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Implications of Hedonic and Utilitarian Information Search and Social Media Browsing On Purchase Value

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IMPLICATIONS OF HEDONIC AND UTILITARIAN INFORMATION SEARCH AND SOCIAL MEDIA BROWSING ON PURCHASE VALUE

Information search has become increasingly more efficient and manageable for consumers through the development of the Internet. This has also impacted the way consumers search for information and how the search affects purchasing decisions. The purpose of this research is to examine the way consumers use hedonic and utilitarian information search to search for electronic word-of-mouth (eWOM) and how this affects their web browsing habits. This is reflected upon the purchase value of over 1600 travel agency customers using factor and cluster analysis as statistical analysis methods. The findings suggest that hedonic and utilitarian information search as well as websites should be considered to contain a dimension including both types of information. Additionally, distinctive customer segments were found that can be used by companies in the travel industry to create targeted marketing programs.

HEDONISTISEN JA UTILITARISTISEN TIEDONETSINNÄN SEKÄ SOSIAALISEN MEDIAN KÄYTÖN VAIKUTUS OSTOARVOON

Kuluttajien tiedonetsinnästä on tullut tehokkaampaan ja helpompaa Internetin kehityksen myötä. Tämä on myös vaikuttanut virtuaalisiin tiedonetsintätapoihin sekä muuttanut ostokäyttäytymistä. Tämän tutkimuksen tarkoituksena on tutkia hedonistisen ja utilitaristisen eWOM –tiedon tiedonetsintää sekä tämän vaikutusta websivujen selaamiseen. Tätä käyttäytymistä peilataan yli 1600 matkatoimiston asiakkaan ostoarvon määräytymiseen faktori- ja klusterianalyysien avulla. Tulosten perusteella voidaan sanoa, että hedonistinen ja utilitaristinen tiedonetsintä sekä websivujen käyttö sisältää ulottuvuuden, joka koostuu sekä hedonistisesta että utilitaristisesta tiedosta. Tämän lisäksi tulosten perusteella pystyttiin muodostamaan erottuvat asiakassegmentit, joiden avulla matkailualan yritykset voivat kohdistaa markkinointitoimenpiteitään.

1 INTRODUCTION

Information search has become increasingly more manageable for consumers through the evolvement of the Internet and as the cost of information search has decreased (Johnson et al., 2004). Based on Stigler (1961) consumers use an implicit cost–benefit analysis to choose a search strategy—what, when, where, and how much to search meaning that consumers search until the perceived marginal benefit is equal to the perceived marginal cost (Ratchford et al., 2003). Although information search requires less effort and its costs have decreased, other factors such as the quality of information might also impact search behaviour.

Consumers are substituting Internet-based search for traditional (Klein & Ford, 2003) and according to Peterson and Merino (2003) information search patterns are likely to change. Also information search in general is growing which has a positive impact on purchase intensions (So et al. 2005). Therefore, marketing managers and researchers should have growing interest and understanding of how to enable consumers to find the right type of information from websites. Despite of large amounts of information available on the Internet it can be unorganized and difficult to find (Brown et al. 2007).

As Van der Heijden (2004) concludes the Internet serves both utilitarian and hedonic purposes and the type of websites consumers visit determines how the information provided in the sites is perceived. Atkinson and Kydd (1997) studied patterns of students using the Internet which revealed that perceived enjoyment strongly influenced Internet use for entertainment, which can be seen as

hedonic behaviour. Perceived usefulness influenced education related purposes which refers to utilitarian type of action. These differences in behaviour highlight the importance of understanding how hedonic and utilitarian information search factors affect the use of Internet.

The type of information that consumers search differs accordingly to the type of goods, experience (e.g. travelling related goods) or search (e.g. a new laptop), they search for (Ha & Hoch, 1989). These differences affect the amount of time consumers spend on a website, the number of sites they browse and also, for example, consumer recommendations or electronic word-of-mouth (eWOM) they search for (Huang et al., 2009). This leads to the conclusion that these factors should be considered when companies plan marketing practices related to online purchasing. More generally companies should be interested in online communities since, as Almquist and Roberts (2000) point out, customer advocacy is a major factor influencing positive brand equity when compared to other brands.

The research has a twofold justification. First, the importance of understanding consumers participating in social media has been a focal point for marketers for years and especially how these communities affect consumer purchasing behaviour (Kozinets, 2002). Second, it is important to understand the type of groups or segments that exist in the virtual communities for implementing targeted marketing campaigns. These issues are viewed in the context of travel industry, analysing social media behaviour of customers from two European travel agencies. Data (collected by Pöyry, 2011) in this research is used with the purpose of finding the underlying factors that affect the way customers search hedonic and utilitarian information from social media and how search for

information and websites affect the value of purchase. Primary research question can be formulated as: "How hedonic and utilitarian information search for eWOM impacts the social media websites browsed?" Secondary research question is "How does social media browsing and information search affect the value of purchase?"

Extensive research has been conducted on hedonic and utilitarian online consumer behaviour (Childer et al., 2001; Crowley et al., 1992; Bridges & Florsheim, 2008) but the distinction has been rarely done according to online information search or social media browsing. Social media has provided consumers a new platform to seek and distribute information and since this information found online increasingly affects consumers' decisions (Kozinets, 1999; Hennig-Thurau & Walsh, 2004), it is important to understand the relationship between information search and social media browsing. The purpose of this research is to explore these relations and also how these together affect the value of purchase and in the end provide insight to hedonic and utilitarian online consumer behaviour. Practical implications of this research contribute to the way consumers can be segmented according to their value of purchase in the travel industry.

2 THEORETICAL BACKGROUND

In this chapter theoretical background is discussed related to three key topics that are encompassed throughout the research: virtual communities, electronic word-of-mouth and hedonic and utilitarian information search in social media.

2.1 Virtual communities

Managing virtual communities has become more and more important for marketers (Balasubramanian & Mahajan , 2001) and to some extent it has replaced traditional marketing tools (Jepsen, 2006). Different aspects have been of interest for marketers, such as, why and how participants engage in social activities within virtual communities and what is their purpose. However, the underlying theme in marketing literature has mostly been the social influence of the communities on its members (Postmes et al., 2000). From consumer perspective, virtual communities offer possibilities to search for more objective information through interaction with other consumers (Kozinets, 2002). The goal of consumers in virtual communities can be divided into utilitarian (e.g. information exchange) or hedonic (e.g. experience sharing) (Bagozzi & Dholakia, 2002).

Virtual communities are formed when people online interact long enough to develop a social relationship with other participants. When formed, they are flexible and consist of various types of

cultural and social interests (Brown et al., 2007). Consumption-related communities essentially represent word-of-mouth (WOM) networks where consumers who are interested in, for example, a product category can search and distribute information (Cothrel, 2000). The influence of virtual communities has grown to the extent that they are even replacing consumers' primary reference groups (Constant et al., 1996).

Virtual communities have received several different categorizations in literature, such as the ones done by Kozinets (1999) and Kaplan & Haenlein (2010) in Figures 1 and 2. Both of these classifications have social aspect as a focal point. Classification by Kozinets additionally uses information exchange and social interaction dimensions which are both of relevance for this study. Kaplan and Haenlein used self-disclosure/presentation as the other variable in the model. In Kozinets' figure the virtual communities of consumption are divided into four different categories: Rooms, Boards, Dungeons and Rings and Lists. Rooms represent places such as chat rooms, where people can enter and leave effortlessly and the social structure fluctuates constantly. Rings and lists are the opposite: Example of this is an email mailing list, where people know who they are dealing with and the focus is on information exchange. Dungeons refer to socially tightly structured communities with high social interaction, such as dating sites, whereas Boards are the opposite with loose social structure and minimal social interaction. Example of this could be a product evaluation website that is used to compare product attributes.

Social Structure

Group Focus	Loose	Tight
Information Exchange	Boards	Rings and Lists
Social interaction	Rooms	Dungeons

Figure 1 Classification of virtual communities (Kozinets, 1999)

In Kaplan's and Haenlein's model an example of a collaborative project could be Wikipedia and Second Life is an example of a virtual social world, located in the opposite corner. Probably the most well-known example of a social networking site is Facebook. Content communities refer to websites like, Youtube and Flickr, whereas World of Warcraft is the most successful example of a virtual game world with over 12 million subscribers (Blizzard.com, 7.6.2011).

Self-presentation / Self-disclosure — Social presence / Media richness

Self-presentation / Self-disclosure	Low	Medium	High
High	Blogs	Social networking sites	Virtual social worlds
Low	Collaborative projects	Content communities	Virtual game worlds

Figure 2 Classifications of virtual communities (Kaplan & Haenlein, 2010)

As can be seen from the classifications in Figures 1 and 2, virtual communities are rich in offering multiple platforms for various kind of content. As information search has increased through the development of social media, virtual communities are used extensively to search for eWOM among other things (Hennig-Thurau & Walsh, 2004).

2.2 Electronic word-of-mouth

Word-of-mouth can be defined as "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or other sellers" (Hennig-Thurau et al., 2004). Utilization of eWOM was initiated through the new information-based platform of the Internet (Steffes & Burgee, 2009) which made it easy for consumers to share personal experiences and opinions. There are several reasons identified in the literature for consumers to engage in WOM communication, such as product-involvement, message-involvement and self-enhancement (Sundaram et al., 1998). Consumers also perceive eWOM as a more reliable information source compared to communication initiated by companies, since it is a channel where the sender is independent of the market (Brown et al., 2007). In addition to variety of benefits facilitating the use of eWOM the influence is emphasized even more through the characteristics of digital communication, such as, mass distribution of information and duration of its availability (Hennig-Thurau et al., 2004).

According to their eWOM related research, Hennig-Thurau and Walsh (2003) found out that motivations for reading customer articulations can be divided into five factors that affect behaviour

differently. Factor that affected consumer behaviour the most was "obtaining buying-related information". This information that consumers search for can be divided into two different types: hedonistic and utilitarian (Huang et al., 2009).

2.3 Hedonic and utilitarian information search and website browsing

Consumers are trying to fulfil a variety of values that satisfy their needs as they look for information about products and services (Gursoy & Chen, 2000). If they find information that satisfies the individual values, it enhances the decision-making process (Cho, 2008). When purchasing online consumers ultimately seek hedonistic and utilitarian information to make a better purchasing decision (Overby & Lee, 2006). Even though Holbrook and Hirschman suggested already in 1982 that researchers should consider hedonistic values in addition to utilitarian, online purchasing research has been generally focused on utilitarian aspects, such as mission-oriented and rational shopping experience (To, et al., 2007).

According to the utilitarian view, consumers are concerned with purchasing products in an efficient and timely manner to achieve their goals with a minimum amount of irritation (Childers et al., 2001). Consumers may also seek utilitarian benefits such as ease-of-use and satisfactory outcome, but additionally hedonic benefits, which provide enjoyment of the online experience (Bridges & Florsheim, 2008). As the number of Internet users continues to increase, opportunities for developing online shopping experience continue to expand as well.

Many typologies consider utilitarian and hedonic motivations to be underlying elements when evaluating consumer purchasing experience (e.g. Babin et al., 1994). The difference between hedonic and utilitarian system can be explained by the role of self-fulfilling and instrumental value that they provide. While providing instrumental value, utilitarian environments have the tendency to increase task performance where as hedonic systems do not have such purpose; they rather facilitate easier use of a website, for example (Van der Heijden, 2004). Utilitarian value includes things that are more concrete to the customer, such as "value for money" (Zeithaml, 1988) and evaluations of convenience and time savings (Järvenpää & Todd, 1997). Hedonic value on the other hand is evaluated by an overall assessment of experiential benefits and sacrifices (Overby & Lee, 2006).

Hedonic information seekers can browse with no product or even product category in mind and purchase by an impulse (Moe & Fader, 2004) whereas utilitarian information seekers can be seen as more mission orientated and focused on rational behaviour (To et al. 2007). Websites can also be viewed as hedonic-oriented or utilitarian oriented (Wang, 2010) where hedonic-oriented sites focus on facilitating pleasurable experiences and utilitarian-oriented productive experiences. This type of purchasing behaviour has impacted the information that is presented in information search related websites (Childers et al., 2001). Websites related to information search and especially eWOM information are better known as social media websites (Kaplan & Haenlein, 2010).

3 CONCEPTUAL FRAMEWORK

Search behaviour has been categorized as goal oriented and exploration oriented (Jamiszewski, 1998). However, categorization to utilitarian and hedonic information search has rarely been applied in online context. Even less attention has received the relationship between utilitarian and hedonic information search and website browsing. In this research these categorizations are viewed with the focus on the use of social media websites and purchase value. On the basis of the collected data, the purpose is to find underlying factors of high- and low-spender travel agency customers utilizing different dimensions of information search and to form identifiable customer segments.

Theoretical and empirical results show that Internet shoppers have both utilitarian and hedonistic motivations to browse websites and that these motivations drive search intentions (To et al. 2007). This leads to believe that search intentions are also characterized by hedonic and utilitarian qualities and that these qualities can be used to make a distinction between hedonic and utilitarian consumer in the way they search for information (eWOM information in particular).

> H_1: Consumers can be classified as hedonic or utilitarian according to their information search for eWOM

Prior research also suggests that websites may be broadly characterized into two types: hedonic or utilitarian oriented (e.g. Massey et al. 2007, Hartman et al. 2006). Additionally on the basis of the virtual community categorizations by Kozinets (1999) and Kaplan and Haenlein (2010) in Figures 1

and 2 which contain utilitarian and hedonic attributes, an assumption is made that a dimension of hedonic and utilitarian information exists in social media websites (also see Van der Heijden 2004). Reflecting on previous assumptions, utilitarian information search is expected to lead to the search of information in utilitarian information based websites (e.g. websites offering product comparisons) and respectively hedonic information search in hedonic information based websites (e.g. customer satisfaction websites).

H_2: Hedonic search characteristics lead to the search of information in hedonic websites and utilitarian search characteristics lead to the search of information in utilitarian websites

Customers' information search behaviour is bind together by evaluating its effects on the value of purchase utilizing the data gathered from the travel agency customers. The type of information sought is considered to affect the purchase choices consumers make (Ha and Hoch, 1989; Weathers et al., 2007; Huang et al., 2009) and, therefore, information search from utilitarian or hedonic websites is expected to affect the value of purchase. This assumption is explored through statistical analysis with the objective to gain knowledge of the relation between online information search, website browsing and purchase behaviour in travel industry.

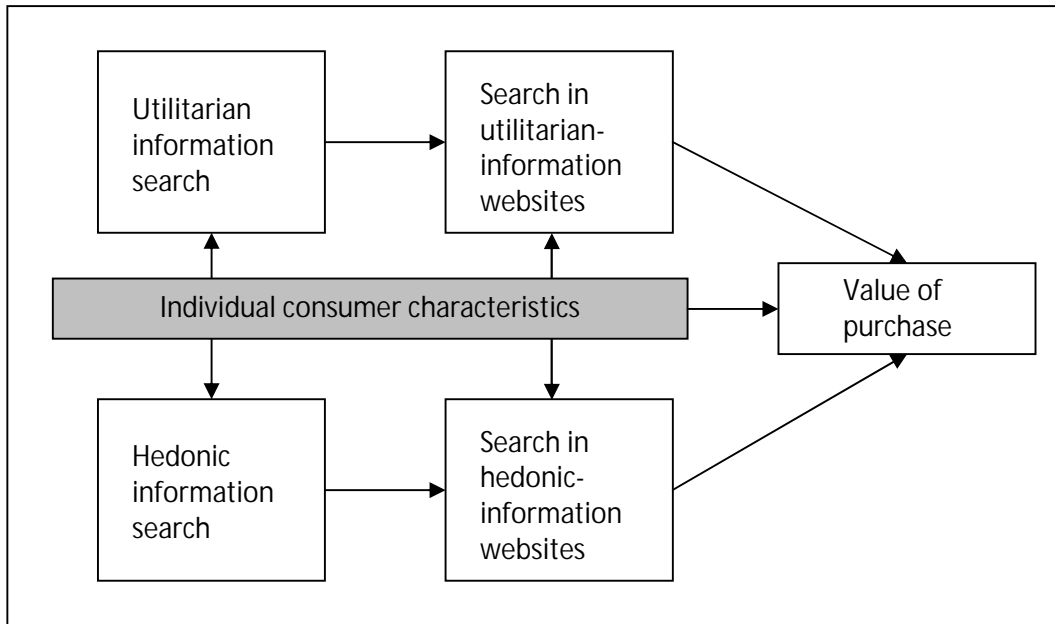On the basis of these hypotheses and assumptions a conceptual framework is presented in Figure 3:

Figure 3 Conceptual framework

The framework is built on the assumption that consumers have utilitarian and hedonic information search characteristics. These characteristics lead them to search from websites that reflect their own search attributes. These first two assumptions are expected to shed light to the primary research question. The effect of search behaviour in websites on the value of purchase contributes to the secondary research question. Finally, individual consumer characteristics, such as, motivation for information search or perceived benefits from information is considered an underlying attribute that impacts the process of information search and purchase behaviour in general (Stigler, 1961; Ratchford et al., 2003). It acts as a moderator in the framework and is not in the research focus per se.

4 METHODOLOGY AND RESULTS

This chapter discusses the methods how the data in this research was collected. Additionally, customers of the two travel agencies and social media websites are classified according to their hedonic-utilitarian dimension to obtain information about their relationship as seen in the conceptual model. This, and several frequency analyses introduced later, lays the foundation for two statistical analysis methods used in this research. First, factor analysis is conducted in order to find underlying factors affecting the purchase value of the high- and low-spenders. Second, cluster analysis is performed and interpreted to obtain a meaningful segmentation of the customers.

4.1 Data collection

Data was gathered from the customers of two major travel agencies in a European country by Pöyry (2011). The agencies offer the same type of services to a variety of destinations. Survey was conducted in December 2010 – January 2011 via email and was sent to customers that had bough the trip within one year to ensure better recollection. All together 7951 customers were contacted with the response rate of 24%, which can be considered good for email surveys (Hooley & Greenley, 2005). In the end, 21% of the answers were qualified in the analysis (the ones that had bought the trip online), which meant 1660 respondents were considered in the analysis. The survey consisted of only private citizens.

The questionnaire was made on the basis of prior research and literature review. It was pretested first with university students and with 98 travel agency customers. On the basis of the pre-tests minor modifications were made. Final distribution of the survey consisted of 65% women and 35% of men. Average age was 44 years. 89% of the respondents had used the Internet for information search in the purchasing process but only 72% of them had bought the trip online and the rest from other sales channels. Non-response bias was tested evaluating mean scores on the survey items for early versus late respondents (Armstrong & Overton, 1977). No significant differences were found using t-tests at the .05 level.

Respondent were divided into groups of low- and high-spenders, where low-spenders represented customers whose trip had cost less than 1000 euros and high-spenders more than 1000 euros. The low-spenders group consisted of 712 customers and high-spenders included 916 customers, totalling 1628 customers.

4.2 Customer analysis

On the basis of the literature review consumers were expected to have both hedonic and utilitarian information search qualities (e.g. Babin et al. 1994, Batra & Ahtola 1991, Crowley et al. 1992). Therefore, no clear distinction between searchers of hedonic and utilitarian information was expected to be found. Considering this, an assumption was made of a hedonic-utilitarian dimension that information searchers have when surfing the Internet and social media in particular. This dimension would incorporate the customers on a continuum that would describe the degree of

hedonism or utilitarianism they have in their information search making them incline either towards a more hedonic or utilitarian way of seeking information.

On the basis of the survey questions that related to hedonic and utilitarian information search attributes (derived from Hartman et al., 2006) in Table 1, a hedonistic-utilitarian dimension was built. Questions required the respondent to choose answers using Likert-scale values from 1 to 7.

Utilitarian information search	1= Completely agree, 7= Completely disagree
I found the information I was looking for	
Searching for trip related information, I did not want to waste any time	
Internet helped me finding trip related information	
I would have been disappointed if I had to browse several sites to find information	
Browsing the Internet was like a routine	
Hedonic information search	1= Completely agree, 7= Completely disagree
Browsing the Internet was fun	
Browsing the Internet was like an adventure	
Time passed by nicely when I was online	
Browsing the Internet was fun considering what else I could have done at the same time	

Table 1 Utilitarian and hedonic information search questions (Hartman et al., 2006)

Each answer was given a value and the values were summed for each hedonic and utilitarian questions accordingly. Since there were five questions in the utilitarian section versus the four in hedonic, the summed utilitarian value was weighted by 0,8. Values were then deducted from each other and from the results derived the degree of how hedonic or utilitarian the customer was in his or her information search. The more negative result, the more hedonic the customer was and vice versa. The results are presented in Figure 4:
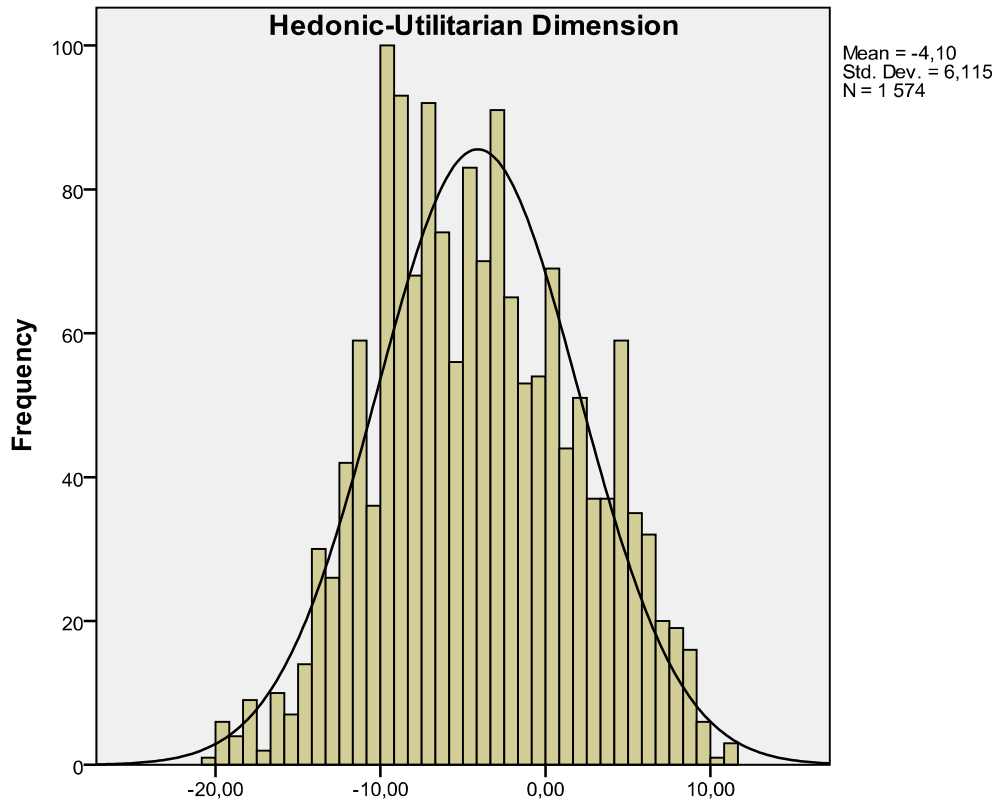
Figure 4 Customers' hedonic-utilitarian degree of information search

The Figure 4 shows the distribution of the customers regarding their hedonic-utilitarian degree in information search. This normally distributed, bell-shaped curve implies that travel agency customers slightly inclined towards a more hedonic way of information search, since the mean was located at -4,10. Customers located at point 0,00 would have been equally hedonic and utilitarian. Due to the nature of travelling, e.g. highly experiential and hedonic characteristics (Parasuraman, 1985), customers leaning towards a more hedonic way of information search was somewhat expected.

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4.3 Website analysis

The websites for the questionnaire were selected on the basis of their popularity as a social media website in Finland, measured by the number of visits (Markkinointi&Mainonta, December 2011). Also some additional websites were added through personal consideration. However, the websites were selected without any conditions whether they were for hedonic or utilitarian consumers. In the questionnaire, customers were advised to mark all the websites they had searched for eWOM information about travelling with the option to also type in a specific website if it was not mentioned in the list. Only a few other websites were reported with little relevance to this study and hence were left out of consideration. All together 27 websites were listed in the questionnaire and a possibility to select "other" –option. The websites are presented in Table 2:

Website	
Blogs	MySpace
Booking.com	PaikkaAuringossa.fi
City.fi	Pallontallaajat.fi
Demi.fi	Perhe.fi
Facebook	Plaza.fi
Flickr	Rantapallo.fi
Hotels.com	Stranded.to
HS.fi	Suomi24
Iltalehti.fi	TripAdvisor
Iltasanomat.fi	Twitter
IRC-Galleria	Vauva.fi
KaksPlus.fi	Wikipedia
LonelyPlanet.com	YouTube
Mondo.fi	Other

Table 2 List of websites

The websites were evaluated by exploring their content to get a better understanding which of the two types of information, hedonistic or utilitarian, they mainly consisted of. Since the purpose was to gain knowledge about eWOM search in social media, most of the websites included in the questionnaire were discussion forums where consumers can share their thoughts about travelling, news from specific holiday locations and cultural background from travel destinations among other information. Other sites included functions such as blogs, product evaluations, networking possibilities, content sharing and collaboration projects, such as Wikipedia.

On the basis of the preliminary analysis, where the websites were visited considering Kozinets' (1999) and Kaplan & Haenlein's (2010) categorization of virtual communities, most of the sites seemed to be hedonistic of nature. Looking at the content the websites were offering, most of the sites contained travel information but in only a few it was in a structured form with a clear distinctive, or informative purpose. In the websites that offered more utilitarian information, informative purpose about travelling was clearly a leading concept of the site. However, all of the sites seemed to include experiential and hedonistic aspects as well as utilitarian type of information.

To begin a more profound analysis of the websites the number of visits to each site made by the travel agency customers was calculated from the data. The customers were divided into groups of high- and low-spenders for further analysis. Table 3 present the number of visits made to the websites:

Website	Spenders		% of total visits
	Low	High	
PaikkaAuringossa.fi	417	272	12,4 %
Hotels.com	300	338	11,5 %
Suomi24	277	327	10,9 %
Rantapallo.fi	232	215	8,1 %
Iltalehti.fi	162	218	6,9 %
Blogs	157	219	6,8 %
Booking.com	153	192	6,2 %
Iltasanomat.fi	142	152	5,3 %
Wikipedia	93	168	4,7 %
Pallontallaajat.fi	117	137	4,6 %
Plaza.fi	111	130	4,4 %
HS.fi	89	96	3,3 %
TripAdvisor	83	74	2,8 %
Facebook	48	100	2,7 %
YouTube	40	85	2,3 %
LonelyPlanet.com	47	64	2,0 %
Mondo.fi	24	62	1,6 %
KaksPlus.fi	22	27	0,9 %
City.fi	18	22	0,7 %
Perhe.fi	20	19	0,7 %
Vauva.fi	12	15	0,5 %
Flickr	8	12	0,4 %
Demi.fi	2	7	0,2 %
IRC-Galleria	3	2	0,1 %
Twitter	2	2	0,1 %
MySpace	0	3	0,1 %
Stranded.to	1	1	0,0 %

Table 3 Number of sites visited by high and low –spenders

Table shows how high- and low-spenders used different websites for online information search. There were 712 respondents belonging to the low-spender group and 916 to the high-spender group. High- and low-spenders visited the sites 5539 times in total which averages 3,4 websites per person.

Low-spenders had altogether 2580 visits whereas high-spenders combined 2959. Multiple websites visited can be explained with browsing behaviour of consumers, such as low search costs, since the effort required to visit a website is almost non-existent (Moe & Fader, 2004).

As seen from the table, some sites were clearly more popular than others but the overall amount of hits between high- and low-spenders remained quite equal within most of the sites. In general there was not found significant correlation between hedonistic and utilitarian information searchers and low/high-spenders (=-0,004) regarding the website visits. Additionally, sites with fewer than 10 hits were eliminated from further analysis for their relatively small impact on the research.

After obtaining more information about the distribution of low- and high-spenders, frequency analysis was made based on the normal distribution curve of hedonic-utilitarian dimension in Figure 4. Customers were divided into segments of cumulative percentage (lowest 25%, 50%, 75% and 100%) and the tails of the normally distributed curve were then isolated to lowest and highest 25%. The frequencies of these tails were then calculated to see how the hedonic and utilitarian information seekers differ in their web browsing. Since there was already an understanding of what type of information these customers had been searching, it was assumed that the sites visited by the "tail-end" customers would represent most accurately how hedonic or utilitarian the information is in the website. The customers located in the tails were, as showed before, the most hedonic (lowest 25%) or utilitarian (highest 25%) in the whole customer base, which supported this assumption. After the tail frequencies were calculated, t-tests were performed to evaluate the mean differences

of the websites. The results of the tail frequencies and t-tests are shown in Table 4, which is organized according to t-test values.

Websites	Lowest 25%	Top 25%	t-test
Hotels.Com	137	174	2,51
Paikkaauringossa.Fi	147	174	1,83
Pallontallaajat.Fi	59	60	0,07
City.Fi	10	10	0,00
Flickr	6	5	-0,07
Lonelyplanet.Com	29	28	-0,07
Rantapallo.Fi	113	112	-0,07
Booking.Com	89	87	-0,14
Perhe.Fi	11	8	-0,20
Facebook	45	41	-0,27
Blogs	95	90	-0,34
Vauva.Fi	9	4	-0,34
Kaksplus.Fi	16	10	-0,41
Tripadvisor	42	35	-0,47
Youtube	37	30	-0,47
Mondo.Fi	27	19	-0,54
Wikipedia	72	59	-0,88
Plaza.Fi	71	57	-0,95
Hs.Fi	56	39	-1,15
Iltalehti.Fi	103	82	-1,42
Suomi24.Fi	155	133	-1,49
Iltasanomat.Fi	91	60	-2,10

Table 4 T-test results and frequencies of the tails

As can be seen from the t-test results the values represent a spectrum from negative to positive. Again, the more positive the value the more utilitarian the website is and vice versa. Since the values were derived from a normally distributed curve, critical value for 95% confidence level is

approximately 1,95 and for 90% confidence level 1,65 (positive or negative). Only one utilitarian and one hedonic website qualified as statistically significant at 95% and in addition one hedonic at 90% which was considered a threshold for this research. For most of the sites the t-tests could not determine whether the customers searched for more hedonic or utilitarian information and, therefore, they were considered to be searching for both types of information.

On the basis of these results the websites were divided into three categories which would represent the kind of information they mostly contained: hedonic, hedonic-utilitarian or utilitarian. The only website in the hedonic category was Iltasanomat.fi and two sites placed in the utilitarian category: Paikkaauringossa.fi and Hotels.com. The remaining sites were located in between in the hedonic-utilitarian category. From the literature review and preliminary analysis this was somewhat an expected result. Most sites ended up in between the two categories since the division was done with a significance level of 90%. Also, comparing to the dimensions of virtual communities in Figures 1 and 2 (e.g. high or low degree of self-presentation) absolute classifications can be expected to be rare since most of the websites contain qualities of both hedonic and utilitarian information.

4.4 Effect of information search and website use on purchase value

Two different multivariate analysis methods were used for the statistical data analysis. First, factor analysis was conducted in order to find underlying characteristics that explain the online information search behaviour of the travel agency customers. Second, cluster analysis was

performed in order to separate the customers into distinctive groups according to their purchase value.

4.4.1 Factor analysis of information search

Factor analysis has been frequently used in marketing research to identify underlying consumer characteristics (Malhotra and Birks 2006, p. 573) and it is also a method used in this research. The purpose is to group correlating variables and explain them with a set of factors and also to reduce the dimensions of the database and ultimately understand the underlying reasons of the selected factors. In this research the intension is to find out the main factors that explain the information search of high- and low-spenders.

To evaluate if the factor analysis can be effective the number of cases was compared to the subjects-to-variables ratio (STV-ratio) which should not be lower than 5 (Bryant and Yarnold, 1995). In this research there were over 1600 cases and 16 variables used in the factor analysis (ratio > 100) meaning that this general rule is met by a large margin.

The variables selected to the factor analysis were based on analysis of the questionnaire, personal judgement of the researcher and also using Jepsen's (2007) model of Internet search as a guideline. From the questionnaire, several different topics were evaluated from hedonic and utilitarian questions of information search or purchasing behaviour to Internet browsing in order to find suitable variables for the analysis. The analysis started out with 10 variables and additional

variables were added as the analysis progressed. The questions that were chosen in the final factor analysis were related to eWOM information search and hedonistic qualities of the searcher, utilitarian motivations, hedonic-utilitarian dimension of websites used, prior travelling experience and the purchase value of last trip per grownup. High- and low-spenders was chosen as a selection variable to obtain understanding of the factors affecting purchasing value which was the end-result of interest as seen from the initial framework (Figure 3). The original questionnaire is presented in appendix A.

After selecting appropriate variables, the factor analysis was conducted which resulted in five factors. Principal components analysis was used as a factor extraction method. Factors were rotated in order to gain a more informative solution that would be easier to interpret. Varimax rotation method was used to get a minimum amount of high-loading factors which also provides better results in cluster analysis that was performed afterwards. Kaiser-Meyer-Olkin (KMO) statistic was measured to ensure that the factor analysis yields distinct and reliable factors. Values over 0,5 are considered to be acceptable (Kaiser, 1974). For this data, KMO value reached nearly 0,85 which is considered to be a great value (Hutcheson & Sofroniou 1999, p. 224-225) and factor analysis to be a suitable analysis. Also, Bartlett's test of sphericity tested   <0,001, which means that for this dataset the test is highly significant (<0,05) and therefore factor analysis is confirmed to be appropriate.

According to Hair et al. (2006, p.59) the higher the loading of the variable, the better it represents the factor. Generally loadings over 0,4 are accepted (Field 2005, p.660) for a variable and also in this research considered significant enough to be included in a factor, although only loadings over

0,5 were reported. This criterion dropped two variables: time pressure and the hedonic-utilitarian degree of customers.

The determinant was 0,01 which is greater than the required $1,0e^{-5}$ indicating that there would not be problems with multicollinearity although some of the correlations were relatively high as the highest ones scored approximately 0,90. There was no need to eliminate additional variables at this stage. The five factors accounted for 64,6% of the total variance. Factor loadings and communalities are presented in Table 5:

Factor 1	Factor loading	h²	Cronbach's Alpha
The comments I used were...			
...valuable	0,852	0,830	
...informative	0,888	0,855	0,922
...helpfull	0,888	0,865	
The source that I used reminded me of myself	0,756	0,639	
Factor 2			
Perceived financial benefit	0,803	0,775	
Perceived personal risk	0,794	0,780	0,881
Perceived usefulness	0,792	0,780	
Factor 3			
Utilitarian-hedonic websites	0,758	0,675	
Hedonic websites	0,709	0,520	0,587
Utilitarian websites	0,657	0,491	
Factor 4			
Time since last purchase of trip	0,849	0,727	
Trips purchased in the last three years	0,850	0,730	0,690
Factor 5			
Value of trip per grownup	0,721	0,546	-

Table 5 Variable loadings, communalities and Cronbach's alphas

Cronbach's alpha was measured to test the reliability of the scales used in the factors. It was standardized for factors 3 and 4 due to the different scales used by the variables. According to Malhotra & Birks (2006, p.358) values over 0,60 are considered acceptable and, therefore, factor 3 can be considered to be borderline case but still within acceptable limits. As a single variable in Factor 5, the value of trip per grownup did not receive a value for Cronbach's alpha.

The characteristics of the variables determined the classifications of the factors as follows:

Factor 1: Electronic-word-of-mouth quality – Describes the way customers perceived the information found on websites, also the way the website felt familiar related to them.

Factor 2: Benefits – Describes the different motivations customers had for conducting information search.

Factor 3: Website classification – Represents the hedonic-utilitarian dimension made for the websites.

Factor 4: Prior travel experience – Describes the amount of experience the customers have related to travelling.

Factor 5: Purchase value – Value of trip per grownup.

The initial framework is presented with modifications and the factors in Figure 5. Instead of having separate blocks for hedonic and utilitarian information search and websites, they are combined into

hedonic-utilitarian dimensions. Factors are included in the framework to illustrate better how they affect different aspects of the framework.
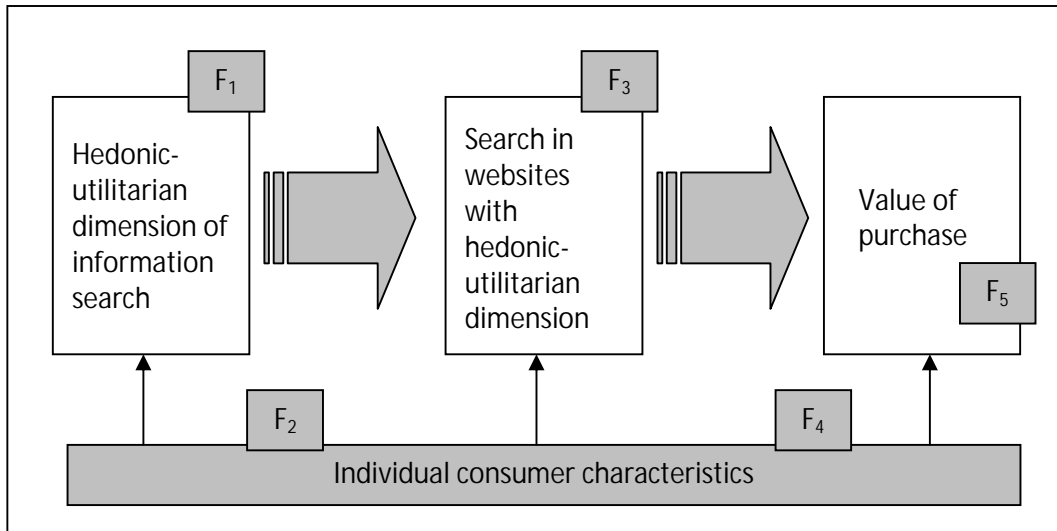
Figure 5 Final framework with factors

As visualized in the framework, Factors 2 and 4 are related to the individual customer characteristics. Considering that the selection variable was high- and low-spenders, this can be interpreted that when purchasing trips customers' individual attributes play a recognizable role. Other factors related to information search, website browsing and value of trip reflected the expected attributes that were presented in the initial framework.

4.4.2 Cluster analysis of information search and purchase value

Whereas factor analysis grouped the variables into similar groups, cluster analysis groups objects such as customers. Therefore, cluster analysis reduces the number of objects whereas factor analysis reduces the number of variables. Cluster analysis is used in marketing to e.g. discover distinctive groups of customers as in this research and on the basis of the groups to develop targeted marketing campaigns. Reflecting on this the customers were grouped by their spending (high- and low-spenders) in order to define specific customer segments. K-means clustering was used with the purpose of finding purposeful profiles. Table 6 presents the cluster centroids which represent the mean values of the observations within the cluster:

Factor	Cluster				
	1	2	3	4	5
EWOM quality	3,41210	-1,46754	-,99711	-2,72376	1,42198
Benefits	-2,39098	-,06991	1,06970	3,11836	-,56129
Website classification	-,20641	3,20159	-,86776	-,51875	-,79895
Prior travel experience	1,51033	-1,35373	2,07600	,09075	,81846
Purchase value	-2,77387	-1,08339	-3,10641	2,17703	2,67526

Table 6 Values of the cluster centroids

Cluster means are useful in interpreting the clusters and giving them a profile (Malhotra and Birks 2006, p. 606). From the cluster analysis, five different customer segments were found regarding their travel related consumption. It is possible to describe the clusters using the interpretation of the

factors done before and by separating positive and negative cluster centroid scores the following way:

	Cluster				
	1	2	3	4	5
+	EWOM quality Prior travel habits	Website classification	Prior travel habits Benefits	Prior travel habits Benefits Purchase value	EWOM quality Purchase value Prior travel habits
−	Benefits Website classification Purchase value	EWOM quality Benefits Prior travel habits Purchase value	EWOM quality Website classification Purchase value	EWOM quality Website classification	Benefits Website classification

Figure 6 Customer segments

Factors that had significant impact on the cluster are marked with a dark grey marker, ones with average impact with light grey and respectively the ones with minor impact with white. It is important to specify how Figure 6 should be interpreted. Factors marked e.g. on the positive side mean they have an impact on the segment. Whether it is a positive or negative impact depends on the factor. For example, purchase value in the positive column does not mean that it has a positive impact on the segment; on the contrary, it means that the customers are price sensitive at least to some extent (value of the cluster centroid defines how sensitive). Reflecting on the compositions of the clusters the segments were defined as follows:

1) *High-spending, experienced information seekers* – Cost of the trip for these customers is not an issue at all but finding suitable comments and recommendations is extremely important. These customers are seasoned travellers.

2) *Spontaneous high-spenders* – These are travellers who are highly influenced by the website content and are ready to make spontaneous decisions about travelling. Additionally costs are not relevant for this customer segment.

3) *High-spending, experienced and motivated information seekers* – These are experienced travellers with highly purposeful reasons to search for eWOM. With little concern for money, they are ready to "bend the buck".

4) *Low-spending benefit seekers* – These customers don't find or even like to search for eWOM from social media websites. If they do search, they expect it to be highly beneficial. Additionally, price is an important issue for this segment.

5) *Low-spending information seekers* – These customers are extremely price-sensitive who know their way around social media websites and where to search for information.

The interpretation of the cluster centroids resulted in five distinctive customer segments that can be used for targeted marketing actions. These segments reflect the way high- and low-spenders differ according to the different combinations of the information search factors. The cluster centroid values differ considerably which enables a better interpretation of the factors since bigger value (positive or negative) means a more distinctive feature in the customer segment. Information search was an underlying theme in the factor analysis and, therefore, results of the cluster analysis should be seen as a categorization of high- and low-spending information seekers.

5 DISCUSSION

This research started by analysing a questionnaire directed to customers of two travel agencies. Using the data collected from over 1600 customers and on the basis of literature review, a conceptual model was built to illustrate how hedonic and utilitarian information search affects the way consumers browse social media websites and in the end how this affects value of purchase. The research question was twofold: Primary question was "How hedonic and utilitarian information search for eWOM impacts the social media websites browsed?" and secondary "How does social media browsing and information search affect the value of purchase?" Two hypotheses were derived from these questions that addressed the classification of consumers as hedonic or utilitarian in their information search and how these search qualities lead to particular selection of websites:

H_1: Consumers can be classified as hedonic or utilitarian according to their information search for eWOM

H_2: Hedonic search characteristics lead to the search of information in hedonic websites and utilitarian search characteristics lead to the search of information in utilitarian websites

The results provided insight to the way information search for eWOM is conducted by travel agency customers using different social media websites as an information source. The findings suggest that absolute classifications are not feasible; both hedonic or utilitarian eWOM search and hedonic or utilitarian categorization of social media websites should rather be viewed as a

dimension since they are seldom purely hedonic or utilitarian. This dimension withholds both types of attributes and instead of representing absolute classifications a continuum with different degrees of hedonism and utilitarianism describes it better. These findings are consistent with the current literature on the subject (e.g. Voss et al. 2003, Babin et al. 1994, Childers et al., 2001). Strictly interpreting the results H_1 and H_2 can be considered to be false since both hedonic and utilitarian attributes exists simultaneously in information search and websites visited by the travel agency customers. This however depends on the classification. Generally speaking the classifications presumably would be done by simply assessing the hedonic-utilitarian dimension with e.g. a t-test, as in this research, and not on the basis that a website or customer search characteristics have to be completely hedonic or utilitarian. Instead, the defying characteristic would decide in which category the customers or websites belong to.

Ultimately the goal of the research was to obtain information about how the travel agency customers can be segmented on the basis of their purchase value. As mentioned, the research provides support to the general conception that information systems, such as virtual communities, include both hedonic and utilitarian aspects and media design characteristics should be planned with this in mind. However, the linkage between hedonic and utilitarian information search and purchasing value has received less attention. This research contributes to this issue by evaluating customer behaviour especially in travel industry context by forming customer segments that reflect the way consumers search for information and how it affects purchasing value. As seen from the clusters information search factors contributed significantly to the formation of the segments and it was possible to formulate distinctive customer categories.

5.1 Implications

Theoretical implications

The research contributed theoretically by providing information about utilitarian and hedonic dimension of information search and social media in online browsing. Both hedonic and utilitarian aspects have been considered, for example, as value dimension affecting online shopping (Overby & Lee, 2006) but this dimension has rarely been applied to online information search. Although this research was done in a specific travel industry context, the results can be also viewed as generally applicable to other industries since the information search was conducted regarding eWOM in social media sites. These sites were not only travel related but included also other general topics, such as family and friends. This applies also to the categorization of the websites. Although the link from general websites and social media websites considered in this research might not be as strong as compared to eWOM, the hedonic-utilitarian dimension should also be considered to exist in other type of websites at least to some extent. This also offers a fruitful research avenue for future research.

Managerial implications

By analysing the relationship between eWOM information seeker customers from two travel agencies and the affect on purchase value, the results contribute to managers in the travel industry. Five customer segments were found in total: 1) High-spending, experienced information seekers 2) Spontaneous high-spenders 3) High-spending, experienced and motivated information seekers 4) Low-spending benefit seekers and 5) Low-spending information seekers. These segments provide fairly distinctive customer groups. First, two of the groups were segmented as low-spenders and

three of them high-spenders according to the mean values of the cluster analysis. This categorization was the ultimate goal of this research: how factors related to hedonic and utilitarian information search reflect to the way the high- and low spenders browse the online social media. Additionally on the basis of the literature review, the other characteristics related to expected benefits and the way eWOM was perceived can be seen to reflect utilitarian and hedonic type of behaviour. For example, expected benefits (Factor 2) refer to the motivations the customers had in conducting information search. Motivations included attributes such as financial benefits and information usefulness which reflect utilitarian type of needs. On the other hand eWOM usefulness and "self-portraying" social media websites (Factor 1) indicate strongly to characteristics of hedonic type of behaviour. Comparing the cluster centroids, the factors were quite differentiated and provide the possibility to further enhance the segmentation of the customers. In the end, these distinctive results can be used to specify, for example, a company's social media content to match a marketing campaign and to optimize customer reach.

5.2 Limitations

Results gained in the context of travel industry

The research is done in the context of travel industry using data gathered from travel agency customers and therefore the results might not be applicable in other settings. Also it was not possible within this research to find out about general conceptions of categorizations of customers in the travel industry related to spending if any even exist. It would serve as a basis for future

research to compare results within the industry and also externally to see if any general customer segment profiles exist.

Hedonic-utilitarian information search needs to be defined more profoundly

Limitations can be seen on certain issues regarding the data. First, the questionnaire provided only a few questions related to the hedonic-utilitarian information search which was the foundation behind the information search dimension. This could prove problematic considering the classifications of customers. Second, the selection of websites in the questionnaire was somewhat subjective and some of the sites were not related to travelling although being important social media sites. This probably reflected in the frequencies related to visits within the websites since the relevance of some of them was almost non-existent.

Interpretation of statistical methods analysis

Additionally, the method used to evaluate the hedonic-utilitarian dimension of websites was based on the tails created by hedonic-utilitarian information search behaviour. Although being true that e.g. hedonic information is found in hedonic websites (Van der Heijden 2004), the selection method was done by personal judgement of the researcher. Ultimately, it can be argued that other classifications might have been more suitable. This selection also impacts rest of the research through factor and cluster analysis.

Factor and cluster analysis include uncertainty related to the variables chosen by the researcher. This uncertainty is to some extent unavoidable but should be recognized nonetheless. The selection

of the variables for the factor analysis was done by personal judgement of the researcher in addition to literature review. However, factors could be built differently in the end and results would vary to some extent. However, it was not possible to test this variance extensively within this research.

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Appendix A: Questionnaire for travel agency customers

Internet-keskustelujen vaikutus matkapalvelujen hankintaan

Tämän kyselyn tarkoituksena on tutkia, miten internet-keskustelut vaikuttavat matkapalvelujen hankintaan. Kysymykset koskevat pääasiassa viimeksi x-matkatoimistolta hankkimaasi matkaa ja sitä edeltävää tiedonhankintaa.

Internet-keskusteluilla tarkoitetaan mitä tahansa muiden ihmisten internetiin tuottamaa sisältöä, kuten kommentteja, keskusteluita, kuvia ja videoita. Huomaathan, että yritysten tuottama markkinointimateriaali ei kuulu internet-keskusteluihin.

Kyselyyn vastaaminen vie noin 10 minuuttia, ja vastauksilla on suuri merkitys tutkimuksen onnistumisen kannalta. Toivottavasti ehdit täyttää koko kyselyn kerralla! Kyselyn vastauksia käsitellään ehdottoman luottamuksellisesti, eikä vastaajan henkilöllisyyttä ja vastauksia yhdistetä toisiinsa missään vaiheessa. Tutkimus toteutetaan yhdessä Aalto-yliopiston markkinoinnin laitoksen kanssa.

Kaikkien vastaajien kesken arvotaan 250 euron arvoinen matkalahjakortti. Jos haluat osallistua arvontaan, jätä yhteystietosi kyselyn lopussa olevaan kenttään.

Kiitos osallistumisesta!

Kysymyksiä viimeksi x-matkatoimistolta ostamastasi matkasta

1) Mihin maahan olet matkustamassa/ matkustit?

[- ▼]

2) Kuinka paljon maksoit matkasta x-matkatoimistolle?

- ○ Alle 500 euroa
- ○ 500-1000 euroa
- ○ 1001-2000 euroa
- ○ 2001-3000 euroa
- ○ Yli 3000 euroa
- ○ En osaa sanoa

3) Mitä kautta ostit matkan?

- ○ Internetistä
- ○ Puhelimitse
- ○ Matkatoimiston liikkeestä
- ○ Jotenkin muuten, miten? [   ]

4) Kuinka montaa eri matkakohdetta harkitsit ostaessasi matkaa?

- ○ Yhtä kohdetta
- ○ 2-3 kohdetta
- ○ 4-5 kohdetta
- ○ 6-7 kohdetta
- ○ Kahdeksaa tai useampaa kohdetta
- ○ En osaa sanoa

5) Kuinka montaa eri matkatoimistoa harkitsit ostaessasi matkaa?

- ○ Yhtä toimistoa
- ○ Kahta toimistoa
- ○ Kolmea toimistoa
- ○ Neljää toimistoa
- ○ Viittä tai useampaa toimistoa
- ○ En osaa sanoa

6) Väittämä hankinnan kiireellisyydestä (1 = täysin samaa mieltä, 7 = täysin eri mieltä)

	1	2	3	4	5	6	7
Minun piti hankkia matka nopeasti.	○	○	○	○	○	○	○

7) Kuinka hyvin seuraavat määritelmät kuvaavat odotuksiasi matkasta? (1 = kuvaa erittäin hyvin, 7 = kuvaa erittäin huonosti.) Odotan ostamani matkan olevan.../ Ostamani matka oli...

	1	2	3	4	5	6	7
...tehokas.	○	○	○	○	○	○	○
...virkistävä.	○	○	○	○	○	○	○
...tarkoituksenmukainen.	○	○	○	○	○	○	○
...iloinen.	○	○	○	○	○	○	○
...viihdyttävä	○	○	○	○	○	○	○
...tarpeellinen.	○	○	○	○	○	○	○
...käytännöllinen.	○	○	○	○	○	○	○
...hauska.	○	○	○	○	○	○	○
...jännittävä.	○	○	○	○	○	○	○
...miellyttävä.	○	○	○	○	○	○	○
...sykähdyttävä.	○	○	○	○	○	○	○
...tuottoisa.	○	○	○	○	○	○	○
...nautinnollinen	○	○	○	○	○	○	○
...hyödyllinen.	○	○	○	○	○	○	○
...hyväksi minulle.	○	○	○	○	○	○	○
...järkevä.	○	○	○	○	○	○	○
...ongelmia ratkaiseva.	○	○	○	○	○	○	○

Kysymyksiä matkailutottumuksista

8) Kuinka monta <u>ulkomaan lomamatkaa</u> olet ostanut viimeisen kolmen vuoden aikana? (Lue mukaan myös viimeksi x-matkatoimistolta ostamasi matka.)

○ Yhden matkan

○ 2-3 matkaa

○ 4-5 matkaa

○ 6-7 matkaa

○ 8 matkaa tai enemmän

○ En osaa sanoa

9) Kuinka kauan oli kulunut, kun olit ostanut viimeistä edeltävän ulkomaan lomamatkan? (Huomioi myös muut kuin x-matkatoimistolta ostetut matkat.)

○ Alle 1 vuosi

○ 1-2 vuotta

○ 2-3 vuotta

○ 3-5 vuotta

○ Yli 5 vuotta

○ Viimeksi ostamani matka oli ensimmäinen itse ostamani ulkomaan lomamatka.

10) Väittämä tyytyväisyydestä viimeisimpään matkaan (1 = täysin <u>samaa</u> mieltä, 7 = täysin <u>eri</u> mieltä, 8 = en ole vielä koskaan ollut ulkomaan lomamatkalla)

	1	2	3	4	5	6	7	8
Olin tyytyväinen viimeksi tekemääni ulkomaan lomamatkaan.	○	○	○	○	○	○	○	○

11) Väittämä matkailua koskevan uutisoinnin seuraamisesta (1 = täysin <u>samaa</u> mieltä, 7 = täysin <u>eri</u> mieltä)

	1	2	3	4	5	6	7
Seuraan matkailua koskevaa uutisointia jatkuvasti.	○	○	○	○	○	○	○

Kysymyksiä internetin käytöstä

12) Väittämiä internetin käytöstä (1 = täysin samaa mieltä, 7 = täysin eri mieltä)

	1	2	3	4	4	5	6	7
Olen taitava käyttämään internetiä.	○	○	○	○	○	○	○	○
Saan tarvittaessa apua internetin käytössä.	○	○	○	○	○	○	○	○
Käytän internetiä usein.	○	○	○	○	○	○	○	○

13) Väittämiä tiedon hankinnasta (1 = täysin samaa mieltä, 7 = täysin eri mieltä)

	1	2	3	4	5	6	7
Internet-keskustelujen selailu on mielestäni tärkeää onnistuneen hankinnan kannalta.	○	○	○	○	○	○	○
Hyödyllisten internet-keskustelujen löytäminen on vaikeaa.	○	○	○	○	○	○	○
Etsimällä tietoa internet-keskusteluista minimoin huonon hankinnan tuoman riskin.	○	○	○	○	○	○	○
Osaan etsiä internet-keskusteluita, jotka ovat oleellisia hankinnan kannalta.	○	○	○	○	○	○	○
Uskon, että internet-keskustelujen etsintä auttaa minua tekemään taloudellisesti paremman ostopäätöksen.	○	○	○	○	○	○	○

14) Käytitkö internetiä tiedon etsinnässä ennen kuin ostit viimeisimmän matkasi x-matkatoimistolta?

○ Kyllä

○ En

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Kysymyksiä internetin käytöstä viimeksi x-matkatoimistolta hankkimasi matkan ostamisen yhteydessä

15) Kuinka monta kertaa menit internetiin etsiäksesi tietoa matkaa varten?

- ○ Yhden kerran
- ○ 2-3 kertaa
- ○ 4-6 kertaa
- ○ 7-10 kertaa
- ○ Yli 10 kertaa
- ○ En osaa sanoa

16) Kuinka kauan aikaa käytit yhteensä etsiessäsi matkaa koskevaa tietoa internetistä?

- ○ Alle viisi minuuttia
- ○ 5-30 minuuttia
- ○ 0,5-2 tuntia
- ○ 2-4 tuntia
- ○ Yli 4 tuntia
- ○ En osaa sanoa

17) Kuinka monella eri internet-sivustolla kävit etsiessäsi matkaa koskevaa tietoa?

- ○ Yhdellä sivustolla
- ○ 2-3 sivustolla
- ○ 4-6 sivustolla
- ○ 7-10 sivustolla
- ○ Yli kymmennellä sivustolla
- ○ En osaa sanoa

18) Etsin tietoa matkan hankintaa varten:

- ☐ Blogista tai useista blogeista
- ☐ Booking.com-sivustolta
- ☐ City.fi-keskustelufoorumilta
- ☐ Demi.fi-keskustelufoorumilta
- ☐ Facebookista
- ☐ Flickr-kuvapalvelusta
- ☐ Hotels.com-sivustolta
- ☐ HS.fi-keskusteluista
- ☐ Iltalehti.fi-keskusteluista
- ☐ Iltasanomat.fi-keskusteluista
- ☐ IRC-Galleriasta
- ☐ KaksPlus-keskustelufoorumilta
- ☐ LonelyPlanet.com-sivustolta
- ☐ Mondo.fi-keskustelufoorumilta
- ☐ MySpacesta
- ☐ PaikkaAuringossa.fi-keskustelufoorumilta
- ☐ Pallontallaajat.fi-keskustelufoorumilta
- ☐ Perhe.fi-keskustelufoorumilta
- ☐ Plaza-keskustelufoorumilta
- ☐ Rantapallo.fi-keskustelufoorumilta
- ☐ Stranded.to-keskustelufoorumilta
- ☐ Suomi24-keskustelufoorumilta
- ☐ TripAdvisor.com-sivustolta
- ☐ Twitteristä
- ☐ Vauva.fi-keskustelufoorumilta
- ☐ Wikipediasta
- ☐ YouTube-videopalvelusta
- ☐ Joltain muulta internet-sivustolta, jossa on muiden ihmisten tuottamaa sisältöä. Mistä? [_____]

Väittämiä hankinnan tukena hyödynnetyistä internet-keskusteluista tai -kommenteista

19) Väittämiä internet-keskustelujen tai -kommenttien laadusta (1 = täysin samaa mieltä, 7 = täysin eri mieltä). Kommentit, joita hyödynsin ostamisen perusteena...

	1	2	3	4	5	6	7
...olivat oleellisia matkan kannalta.	○	○	○	○	○	○	○
...olivat ajankohtaisia.	○	○	○	○	○	○	○
...kuvailivat käsiteltävää asiaa hyvin tarkasti.	○	○	○	○	○	○	○
...käsittelivät asiaa kokonaisvaltaisesti.	○	○	○	○	○	○	○

20) Väittämiä internet-keskustelujen tai -kommenttien uskottavuudesta (1 = täysin samaa mieltä, 7 = täysin eri mieltä). Tietolähteet, joita hyödynsin ostamisen perusteena...

	1	2	3	4	5	6	7
...osoittivat todellista asiantuntemusta.	○	○	○	○	○	○	○
...vaikuttivat älykkäiltä.	○	○	○	○	○	○	○
...vaikuttivat kypsiltä.	○	○	○	○	○	○	○
...osoittivat ammattitaitoa.	○	○	○	○	○	○	○
...halusivat jakaa tietoaan ilman taka-ajatuksia.	○	○	○	○	○	○	○
...eivät käyttäneet tilannetta hyväkseen.	○	○	○	○	○	○	○
...olivat samanhenkisiä kuin minä.	○	○	○	○	○	○	○
...tuntuivat tutuilta.	○	○	○	○	○	○	○
...olivat miellyttäviä.	○	○	○	○	○	○	○

21) Väittämiä internet-keskustelujen tai -kommenttien hyödyllisyydestä (1 = täysin samaa mieltä, 7 = täysin eri mieltä). Kommentit, joita hyödynsin ostamisen perusteena, olivat...

	1	2	3	4	5	6	7
...arvokkaita.	○	○	○	○	○	○	○
...informatiivisia.	○	○	○	○	○	○	○
...hyödyllisiä.	○	○	○	○	○	○	○

22) Väittämiä tiedonetsinnästä (1 = täysin samaa mieltä, 7 = täysin eri mieltä)

	1	2	3	4	5	6	7
Tiedonetsintä internetissä oli onnistunut, koska löysin matkaa koskien sen tiedon mitä etsinkin.	○	○	○	○	○	○	○
Etsiessäni matkaa koskevaa tietoa en halunnut tuhlata aikaa.	○	○	○	○	○	○	○
Internet auttoi minua matkaa koskevassa tiedonhaussa.	○	○	○	○	○	○	○
Olisin ollut pettynyt, jos minun olisi pitänyt selata hyvin monia eri nettisivuja tiedonetsinnässä.	○	○	○	○	○	○	○
Etsiessäni matkaa koskevaa tietoa internetin selailu oli hauskaa.	○	○	○	○	○	○	○
Tiedon etsintä internetissä oli kuin seikkailu.	○	○	○	○	○	○	○
Aikani kului mukavasti, kun etsin matkaa koskevaa tietoa.	○	○	○	○	○	○	○
Matkaa koskevan tiedon etsintä oli hauskaa ottaen huomioon mitä kaikkea muuta olisin voinut samaan aikaan myös tehdä.	○	○	○	○	○	○	○

23) Väittämiä internet-keskustelujen vaikutuksesta ostopäätökseen (1 = täysin samaa mieltä, 7 = täysin eri mieltä)

	1	2	3	4	5	6	7
Internetistä löytämilläni kommenteilla oli merkittävä vaikutus ostopäätökseeni.	○	○	○	○	○	○	○
En löytänyt internetistä paljoakaan uutta tietoa matkan hankintaa ajatellen.	○	○	○	○	○	○	○
Internetistä löytämäni kommentit auttoivat minua tekemään ostopäätökseni.	○	○	○	○	○	○	○
Internetistä löytämäni kommentit eivät muuttaneet mieltäni hankinnan suhteen.	○	○	○	○	○	○	○
Kommentit antoivat minulle uusia näkökulmia hankintaa ajatellen.	○	○	○	○	○	○	○
Kommentit vaikuttivat valitsemani matkan johonkin osa-alueeseen.	○	○	○	○	○	○	○
Kommenteissa mainittiin matkan hankinnan kannalta hyödyllisiä asioita.	○	○	○	○	○	○	○
Luin tarkasti suosituksia ja käytin niitä matkan hankinnan tukena.	○	○	○	○	○	○	○
Olen samaa mieltä niiden kommenttien kanssa, joita hyödynsin matkan hankinnassa.	○	○	○	○	○	○	○
Internetistä löytämäni kommentit vaikuttivat matkatoimiston valintaan.	○	○	○	○	○	○	○
Internetistä löytämäni kommentit vaikuttivat matkakohteen valintaan.	○	○	○	○	○	○	○

Kysymyksiä vastaajasta

24) Sukupuoli

- ○ Nainen
- ○ Mies

25) Syntymävuosi

[2010 ▾]

26) Korkein suoritettu koulutustaso

- ○ Peruskoulu tai vastaava
- ○ Lukio tai ammattikoulu
- ○ Ammattikorkeakoulu- tai alempi korkeakoulututkinto
- ○ Ylempi korkeakoulututkinto
- ○ Tohtorin tutkinto

27) Henkilökohtaiset vuositulot bruttona

- ○ Alle 18 000 euroa
- ○ 18 001 - 36 000 euroa
- ○ 36 001 - 54 000 euroa
- ○ 54 001 - 72 000 euroa
- ○ Yli 72 001 euroa
- ○ En osaa sanoa

28) Kiitos vastauksistasi! Jos haluat osallistua matkalahjakortin arvontaan, jätä yhteystietosi alla olevaan lomakkeeseen. Henkilötietoja ei yhdistetä edellä annettuihin vastauksiin.

Etunimi

[   ]

Sukunimi

[   ]

Puhelinnumero

[   ]

Sähköposti

[   ]

[Lähetä]