

## CHAPTER 2

### People's habits in the digital environment as a prerequisite for successful business performance on Facebook

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#### ABSTRACT

With more than 2.3 billion monthly active users, Facebook is the leader in social networking today. It is a platform with a lot of business potential, and it plays an important role in building a public image of a brand. Faculties have also recognized this opportunity to attract or retain students, alumni, employees, and partners. However, in order to test the profitability of using Facebook for business operations, a prior investigation about the target audience's habits is needed. This paper suggests a method to test prerequisites for successful business performance for faculties on Facebook. The research was conducted on three different faculties in 3 different countries: Croatia, Slovenia, and Japan. Through the online survey, 150 participants, who were representing the target audience of these faculties, were asked to present their opinions and habits related to digital technology and Facebook. Do they use Facebook? How much time do they spend on Facebook daily? Are they willing to give out their private data and location information? What do they expect from faculties on social networks? It is important to answer these questions in order to create an optimal communication strategy. According to the comparative analysis of the research results, different audiences have different habits and preference. However, faculties' presence on Facebook is still highly recommended, with the main focus on organic reach and long-term relationship with the target audience.

**Key words:** Facebook, Facebook in business, social networks, faculties on social networks, digital marketing

**JEL classification:** M15, M2, M3, L86, O33

#### 1. Introduction

In today's fast-changing world, it is evident that social media have become an integral part of our everyday lives. People use social networking sites all around the world, for personal and professional reasons (Pajtinkova Bartakova et al., 2017). Unlike one-way brand-consumer communication on traditional media,

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social media support two-way communication between firms and clients. That means that firms have less control over their reputation and public image; clients have more control over the information, and sometimes they are even content creators. Besides the challenges that social networks bring, the number of social media users is growing every day, which makes these platforms a fertile ground for business opportunities. Only Facebook had 2,38 billion monthly active users in the first quarter of 2019 (Statista, 2019). Some of the examples of business operations a company can conduct on social media are: building brand awareness, targeted advertising, communication with clients and developing relationships, market research, crisis communication, urgent announcements, increasing traffic on website, increasing direct sales, cooperation with other companies or brand promoters, customer support, recruitment.

Educational institutions have also recognized the benefits of social media. In the online world where access to information is easy, social networks are considered a powerful tool for universities to reach and attract students, their parents, alumni, staff, and partners (Peruta and Shields, 2016). According to Rutter et al. (2016), interactivity and reactivity on social media have a positive impact on recruitment success and brand acceptance. However, even though the number of scientific papers about communication, doing business and advertising on social media is growing (Knoll, 2016), very little is known about testing prerequisites for successful business performances on Facebook, especially in the field of higher education.

The aim of this paper is to fill this gap in knowledge and suggest an appropriate method for testing prerequisites for successful business performance for faculties on Facebook. Fulfillment of these prerequisites was tested by a 30-questions survey related to participants' technology possession, habits in the digital environment and opinions about social media. The research was done on three faculties, and for the purpose of this paper they are going to be named A, B and C: A = Faculty of Economics and Business (Rijeka, Croatia), B = Faculty of Administration (Ljubljana, Slovenia) and C = The International College of Liberal Arts (Kofu, Japan). Namely, one of the authors either studied or visited those faculties as a part of her student-exchange program in the second year of Master degree. The research was conducted on 150 participants who had characteristics of the target audience for these faculties: their students and employees.

We investigated the validation of the working hypothesis H1: *The target audience's habits in the digital environment fulfill the prerequisite for successful business performance on Facebook for the faculties A, B, and C* through six sub-hypotheses:

H1a. The target audience of faculties A, B, C owns at least one device needed to access Facebook.

H1b. The target audience of faculties A, B, C has a Facebook account.

- H1c. The target audience of faculties A, B, C spends at least 15 minutes daily on Facebook.
- H1d. The target audience of faculties A, B, C supports their presence on Facebook.
- H1e. The target audience of faculties A, B, C voluntarily gives access to their personal data and location information to Facebook.
- H1f. The target audience of faculties A, B, C doesn't use ad-blocking software plug-ins.

Additionally, the main questions this research is aiming to answer are: Which technology does target audience possess? How do target audience access the Internet? Does the target audience prefer Facebook over other social networks, and how much time do they spend on Facebook? Do they visit places on Facebook where the adverts and posts are shown? Are users willing to publish their private data on Facebook? Does the target audience use ad-blocking software plug-in? What does the target audience think about presenting a faculty on Facebook? It is crucial to answer these questions in order to test the validity of the working hypothesis. Data were analyzed by statistical methods: mode, median (for qualitative data), and mean (for quantitative data).

## 2. Literature review

The literature review was limited to highly cited papers from impactful academic journals and their relevant references. Those papers contain the title, abstract, or keywords as search terms such as Facebook, social media, Facebook for Business, Facebook advertising, and the combination of terms social networks/faculties, Facebook/faculties.

### 2.1. Social media – definition, challenges, opportunities

Social networks are used by online communities of people sharing common interests. Members can enjoy free online services that encompass various forms of communication, interaction, sharing media, blogs, short messages, news and more, with the main goal - socialization. The most accurate definition of social media might be the one by Kietzmann et al. (2011), which says that "Social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content". According to Kaplan and Haenlein (2010), social networking as we understand it today started around 1959, with the creation of "Open Diary", a web-community of online diary writers.

This concept of doing business threatens established business models, such as printed newspapers and TV advertising (Hennig-Thurau et al., 2010), and makes firms face many challenges. Namely, until social networking became popular in the business world, companies could have had a much higher level

of control over their reputation, achieved through carefully planned press and public relation strategy (Kaplan and Haenlein, 2010). It is evident that interactive digital media platforms brought many changes to the way firms communicate with their customers (Hanna et al., 2011). What makes social media different from other types of media is the possibility of individuals to publicly share their opinions and reviews about firms, which makes customers want firms to listen, react, and respond. Therefore, firms have to decide if they want to get involved in the communication or ignore it. Both choices can have impacts and consequences (Kietzmann et al., 2011).

On the other hand, the development of new media created opportunities for new business models, and social media plays an important role in brand reputation and communication strategy. It created new ways to reach the target audience, communicate with them, and track their online behavior (Hennig-Thurau et al., 2010). It should be noted that targeted advertising sometimes face low acceptance due to privacy concerns (Knoll, 2016). Another example of using social media for business is in the recruitment process (Pajtkova Bartakova et al., 2017) as an easy way to reach potential employees. However, lack of understanding sometimes leads to missed opportunities. To make it understandable what social networks are and how to engage target audiences, Kietzmann et al. (2011) developed a framework of social media functionality called "The honeycomb of social media". The framework consists of seven social media building blocks: presence, sharing, identity, relationships, reputation, groups, and conversation. These features should help firms to understand their social networks landscape. It should be noted that nowadays social networking sites have additional features, such as direct sales option. After the main features of social media being understood, user experience is the next thing to focus on. Research by Estes et al (2009) used various methods such as usability testing, eye-tracking, field studies, and diary studies to make design guidelines for providing a high level of user experience on social media.

Additionally, Kaplan and Haenlein (2010) point out that "being active" and choosing the "right" media is a prerequisite for success. Every social networking site attracts a certain group of audience, and it is recommended to be active wherever the potential customers are present. However, according to Estes et al. (2009), too frequent posting might be annoying for users. Few other suggestions for successful business performance are mentioned: making sure that employees have access to social media; being interesting and knowing the preferences of the target audience; being humble and use the social networks before doing business on it; being honest and unprofessional.

Estes et al. (2009) also suggest that more casual business communication on social media leads to better user experience, but not always; for some services, such as BBC, customers prefer highly professional communication even on social networks. Knoll (2016) brings up topics such as eWOM (Electronic Word of Mouth or viral advertising) and targeting audience through influencers. Eventually, even though managers need to understand audience's demand for

new multimedia content (Hennig-Thurau et al., 2010), the presentation on social media should be integrated with the communication on traditional media (Kietzmann et al., 2011).

## 2.2. Faculties on social networks

In today's competitive market, social media is considered an effective method for faculties to attract or retain students, alumni, community members, and partners. Along with recruitment, engagement on social media increases a student's sense of connection to their school (Peruta and Shields, 2016). A study by studentPOLL from 2013 suggests that influence of social media in the college search process is increasing, especially among prospective students. Also, among participants, Facebook was a predominant social media site. In addition to gathering information and impressions about colleges, participants also declared that they rely on social media when getting insights into the social environment and kinds of students who attend a certain college (Hesel, 2013). When it comes to the frequency of posting on Facebook, a study by Peruta and Shields (2016) suggests that schools which are posting more often get less overall post engagement. Moreover, a study which examined how the Office of the President at the University of Florida utilized Facebook indicates that messages which contain emotions and humor are efficient in developing relationships with students and generating engagement (Thelen and Linjuan Men, 2018).

A study by Rutter et al. (2016) indicates that interactivity of universities on social media is a key to successful student recruitment and brand validation. Namely, those universities that quickly respond to queries are more likely to generate better engagement with potential students. Yet, universities with lower reputation can't rely on social media to reach the level of institutions with a much higher reputation. In conclusion, due to the high competition between universities to recruit high-quality staff and students, branding is extremely important. For that reason, universities are using tools and techniques from the corporate sector, such as social media.

## 2.3. Facebook for business: overview and applications

In order to understand the principles of using Facebook in business operations, one should be familiar with some of its basic terms described in this subchapter. Unlike a Facebook profile, which is intended to be used by a physical person, a Facebook page is used for business purposes (Facebook Business, 2019). However, only users who have a Facebook profile can create and manage a Facebook page. A page can be used to promote a person, firm, place, subject or event, and it can be indexed by Internet search engines. Other users or firms can check information and exchange instant messages with a company via a Facebook page. Content posted on a Facebook page appears only in the News feed of page followers unless the content is sponsored. The News feed is the

name for Facebook's homepage, where most of the adverts are shown. It consists of posts and stories from other Facebook users or pages, including paid adverts if a user has the characteristics of the targeted audience. Users can click, like, share or comment on Facebook posts. The success of a Facebook campaign is calculated through the reach of the post. The reach can be organic (natural) or paid ("boosted"). Models that are often used as an efficiency measurement of campaigns on Facebook and other social networks are CPC (Cost Per Click) and CPM (Cost per "mile", or 1,000 impressions).

One of the most powerful Facebook business tools is detailed audience targeting for advertising campaigns. Namely, a company can choose the audience to which a certain post will be shown by these options: „Custom audience“ (detailed selection of the characteristics of the targeted audience by specifying age, gender, location, their interests, and patterns of behavior), „People who like your page“ (Page fans), „People who like your page and their friends“, „Pixel code“ (tracking users that have visited certain URL address), „Lead ads“ (individually choosing Facebook users by their ID/e-mail/telephone number connected to their Facebook account). After defining the target audience, budget, and duration of a campaign, an advert is going through a review process to make sure it matches Facebook advertising guidelines. With Facebook adverts, a company can promote a business, get more "Likes" on their post or Facebook page, lead users to a specific website, or even make direct sales (Facebook Business, 2019). During and after a campaign, an overview of the ad performance is available, which gives an insight about how the target audience is responding to a certain advert, grouped by age, gender, location, and other characteristics. Facebook Insights can serve as a basis for planning future campaigns because it also presents the time of the day the target audience is most likely to be active (Facebook Business, 2019).

In addition to lower cost of promoting a firm on Facebook over non-virtual media, Dehghani and Tumer (2015) highlight other advantages of using this platform, such as the possibility to influence users' brand perceptions and purchase intentions by other users in Facebook groups. That indicates a switch from push advertising to trust based advertising. Since Facebook offers its users to see who else liked or shared a certain content, it may be considered as "instant check of brands credibility" (Dehghani and Tumer, 2015). Another feature which makes Facebook an effective marketing tool is the ability of ad personalization. With access to the big amount of users' data that Facebook provides, this advertising strategy of individually customizing content has been increasingly utilized (Tran, 2017).

## 2.4. The privacy paradox

The rapid growth of digital technologies increased the concern about users' information privacy and its protection. With more and more business being done online, personal data has become extremely valuable. The data can be used

for many purposes such as targeted advertising or content personalization. However, it is important to understand the limits for individuals related to the amount of given data and control over it (Prince, 2017). According to Prince, people are seriously concerned about the privacy of data about their physical identity and financial records, and less concerned about information related to their virtual identities

As already mentioned, the biggest advantage of social media over traditional media is the possibility of easily reaching the target audience, which would be impossible if they don't personally give out their private data, or allow a platform to collect it. Facebook offers several privacy options when publishing a content: "Public"; "Friends"; "Friends of friends"; "Only me"; "Custom". When registering, a user is required to publish only name and surname, date of birth, and email address. Publishing any other information is up to users themselves. What makes Facebook advertising so effective is the fact that it collects and uses various information, even if the sharing setting is set to "Only me". But, even though users often claim they are very concerned about their privacy, they almost don't do anything to actually protect their personal data. This phenomenon is called the privacy paradox (Barth and de Jong, 2017). Prince (2017) assumes that the asymmetry of information can influence privacy settings of an individual. Namely, individuals who are better informed about the possibilities of misusing of personal data are more likely to choose not to disclose their private information. His study also indicates that, in order to increase individuals' trust, firms might have to allow customers to have control over their private data in marketing activities.

### 3. Methodology

The online survey was used to collect empirical data. The survey was distributed among students and employees via faculties' portals and social network sites. It consisted of 30 questions. The survey was anonymous. The original language of the survey was Croatian, but in order to conduct surveys in the countries where the official language is Slovenian or Japanese, the survey was translated into English. Respondents were advised to seek help in case of any unclearness related to the questions.

Since most of the data were qualitative, statistical methods mode and median were used to analyze it. For quantitative data, statistical method mean was used. In the conducted research, the primary goal was to learn about participants' habits and opinions related to the Internet and social networks, particularly Facebook. Their attitudes, actions and willingness to publish information about themselves are the basis for testing prerequisites for the success of business operations on Facebook for the faculties where they study or work. Apart from the primary goal, part of the research also refers to creating ideas about the ideal concept of public communication on social networks for faculties.

The population of this research was the audience with which these faculties are likely to communicate with on social media. A simple random sample of 150 participants – 50 in each country were representing the population. Data collection was performed in the period from January 2017 to June 2017, on students and employees of three different faculties which we named A, B, and C: A=Faculty of Economics and Business (Rijeka, Croatia), B=Faculty of Administration (Ljubljana, Slovenia) and C= The International College of Liberal Arts (Kofu, Japan).

Several types of answers were offered: filling the text, multiple choice answer, checkboxes, ranking, short answers. The questions were divided into five sections: 1. Demographic data; 2. Habits of the respondents; 3. Social networks; 4. Facebook; 5. Presentation of a faculty on Facebook. In the first section, respondents were asked to give basic demographic information about themselves such as age and gender. The following five questions were referred to the habits of the respondents, and the main focus was on Internet access, devices and time spent on the Internet. Furthermore, in the third section respondents were asked about social networking habits and preferences. The following group of ten questions was about respondents' habits on Facebook. Responses in the last section can serve as an inspiration for creating an ideal concept for presenting a faculty on Facebook. The questions were carefully designed to test the working hypothesis, and written in a simple language.

## 4. Empirical data and analysis

In this chapter, the analysis of the survey results will be presented, section by section. Complex data will be analyzed with a table or graph.

### 4.1. Section 1. Demographic data

Below are presented responses of the first group of questions:

150 students and faculties' employees participated in the survey; 50 participants from each country;

At each faculty, the majority of respondents were between 20 and 30 years old. 27 women and 23 men participated in the research at the faculty A, 24 women and 26 men participated at the faculty B, while 30 women and 20 men participated in the research conducted at the faculty C;

Every respondent on every faculty at which the research has been conducted has at least a high school education level;

Among Croatian (A) respondents, 36 out of 50 are employed, in Slovenia (B) 14 out of 50 respondents are employed, 8 out of 50 respondents are employed in Japan (C).



## 4.2. Section 2. Habits of the respondents

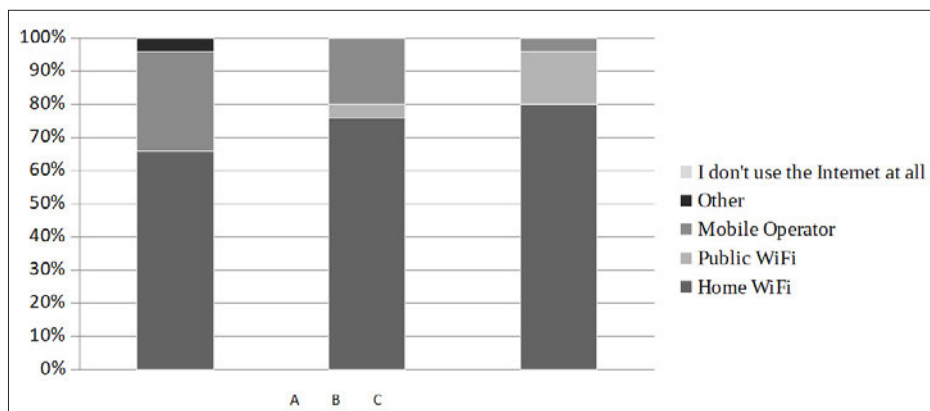
Below are presented responses of the second group of questions:

To the question “Do you own a desktop/laptop computer?”, 100% of respondents in all three faculties responded positively;

To the question “Do you own a smartphone or tablet?”, only one respondent at the faculty C does not have a smartphone or tablet and all the other respondents do;

Responses to the question “How do you usually access the Internet?” are presented in the graph below:

**Figure 1:** Responses to the question „How do you usually access the Internet?„



Source: Survey results

Responses to the question “How much time you usually spend on the Internet daily?” show that participants at all three faculties spend mostly between one hour and five hours surfing the Internet (28 out of 50 users at the faculty A, 36 out of 50 at the faculty B and 38 out of 50 at the faculty C).

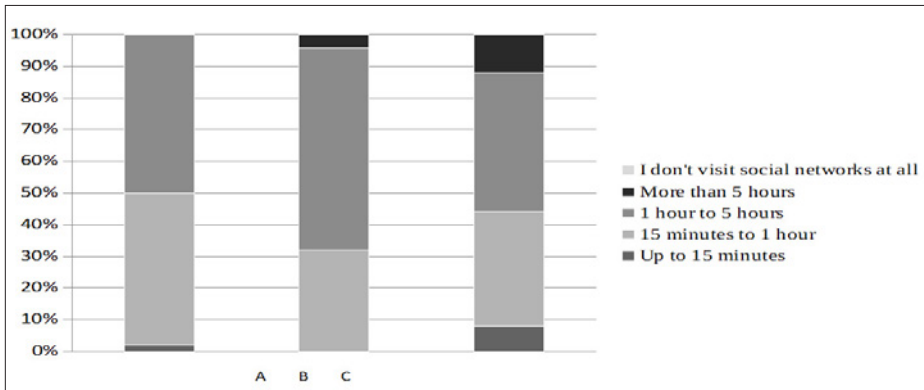
According to the responses to the question “Which device you usually use to connect to the Internet?”, it is obvious that the most widely used device for accessing the Internet in all three countries is smartphone (30 of 50 respondents at the faculty A, 32 out of 50 respondents at the faculty B and 34 out of 50 respondents at the faculty C) followed by a personal computer or laptop.

## 4.3. Section 3. Social networks

Below are presented responses of the third group of questions:

Responses to the question “How much time do you spend on social networks daily?” are presented in the graph below:

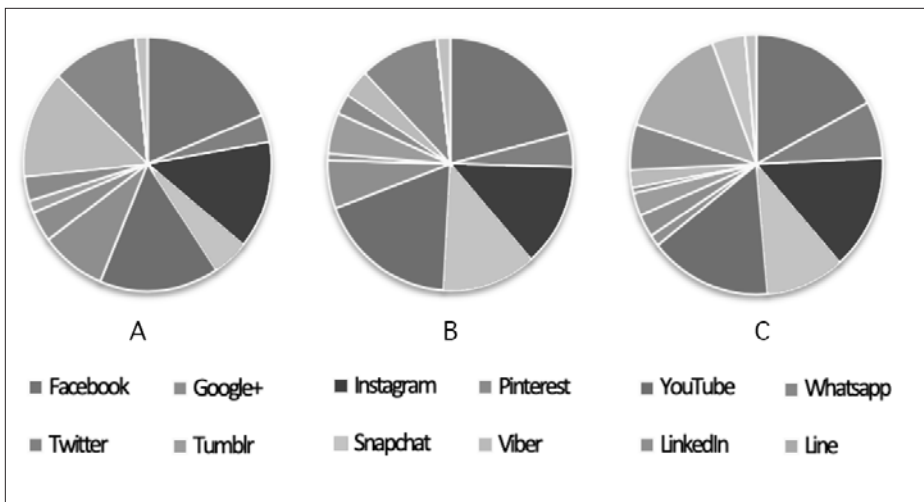
**Figure 2:** Responses to the question „ Answers analysis for the question „How much time do you spend on social networks daily?”



Source: Survey results

Responses to the question “Which social network(s) do you use?” (possibility of multiple choice) are presented in the graph below:

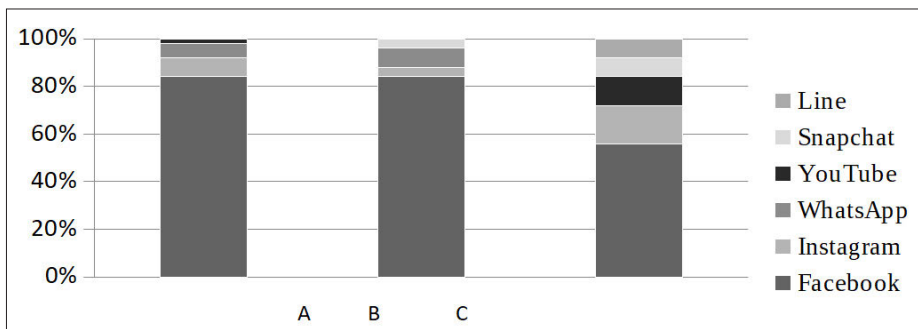
**Figure 3:** Responses to the question „ Which social network(s) do you use?”



Source: Survey results

Responses to the question “In your opinion - Which social network is the most popular?” (respondents were asked to write their answers) are presented in the graph below:

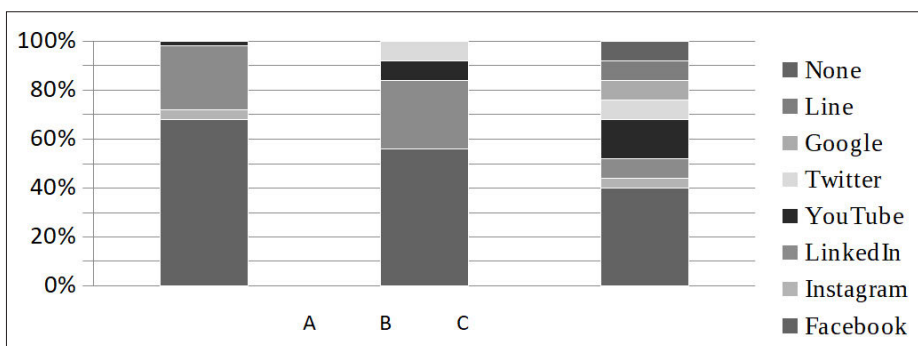
**Figure 4:** Responses to the question „In your opinion - Which social network is the most popular?”



Source: Survey results

Responses to the question “Which social network is the best for presenting a company?” (respondents were asked to write their answers) are presented in the graph below:

**Figure 5:** Responses to the question „Which social network is the best for presenting a company?”



Source: Survey results

To the question “Does the “unprofessional” social network profile make the bad impression about the company?”, 96% of respondents at the faculty A answered “Yes”, 80% of respondents at the faculty B answered “Yes”, and 64% of respondents at the faculty C answered “Yes”;

#### 4.4. Section 4. Facebook

Below are presented responses of the fourth group of questions:

Based on the responses to the question “On a scale of 1 – 5, how would you describe a simplicity of Facebook usage?” (1 means “Very Complicated”, while 5 means “Absolutely Simple”), an average mark of the simplicity of the usage of Facebook is 4,46/5 among respondents at the faculty A, 4,28/5 among respondents at the faculty B, and 3,96/5 among respondents at the faculty C;

According to the responses to the question “On a scale of 1 – 5, how much do you trust in data privacy on Facebook?” (Score 1 means “I do not trust at all”, while 5 means “I have complete confidence”), an average mark of trust in data privacy on Facebook is 2,06/5 among respondents at the faculty A, 2,4/5 among respondents at the faculty B, and 2,52/5 among respondents at the faculty C;

Responses to the question “Which personal information have you published on Facebook?” are presented in the table below:

**Table 1:** Responses to the question „Which personal information have you published on Facebook?”

	<b>A</b>	<b>B</b>	<b>C</b>
<b>Your real name</b>	Public	Public	Public
<b>Gender</b>	Public	Public	Public
<b>Date of birth</b>	Friends	Friends	Public
<b>E-mail</b>	Friends	Friends	Friends
<b>Mobile phone number</b>	Friends	Not published	Not published
<b>City of residence</b>	Friends	Public	Friends
<b>Education/work</b>	Friends	Friends	Friends
<b>Interests, activities, sport</b>	Friends	Friends	Friends
<b>Events of interest</b>	Friends	Friends	Friends
<b>Important life events</b>	Friends	Friends	Friends

Source: Survey results

Based on the responses to the question “How much time do you spend on Facebook daily?”, it can be concluded that respondents most often answered “15 minutes to an hour” (40% of respondents at the faculty A, 44% of respondents at the faculty B and 65% of respondents at the faculty C) or “1 hour to 5 hours” (34% of respondents at the faculty A, 56% of respondents at the faculty B and 16% of respondents at the faculty C), while at faculty A and C some participants (less than 30%) spend less than 15 minutes on Facebook;

According to the responses to the question “Do you check your News feed?”, it is obvious that the respondents normally check Facebook’s News feed, mainly saying “Yes, often” (15% or more) and “Yes, sometimes” (40% or more) at all three faculties;

Responses to the question “Do you write reviews (about companies/products/ events) on Facebook?”, are mainly “No, never” (More than 30% for participants at all three faculties), few users still prefer to express their opinions publicly – “Sometimes” (less than 10%) or “Often” (less than 3%);

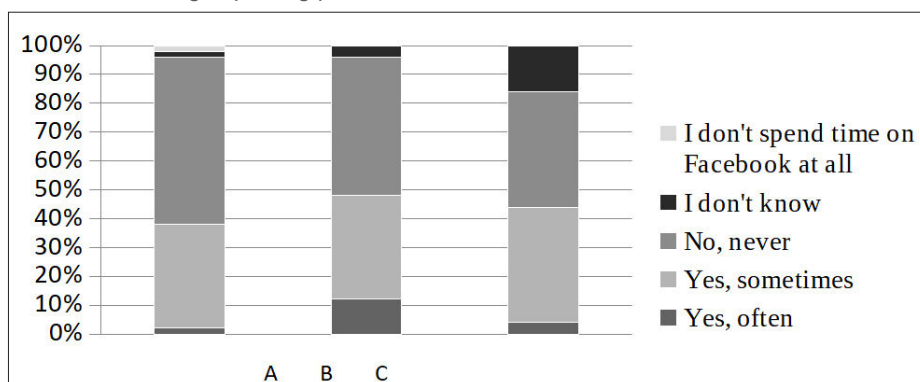
Based on the responses to the question “On a scale of 1 – 5, how important it is for companies to have a Facebook Page?” (1 means “Not important at all”

while rating 5 means “Absolutely important”), an average mark of importance is 4,06/5 (faculty A), 3,88/5 (faculty B) and 3,72/5 (faculty C);

According to the responses to the question “Where do you usually check information about the company?”, Most of the participants still prefer getting information from the company’s website (76% at faculty A, 88% of respondents at faculty B and 84% of respondents at faculty C). However, some of the respondents prefer Facebook business pages (18% of respondents at faculty A, 4% of respondents at faculty B, and 12% of respondents at faculty C);

Responses to the question “Do you show your location while sending messages/posting photos?” are shown below:

**Figure 6:** Responses to the question „Do you show your location while sending messages/posting photos?”



Source: Survey results

According to the responses to the question “Do you do anything to hide Adverts (ad-blocking Software Plug-in) on Facebook?”, the largest number of participants using “AdBlock” applications belongs to the group from faculty B (28 out of 50 respondents), while the answer “Yes, sometimes” is the most common answer at the faculty A, and at the faculty C, 20 participants vote for “No, never” and 20 for “Yes, sometimes”.

#### 4.5. Section 5. Presentation of a faculty on Facebook

Below are presented responses of the fifth group of questions:

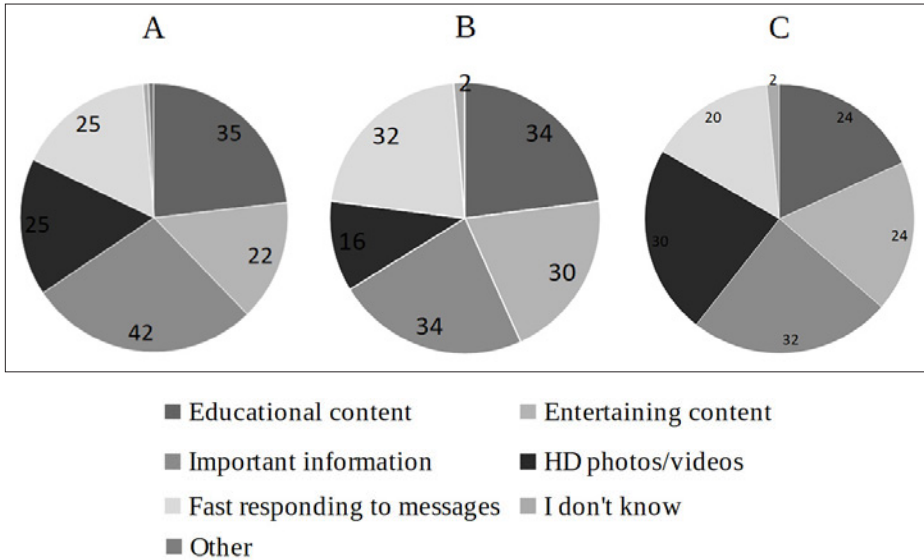
On the question “In your opinion, do universities need to have a Facebook Page”, more than 70% of all participants gave a positive answer;

Based on the responses to the question “Can “good” Facebook Page increase the reputation and popularity of a faculty?”, positive opinion share 39 out of 50 respondents at faculty A, 34 out of 50 respondents at faculty B and 48 out of 50 respondents at faculty C;

To the question “Can “unprofessional” Facebook Page lower the reputation and popularity of a faculty?”, most of the respondents at all three faculties stated that a bad presentation on Facebook could definitely ruin the overall picture of the faculty (39 out of 50 respondents at faculty A, 22 out of 50 respondents at faculty B, and 36 out of 50 respondents at faculty C);

Responses to the question “In your opinion, which should be the main features of a Facebook Page of a faculty?” are shown below:

**Figure 7:** Responses to the question „In your opinion, which should be the main features of a Facebook Page of a faculty?”



Source: Survey results

In the final question, participants were asked for their advice, opinions, and comments regarding the successful and professional presentation of faculties on social networks. Below are presented the answers:

“Reviews of professors and courses.”

„Announcement of future events such as guest lectures and workshops.”

„Current updates, contact information, and legal information. The link to other social networks and the existing website.”

„A high-quality and modern website, linked to social networks, displaying relevant information. Engagement in communication.”

„Highlighted relevant information, offers, and program of the faculty and the possibilities for students when they graduate.”

„I would hire successfully graduated student at that faculty as a Facebook page manager.”

„All the activities that raise the reputation of the university, such as conferences, guest lectures, successful alumni students, successful students, professors. Lots of complementary content in video clips, pictures ... “

„Announcements like lecture timetable, professor's absence, schedule changes...”

„Quick notification for students about changes in timetable/exam terms, respond to inquiries sent to Inbox quickly and professionally, presenting events at the faculty via Facebook. The content must be professional - the text must be proof-read and meet the language standards, the images must at least be of good quality. Professionally and approachable, not arrogant and unkind.”

„More Announcements about student organizations events.”

„Announcements about events, opportunities, important information. When changing any of the rules, post exactly which change is made and for what reason; whether it is decided by an educational institution or a government.”

„Multilingual site.”

„Educationally oriented and constantly refreshed. I look forward to announcements about current events at the faculty as well as on public/national issues.”

„More video content.”

## 5. Results and discussion

Results presented in the previous chapter are of a great significance when it comes to evaluation of prerequisites for successful business performance on Facebook for the faculties which participated in this research. It is important to have insights into the habits and attitudes of their targeted audience in order to create an optimal communication strategy on social networks. Based on the analysis of the responses, the discussion will explain how and why the answers are related to estimating the validation of each of six sub-hypotheses. The discussion is presented below.

*Sub-hypothesis H1a. The target audience of faculties A, B, C owns at least one device needed to access Facebook.*

In order to reach the target audience on Facebook, they need to possess certain technology: PC, laptop, smartphone or a tablet computer. 100% of the respondents own one or more devices needed to access Facebook. Also, participants mostly connect to the Internet via smartphone, and Facebook is available as a smartphone application. That indicates that this sub-hypothesis is not rejected.

*Sub-hypothesis H1b. The target audience of faculties A, B, C has a Facebook account.*

In order to establish brand-consumer communication on Facebook, the target audience needs to use Facebook. Facebook is convincingly the most used

social networks platform, used by 96% of all participants. It should be noted that participants use other social networks as well, such as YouTube, Instagram, Viber, and Line, so their importance shouldn't be ignored. Users find Facebook easy to use, which indicates that its user experience is on a high level. Also, most of the participants are of the opinion that Facebook is the most popular social network, which is not a surprise since it has the highest number of total users among all the social networks, and the number is growing steadily. Also, responses analysis reveals that most of the students or employees on all three faculties visit Facebook News feed often or sometimes, a web place where all the posts and adverts are shown. That indicates that this sub-hypothesis is not rejected.

*Sub-hypothesis H1c. The target audience of faculties A, B, C spends at least 15 minutes daily on Facebook.*

In order to track the target audience's behavior on Facebook, they need to spend at least 15 minutes daily on Facebook. According to the survey results, in all three countries, participants daily spend mostly 1 to 5 hours on the Internet and social networks, and 15 minutes to 1 hour (A, C) or 1 hour to 5 hours (B) on Facebook. That indicates that this sub-hypothesis is not rejected.

*Sub-hypothesis H1d. The target audience of faculties A, B, C supports their presence on Facebook*

In order to raise a brand reputation, the target audience needs to consider Facebook "the right place" for presenting a business. Even though participants still prefer getting information about the company on their web site, Facebook is convincingly at the top of the list of the best social networks for presenting a company, followed by social networks LinkedIn and YouTube. Most of the participants share the opinion that faculties should be present on Facebook, and that their communication should be professional in order to build a faculty's reputation. However, the faculties shouldn't rely on e-Word of Mouth, as participants mostly never write reviews on Facebook. Additionally, "unprofessional" social network profile makes a bad impression of the company for most of the users. That indicates that this sub-hypothesis is not rejected.

*Sub-hypothesis H1e. The target audience of faculties A, B, C voluntarily gives access to their personal data and location information to Facebook.*

In order to conduct targeted advertising campaigns on Facebook, the target audience has to give out their personal data and location information. As already indicated in the literature review, people sometimes behave paradoxically about data protection. Namely, question no. 18 proves that even after declared relatively low trust in data privacy on Facebook in question no. 17, participants still voluntarily publish most of their personal data. However, the success of location-based targeted advertising is questionable, since most of the participants (A, B) declared that they never show their location information.



Also, it should be noted that location-based advertising sometimes can be affected by the network. Namely, while using free public networks (which is more popular among participants from Japan), the usage of some of the services such as Facebook might be limited due to network security. This may be a problem in the situation when the selected target audience is based on a narrowly defined user location; if the users are connected to the Internet via a public network, there is a possibility that ads will not even reach them, due to the inability to use Facebook. That indicates that this sub-hypothesis is not rejected, but it should be noted that location-based targeted advertising is limited.

*Sub-hypothesis H1f. The target audience of faculties A, B, C doesn't use ad-blocking software plug-ins.*

In the case of using the ad-blocking plug-in, the target audience might not see adverts on Facebook. Apparently, most of the participants of this research (especially in Slovenia) are familiar with these browser extensions which hide sponsored content on social media. Namely, more than 50% of participants are using it, which indicates that this sub-hypothesis is rejected, and advertising on Facebook is not likely to be successful for these faculties.

*Additionally, in order to plan a strategy for communication on Facebook, an insight into the target audience's opinions and preferences is needed.*

The different audience is attracted by different content on social media. It is not enough to follow the latest trends in social media communication, actual insight into the target audience's preferences is needed. For that reason, the last two questions of the survey are valuable and significant. When asked to write their ideas, advice, opinions, and comments for the successful and professional presentation of faculties on social networks, many creative answers were given. They can serve as an inspiration for creating a communication strategy on Facebook for these faculties.

## 6. Conclusions

The results of the conducted research indicate that most of the business operations on Facebook for faculties A, B, and C are likely to be successful, such as reaching an audience on Facebook, brand-consumer communication, tracking the target audience's behavior, rising brand reputation, and targeted advertising. On the other hand, research results indicate that the success of advertising on Facebook is questionable. Opportunities for location-based targeted advertising are limited because of participant's habits. However, the working hypothesis is not rejected; prerequisites for successful business performances on Facebook for faculties which participated in the research are likely to be fulfilled. Possible solutions to the challenges that faculties face are building long-term relationships and focusing on organic reach. Faculties should also be aware that different audiences have different preferences, and it is crucial

to investigate them in order to create an optimal communication strategy. With little adjustments, this method can be as well used in testing prerequisites for obtaining business success on Facebook for other types of businesses as well. However, the limitations of this research should be mentioned. Firstly, the data was collected in 2017, which makes the research less accurate. Secondly, due to the limited time and financial resources, the number of participants couldn't have been bigger. Therefore, the suggestions for future research are: using more recent data; including more participants into research; make broader cross-cultural research; group data by students and employees; find out if the target audience is likely to be influenced by social media influencers. An additional suggestion for future direction is using the different instrument for data collection, such as smartphone application which marks clicks, scrolls and time spent on Facebook. However, this way of getting insights into the target audience's behavior has privacy concerns. This paper will hopefully encourage other researches to continue contributing to economic science in the field of business on social media, one of the most powerful communication tool in the world of the digital economy.

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