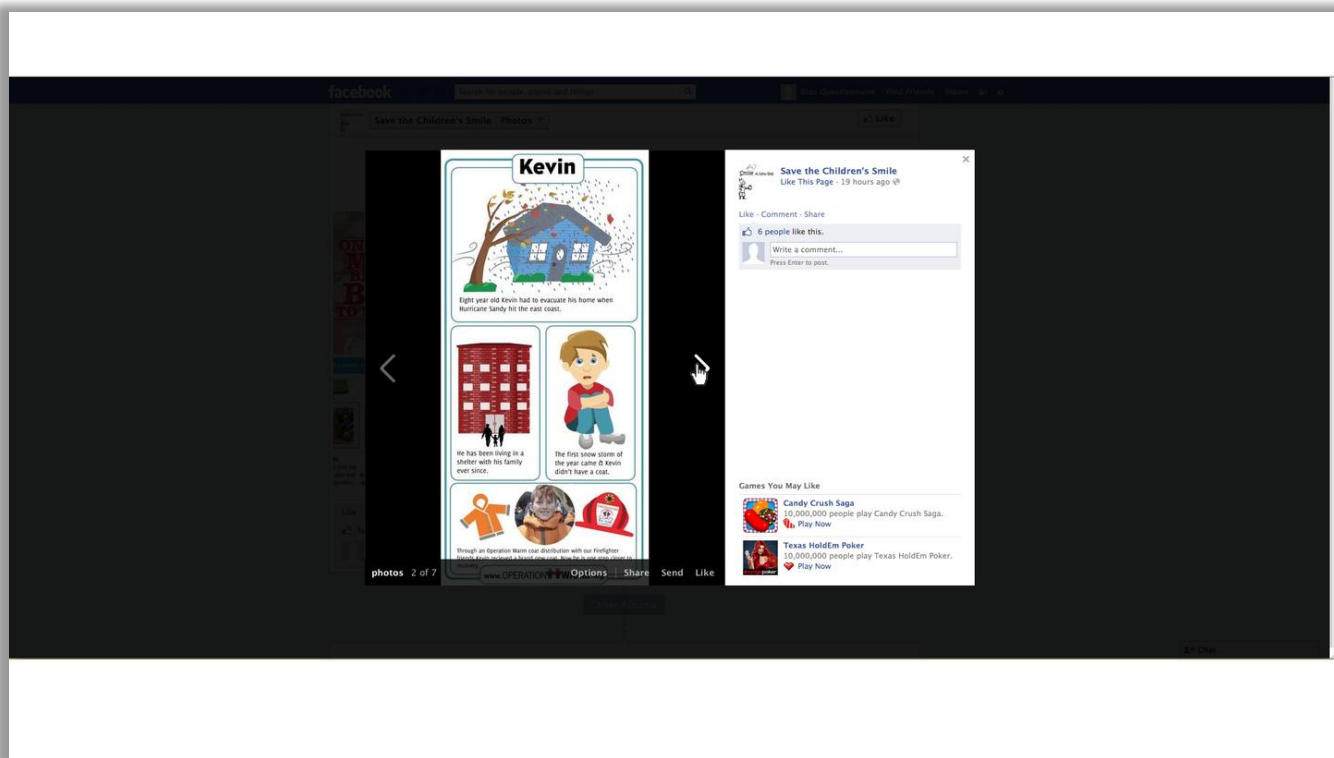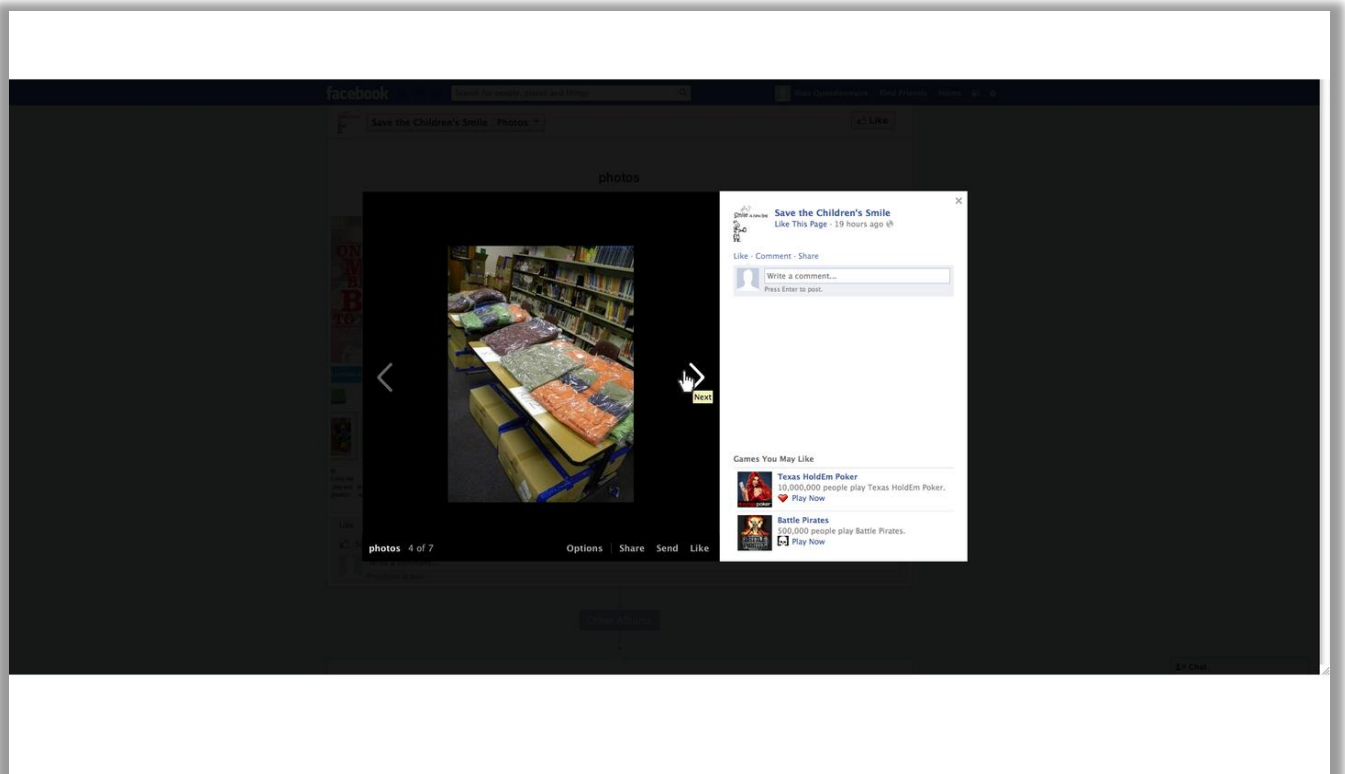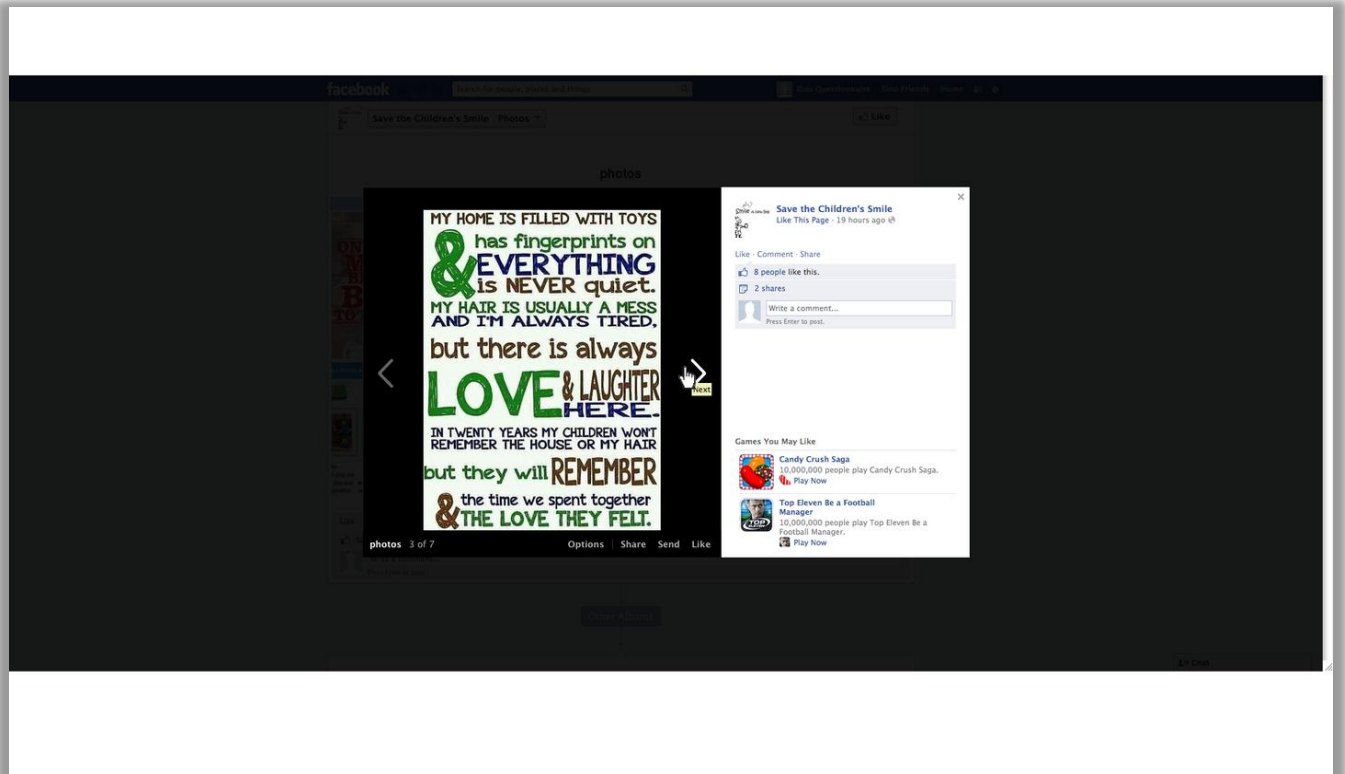http://www.star-telegram.com/2012/12/21/4502303/new-warm-coats.html

http://www.star-telegram.com/2012/12/21/4502303/new-warm-coats.html
www.star-telegram.com

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ABOUT US

Our **mission** is simple and focused: We provide new **winter coats, toys and books** to children in need.

Our **vision** is that every child should feel warm and happy, while is empowered to get to school and gain an education, helping by this way to break the cycle of poverty.

The mission of **Save the Children's Smile** is to provide a tangible sign of hope to economically disadvantaged children around the world. This assistance includes supporting those children by raising funds to provide new toys, clothes and books in order to create **SMILES**.

Other Foundation support includes providing administrative, advisory, financial, logistic and promotional support to local Coordinators; managing funds raised and monies donated, providing other support to those children in need; and conducting public education and information programs about our charity purpose that call the general public to action in support of our community's action programs.

The results of our efforts are SMILES on children faces all around the world; in many countries and multiple regions.

- **4,2** million children benefiting from your donations
- **1600** communities served
- **87** major disaster & emergency responses

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Save the Children's Smile
1,092 likes · 48 talking about this

Like   Message

Non-Profit Organization
We provide new and used toys, clothes and books for programs and schools that serve children in need.
http://www.savethechildrenssmile.org/

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Save the Children's Smile
19 hours ago

When they do something, they do it right! In San Antonio, 27 volunteers built 4 1/2 pallets of toys–clothes–books Paks for desperately poor families in the Dominican Republic! Thank you very much!

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Save the Children's Smile
19 hours ago

Time is running out to Win Big, Give Bigger! GreenCupboards.com has been giving away a different toy every day during June. Every toy they giveaway is matched and donated to Save the Children's Smile. There are just a few days left to participate so be sure to enter.
(http://facebook.com/greencupboards)

GreenCupboards.com
Products for a better planet.
Page: 19,190 like this

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2 people like this.

Write a comment...
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Save the Children's Smile shared a link.
19 hours ago

MY World is a global survey asking you to choose your priorities for a better world. Results will be shared with world leaders in setting the next global development agenda
Get the details here: http://tinyurl.com/sos–my–world

Vote NOW – make a better world for children – SOS Children's Villages International – A loving ho
tinyurl.com
CLICK HERE to vote and mark a difference! 19/4/2013 – SOS Children's Villages and the

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7 people like this.

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Save the Children's Smile shared a link.
19 hours ago

"Books are more than important, they fill a basic need in low–income communities—the need to connect to the world. Books for children of poverty represent hope."

Our guest blogger today is author/poet Guadalupe Garcia McCall, whose book "Summer of the Mariposas", from Lee & Low Books, is part of our Stories For All Project.
http://blog.firstbook.org/2013/05/08/stories–for–all–project–guadalupe–garcia–mccall/

Stories for all Project Guadalupe Garcia McCall
blog.firstbook.org
Stories for all Project author Guadalupe Garcia McCall on writing stories to feed children's minds.

Save the Children's Smile
19 hours ago

Douglas Cuddle Toys will donate a toy to Save the Chldren's Smile for every purchase made until the end of July!!
http://www.facebook.com/douglastoys

Douglas Cuddle Toys
The Face of Fun and Play! From cute to realistic, Douglas faces have endearing expressions that make them a whole new breed of plush that adds fun and encourages creative play. Unsurpassed Cuddly Softness. Machine or Surface Washable. Quality has been the hallmark of our family–owned business for...
Page: 11,371 like this

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7 people like this.

Write a comment...
Press Enter to post.

Save the Children's Smile shared a link.
19 hours ago

Three years after a massive earthquake killed hundreds of thousands in Haiti and left even more without a home, Save the Children's Smile is focusing on education as the only way out for children in the poorest country of the western hemisphere.
One of several new schools was opened recently, and it is built to withstand any earthquake!
http://www.youtube.com/watch?v=QtszAEBz6uE

HAITI'S FUTURE: EDUCATION, SKILLS & VISION
Two and a half years after the massive earthquake that struck Haiti, the capital Port–au–Prince still has many open wounds. The effects of

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8 people like this.

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Press Enter to post.

Save the Children's Smile shared a link.
19 hours ago

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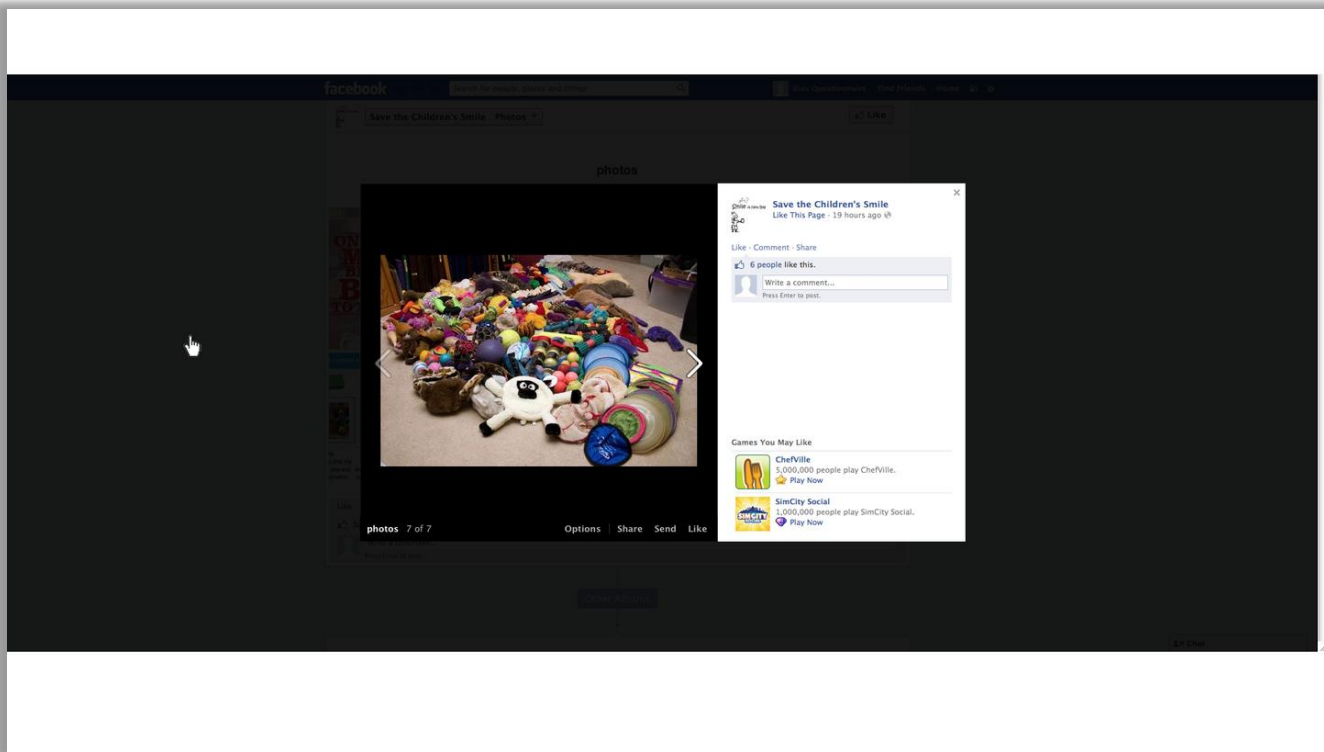www.star–telegram.com

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3 people like this.

Write a comment...
Press Enter to post.

End of second browsing tour

Please indicate how much you agree with the next statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
There is a sense of human contact in the Website	○	○	○	○	○	○	○
There is a sense of human sensitivity in the Website	○	○	○	○	○	○	○
There is a sense of sociability in the Website	○	○	○	○	○	○	○
There is a sense of human warmth in the Website	○	○	○	○	○	○	○
There is a sense of personalness in the Website	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The Facebook page of "Save the Children's Smile" looks organized	○	○	○	○	○	○	○
The Facebook page of "Save the Children's Smile" looks attractive	○	○	○	○	○	○	○
The Facebook page of "Save the Children's Smile" uses fonts properly	○	○	○	○	○	○	○
The Facebook page of "Save the Children's Smile" uses multimedia features properly	○	○	○	○	○	○	○
The Facebook page of "Save the Children's Smile" uses colors properly	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The content of "Save the Children's Smile" Facebook page is current	○	○	○	○	○	○	○
The content of "Save the Children's Smile" Facebook page is useful	○	○	○	○	○	○	○
The content of "Save the Children's Smile" Facebook page is clear	○	○	○	○	○	○	○
The content of "Save the Children's Smile" Facebook page is complete	○	○	○	○	○	○	○
The content of "Save the Children's Smile" Facebook page is concise	○	○	○	○	○	○	○
The content of "Save the Children's Smile" Facebook page is accurate	○	○	○	○	○	○	○

Do the next emotions represent what the environment of the "Save the Children's Smile" Facebook page made you feel? Please rate how much you agree.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Excited	○	○	○	○	○	○	○
Aroused	○	○	○	○	○	○	○
Stimulated	○	○	○	○	○	○	○

Do the next emotions represent what the environment of the "Save the Children's Smile" Facebook page made you feel? Please rate how much you agree.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Pleased	○	○	○	○	○	○	○
Happy	○	○	○	○	○	○	○
Contented	○	○	○	○	○	○	○

Please express how strongly most people, who are important to you, feel you should or should not "Like" this charity's page on Facebook:

	...should not "Like" "Save the Children's Smile" on Facebook						...should "Like" "Save the Children's Smile" on Facebook
Most people who are important in my life think I...	○	○	○	○	○	○	○

Please express how strongly most people, who are important to you, would or would not approve of you "Liking" *"Save the Children's Smile"* on Facebook:

	...would disapprove of me "Liking" "Save the Children's Smile" on Facebook						...would approve of me "Liking" "Save the Children's Smile" on Facebook
Most people who are important to me...	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It would be a good idea to "Like" the Facebook page of "Save the Children's Smile"	○	○	○	○	○	○	○
I would have positive feelings towards "Liking" the Facebook page of "Save the Children's Smile"	○	○	○	○	○	○	○
The thought of "Liking" the Facebook page of "Save the Children's Smile" is appealing to me	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I would **HESITATE** to refer my acquaintances to "Save the Children's Smile" charity	○	○	○	○	○	○	○
I would recommend the "Save the Children's Smile" charity to anyone who seeks my advice	○	○	○	○	○	○	○
I would say positive things about the "Save the Children's Smile" charity to other people	○	○	○	○	○	○	○
I would **NOT** encourage friends to donate to "Save the Children's Smile" charity	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I intend to "Like" the Facebook page of "Save the Children's Smile" and stay connected with the charity	○	○	○	○	○	○	○
It is likely that I will interact with the Facebook page of "Save the Children's Smile" in the near future	○	○	○	○	○	○	○
I expect to "Like" the Facebook page of "Save the Children's Smile" and stay connected with the charity in the future	○	○	○	○	○	○	○

Please indicate how much you agree with the next statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
In the Facebook page of "Save the Children's Smile", one can find the firm's general information (e.g. goals)	○	○	○	○	○	○	○
In the Facebook page of "Save the Children's Smile", one can find contact information (e.g. email addresses, phone numbers, etc.)	○	○	○	○	○	○	○
In the Facebook page of "Save the Children's Smile", one can find information related to ways that you can make a donation	○	○	○	○	○	○	○
In the Facebook page of "Save the Children's Smile", one can find details about activities and/or services	○	○	○	○	○	○	○

What is your Gender?

○ Male

○ Female

How old are you?

[▲▼]

Please indicate your income level:

[▲▼]

How often do you log-in to Facebook per day (on average)?

[▲▼]

If you would like to, you may leave any comments regarding your experience with the survey please. Your feedback is valuable!

[   ]

Thank you so much for your time and effort to fill in my questionnaire! I really appreciate that!

Have a nice day!
Or if it is night, have a good night!

Yours faithfully,
Ilias