

SOCIAL COMMERCE:
How should Portuguese companies invest in it?

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Master's Dissertation in
Management

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Abstract

The massification and globalization of the internet and social media democratized the access to information and changed behaviours and consumption habits.

In this context, this thesis pretends to evaluate the impact and degree of acceptance of social commerce in Portugal, by focusing on a sample of 521 consumers who were surveyed through an online survey administered via internet, to which they voluntarily responded. The majority of the surveyed was male young adults, working for others and with a monthly income higher than 1,000€.

Since social commerce is still in its infancy stage, there is a huge potential for growth and expansion, and therefore, Portuguese companies should take it in consideration in their future marketing plans and strategies.

One of the main findings of this study was that the habit of using daily social networks does not seem to be much valued at the time of the purchase decision, as the great majority of those surveyed affirmed that they never bought anything with direct influence of social networks or directly through these.

Furthermore, after publishing a post on the social networks expressing interest or doubts about a brand, most respondents admitted to be fully open to be addressed by a responsible or manager of that brand for customer care purposes.

Additionally, about one third of the respondents confessed to have already bought or would like to purchase products or services directly from an online store on Facebook.

Keywords: Social Media; E-Commerce; Social Commerce; F-Commerce.

JEL: L81; M31.

Resumo

A massificação e globalização da internet e redes sociais democratizou o acesso à informação e alterou comportamentos e hábitos de consumo.

Neste contexto, esta tese pretende avaliar o impacto e o grau de aceitação do social commerce em Portugal, concentrando-se em uma amostra de 521 consumidores que foram inquiridos através de um questionário online aplicado via internet, ao qual responderam voluntariamente. A maioria dos entrevistados era jovens adultos do sexo masculino, que trabalhavam por conta de outrem e com um rendimento mensal superior a 1000 €.

Como o social commerce ainda está numa fase embrionária, há um enorme potencial de crescimento e expansão, e, portanto, as empresas portuguesas devem ter isso em consideração nos seus planos e estratégias de marketing futuros.

Uma das principais conclusões deste estudo foi a de que o hábito de usar as redes sociais diariamente parece não ser muito valorizado no momento da decisão de compra, já que a grande maioria dos entrevistados afirmou que nunca comprou nada com influência direta das redes sociais ou diretamente através destes.

Além disso, após a publicação de um post nas redes sociais que expresse interesse ou dúvidas sobre uma marca, a maioria dos entrevistados admitiu estar totalmente aberto para ser abordado por um gerente responsável da respetiva marca para fins de atendimento ao cliente.

Além disso, cerca de um terço dos entrevistados confessou já ter comprado ou gostaria de comprar produtos ou serviços diretamente de uma loja online no Facebook.

Palavras-chave: Redes Sociais; Comércio Electrónico; Social Commerce; F-Commerce.

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1 Introduction

1.1 Background

The massification and globalization of the internet and social media has produced many changes in culture worldwide. These have been changing the way we communicate, relate, work, read news, shop, discuss ideas, share knowledge, among many other areas of our society. Social media and the internet came to democratize access to information and break communication barriers, changing behaviours and consumption habits of many people, including an entire generation (“generation Y” or “millennials”) where the concepts "on", "connected" and "online" are part of their routines since they remember.

A Mediascope Europe study in partnership with ACEPI in Portugal, corroborates these trends to conclude that internet is gaining a growing role as a preferred mean of consumption, at the expense of television, radio and newspapers. The Internet's influence on Portuguese consumers' perceptions about brands and products is increasingly relevant and has room to grow. Additionally, the internet access is becoming more dispersed, as it is no longer accessed only via computer, with more and more people joining the mobile world. Lastly, the study stated that the tendency of people watching TV and using the internet at the same time is increasing day by day.

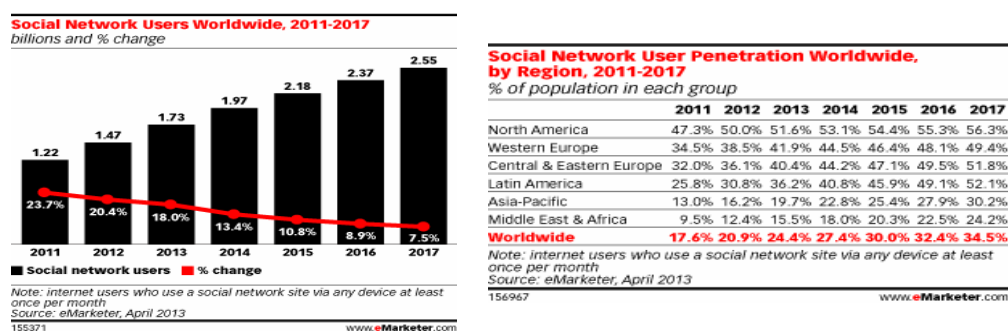
Today the internet is widespread throughout the world and there are more than 2 billion users worldwide, there is increasing opportunities for expansion and internationalization of business. With internet's globalization, people are turning to the online channel to satisfy everyday needs, including purchasing products and services. According to Forrester Research, in 2016, more than half the money spent in U.S. retail will be influenced by the internet. The scenario in Portugal, according to the *"Inquérito à utilização das TIC em 2012"* made by the INE, is that 61% of Portuguese households have internet access at home.

For these and other reasons, e-commerce is becoming increasingly important for brands who wish to survive in the current digital market. Portugal is no exception and, according to Mediascope Europe, between September 2011 and February 2012, the Portuguese not only made online purchases in the amount of € 1630 million, but also have the habit of resorting to the internet to search for information about products and

services before purchase. The survey done by the INE also found that 13% of the Portuguese orders and make purchases online.

The adherence and use of social networks has increased exponentially year after year, not only globally, but also in Portugal, and is becoming more essential for companies to be present, in order to approximate to its current and potential customers. According to the "Worldwide Social Network User: 2013 Forecast and Comparative Estimates" report, about 1 in 4 people in the world use social networks.

Figure 1 – Social Network Users Worldwide¹



Still according to the study of Mediascope Europe, the Portuguese lead the European ranking of the use of social networks, whether for professional or personal reasons. The market research company Marktest reinforces this conclusion and argues that social networks are currently the sites with greater penetration in Portugal, and those to whom the Portuguese devote more hours of navigation, being the domain "facebook.com" responsible, in 2012, for a fifth of total pages visited. According to Facebook statistics, the number one social network in the world, there are today around 5 million users who claim to live in Portugal.

The Mediascope Europe study also concludes that the power of internet's influence in the choice of brands is growing, with 54% of Portuguese respondents considering important the way brands communicate online, and 51% mentioning that the internet helps to select the best products and services they wish to purchase.

Corroborating this conclusion, Marktest states that the majority of individuals (61.5%) registered in social networks is a fan or follow companies and brands, and assumes that this has an influence on their purchase options of a certain brand. For these reasons, Portuguese companies and brands, regardless of sector and size, need to

¹ Source: <http://www.emarketer.com/Article/Social-Networking-Reaches-Nearly-One-Four-Around-World/1009976>

consider the area of online and digital marketing, not as a mere attachment to traditional marketing, but as a strategic and vital area for business survival.

Given the massive use of social networks in the world, and the growth of e-commerce year after year, it is almost inevitable to cross and join the two realities into one, thus creating and introducing the concept of Social Commerce. The founder and CEO of Facebook, Mark Zuckerberg, said in August 2010 that if he had to guess, social commerce would be the next area to "explode".

According to a study by the consulting firm Booz & Co. made in January 2011, physical goods sold through social commerce, will represent a global market of \$30 billion in 2015, partly due to the very large contribution from Facebook. Furthermore, eBay, the number one consumer-to-consumer (C2C) auction site worldwide, commissioned a study on this topic and the results predict that in 2014, £3 billion in retail sales will be influenced by social networks, and in the UK, sales made directly on these networks will grow to values close to £290 million.

These predictions happen since there are many people interested in using more social and convenient solutions, but only if they are safe, easy to use, and create added value and real benefits. While the Wired Magazine found that 90% of purchases have some sort of social influence, AllTwitter website states that 70% of adult social network users makes online purchases.

1.2 Essential Terminology

- *E-Commerce* – consists in buying and selling online;
- *Social Media* – are the means people use online to socialize with each other;
- *Social Network* – is an online platform that allows people to create personal profiles with the purpose of interacting and communicating with each other;
- *Social Commerce* – uses the social components of the internet to trade and do business;
- *F-Commerce* – occurs when brands do business and commerce directly through Facebook.

1.3 Purpose of the Research & Motivation

The great motivation in doing a study on Social Commerce in the Portuguese market, concerns, not only with the fact that this is a very current and relevant topic to any company wishing to implement a successful digital strategy, but also due to its novelty. There is a lack of studies and research about this theme focusing on Portugal and on Portuguese consumers.

This study proposes, first, to demonstrate what are the main online consumption habits of the Portuguese, to clarify what are their opinion on e-commerce and online stores, and to define what is their level of interest, membership and use of social media. Subsequently, this thesis intends to understand and quantify the influence of social networks in the process of purchasing by the Portuguese consumers; to realize if the recommendations of friends, family, colleague or brands influences them, and at what level; and also to comprehend whether the presence of stores and shopping options directly on social networks encourages the purchase or if people still prefer to buy at brands' physical and online stores. Finally, this report also aims to reveal what is the openness and receptivity of Portuguese users of social networks to be approached by companies and brands, after these have been publicly mentioned by users in a social platform; to realize if the acceptance of these approaches differ depending on whether they are public or private; to clarify what type of language and tone Portuguese prefer to be addressed by a brand; and also to understand what are the approaches that generate greater receptivity and openness, whether for customer care or business and sales purposes.

1.4 Problem Statement

Nowadays it is almost a requirement for Portuguese companies to be present in social networks, being one of the several points of contact between brands and their customers. Since there is already a direct contact with consumers, the companies intend to leverage this channel to monetize and convert new clients through the adoption of social commerce.

The problem lies in the fact that Portuguese companies do not have sufficient data and information to know what is the best social commerce strategy to adopt, or what should be the estimated return on investment. In order to solve this problem, and help the Portuguese marketers to make informed decisions, a comprehensive study

exclusively focused on the Portuguese market with up to date evidence and data will be produced.

1.5 Contribution

The contribution of this thesis consists of building empirical evidence about what the Portuguese consumers think and wish about social commerce. This research is important for several reasons: first, the literature review will reveal that there is a lack of studies about social commerce in Portugal; second, while the majority of the actual literatures emphasis mainly on e-commerce, this one focus not only in social commerce, but also in f-commerce. Additionally, the identification and characterization of the typical Portuguese consumers that are open and eager to use social commerce will help brands and businesses to make better decisions on how to invest in social commerce and f-commerce.

1.6 Methodology

The quantitative data relevant to the objectives of this study, as well as descriptive information, was collected exclusively through an online survey built specially for this research, which was launched through the Google Docs tool. The survey was then shared to the network of friends, family and colleagues, and all the answers gathered were voluntary and confidential. It must be emphasized that the sample was not entirely random, so the results cannot be generalized. The questionnaire sought to identify patterns, habits and possible consumer trends towards certain variables of e-commerce and social commerce. The target population was individuals aged 13 years and over, resident in Portugal and users of the internet. The survey was structured into six distinct parts, namely, (I) Personal Characterization, (II) Purchasing Habits, (III) E-Commerce (IV) Social Media, (V) Social Commerce and (VI) F-Commerce, and, so that the respondent did not have to answer questions that do not apply, filters were applied throughout the questionnaire, in order to be structured according to each response.

1.7 Dissertation Structure

This dissertation is structured and divided into the following chapters:

- I. *Introduction* - In general terms, it presents the topic of research and its importance, including its objectives, problem statement, contribution methodology and structure of project.
- II. *Literature Review* - This aims to explore the views of various authors about the issues underlying the study, as the framework of the internet and its influence on consumers and enterprises; the growth of social media and its impact on peoples lives, the evolution of e-commerce and online consumer behaviours; the emergence of social commerce and the great business opportunities it creates; and the current f-commerce state and how it should evolve. All these were analysed, both internationally and in Portugal.
- III. *Research Hypothesis & Conceptual Model* - This chapter presents the research hypothesis and the conceptual framework of the study with the aim of illustrating and simplifying the problem statement.
- IV. *Research Design Proposal* – The fourth section introduces the research objectives, the characterization of the sample, and the description and explanation of the quantitative methodology used.
- V. *Evaluation and Results* – This contains the empirical results of the quantitative research, a descriptive analysis of the statistical data, and a correlation analysis between the different variables of the hypothesis.
- VI. *Conclusion* – The final chapter pretends to exhibit and discuss the main findings and recommendations, as limitations faced during the development of the thesis, ending, then, with some suggestions for future studies.

2 Literature Review

2.1 Establishing the Context

2.1.1 The Internet

The concept of the internet appears in 1961 after the presentation of a doctoral thesis by Dr. Leonard Kleinrock, which later originated the conception of the North American network dedicated to the academic and military environment called ARPANET. Today the internet is widespread throughout the world and there are more than 2 million users worldwide.

According to Rita & Oliveira (2006) the internet is the largest global network of interconnected computers, being a mean that enables consumers, businesses and organizations to adapt the ways of communication between them.

The emergence of the internet and new online services has generated a profound change in companies and in the way of doing business (Shin, 2001). The World Wide Web service allows access to approximately 8 billion web sites or web pages, developed in HTML language, and is seen as the strongest asset of the internet in the commercial and business fields (Laudon & Traver, 2007).

The massification of the World Wide Web and the advancement of technology in modern society have generated numerous new opportunities and has changed behaviours, habits and old beliefs. In the recent past we have witnessed the evolution of a new model of society supported on huge social and technological changes, focused on information instead of industry, introducing new rules and behaviour patterns. (Dionísio et al., 2009).

Kotler & Armstrong (2008) define the internet as the technology that provides access to information, entertainment and communication, in any place and at any time, which has made the implementation of a new business model possible.

2.1.1.1 The Internet in Europe and Portugal

The consultant McKinsey produced a report entitled "*Consumers driving the digital uptake: The economic value of online advertising-based services for consumers*" at the request of the IAB Europe in which it concludes that, on average, Europeans spend approximately 24 hours per month surfing the internet, using mostly free services funded by online advertising, such as the email, maps, social networking, instant messaging, games, search engines, web sites for streaming music and video, among others.

Portugal, as many other European countries, has evolved considerably in recent years, not only in terms of new technologies, but also in its accessibility and use by the population. The Portuguese National Statistical Institute (INE) conducted a survey on the use of information and communication technologies in 2012 and concluded that 61% of households in Portugal had an internet connection.

The study done by Mediascope (2012), with the partnership of ACEPI, also presented figures similar to those of the INE and says that 59% of the total population of Portugal is already online, which represents a growth of 14% in 2 years.

Additionally, Marktest, a Portuguese company of market studies and monitoring of web sites and social networks, also said that in 2012 about 5.2 million Portuguese used the internet, on average each for approximately 30 minutes a day, which totals 184 hours per year. All these data and statistics show that the internet has a crucial role in Europe's and Portugal's everyday life, as people are becoming increasingly dependent on it for performing various tasks in their daily routines.

2.1.2 Social Media

The human being is and always has been sociable by nature, always keeping bonds and links with communities, groups, beliefs, associations, villages, towns, friends, movements and various other forms of generic groupings (Sheth et al., 1997). Man always lived in a world of communication, but today we live in an era where media communication has taken over the world, thus being able to travel great distances and through the ages, without leaving the comfort of his home (Grossberg, 2006, p. 3).

The small world problem or, as it became more widely known, the theory of the six degrees of separation, consisted of an experience developed by Travers & Milgram in 1969 in order to prove that, by means of a network of friends of friends, everyone is approximately 6.2 connections away from any other person in the world. Today, due to the social networks and the greater ease of knowing and communicating with each other, the number of connections needed decreased seriously. When the study of Backstrom et al. was done in 2012, Facebook had 721 million users, which equaled 69 billion friendship connections, these being connected between them with a degree of separation of 4,74. Furthermore, a research by Bakhshandeh et al. (2011) concluded that the distance between the users of Twitter, at that moment, was of only 3.43 connections.

There are several scientific definitions for social media, but they all have the same bases, fundamentals and concepts in common. Social media refers to the means of interaction between individuals in which they create, share and exchange information and ideas on networks and virtual communities (Ahlqvist et al., 2008). Additionally, Safko & Brake (2009) sustained that social media consists of activities, practices and

behaviours among communities of people who come together online to share information, knowledge and opinions, using conversational media. Safko (2010) also defended that conversational media consists in web-based applications that allow you to create and easily transmit contents in the form of words, images, video and audio formats. Kaplan & Haenlein (2010) defined social media as a group of platforms and applications, based on the internet, built on the ideological and technological foundations of Web 2.0, allowing and facilitating the creation and sharing of content produced by users.

The Web 2.0 establishes a group of principles and fundamentals, on which the new era of the internet operates today, based on the concept that the whole content is generated by the user. Unlike the traditional means of information, the current internet allows users to share, comment, and create their own information and knowledge, instead of only being able to read them. Toivonen (2007) defended that social media in particular allows the interaction of people, the making, sharing and exchange of content, and even the publication of comments. Hence we are in the information age, not where only those who have access "rule", but where anyone can access, read, change, shape, influence or even create information, thus changing paradigms and encouraging the growth of social and conversational media. For these and some other reasons, Ahlqvist et al. (2010) concluded that social media is innately and naturally directed by users. So you can establish that the user of social media plays three major roles (Pascu et al., 2008):

- Creation and provision of content;
- Support in the distribution and selection of content;
- Filtering of relevant content and services.

The people have always been social within their communities and groups, but with the advent of social media, they now have the ability to communicate amongst them in a way and at a level never seen before, because various barriers and limitations (ex: geographical) were eliminated. According to Li & Bernoff (2010), the high penetration of broadband and a population that has become more focused on the communities are the main reasons for the growth in acceptance and use of the social media.

Brian Solis, who is considered one of the great gurus of social media, believes that this represents the democratization of information, because it converts simple consumers and readers of content, in creators and authors of their own content, switching from a monologue (broadcast or one-to-many system) to a dialog and conversation among peers (narrowcast or many-to-many system). He also believes that technology and informatics have a secondary role in social media, as it is more related with the sciences of man and his relations, such as psychology, sociology, anthropology or ethnography.

Summarizing, social media is the means that is used to be social (Safko, 2010). The internet was essential in helping people connecting to the world, but the social media was the element that allowed them to connect with each other.

2.1.2.1 Categories of Social Media

The massification of the internet and the evolution of technology at a pace never seen before, including social networks, has changed many habits, ways of communication and relationship between people. As social networking is part of the day-to-day of individuals and organizations for communication and collaboration purposes, these types of tools and platforms are becoming increasingly relevant and influential.

Hanna et al. (2011) claimed that the internet, because of social media, has been transformed from an information platform, to an influence platform. Today, it is no longer enough for companies to be on only one social platform, they should instead be present in several different social media so as to be able to follow their trends and evolution.

Due to the fact that social media is a very recent issue, in some areas there is not a consensus yet about the number of categories that they cover. Kaplan & Haenlein (2010) claimed that the social media can be classified into six different types: blogs, content communities, social games, social worlds, collaborative projects and social network sites, while Michael Constantinides & Fountain (2008) supported that there are five primordial categories of social media:

- *Blogs* - online journals of subjects or organizations, mostly with text content, but sometimes combined with audio and video podcasts;

- *Social Networks* - platforms that invite users to build and customize their pages or profiles, making it accessible to other users, and through which they can communicate, create and exchange content;
- *Communities* - thematic sites that present contents ready to be used and shared by participants;
- *Forums* - online platforms, whose objective is the exchange and sharing of ideas and information on any given topics;
- *Aggregators of Content* - applications that allow the user to customize the web content that he wants to access.

2.1.2.2 *Social Networks*

Although the number of how many types of social media there are varies, social networks are not only inevitable, but probably also the most well-known due to their gigantic use throughout the world that is increasing from day to day. Over the past few years, social networks have gained a significant popularity and are among the users' most visited sites. (Kasavana, Nusair and Teodosic, 2010).

You can define the online social networks as a set of people who come together with a purpose, follow a set of rules and base their relations on software (Preece & Maloney-Krichmar, 2005). However, in literature there are many other definitions that effectively characterize the concept and idea of online social networks. For example, Balas (2006) defended that these are platforms that are used to build online communities where anyone in the world can communicate and relate with others for a diversity of reasons. Online social networks also consist in web-based applications that allow users to create public or semi-public profiles in a closed system, connect with other users and share and increase their connections (Boyd and Ellison, 2007). Finally, Kasavana, Nusair and Teodosic (2010) described the online social networks as virtual communities where the users can create a profile and build a network of people with similar interests or activities.

Today, social networks are increasingly relevant and important, being this importance based not only on the interaction between the community and consumers, but also on facilitating "*asynchronous, immediate, interactive and low cost*" communications (Miller et al., 2009). According to Boyd and Ellison (2007) and Hart et al. (2008), in

the large-scale social networks users want essentially to manage their relations and current connections, communicate and keep in touch with former elements of their network, instead of meeting new people. This way, there are those who believe that the social networks consist in alternative instruments of communication, which support the activities and day-to-day relationships of users in a fun and lively way (Ofcom, 2008).

To be in face of a real social network in its essence, it is indispensable that its users and members see themselves as owners of the community, making them therefore a bit averse to intrusions of companies and organizations (Croft, 2008; Hitwise, 2008). That's why normally the social networks feature a very short life cycle, as they are perceived as enthusiastic and attractive in the beginning, but then start to lose this radiance and initial interest due to the large presence of economic and commercial interests (Boyd and Ellison, 2007).

Lenard (2004) proposed five general models of online social networks:

- *Generalist* – Whose main purpose is, essentially, to meet new people, socialize with friends and share content (Ex: Facebook, Twitter, Google+...).
- *Practice* - A network with a theme and specific objective, which encourages action (Ex: LinkedIn, Zaask, Duolingo, Yammer...).
- *Interest* - Developed around a common interest, such as photography, sport, music, politics, food, fashion ... among others (Ex: Instagram, Fitocracy, Dogster, Soundtracking, Foodspotting, Polyvore...).
- *Affinity* - Network of people who identify themselves with a geographical or demographic category (Ex: iVillage, Portugal Social, Mother Network...).
- *Sponsored* - Community created from scratch by an organization (Ex: Nike, IBM...).

According to the report "*Worldwide Social Network User: 2013 Forecast and Comparative Estimates*", about 1 in 4 people in the world use social networks, having grown from 1.47 billion users in 2012 to 1.73 billion in 2013, which represents a growth of 18 %. This same report also estimated that in 2017 the total number of users of social networks at global level will rise to 2.55 billion.

In accordance with Patricio Robles of Econsultancy, big brands and companies continue to be present in major social networks worldwide, already investing not only in Facebook, Twitter and Youtube, but also in new platforms such as Pinterest and Instagram. According to the company Simply Measured, specialized in social analytics, 40% of brands belonging to Interbrand 100 are present in Instagram, the social network of photography bought by Facebook. According to Brian Solis, currently, the brands and their value are no longer solely dependent on the companies actions, but also depend on the conversations, experiences, research and consumers choices on the web, leading marketers to implement genuine and relevant strategies to gain social consumers trust and thus be taken into account in decision-making moments.

2.1.2.3 Social Media in Portugal

A study, which has already been mentioned here, from Mediascope, refers that at the European level, the Portuguese lead the ranking on the use of networks, regardless their purpose being personal or professional. 95% of the inquired Portuguese revealed to be using this type of networks, while the European average is close to 80 %. Marktest, a Portuguese company of market analysis, also did a study on this topic named "The Portuguese and the Social Networks 2012", from which you can take out several pertinent and relevant conclusions related to the consumption habits and use of the internet and this type of platforms in Portugal, during the year of 2012. This research concluded that, currently, the social networking sites, to which several hours are dedicated, are unquestionably the Portuguese's favourites. The study says that the Portuguese dedicated an average of 88 minutes per day to social networks. The penetration of social networks in Portugal is so great that in 2012 the domain "facebook.com" held approximately 23% of the total of internet pages visited, being the leader in its field.

The Portuguese population, do not only spend much time on social networks, but the habit of visiting these platforms is, for the great majority, frequent and daily. Although the trend is moving in the opposite direction and the use of mobile devices is growing rapidly, the study defines the laptop computer as the most used equipment to access social networking sites by the Portuguese. Social networks are now seen as something natural and part of the daily routine of the Portuguese people and, since the majority of users of these networks either follows or is a fan of companies or brands,

the creation and implementation of a strategy for social media by these should also be considered natural. The research done by Marktest also concluded that the Portuguese people use social networks mainly with the intention of having access to information, having knowledge of promotions and discounts and being aware of new developments and trends offered by the brands. It is also in the interest of companies and organizations to know that the majority of the Portuguese favours a close and informal style of communication.

2.1.2.4 *Social (Media) Value & ROI*

In 2006, Metcalfe attested that the value of a network, whether it is social or other, is directly proportional to the square of the number of users of this network, increasing quadratically its value, having this assertion become known as the “*Law of Metcalfe*”. Following the logic of this law, today, the social networks, considering their user base and utilization rate, have an enormous and unquestionable value. The value of brands being present in social networks is also undeniable and granted, since the great majority of people is a user and spends more and more time on these platforms, thus allowing an approximation between the brand and its customers. However, the presence in a social network always requires a financial, human and time investment from the company in question. For the success of the initiative it is vital to set a concrete strategy, with quantifiable objectives and targets, in order to be able to measure the return of investment and the value generated for consumers. However, there is still no recognized metric converter of widespread acceptance to calculate the return (ROI) and the worth of being present in and invest in social networks. As in many other areas of marketing, the metrics used are not very tangible, being defended by some and disputed by others. Even though, the strength of a brand is defined, in economic and financial terms, by its capability to obtain margin and transact, the brand represents much more than that since it exists in the thoughts and mouths of consumers. Today, the consumers’ opinions on a certain brand are increasingly visible and transparent, because it is directly transferred to the social networks, whether through likes, followers, shares or a lot of complaints on the official brand page.

With the aim of trying to define the real economic value of a like on Facebook, the consultant Booz & Co. has created a metric entitled "Likes Per Million Revenue" (LPM) to measure the strength of a brand on the main social network. This indicator consists in counting the total number of likes on Facebook and divide it by the total

revenue from sales made by the brand in a given period, thereby disclosing the actual percentage of sales that generates goodwill, as the effect and influence of the market size is undone. The LPM is relatively simple and far from being perfect, but is elucidative about the strength of a brand, since it allows any company to do a quick analysis of benchmarking and compare their results with those of the competition at the time. Besides, it also enables the company to keep on measuring their performance over time, helping them to know when to intervene, review the strategy and set new goals. However, according to a report from Business Insider, financial metrics currently used by most brands to measure the social media ROI are not sufficiently accurate and indicative of reality, contributing to being discarded by several marketers, which start to focus on metrics relating to audience reach, engagement, brand awareness, sentiment analysis, and customer care management.

Besides the official presence on social networks there are other ways to create benefit for the company through the social component in the online universe. The previously mentioned McKinsey and IAB study foresees and estimates that close to 30% of the value to the consumer, coming from online advertising services, is derived from technology or social platforms, including social networks, social games, wikis, blogs and platforms for sharing videos created by the user. In addition, all calculations exclude all the benefits to the consumer that may arise due to the surplus of the adoption and use of technologies and social platforms in the business, such as better products or lower prices.

2.1.3 E-Commerce

As they are very similar, the concepts of e-commerce and e-business have several definitions, leading many people to treat both as synonyms (Harris, 2002). The majority of experts believes that the e-commerce is more about the purchase and sale of products and services online, while e-business consists in companies reinventing their structure, processes, services and business model in order to obtain maximum benefit from the advantages of the internet (Jackson et al., 2003).

E-commerce consists in transferring the business of the companies from the physical space to the virtual space online through the use of the internet, allowing companies to exchange data and information, carry out commercial transactions, do the logistics management and distribution in an automated way, in a safe and innovative manner

(Dalera, 2004). Due to the strong use of the communication and information technologies on the market, E-commerce is also the completion of the entire chain of value inherent to the business processes in the electronic environment (Albertin, 2004). According to Rita & Oliveira (2006), the electronic commerce is based on a subset of marketing activities focused on their transactions online and with the objective of allowing and facilitating the purchase and sale of products and services through the use of technology and electronic information systems. Kotler (2000) on the other hand states that the concept of e-commerce includes several types of electronic transactions, since purchase orders via EDI (Electronic Data Interchange), the use of fax and e-mail to forward transactions, the use of magnetic cards to facilitate payment and obtain digital money, and use of the internet and online services. Furthermore, e-commerce is still seen as the realization of trade between parties (organizations and/or individuals) based on technology and confirmed electronically (Rayport & Jaworski, 2002).

The emergence of e-commerce has had a very positive impact on the results of the companies, since it makes it possible to lower the costs of administration and management of business processes, shortens the time gap between a product being manufactured and being available for sale, and improves relationships with partners and customers (Kalakota & Whinston, 1997). The use of e-commerce also increases the visibility of companies, since this tool serves as a mean of disclosure and dissemination of the business. There are three types of companies that vary depending on their level of digitalization and implementation of e-commerce strategies (Rasheed & Geiger):

- *Brick and Mortar* - business model offline, not being present in the virtual market;
- *Click and Mortar* - are available on the market for e-commerce, but its focus and core business is in the offline market;
- *Pure Play* – builds its business model exclusively in the digital and online market, entirely depending on the internet.

Through the implementation of tools and strategies for e-commerce, companies can have access to new market segments, while consumers will be able to buy in any market in the world, from a bigger number of sellers, with a greater variety of

products available and with more competitive prices (Napier et al., 2005; Chaudhury, Kuilboer, 2001). Regarding the online buying and selling, consumers value mainly the convenience, time savings and price (Ahuja et al., 2003).

Today, the e-commerce has ceased to be just a competitive advantage and has become an essential requirement, indispensable for companies who want to have success in the modern market. The internet represents an almost perfect market due to the fact that the access to information is instantaneous and the consumer can compare sellers from all over the world (Kuttner, 1998, quoted in Srinivasan et al., 2002). Currently, according to the report "*Global B2C E-Commerce Sales & Shares Report 2013*", the market B2C e-commerce is expected to manage approximately 1 trillion euros in annual sales this year.

2.1.3.1 E-Commerce in Portugal

The Mediascope study revealed that the use of the internet is profoundly changing the consumer habits of the Portuguese. It is increasingly gaining prominence as preferential means of consumption, at the expense of TV, radio and newspapers. This research, conducted together with the ACEPI, also affirmed that the perception that consumers have about the brands and products is much influenced by the internet and the online experience, and this tends to increase more and more. The arrival of smartphones and tablets to the Portuguese market, and the current steadiness of their prices due to the advances of technology and the increase of supplies, encourages the Portuguese to have access to the internet not only through computers but also in mobility, increasing the exposure and influence of the internet even more.

The evolution in the access and use of the internet, as well as the greater maturity of the industry and the market, makes the Portuguese feel more confident, comfortable and safe in using new technologies for their own benefit. With the perception that the internet in Portugal is changing for the better, services and concepts associated with this technology, such as e-commerce and the social-commerce, will also be seen in a different way. Today the internet is the preferred way, not so much to buy products and services, but to search for information about these and with the purpose to acquire these in the future in another selling point. The study from Mediascope attested that 97% of the Portuguese users already do so naturally and regularly, and that the

influence of the internet in the choice of brands is growing, being, the way how brands communicate digitally and online, considered important by the Portuguese.

In the survey about the use of information and communication technologies in 2012, the INE declared that 13% of the Portuguese already orders or purchases online. The search of Mediascope and ACEPI, conducted between September 2011 and February 2012, claimed that 78% of internet users in Portugal purchases online and that during this period they spent EUR 1.630 million, thus being in the front seat at European level also in this field. In the 6 months of the study, the Portuguese spent an average amount of EUR 427 per person and they made on average 8 online purchases per person, mainly on trips, holidays, clothing and tickets for shows.

Finally, Marktest indicated that, according to data from their tool Netpanel, more than 4.1 million Portuguese visited e-Commerce sites during the first 3 months of the year 2013, each individual being, on average, 1 hour and 6 minutes on these sites. In the course of this period, each user visited on average 127 pages of commercial sites or virtual stores, totalling 527 million pages.

2.2 Social Commerce

In the 1950's, the U.S. banks were often victims of assault, and one of the criminals called Willie Sutton, when asked why he robbed banks, supposedly said that it was where the money was. Today, in the companies' eyes, consumers mean money, and since they are most of the time in social networks, social commerce represents a huge opportunity.

Yahoo! allegedly introduced social commerce in 2005, with the aim of describing and characterizing the collaborative tools of online purchases of that time, such as evaluation of users, pick lists, price comparison ... among others. According to Neha Khera, shopping has always been a social activity, the only difference from the past is that now the experience of collaborative and social purchasing has been transferred from a physical space to the virtual and digital world. Quoting Mark Zuckerberg (2010), CEO and founder of Facebook, *"If I had to guess, social commerce is next to blow up"*.

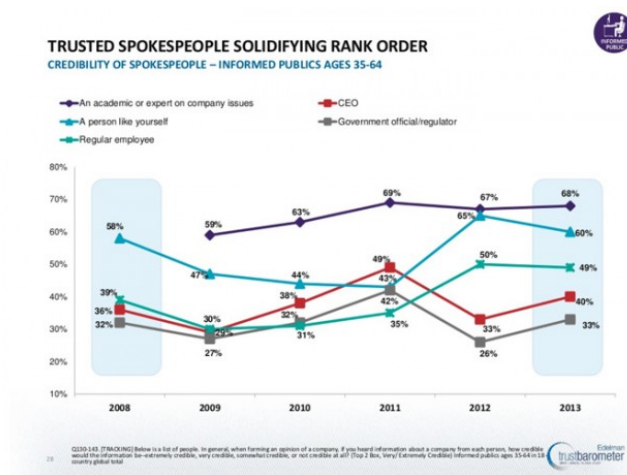
2.2.1 Social Commerce Definition

sites where the brands may interact with consumers online who will be able to search for products and services, collaborate, advise and share experiences, to buy in the end (S. Rubel, 2005; K. Goldstein, 2006; S. Decker, 2007; L. Gregoriadis, 2007; F. Matsumoto, 2009; L. Cecere, 2010). However, there are the more pragmatic ones who consider that the simple fact of doing business and selling through platforms and social networks is enough to consider it of social commerce (J. Deragon, 2008; J. Weaver, 2010). The agency Digitas also has a somewhat simplistic and minimalist vision, because it defines social commerce as the action of generating sales or revenues through the use of the social component. After considering several definitions of various professionals in the area, apparently the most complete definition belongs to Paul Marsden, of the agency SYZYGY, which is the following: "*Social Commerce is a subset of electronic commerce that involves using social and online media that supports social interaction and user contributions, to assist in the online or in-store buying and selling of products and services*".

2.2.2 Social Commerce Strategy

In order to be able to defend the use and implementation of social commerce in Portugal it is important to understand how it works and what its main virtues are. The major motivation of Social Commerce is allowing consumers not only to relate where they shop (ex: shops, shopping centre...), but also to buy where they relate, namely sites and social platforms online. Many companies have already realized the potential of this concept and those that take it in consideration in their sales and marketing strategy, can develop and obtain a differentiating competitive advantage.

Figure 3 – Trusted Spokespeople Solidifying Rank Order³



³ Source: <http://www.slideshare.net/EdelmanInsights/global-deck-2013-edelman-trust-barometer-16086761/>

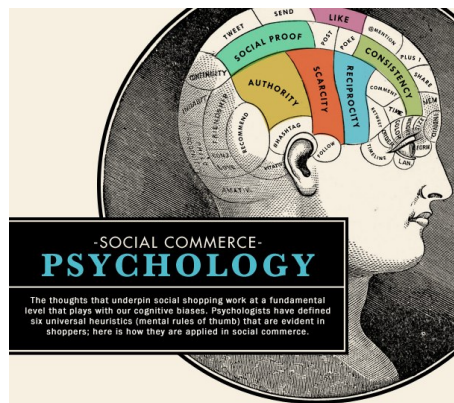
A research done by Nielsen in 2009 concluded that 90% of consumers trust in recommendations and opinions of peers, opposed to only 14% who trust in advertising. The same company did another study in 2010 in which it states that reviews and recommendations from friends and family members, for being honest and impartial, are 60% more likely to generate confidence in a brand or company, while considering that those who are online are sometimes manipulated by retailers. Due to this trend of humanization of businesses and communication processes through the approximation of the customer, according to Brian Solis and the Altimeter Group, the social commerce originated the inclusion of one more "P" in the "4Ps" of the marketing mix, because in addition to price, placement, product and promotion, people is added to the equation.

The concept of social commerce has numerous advantages and strengths that any company selling online and with presence in social networks should take into consideration in its online strategy. In the first place, the social commerce provides the "e-consumers" tools and instruments that help make better and more informed decisions when buying, being the brands' responsibility to create a single and unique purchasing experience in a way to generate customers' brand advocacy and loyalty. Moreover, social commerce is generally a quite economic and profitable solution to generate traffic and to reach a larger share of the market, because the brands sell and do business where consumers spend a big part of their free time, i.e., in social networks, and it may even open a precedent and create situations of impulsive online purchasing. Finally, one of the main reasons for investing in social commerce is related to social psychology, as during the process of social shopping there's an attempt to stimulate and enhance the processes of social influence with the intention of increasing the propensity and likelihood that the consumer should buy certain product or service.

According to Paul Marsden and Brian Solis, the psychology of buying with social influence benefits from human social intelligence, which consists essentially in consumers educate themselves and learn from experiences and knowledge of peers that they consider to be trustworthy, in order to profit from this learning. Some psychologists who specialize in social psychology claim that consumers, while purchasing think in a very particular way called "Thinslicing" or, scientifically speaking, heuristically, which consists in making decisions in an intuitive way, based

only on superficial information and general mental rules, acquired through socialization and experiences, disregarding a large part of the available information.

Figure 4 – Social Commerce Psychology⁴



Brian Solis and Paul Marsden believe that, based on the concept of influence and of Heuristic thought, and considering that the consumers are different from each other, marketers should take into account six different strategies for social commerce, being each one focused on a particular target. The heuristic strategies of social commerce are (appendix 8.1): *Social Proof*, *Authority*, *Scarcity*, *Liking*, *Consistency* and *Reciprocity*. If companies understand how social psychology works and the influence it can have on the consumers' decision to purchase, the assessment in relation to whether or not to adopt a strategy of social commerce may change, because they have the perception of the competitive advantages they can bring on.

According to a study of Retail Touchpoints, the majority (51.5 %) of the surveyed companies do not have a defined and implemented strategy of social commerce. This percentage is divided into 28.3% that is planning to invest in the concept and 23.2% who do not have any intention to adhere to social commerce. This refusal is explained not only by the fact that the companies consider the concept to be irrelevant to their customers, have budget limitations, or want to invest first in mobile commerce, but also because, for most, the social commerce represents less than 5% of all sales.

2.2.3 *Social Commerce Examples*

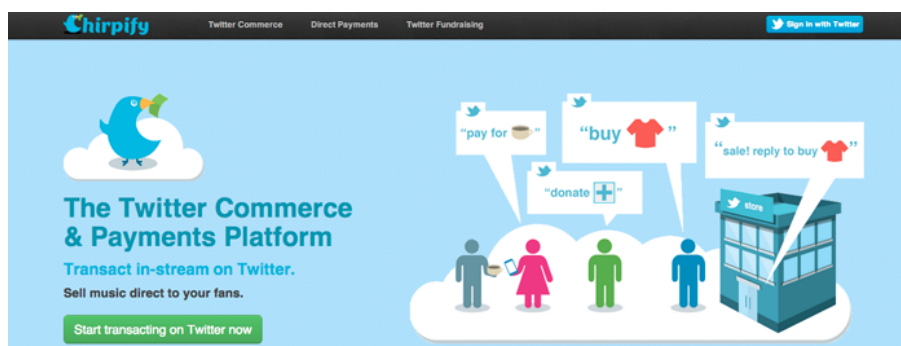
Despite social commerce have not yet a massive adherence by retailers, and the percentage of consumers using this channel to acquire products and services is still

⁴ Source: <http://www.briansolis.com/2012/04/the-6-pillars-of-social-commerce-understanding-the-psychology-of-engagement/>

limited, there are several successful stories and good national and international examples.

Chirpify was created to enable purchases directly on Instagram and Twitter feeds, without the need to leave the social network, being only necessary to register on the platform, associate their Paypal account identifying the appropriate shipping address, and click the word “buy” in any product that is for sale through these given social networks to close the deal at the time. This business model not only increases the engagement and virality of the brands official accounts in these social networks, because these will not be forwarded to another website, but also proves that selling is possible on social networks. According to its CEO, Chirpify conversion results are around 4%, which is quite positive, since they are about twice as much in comparison with conventional e-commerce.

Figure 5 – Chirpify⁵



The Fancy platform (appendix 8.2) is another example of social commerce having good results, with rumours pointing to Apple’s interest in its acquisition, having managed to raise \$53 million funding in July 2013. Basically, this is a social network, visited by trendsetters and fashion stylists, where people share and enjoy products pictures (“Pinterest style”), however all products are for sale and can be purchased without leaving the website. Thus the Fancy Platform can convert users likes and shares in real sales, leaving the website with 10% of the transactions, while allowing users the possibility of being left with a portion of the sales originated by their interests lists. Currently, although these are not official data, it is estimated that monthly revenues are around \$3 million, valuing the company at \$600 million.

⁵ Source: <http://sellyourband.com/chirpify/>

However, start-ups are not the only ones being successful in the social commerce market, traditional e-commerce companies are also embracing this concept and including social features on their websites and platforms. Amazon, the largest e-commerce website in the world, has launched two typical social commerce features, first by enabling the “Friends & Family Gifting”, which gives users the ability to organize interests and ideas lists for gifts and also receive reminders of birthdays and other special days (Ex: Christmas, Valentine’s Day) and then share their lists on Facebook, Twitter, Pinterest or via e-mail (appendix 8.3). Secondly they launched “Amazon Pages” allowing brands and retailers to create their own page and link it to Facebook, so content (pictures, links, etc.) can be published in both of them, thus reaching family and friends networks in a way that was not possible before. Combining this feature with the “Amazon Analytics”, website page managers can measure its success, because they have access to the reach, observations and conversion rates of the published posts.

If the largest online retailer decided to adopt social commerce, the largest social video platform, and second-largest online search engine, also declined to get behind. Youtube has launched a beta program to test a feature called “External Annotations”, where basically the video manager has the ability to select video scenes and add links on products that will automatically redirect to the product pages on the brand’s official website (appendix 8.4). This feature is available to any retailer approved by Youtube and allows them to create truly commercial videos, with retailers being also offered insights and analytics from the platform that enables to measure the ROI investment in online video, as opposed to investment in traditional video (TV).

Another example of how social commerce cuts across almost market sectors, is the one given by American Express, which is a company offering financial and banking services (appendix 8.5). This company launched a social commerce service on Twitter allowing Amex cardholders costumers to not only purchase products published in the American Express official account feeds, but also to get discounts and promotions on other purchases made with their card, being sufficient to connect their card to the costumer Twitter account, and tweet the purchase made with a given hashtag (e.g. #BuyAmexGiftCard25). To prevent mistakes or regrets, costumers receive a tweet back from American Express with the purchase details, where the costumer will have 15 minutes to answer back and confirm the transaction. Like Chirpify, this service

leads to a win-win situation both for costumers and American Express, since the former has available another purchase channel, and can still get a discounted price, while the bank increases their account engagement and gets free publicity reaching more people.

Moreover, a large share of social commerce today is not made by big companies, but from SME's and entrepreneurial people with scarce resources, particularly financial, struggling to develop a website and an online shop both full of technology and features. In this sense, they will have to resort to social networks (e.g. Facebook, Twitter, etc.) to promote their products and services, since these are free and the family and friends network is usually there. Knowing that many of these businesses are related to fashion and clothes, Kitsy Lane emerges (appendix 8.6) as the first social commerce platform allowing anyone to have their own accessories and jewellery fashion boutique online, making use of social networks to spread the products catalogue, and reducing costs and time to start up a business. Each merchant share the products they like the most and guarantees 10 to 25% of the sales made, being Kitsy Lane in charge of managing the inventory, payment and products shipping. This platform was launched in July 2012 and in 5 months went from 250 stores to 20.000 in early 2013, with revenues increasing 40% per month.

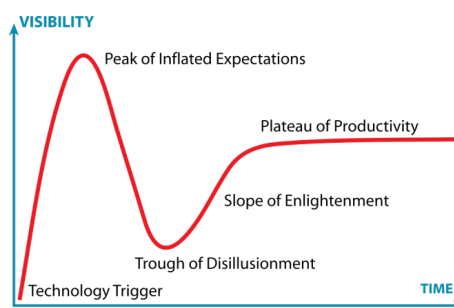
The study *“The 2013 Social Media 300: Ranking E-Retails Leaders in Social Media Marketing and Commerce”* declares that, contrary to what would be expected, big companies and multinationals are not the ones who are being successful in social commerce, but instead SMEs and start-ups that, due to their scarce resources and limited experience in e-commerce, use social networks as the main focus point of their marketing and communication strategy. This report concludes that smaller companies seem to have more success in social networks because they are closer to their costumers, creating more personalized and genuine relationships that produce long term value, loyalty and advocacy.

2.2.4 Social Commerce Limitations & Opportunities

Social commerce is not something consensual, because the online social universe consists in giving without expecting an immediate return, contrary to the philosophy of selling, closing deals and measure ROI. According to a presentation made by journalist Henry Blodget from the Business Insider, the social commerce is in an

embryonic stage, which coincides with the “Trough of Disillusionment” phase in Gartner’s hype cycle, as it still has plenty of flaws and a lot of space to evolve. For instance, only about 5% of the e-commerce websites traffic comes from social networking, and compared to email, the conversion rates of this channel are ¼ lower with orders being half the size. A survey made by EcommerceBytes about traffic generated by social networks in companies dedicated to e-commerce, deducted that the major social platforms (Facebook, Twitter and Pinterest) altogether congregated only 1.1% of the total of 1000 million visits, with the conversion rate being of 0.61% for Facebook, 0.27% for Pinterest and 0.17% for Twitter.

Figure 6 – Gartner Hype Cycle ⁶



There are also some examples of companies focused on social commerce that failed for several reasons, but they all had in common the fact of defending market strategies that were not realistic, useful and convenient. The cases of Ping by Apple, Swipely and Blippy, social networks where users synchronized credit cards with their personal profile to share their purchases, are three of the most resounding failures. At an early stage they were successful in achieving enough funding, however later on they come to the conclusion that the business model, not only did not work because most people do not like to share their purchases, but also because this type of sharing does not add any value or solves any problem, being irrelevant and uninteresting. A study made by Shoppercentric, which is a British company specialized in shopping insights, stands that social networks and Facebook have and will have little relevance in the e-commerce market. They stated that only 6% of consumers purchase products and services on these networks, as opposed to the 63% who do so through online shops. However, the study argues that the presence of brands in social networks are essential for marketing purposes, advertising and dialogue, but not to convert and sell, leaving that task to the company’s website.

⁶ Source: <https://www.scriptrock.com/blog/cio-devops-guide/>

According to a Moontoast paper, which is a company specialized in social commerce matters, brands have at their disposal means and technologies never seen before, allowing them to segment the market and directly reach their target audience in a much more efficient and effective way, with offers being more personalized, valuable and relevant to the consumer. Nevertheless, there is one vital element missing that is trust, whether from consumers or companies, which to be built, in Moontoast view, requires three principles:

- *Repetition* - the more a person comes across a relevant commercial offer in social networks, the more confidence he or she will have in this offering.

Since few companies consider social commerce as one of the pillars in their online strategy, there are not sufficient offers available to create the required confidence.

- *Usability* - should be intuitive and simple, and keep the user on the website where he or she began navigating in order to be able to generate impulse purchases.

The shopping experience in social networks, in most cases, is not fully developed and often users are not accessing these pages or brands social shops intending to buy, but they are directed to another platform (website, landing page) to finish the transaction, therefore interrupting what should be a seamless experience.

- *Certified Payment Processing* – without these guarantees, consumers will have no security and data privacy assurances.

A study by Booz & Co. consultants made in 2011 corroborates Moontoast claims and concluded that 73% of people surveyed would not buy products directly on social networks due to lack of security and data privacy; in addition, 71% although referring they liked and followed the brands on the social networks, claim that information did not have any influence on their decision to buy a product or service of the given brand. Another research performed by Digitas strengthens this conclusion, because less than half of respondents (45%) admitted not having problem in sharing information's regarding their credit card through a safe payment process to a recognized brand, on social networks. This research also concluded that the influence of “Likes”, “Follows” and “Virtual Currencies” on purchases is almost irrelevant, as 75% consider more important recommendations and opinions of friends shared in

public about a given product, instead of following or liking it; also, 74% reveals that, when able to choose, they would not use virtual money (Bitcoins, Facebook Credits, etc.) to make a purchase on a social network.

The positive side of social commerce being still in the primary stage of its evolution, arises because of its potential has not yet been fully explored and exploited, with plenty of space to evolve. According to Gartner, 50% of online sales in 2015 will be made through social networks and mobile applications. Paul Marsden referred that the main opportunity for social commerce is not about how much traffic is generated for online shops, but how people can be educated and helped in order to make the best buying decisions both in terms of pricing and in choosing what to buy. Marsden also stated that for the brand, the value of social commerce is to sell products and services that people were unaware of and try to help them save money while being informed of other alternatives.

2.2.5 Social Commerce Intelligence

Companies on the e-commerce market have plenty of information on the demographic and behavioural characteristics of their costumers, such as their transaction history; however, if we add a social component to e-commerce, this will allow going further and knowing interests, tastes, activities, friends network, preferred brands, among other things about users. This database is called Social Intelligence and enables brands to take more conscientious and informed decisions, implementing strategies more efficient and customized. The existence of social intelligence eliminates the need to “guess” what is the costumer-type, and allows marketers to have access to updated information in real-time, so that they can develop strategies that are relevant, competent, efficient and measurable. Although there are already some cases, the goal passes through, in the near future, merging social intelligence with business intelligence in an integrated and natural way, causing the rise of social Costumer Relationship Management (CRM). Thus, when accessing a costumer record, the marketer has access to all this information either past purchases or complaints made on the Facebook page, with all being centralized in one system. The social CRM will provide a huge amount of personalized information for each client, thus increasing the speed and agility of the company in being able to successfully manage costumer care situations and surprise them by offering costumer delights.

2.2.6 *Social Commerce ROI*

Like any other marketing component, it is essential to measure the results of the actions and initiatives conducted by social commerce. However, as in the case of social media, there is no universal formula to calculate the ROI of social commerce, using each brand the strategy that best meet their needs. The use of the social component in e-commerce enables brands to not only influence consumers, but also measure the ROI at all stages of the buying process (funnel): awareness, consideration, conversion and loyalty. According to BOZ&CO, social commerce, due to its characteristics, has more influence in the last three stages of the process, which are also those with the more assertive and reliable metrics to measure ROI as well as incremental revenue, conversion rates or repeat transactions. Nevertheless, the conversion is where the social commerce makes more difference as opens new “doors” to deal with the creation of new communication and sales channels (social networks), and by offering unique and customized proposals that only community fans and followers have access. Then, there are some special cases such as Eventbrite, a company specialized in the organization and promotion of events, which is very active on social networks, and decided to create two distinct metrics called “Dollars per Share” (DPS) and “Visits per Share” (VPS). While DPS is more related to the conversion, because it counts how many transactions were made due to the sharing of a wish or a purchase of a particular person and its average value; VPS focuses more on traffic and generated engagement (which can also convert interested people), since measures the amount of additional traffic after a given sharing on social networks. Still, any brand has the ability to measure the impact of their social commerce strategy by simply having well defined goals they want to achieve. For instance, if the strategy is offering discount vouchers on group buying websites (Groupon, LetsBonus, etc.), this initiative is expected to generate a significant peak, depending on the business, of orders or reservations, allowing to compare this peak with a normal period and analyze if the investment had a positive return or not. In situations where the decision is to add reviews and recommendations on the online shop for certain products, it’s possible to make a parallel between these and those others who lack any kind of information from costumers, in order to see which ones have a higher conversion rate.

Basically, in any social commerce strategy the “before”, during“ and “after” of the initiative should be well defined to be able to measure the impact of the strategy in a given moment, and what were the earnings and benefits for the brand, with its implementation, varying on the target and goals set. Moreover, since this concept is quite recent and a “success formula” is still to be discovered, marketers should apply the “trial and error” strategy and measure everything they do to ensure every action is better than the previous one.

2.2.7 Summary

Quoting Amy Kean, the director of the social media agency Havas Media, if we only consider market predictions and forecasts as well as the speed of technological innovation and development of the sector, there is a high probability of social commerce becoming an unquestioned reality in the lives of both brands and consumers. She also believes that brands have to focus less on technology and more on understanding the behaviours and social habits of their consumers to be successful.

2.3 Social Commerce Market

2.3.1 Social Commerce Market

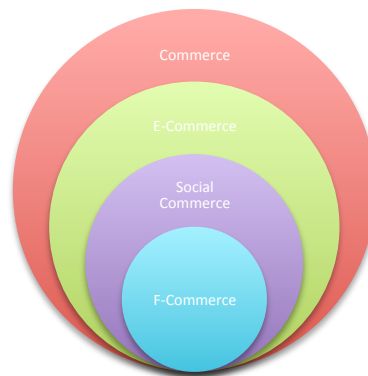
In 2013 it is expected that the e-commerce market of B2C will be able to generate about 1 trillion euros in annual sales, and about 25% of the world population will be using social networking. Social commerce market, as mentioned before, is included in the e-commerce and has a vast potential, full of opportunities and is still largely unexplored. It also comprises the Facebook commerce or f-commerce market.

According to a study from the United States National Retail Federation on Social Commerce, in 2011 42% of social network users follow a brand just in the USA, with the majority admitting doing it mainly to get exclusive offers and discounts; 28% of Facebook users claim to have purchased something online after clicking on links posted on the social network; and, 35% of consumers state that they would buy products on Facebook. This report estimates that group-buying sites (e.g. Groupon, LetsBonus, etc.) have been used by 19% of users. In the UK, the scenario is somewhat similar, as a study commissioned by auction website eBay, which assumes that not only 3 billion pounds of retail sales in 2014 will be directly influenced by social networks; but also that sales made directly through these networks should reach

290 million pounds in 2014, contrasting with 210 million pounds in 2012. This expected growth results from the fact that 46% of social network users admit to think about shopping while navigating these networks, and 40% say that the content viewed on social platforms (e.g. photos, reviews, recommendations, complaints, etc.) influence their purchase decision, thus encouraging retailers to increase their investment in targeted campaigns and custom social networks with exclusive offers and promotions.

According to the North American consulting firm Booz & Co., the market for physical products and goods transacted through social commerce in 2011 was 5 billion US dollars. Additional calculus and expectations were made for January 2011, where this market, due to the massive use and great influence of Facebook worldwide, would reach a value around 30 billion US dollars in 2015, still representing only a small percentage of the total market. These conjectures and predictions arise after the company conducted a study in 2010 where 27% of respondents assumed to be open to purchase physical goods through social networks, and is expected that this number will increase every year.

Figure 7 – Social Commerce Market ⁷



2.3.2 Social Commerce Ecosystem

As previously mentioned, there are different approaches and strategies to include a social component in e-commerce to generate sales on and offline, and all of these origin the social commerce ecosystem. This is divided into two major areas:

- *Socializing where you shop;*
- *Shopping where you socialize;*

⁷ Based on “Social Commerce Market” by Neha Khera // Source: <http://marscommons.marsdd.com/merchants-of-social/social-commerce-market/>

The table in the appendix 8.7 lists and summarizes the main references of the social commerce market, according to its technology, concept and strategy adopted. As illustrated, the social commerce ecosystem is still quite large and dispersed, making it necessary for every company to analyze all the variables involved in their business, in order to decide the best strategy to adopt.

2.3.3 *Social Commerce in Portugal*

Social commerce is a concept that remains underexplored in Portugal, since our market is still somewhat lagging behind the EU in terms of membership and implementation of e-commerce strategies, with the ACEPI and the Portuguese government coming together and making efforts to create supports able to encourage Portuguese companies, particularly SMEs, to be represented and conduct businesses in the online market.

Figure 8 – Portuguese Online Startups⁸



However, there are some Portuguese startups as Bewarket, Wishareit, Lusa Mater, Mygon, Mobitto or Zaask who believe and support online commerce, particularly social commerce, by creating innovative platforms and social applications aiming to help people to buy and sell products and services. Although this market is still small, Portuguese people are among those who spend more time using social networks in their spare time, which may help explain the success these startups have had.

The most popular aspects of social commerce in Portugal are perhaps the group buying because companies like Groupon, LetsBonus, Sapo Voucher and Odisseias have been very successful; also, P2P marketplaces are being successful since Portuguese people increasingly rely on platforms such as OLX or Custo Justo to buy and sell products that they no longer want for themselves. Somewhat common in Portugal is also the ability to monetize businesses through social networking. Usually, sole traders and SMEs create a Facebook page to publicize their brand and directly sell products through the page, without having major operation costs. Although there

⁸ Source: <http://startuplisboa.com/>

is the possibility of using companies such as Ecwid or 8thBridge to create applications with integrated shops on Facebook (Facebook Stores), these are rarely used, either through unawareness or for not showing sufficient added value.

It can be concluded that the Portuguese market has a great progression potential in the field of e-commerce and social commerce because it is still at an early stage of development.

2.4 Facebook Commerce

2.4.1 Facebook

Facebook is an online social platform that was created with the goal of connecting students from various U.S. universities, having later been converted into a public social network used by everyone in the world having at least 13 years old. Facebook allows its users to create personal profiles, publish and share all kinds of content (photos, text, videos, music, etc.), develop pages for brands and/or organizations, follow and interact with other people and/ or pages. All these are common features most social networks have. According to its founder, Mark Zuckerberg, *“Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected. (...) At Facebook, we build tools to help people connect with the people they want and share what they want, and by doing this we are extending people's capacity to build and maintain relationships. (...) By giving people the power to share, we're making the world more transparent”*.

Since Facebook is in the stock market since May 18, 2012, is required to publicly disclose their results, and in July 24 of 2013, Facebook shared the accounts report for the second quarter of 2013, stating that the total users of the network is 1,15 billion, with 699 million people using it daily. This report, not just ensured that there are still 50 million pages and 10 million Facebook apps, but also shows the growing importance of the mobile segment nowadays because there are 899 million users who monthly access Facebook through smartphone and/ or tablet, with 189 million users only accessing Facebook through these devices. In addition, 30% of the advertising revenues are generated through mobile ads, while in the end of 2012 this value was only 23%.

Despite being a social network designed for individuals, Facebook is also very important for brands and organizations, by allowing them to communicate at the same level with millions of people and also launch campaigns much more segmented and directed to their target market. Moreover, it is expected that 66% of Fortune 500 companies have a Facebook page, and that 49% of the 10,000 biggest websites in the world have some form of Facebook integration, such as direct links to the page, social plugins allowing to like or share information, among others. According to a study performed by Hubspot consultants in 2013, 42% of marketers say the brand's presence on Facebook is vital or very important to the business, which represents an increase of 75% over 2009. Still, in order to prove the success and efficiency of the several advertising features Facebook has available to brands, the official Facebook Marketing page shared an infographic where more than 60 advertising campaigns using this social network were analysed with results mentioning that 70% of these campaigns tripled their ROI and 49% of them even managed to get a return five times greater than the investment made.

2.4.2 Facebook in Portugal

Facebook is, not just in Portugal but in the whole world, the number one social network at all levels. According to statistics from the social network itself, on October 23, 2013 around 5 million people with a Facebook account claimed to live in Portugal, with 52% being male and 48% female. According to a Marktest study on the use of social networks in Portugal during 2012, Facebook led in all aspects, being at the top of the list of spontaneous awareness or top of mind, and also leading in the number of pages visited. The domain "Facebook.com" represented about 1/5 of the pages visited by the Portuguese Internet surfers, registering 4.9 million unique users.

Marktest also reported that over 94% of social network users in Portugal claim to have created a Facebook profile, which shows the strength of Facebook in this market. Further strengthening these findings, a study on the presence of brands on Facebook made by Netsonda, which was named "Face to Facebook", concluded that the vast majority of respondents (87%) admit to access and connect this social network at least once a day, with no gender differences being identified.

In terms of how the social network is used, that same study conducted by Netsonda stated that more than half of the Portuguese spend up to 1h per day on Facebook, with

women spending on average more hours; 40% of Portuguese users accessed Facebook via mobile phone (which contrasts to the 30% in 2011 and the 20% in 2010), 11% accessed via tablet, and finally 40% of the respondents already use Facebook for professional and business reasons. However, Netsonda explored the study results even more and tried to understand the influence and importance brands have in the largest social network in Portugal, finding that about two thirds of respondents admitted following official pages of companies, brands or products on Facebook, and assigning credibility to the information presented on these pages. Although the majority of the Portuguese prefer to follow a few brands on social networks, admitting that this choice has positively influenced their opinion and impression regarding the brand, respondents also confirm that they still visit the brands official websites, which raises the question about the better way brands have to communicate while using Internet. Some respondents consider the best way is the brand official website (40%), others prefer the Facebook page (38%).

2.4.3 F-Commerce

Facebook, with over one billion users, is a very attractive platform for companies, because they believe this platform will allow them to find new markets and expand their customer base, while increasing sales and revenue. In order to make the most of their official presence and explore the many commercial opportunities that exist in social networks, brands are turning to the Facebook commerce (f-commerce) concept, which allows taking advantage of Facebook features and functionalities to make sales.

In 2010, Sumeet Jain, principal of the CMEA Capital, stated that in a short period of time Facebook would overcome Amazon in terms of doing business. Mike Fauscette from the IDC Consulting reinforced this belief in 2011 when he said, *“in three to five years, 10% to 15% of total consumer spending in developed countries may go through sites such as Facebook”*. According to a 2012 study published by SocialMediadd, in 2015, the f-commerce market will account for 30 billion dollars, being extremely relevant and influential for firms with revenues bigger than 10 million dollars. Furthermore, according to Gartner Research, about 20% of consumers chooses the brands Facebook page as their preferred purchases website, leaving the official website for second choice. The trend to implement f-commerce strategies do not exist only in the U.S, it is actually global. An investigation conducted by TNS required by Ecwid for the UK market estimated that in 2015, about 6% of the e-

commerce market will belong to the largest social network in the world, since 40% of respondents agreed to buy on Facebook if their buying experience would not be perceived as inferior when compared to other online shops. In addition, 25% preferred to buy on Facebook instead of using eBay because they expected offers to be more relevant and personalized by taking into account their personal tastes.

A survey by JWTIntelligence concluded that 40% of American and British millennials (aged 20 to 33) like to shop via Facebook and would welcome more brands to embrace the concept, which gives f-commerce a potential bright future. About 50% of millennials also admitted that they spend so much time on Facebook that shopping there is natural and makes all sense.

Although the definition of Facebook commerce is not consensual in the industry, because not everyone considers that the inclusion of graph search on e-commerce websites is part of f-commerce, most agree that the main objective of the concept is to allow consumers to purchase products and services in the brands pages, within the social network, without being forced to leave the platform to another website. A study conducted by Payvment, a company that offers solutions for f-commerce and which was acquired by Ecwid in early 2013, showed what we have previously discussed and adds that 54% of respondents enjoy selling on Facebook because transactions are made without consumers having to leave the website. The study also concluded that about half respondents decided during “Cyber Monday” to sell through Facebook as they found it was easier to reach costumers with discounts and exclusive offers.

The f-commerce ecosphere (appendix 8.8), according to Paul Marsden, can be separated in three basic types, which can be distinguished accordingly to where the strategy is implemented:

- *On Facebook* (Facebook stores, gifts, cards, credits, etc.)
- *At the Website* (social plugins, open graph, etc.)
- *At the Physical store* (Facebook deals, check-in's, social plugins, etc.)

Despite the implementation of an f-commerce strategy in a physical store creates a unique experience, generating costumer satisfaction and delight, this approach still has little expression in our current market. Mostly, companies choose to invest and bet on introducing social plugins in their virtual store and in other Facebook

initiatives. A more visible and recognized strand of Facebook commerce goes by the brand creating a virtual store in their official page, called Facebook store, and Marsden also enumerated the three existent types:

- *Faux-Stores*, allow to browse and search, but not buy (product image galleries redirecting to the e-commerce website);
- *Fan-Stores*, require users to fan the page first in order to get access to exclusive offers and events, usually selling just a few limited edition items for a small period of time (tryvertising, campaigns...);
- *Full-Stores*, provides the same shopping experience as the e-commerce website inside the Facebook platform.

Upon the appearance of Facebook stores there was an initial significant adhesion to this concept by companies; however, the survey made by Retail Touchpoints concluded that about 45% of retailers do not have plans to have a Facebook store in the near future, contrasting with the 34% retailers that already have a store, and the 21% that are planning to have one.

Nevertheless, Facebook does not want the ability to buy and sell products and services in a social network being entirely dependent on brands advancing or not with f-commerce strategies. For this reason, Facebook has worked in some solutions and features in the social network that claim to make the process of buying online more relevant and convenient for consumers. In the third quarter of 2012, the “Facebook Gifts” were presented as the easiest and convenient way to provide real or virtual gifts to friends and family on special occasions, as without leaving the social network, and through the use of the social graph, users have access to personalized recommendations, and don’t need to know the address of the given person. In early 2013, the “Facebook Card” was announced, which consists of a physical and reusable gift card aggregating accounts from several retailers, yet each card operates independently, allowing having cash balance for each retailer. Facebook is still testing other features that encourage commerce within the social network, such as the “Collections Facebook” that give the opportunity to brands include “Want” or “Collect” buttons in the posts about products. This way, users will be able to create effortlessly their own wishlists in their profile, where they will find an option to “Buy” that redirects them to the virtual shop page of the given chosen product.

Some of the major advantages of f-commerce relates to the fact that investment and associated costs are relatively low, and is quite simple and fast to implement a Facebook store as there are companies providing solutions “key-in-hand” ready to use; so, there is no justification on the part of large companies to not consider to try this concept, as well as evaluate the results and draw their own conclusions, with the fear of being missing a great opportunity.

In Portugal, there are few, but yet good examples, of companies investing and betting on f-commerce. For instance, rent-streaming movies on Facebook is now possible due to a partnership between Zon Audiovisuais and Screenburn, which is an English company that offers movie rental applications on that social network (appendix 8.9). The only thing that user needs to do is to go to the “Play on Videoclube” page, click on “Ver Já” and pay via Paypal or Facebook credits, to get the film available for viewing for 48 hours. Also Bewarket, a Portuguese application with a P2P marketplace for buying and selling products within Facebook, has focused its business model on the most significant social network. Finally, the Portuguese CookManiac retailer, specializing in selling kitchen items and utensils, is one of the role models regarding the implementation and use of a Facebook store.

2.4.4 F-Commerce Limitations & Opportunities

Despite the current focus on f-commerce due to the fact that Facebook is the social network with more users worldwide, not all its features and characteristics make Facebook the best option to implement commercial strategies. According to the Forrester analyst Sucharita Mulpuru, Facebook and sales do not match very well, since she believes that the act of selling products and services on Facebook is like trying to sell things to people while they are in a coffee shop or in a bar with their group of friends. To support this, a recent study made by W3B estimates that of the 1.5 billion users Facebook has, only 2% made a purchase through the social network.

Facebook is not developed or programmed with a specific commercial intent, but rather a social one and that’s why the social network has a rather complex and difficult interface for e-commerce, which discourages many people from buying on Facebook. Since the vast majority of users monitor their friends and pages activities on the news feed, is currently very difficult to intuitively perceive which brands have a store integrated into Facebook. One of the main restrictions of f-commerce lies in

the fact that, unlike websites, brands do not own their official Facebook page and are always dependent on the redesigns, rules and regulations established by the social network in terms of communication and image as well as commercially. Another limitation of the current market within Facebook is related to the lack of trust and certification perceived by users when buying and paying a product or service. According to the study performed by JWTIntelligence, nearly 80% of respondents assume to have concerns about the data security and privacy when making a purchase through Facebook, with more than 70% of respondents admitting not joining the f-commerce because of this reason. The fact that Facebook impose its own checkout payment system instead of using other recognized methods such as Paypal, requiring the need of multiple logins, also contributes to complicate and extend the process. Due to these limitations, f-commerce works better in some specific scenarios when compared to others, always depending on several variables (e.g. industry, origin, etc.).

Jose Matias del Pino, co-founder of Ondango, a company specialized in f-commerce, said that large companies and brands have resisted the temptation to sell on Facebook because including their extensive products portfolio in a safe and controlled shopping experience does not present any results and that's why these prefer to concentrate efforts in e-commerce sites. However, del Pino believes that SMEs have a tremendous opportunity at hand, since they are more agile and have the ability to adapt strategies and supplies, in order to meet Facebook users and other consumer's expectations aiming to be part of an f-commerce experience that enhances simplicity, convenience, safety and relevance at all stages of the buying process. Sucharita Mulpuru said that "*Small business seem to be having more success on Facebook than large companies*" with companies with less than 100 million dollars in revenue and fewer than 10 employees having the best performances and results. Nowadays, f-commerce still has many limitations and present several areas for improvement, but its potential is undeniable. Opportunities are there for everyone, with brands having to develop creative strategies and unique experiences.

2.4.5 F-Commerce Value & ROI

Such as social commerce, or any other marketing initiative of a brand, to implement an f-commerce strategy requires investment, and expected return on that investment (ROI) should be achieved in the short or medium turn. It is not always easy to measure the return of such initiatives, because much of the income and benefits are

intangible such as brand awareness, recognition and loyalty; however, there are some relevant quantitative metrics that highlight and emphasize the value generated by f-commerce.

Bloomberg issued a report which stated that the main reason for a company to stop selling in Facebook was the lack of results and ROI, giving major brands examples such as Gamestop, Nordstorm, GAP, Old Navy, Banana Republic and JC Penney. These failures are mainly justified by the poor browsing and purchase experience given by Facebook stores, when compared with the e-commerce website. Nevertheless, a white paper from Webtreds Adgregate Markets, stated that f-commerce conversion rates are equivalent to e-commerce ones, ranging between 2 and 4%. This white paper also concluded that page posts direct a lot of traffic at low cost for Facebook stores, generating an average of 5.9 page views per visit and having an engagement rate per visitor of 17% (likes, comments, shares, etc.). According to Ruslan Fazylev, the CEO of Ecwid, brands that add to their e-commerce strategy a Facebook store generate more than 17% of extra revenue. But not only Facebook stores present interesting ROI's, as the introduction of the open graph and social plugins on websites has also success stories such as the one of Fab.com. After Fab.com have implemented these features on their website in January 2012, the traffic generated by Facebook doubled and the community grew 78%, rising from 1.8 million to over 3.2 million users in nearly six months. In the specific case of Eventbrite, the company refers that people use Facebook, in terms of commerce, mainly to share products experiences, services and events that they have bought, and expect that each time a user shares an experience in the social network 11 more visits to the website occur and 2.52 dollars revenue are generated.

According to a study on the traffic generated by social networks made by Boticca, a website specialized in selling accessories and jewellery online, Pinterest not only generates more sales (10%) and new clients (86%), but also their users spend more than double the money (\$180) when compared to Facebook (7%, 57% and \$85 respectively). Nevertheless, not everything is negative because the same study pointed out that Facebook has a conversion rate 51% higher than Pinterest, and also Facebook users are more active and spend more time on the website. Regarding the ROI, f-commerce still not yet reached the expected values by retailers, but there are other

relevant metrics with positive results, showing that this concept has value and, above all, has a lot of potential.

2.5 Summary

Currently, the Internet is mostly used to search and gather information about products and services to purchase at a later stage, than actually a sales channel. However, due to the development of communication technologies, the massification of social media and the greater confidence and comfort people have in using online channels to perform all kinds of tasks, including buying and selling products, the Internet contribution for commerce ceases to exist only in the “awareness” phase that occurs during the buying cycle process, to start influencing all stages of the process, namely “interest”, “conversion” and “loyalty”. Social commerce emerges as the primary mean able to make electronic commerce relevant, useful and beneficial for consumers, because according to Neha Khera this type of commerce is disruptive in the way of doing business, and also democratizes trades and strengthen SMEs, entrepreneurs and local economies. Despite the social commerce market is still slightly below expectations, without having achieved meaningful results, it still has the potential for enormous growth and development, as it is in its embryonic phase. The concept of buying and selling socially appeals to all stakeholders, which are all aligned to its potential and future, as brands increase their visibility, revenue and audience; consumers shop more informed and aware; SMEs and entrepreneurs monetize social economic tools and platforms to create unique and personalized experiences; and the market believes that this is the “next best thing”, being only a matter of time for this to happen.

In conclusion, and to end the literature review chapter, an electronic commerce company that has the ability and resources, both human and financial, to create new channels and selling points, should at least consider doing it, because the secret of success is to let consumers have the power to choose where, how and when to buy the products and services they want.

3 Research Hypotheses & Conceptual Model

3.1 Introduction

As mentioned previously, the purpose of this thesis is to find if and how Portuguese companies should invest in social commerce. In order to validate the findings and conclusions of the study, it's necessary to implement a scientific process. The method adopted in this case was the statistical Hypothesis Testing, which consists in using statistics to determine the probability of a particular hypothesis being true.

3.2 Research Hypotheses

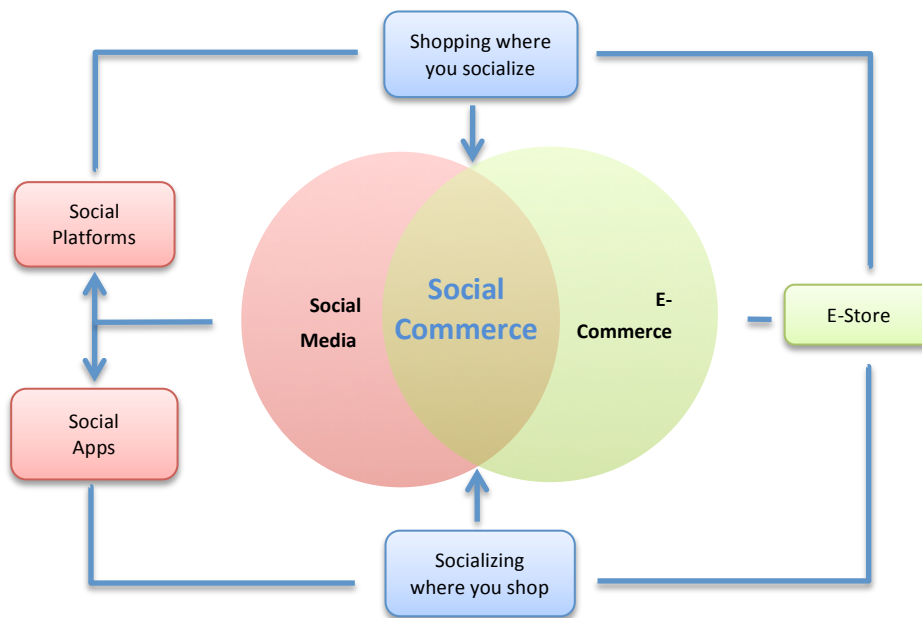
The research hypotheses selected for this study are the following ones:

- ***Hypothesis 1:*** Female social media users shop more online by direct influence of social media than male social media users.
- ***Hypothesis 2:*** Older social media users purchase less online by direct influence of *social media than younger social media users*.
- ***Hypothesis 3:*** Social media users with higher academic qualifications buy more online by direct influence of social media than less educated ones.
- ***Hypothesis 4:*** The wealthier social media users transact more online by direct influence of social media than other users with lower household incomes.
- ***Hypothesis 5:*** Male internet users spend a less amount of money in online shopping than female internet users.
- ***Hypothesis 6:*** Social media users that are less open to be approached by brands in social networks, purchase less online by direct influence of social media than more opened users.
- ***Hypothesis 7:*** Family and friends have more influence on online shopping decisions than colleagues or brands.

3.3 Conceptual Model

A conceptual framework of social commerce was built with the aim of illustrating and simplifying the concept of this study's problem statement, giving meaning to the research hypotheses defined. The conceptual model is the following:

Figure 9 – Social Commerce Conceptual Model



3.4 Summary

This chapter presented the seven hypotheses that this research considered for testing and the respective conceptual model of the social commerce concept in order to be easier to fully understand and comprehend the problem statement.

4 Research Design Proposal

4.1 Introduction

This research is characterized by being an exploratory and quantitative study, and by applying an inductive method. This method pretends to gather data from empirical experiences to support the construction of a general theory (Quivy, 1998). According to Quivy (1998) the survey is an appropriate method to get to know a population, its behaviours, values and opinions, and therefore it will be used as an instrument of data collection. The questionnaire that was created is of indirect administration, and its responses are anonymous and voluntary.

4.2 Objectives

In order to answer the main research question and test the hypotheses, the following research objectives were formulated:

- Understand if recommendations of friends, peers or brands influence consumers, and at what level;

- Perceive and quantify the influence of social networks in the process of buying for the Portuguese consumers;
- Recognize if the presence of shops and purchase options directly on social networks encourages the purchase or if people still prefer physical and virtual official brand stores;
- Reveal what is the openness and receptivity of social networks users to be addressed by companies and brands, after they mentioned products and services of these same brands (sales and customer care leads);
- Realize if the acceptance of these approaches differ depending on the approach to be public or private, and on the type of communication used (tone and language);
- Understand if the receptivity and acceptance increases in case the approaches are related to customer care, rather than sales.

From these goals, it was defined a set of questions, which will serve as guidance for this investigation:

- What is the preferred mean of accessing to the internet and buying online?
- What type of products and services has increased demand in online shopping?
- Which payment method the Portuguese prefer in online shopping?
- Are the Portuguese interested in buying in social networks (social commerce)?
- Are the Portuguese aware of what social commerce and f-commerce are?
- Are the Portuguese already using social networks to make online purchases?
- What are the main profile characteristics of the Portuguese consumer that already uses or would like to use social commerce?
- Are the Portuguese open to be approached by brands on social networks for customer care and commercial purposes?

To this end, in order to identify and characterize the typical consumer profile, a questionnaire was designed to collect: personal information, purchasing habits, e-commerce experience, social media consumption, social commerce and f-commerce awareness of the surveyed.

4.3 Sample Definition

It was considered that the target population of this research would be the Portuguese internet users over 18 years old, since this is the Portuguese legal age of adulthood

and shopping online usually involves the use of credit card and other legal agreements. Given the difficulty of estimating and calculating the exact size of this population it was considered that this would be infinite. Hence, with a confidence interval of 0.95 and an accuracy level of about 5%, it was delineated that the minimum sample size would be of 385 individuals.

Calculation of the Sample:

Formula Used: $n = [(Z \alpha/2)^2 \times 0,52] / D^2$

n = Sample Size

$Z \alpha/2$ = Value of the normal distribution for confidence level equal to 0,95

$(\lambda) = 1,96$

D = Accuracy Level = 0,05

Calculation of $n = (1,962 \times 0,52)/0,052 = 385$ individuals

4.4 Method

This research is characterized by the use of quantitative methodology with the intention to realize, by using a questionnaire survey, which motives, among the already defined in the literature, most influence Portuguese internet users to use social networks and to buy products or services online directly through these platforms. The quantitative data was collected exclusively through an online survey built specially for this research, which was launched through the Google Docs tool. The survey was then shared to the network of friends, family and colleagues between 23 of November of 2012 and 23 of January of 2013, and all the answers gathered (521) were voluntary and confidential. The questionnaire sought to identify patterns, habits and possible consumer trends towards certain variables of e-commerce and social commerce. The target population was individuals aged 13 years and over, resident in Portugal and users of the internet.

The survey is structured into six distinct parts (appendix 8.10), namely, (I) Personal Characterization, (II) Purchasing Habits, (III) E-Commerce (IV) Social Media, (V) Social Commerce and (VI) F-Commerce, and, so that the respondent does not have to answer questions that do not apply, filters were applied throughout the questionnaire, in order to be structured according to each response. The survey's first chapter, (I) Personal Characterization, was composed of 6 questions and its objective was to gather all personal information relevant to this study, such as: age, gender, county of

residence, academic qualifications, occupation and income. Then, there was a chapter, (II) Purchasing Habits, of 3 questions with the purpose of learning how many times and where the respondents preferred to do their regular shopping. The third part of the questionnaire, (III) E-Commerce, had 9 questions and focused on the online shopping habits of the surveyed in order to find out, not only if they had ever bought something online, if so which kind of products and services, which device was used, which method was used to pay for the purchase, and how much they usually spent online, but also what, in their opinion, what was the main benefit of this type of commerce and which elements of an online shop are indispensable. Furthermore, there was a fourth section, (IV) Social Media, with 13 questions that pretended to realize what was the social media consumption level, in terms of number of social networks registered, device used to access, frequency of visiting them, duration of the sessions, and brands followed and interacted with. The fifth part of the questionnaire, (V) Social Commerce, had 7 questions and was probably the most important of all since it emphasised on the research question by gathering information about the use and interest in social commerce, the influence of family, friends, colleagues and brands on the purchase decision, and the openness of respondents to be approached by brands on social networks for customer care and commercial purposes. Lastly, there was a sixth and final section, (VI) F-Commerce, which featured 4 questions in order to understand the knowledge and interest of the respondents about buying products and services on Facebook, and to comprehend what type of improvements Facebook and the brands should do to convince them to use this channel regularly in the future.

This featured a total of 42 questions and the majority of these (27) were of closed type, which were easier and take less time to answer, involving a greater number of individuals in the research. Still, there were 6 questions fully open and 9 semi-closed, as these had the "Other" option where respondents could add an answer that was not stated in the questionnaire. The 27 closed questions were composed of three different types of questions, since in 22 of them the respondent had to choose one and only one option, 4 were of multiple choice where the respondent could select more than one option, and, finally, one was of classification (Likert scale) as the respondent had to give a value between 1 and 5 to the level of influence that family, friends, colleagues and brands have on their decision to purchase products and services. As mentioned before, there were 6 questions completely open, while the intention in 1 of them was to know what was the respondent's county of residence, the other 5 purpose was for

the surveyed to justify the fact that they had answered "No" to the immediately previous question, to understand the motivations of those who do not buy online, use social networks, etc.

It must be emphasized that the sample is not entirely random, so the results cannot be generalized, and that the questionnaire and its results are in Portuguese languages the study was focused specifically on the market of Portugal.

4.5 Summary

This chapter focused on the research design proposal and determined that the quantitative data relevant to the objectives of this study, as well as descriptive information, was collected exclusively through an online survey built specially for this research, which was launched through the Google Docs tool. The survey was then shared to the network of friends, family and colleagues, and all the answers gathered were voluntary and confidential. The questionnaire sought to identify patterns, habits and possible consumer trends towards certain variables of e-commerce and social commerce. The target population was individuals aged 13 years and over, resident in Portugal and internet users. The survey was structured into six distinct parts, namely, (I) Personal Characterization, (II) Purchasing Habits, (III) E-Commerce (IV) Social Media, (V) Social Commerce and (VI) F-Commerce.

5 Evaluation and Results

5.1 Introduction

Following the description of the objectives of the study, its respective research questions and data collection process, this chapter consists of the statistical characterization and discussion of the data obtained.

5.2 Data Analysis

5.2.1 Sample Characterization

Even though the required minimum sample size of this research was 385 individuals, through the use of my network of family, friends and colleagues, 521 subjects cooperated in the investigation. Regarding the gender, the answers are fairly well distributed, with 52,4% of males and 47,6% females. Most of the respondents (70,4%) belong to the "Young Adult" class aged between 18 and 34 years and have a high

level of education and academic qualifications, whereas 82,7% of those features in the curriculum at least a baccalaureate, license, post-graduate, master or PhD degree. The percentage of people in this study, which only completed the compulsory education (“*Ensino Secundário*”), is 16,4 percentage points. In terms of professional situation and occupation, the vast majority (51,0%) is employed on behalf of others, however, students and public officials, with 18,7% and 19% respectively, also represent a great share. Essentially the Lisbon district, due to the “network of contacts” factor, represents the statistical sample of this study. As I currently reside in Lisbon, the Portuguese capital and my family and friends are mainly from Torres Vedras, it is natural that most places of residence are situated in the surroundings of these cities.

Figure 10 – County of Residence ⁹



In conclusion, the majority is male (52,4%), has between 18-24 years (38,0%), is licensed (40,5%), works on behalf of others (51,0%) and has a monthly income between 1000 and 1499 euros, as can be seen in appendix 8.11.1.

5.2.2 *Results Analysis*

5.2.2.1 *Shopping Habits*

A relatively high percentage of respondents said they make between 5-9 purchases per month (41,8%) or less than 5 purchases per month (40,7%).

Physical stores are the respondents most preferred way for shopping (97,3%). It is noted, however, that a little more than half (51,2%) indicates online stores are part of their shopping alternatives.

Furthermore, according to the respondents, telesales (0%), door-to-door salesmen (0%) and telemarketing (0,2%) are the least appreciated ways to buy products and services, as shown in the appendix 8.11.2.

⁹ It was used a specific tool called “Tagcrowd” to create the wordcloud. // Source: <http://tagcrowd.com/>

5.2.2.2 E-Commerce

Although only 51,2% choose the online store or e-commerce site as one of their preferred ways to shop, almost 9 in 10 respondents (89,1%) assumed to have previously made online purchases. The 10,9% of respondents who assumed to have never made online shopping, justified this option for numerous reasons, but the ones that stood out were the lack of trust, and fear of providing the personal and banking information. Other reported to prefer trying the products before closing the deal.

Table 1 - Have you ever made online purchases?

	Freq.	%
No	57	10,9
Yes	464	89,1
Total	521	100,0

There are several ranges of products or services that respondents tend to buy online, and there is none in particular that stands out (appendix 8.11.3). The entertainment sector, either outside (cinema, concerts, sporting events, shows...) or indoor, and the tourism sector (transportation, travel and accommodation) gather some agreement, since all these are purchased online for more than half of the respondents, 55,2%, 51,1% and 57,5% respectively. With lesser importance but still some relevance come up the sector of technology (gadgets) that 2 in 5 respondents said consuming (40,3%), and the fashion industry where over one third also assume to buy online (33,4%).

The Table #2 shows that the vast majority of the people surveyed (80,7%) spend, in average, less than 49 euros in monthly online purchases, of which 47,3% spends less than 20 euros.

Table 2 - On average, how much do you spend monthly in online purchases?

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
< 20	194	37,2	47,3	47,3
20-49	137	26,3	33,4	80,7
50-99	47	9,0	11,5	92,2
100-199	24	4,6	5,9	98,0
> 200	8	1,5	2,0	100,0
Total	410	78,7	100,0	
Omitted	111	21,3		
Total	521	100,0		

Most of the respondents preferred computers for online shopping, especially laptops with 82,5% of respondents choosing this medium, followed by the PC's with 41,4%, as seen in the appendix 8.11.3. Furthermore, table #3 demonstrates that the credit card is the preferred form of payment for more than half of the respondents (56,5%), being followed by debit card (50,0%) and bank transfer (40,7%) respectively.

Table 3 - What forms of payment do you prefer?

	Freq.	%
Credit Card (MBNet, Mastercard, Visa, American Express...)	262	56,5%
Debit Card (ATM card)	232	50,0%
Online Currency Account (PayPal, WePay, Google Checkout, Amazon Payments...)	109	23,5%
Bank Transfer	189	40,7%
Payment on delivery	122	26,3%
Virtual money (Bitcoins, f-Credits...)	1	0,2%

The major concern of the inquired in relation to an online store relates to the security and certification, since 91,2% of the respondents selected this feature as one of the most important. Far from the consensus of the previous feature, but also important to an online store are the options: detailed information (characteristics of products and services, payment, transport...) and buying process (number of steps required, easy to understand...), which were selected by 58,2% and 52,6% of respondents respectively. The time (to make a purchase, to find a product...) with 30,4%, and the reputation and notoriety of the brand's online store with 31,0%, are also important to almost one third of the respondents.

5.2.2.3 *Social Media*

Facebook is the only social network that maintains the usage levels (96,4%) very close of the registration levels (98,7%), with astounding values and generating a consensus as the market leader. In second place emerges YouTube with just over one third (37,2%) of the respondents claiming to use the search engine of videos daily (appendix 8.11.4). As can be seen in the Table #4, all other social networks present usage values of less than 20%, demonstrating that the people surveyed only make use of these occasionally.

Table 4 - Of the social networks where you are registered, what are the ones you use on a daily basis?

	Freq.	%
Facebook	461	96,4%
Twitter	45	9,4%
Google +	47	9,8%
Hi5	1	0,2%
Foursquare	23	4,8%
YouTube	178	37,2%
Linked In	75	15,7%
Pinterest	11	2,3%
Instagram	53	11,1%
Skype	92	19,2%
Blogs (Tumblr, Blogger, Wordpress, Blogs do Sapo...)	57	11,9%
Forums	23	4,8%
Other	5	1,0%

The majority of the respondents (69,7%) stated that accesses social networking 2 or more times per day, of which 44,4% claiming that accesses more than 3 times per day. Regarding the average duration of each session of social networks usage, the majority of respondents (57,7%) session lasts less than 30 minutes. Should be noted that the infinite session (smartphone users who are always online) represents about 13,6% of the total. Although the smartphone does not have relevance as a preferred mean for making purchases online (14,0%), it has when it comes to accessing social networks (54,8%). However, the appendix 8.11.4 shows that the laptop remains the main way chosen by the inquired to navigate on social networks, with about 4 in 5 respondents (82,2%) claiming this preference. The reason for using social networks that the large majority of surveyed (86,2%) spelled out as the primary and most important was to communicate with friends and family. Furthermore, in order to enrich this same communication with the closest people, more than half of those surveyed (57,1%) assumed that sharing tastes and experiences is also an important reason to use these networks. As can be seen o the table below, in second place emerges the “reading news” option, being selected b 57,7% of the respondents.

Table 5 - What are the main reasons to use social networks?

	Freq.	%
Talking with friends and family	412	86,2%

Meet new people	51	10,7%
Share experiences and tastes (Phrases, Videos, Photos, Music...)	273	57,1%
Follow brands	104	21,8%
Read news	276	57,7%
Play and/or use applications	61	12,8%
Follow celebrities and public figures	13	2,7%
Participate in contests and competitions	38	7,9%
Meet new products and services	103	21,5%
Occupational and/or business	134	28,0%
Other	0	0,0%

Of those interviewed admittedly social network users, 63,7% assumed that follows some brand on social networks, while 28,0% said they did not, mainly because they prefer to follow the brands' news in their official websites, they would be "bombarded" with advertising, or it's just uninteresting for them. Table #6 shows that the main reasons for the inquired to follow a brand on social networks are: having promotions and special offers (67,7%), and posting interesting content (66,2%). While almost half of the respondents (49,8%) stated that accompanies the profiles of brands to keep abreast of new products and services, 43,5% assumed that the fact of already being a customer was also important. Although 63,7%% of those surveyed declared to follow at least one brand on social networks, only 58,3% of these have actually interacted with one.

Table 6 - What are the main reasons to follow a brand on social networks?

	Freq.	%
Customer support service	52	15,7%
Demonstrate and affirm publicly that has interest in the brand	91	27,5%
Interesting content	219	66,2%
Friends also follow	16	4,8%
Promotions and special offers	224	67,7%
Already a customer of the brand	144	43,5%
Headlines of new products and services	165	49,8%
Other	5	1,5%

5.2.2.4 Social Commerce

When asked if they have ever bought something with direct influence of social networks or directly through these, 70,4% answered "No" (appendix 8.11.5).

Table 7 - Have you ever purchased by direct influence of social networks or directly through these?

	Frequency	Percentage	Valid Percentage
No	367	70,4	70,4
Yes	154	29,6	29,6
Total	521	100,0	100,0

In terms of influence in the purchase decision (1 = No Influence, 5 = Great Influence), the respondents largely favor the suggestions of friends (3,82) and family (3.57), slightly undervaluing the recommendations of brands (3.05) and colleagues (3,00). Both friends and family were considered very influential in the purchase decision for about 60% of those surveyed, with nearly two fifths rating 4 (41,3% and 39,3%), and one fifth rating 5 (19,2% and 20,05).

Table 8 - In terms of influence on the purchase decision, how would you rate the following groups?

		No Influence				Much Influence
		1	2	3	4	5
Friends	Count	29	41	136	215	100
	Row N %	5,6%	7,9%	26,1%	41,3%	19,2%
Family	Count	36	46	130	205	104
	Row N %	6,9%	8,8%	25,0%	39,3%	20,0%
Colleagues	Count	51	96	206	137	31
	Row N %	9,8%	18,4%	39,5%	26,3%	6,0%
Brands	Count	41	90	231	122	37
	Row N %	7,9%	17,3%	44,3%	23,4%	7,1%

After publishing a post on the social networks in which has expressed interest or doubts about a brand, product or service, the openness of the respondents, for a responsible or manager of that brand in the social networks to approach them, varies significantly. While most (40,5%) admits to be fully open to be addressed, almost 1 in 5 (18,6%) would not want to be, even having a product or service mentioned in a publication. These last individuals who prefer not to be addressed, affirmed that they not only consider such approach as an invasion of privacy, getting the feeling that they are being watched, but also they do not like stuff to be "imposed" to them and prefer to be the ones taking the initiative. Moreover, as the Table #9 illustrates, there

is interest and openness by one third of respondents (33,4%) in being contacted for customer care purposes, but very little opening for trading or sales (7,5%) intentions.

Table 9 - After doing a post on social networks where you expressed an interest or concern about a brand, product or service, what would be your opening for a manager to approach you?

	Freq.	%
Total Openness	211	40,5%
Openness solely for Customer Support purposes	174	33,4%
Openness only for Commercial or Sales purposes	39	7,5%
Would not like to be approached	97	18,6%

Once approached by a responsible or brand manager in social networks, the way of contact that is more appreciated by the inquired is clearly (80,2%) the private one, either via email or private message, and only 4,7% considers the public approach as the ideal. For the remaining 15,1%, the way that brands use to contact them is indifferent and may be public or private.

Table 10 - Once approached by a brand manager in social networks, which form of contact do you most appreciate?

	Freq.	%
Private Approach (Private Message, Email...)	340	80,2%
Public Approach (Commentary in the post, Post's wall, Tweet...)	20	4,7%
Indifferent (Public and / or Private approach)	64	15,1%

After being contacted for customer support or commercial purposes by a brand manager in social networks, the type of communication and language that best suits the people surveyed varies considerably.

While 28,8% of the respondents would prefer a formal and cordial tone as a general rule, almost one-fourth (24,8%) privileges a tone suited to the subject (different communication for sales and/or customer support), more than one fifth (20,5%) appreciates a more personal tone, changing according to the person and personality, and the option, where brands communicate with an informal tone by definition, this being the typical language of social networks, pleases 17,9% of respondents.

Table 11 - After being contacted by a brand manager in social networks, with commercial and/or customer support purposes, what kind of language and communication that most please you?

	Freq.	%
Formal and cordial tone as a general rule (typical email and call centre communication)	122	28,8%
Informal tone by definition (typical communication of social networks)	76	17,9%
Tone similar to brand communication in advertising media (TV, website...)	34	8,0%
Custom tone (communication varies by person)	87	20,5%
Tone adapted to the subject (different for sales and/or customer support communication)	105	24,8%

Regarding the type of assistance provided by brands on social networks that the respondents prefer, either for commercial purposes or customer support, the choice fell on the personal or personalized assistance (an official person monitors, facilitates and helps during the whole process), with nearly 9 in 10 (87,7%) preferring this kind.

5.2.2.5 *F-Commerce*

While just over one third (35,4%) of the respondents admitted to have already bought or would like to purchase any product or service directly from an online store established on Facebook, nearly two thirds (64,6%) assumed that have never bought, nor would like to purchase any product or service directly from this social network, arguing that they do not trust the security of Facebook and also do not see great benefit or feel the need in buying on this platform instead of the official sites, since there are specifically designed online stores to provide this type of service.

Table 12 – Have you ever purchased or would like to purchase any product or service on an existing online store on Facebook?

	Frequency	Percentage	Valid Percentage
No	336	64,5	64,6
Yes	184	35,3	35,4
Total	520	99,8	100,0
Omitted	1	0,2	
Total	521	100,0	

Appendix 8.11.6 shows that once demonstrated interest in shopping directly on Facebook, the types of products or services that the respondents prefer to acquire in this channel are largely diversified. The sector that appears first is fashion with 55,7%

of the surveyed choosing this option, closely followed by entertainment in general, either outdoor (cinema, concerts, sporting events, shows...) or indoor (books, movies, series, music, apps...), because both interest to about half of the respondents, 53,5% and 48,1% respectively. Also with a significant percentage of the inquired considering Facebook as a possible sales channel, appear the accommodation and travel sector (45,4%), new technologies and gadgets (43,8%), and transportation (39,5%). It should be noted that, as in e-commerce, the sectors of food (5,4%), hygiene (4,3%) and garden (1,6%) does not tempt the respondents to make transactions directly on Facebook.

In order to perceive what Facebook needs to change or improve and what brands can do on their official pages to encourage and entice the Portuguese to make purchases on this social network, at the expense of another alternatives (physical store, online store...), there was a question with several possible recommendations. Allied to the fact that more than half (55,7%) of the respondents said that discounts and special offers to the brands fans would encourage them to buy on Facebook instead of other locations, approximately 2 in 5 (39,9%) respondents assumed to buy on this platform if there was an offer of new products and services different from other stores (physical and online), giving clear recommendations to brands. Then improvement ideas arise, beyond the control of brands, that should be developed by Facebook itself, since about one third stated that greater safety and certification of the platform (37,0%), and an experience more similar to the official website and brands' online store (29,6%), would convince them to make purchases directly on the social network. It should be noted that the "Other" option was used by 6,7% of the surveyed essentially to mention that nothing would encourage them to buy on Facebook, mainly due to fear of scams or personal data and identity theft.

Table 13 - What would encourage you to buy on Facebook over other alternatives?

	Freq.	%
Experience Store on Facebook more similar to online shop	154	29,6%
Increased safety and certification	193	37,0%
Discounts and special offers for fans of brands	290	55,7%
Offering new products and different services of the other stores (physical and online)	208	39,9%
24h accompaniment for clarification and help in the buying process	144	27,6%
Recommendations, suggestions and purchases of friends and family more visible	121	23,2%
Gifts shared or group purchasing	45	8,6%

Other	35	6,7%
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5.2.3 Hypotheses Analysis

To test the hypotheses it was used as a reference to either accept or reject the null hypothesis the significance level ($\alpha \leq 0,05$). In hypotheses 1 to 6 it was applied the chi-square test since the objective was testing the independence of qualitative variables. It will be analysed the chi-square assumption that should not be more than 20.0% of cells with expected frequencies less than 5. In situations where this assumption is satisfied it was used the chi-square by Monte Carlo simulation. The differences will be analysed with the help of standardized adjusted residuals. The Fisher exact test was implemented in 1x1 tables. To test hypothesis number 7, the ANOVA Repeated Measures ANOVA was employed, as the purpose was to compare the differences in values obtained for the same subjects in four different variables. The statistical analysis was performed with SPSS (Statistical Package for the Social Sciences) version 20.0 for Windows.

5.2.3.1 Hypothesis 1

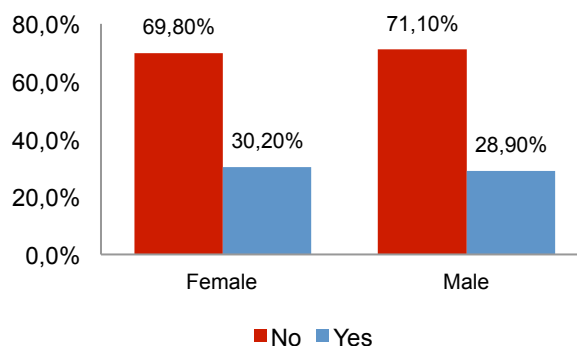
H1: “Female social media users shop more online by direct influence of social media than male social media users.”

Table 14 - H1: Chi-square Tests

	Value	gl	Sig.
Pearson Chi-Square	0,106	1	0,745
Continuity Correction	0,053	1	0,818
Likelihood Ratio	0,106	1	0,745
Fisher's Exact Test			0,773
Linear-by-Linear Association	0,106	1	0,745
N of Valid Cases	521		

* $p \leq 0,05$

Figure 11 - H1: Purchase by influence of social networks vs. Gender



Women buy more online by direct influence of social networks than men (30,2% vs 28,9%), although the difference was not statistically significant according to Fisher's exact test, $p = 0,773$ (appendix 8.12.1).

5.2.3.2 Hypothesis 2

H2: “Older social media users buy less online by direct influence of social media than older social media users.”

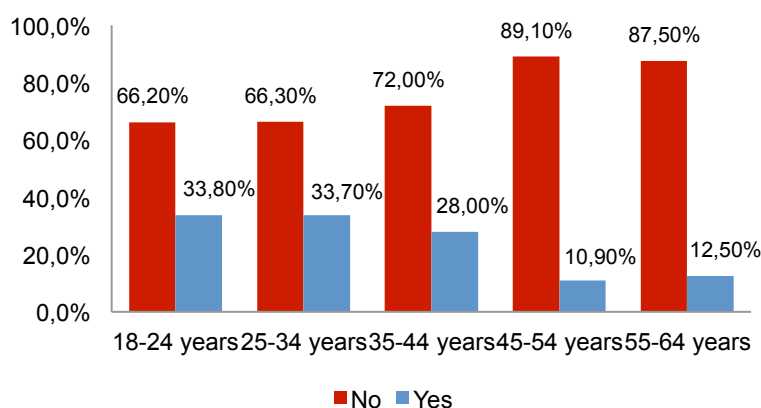
Table 15 - H2: Chi-square Tests

	Value	gl	Sig.
Pearson Chi-Square	15,782	4	0,003*
Likelihood Ratio	18,162	4	0,001
Linear-by-Linear Association	12,293	1	0,000
N of Valid Cases	521		

* $p \leq 0,05$

There is a higher proportion than expected of respondents in age group 45-54 years who do not shop online by direct influence of social networks (89,1%), $\chi^2(4) = 15,782$, $p = 0,003$ (appendix 8.12.2).

Figure 12 - H2: Purchase by influence of social networks vs. Age



5.2.3.3 Hypothesis 3

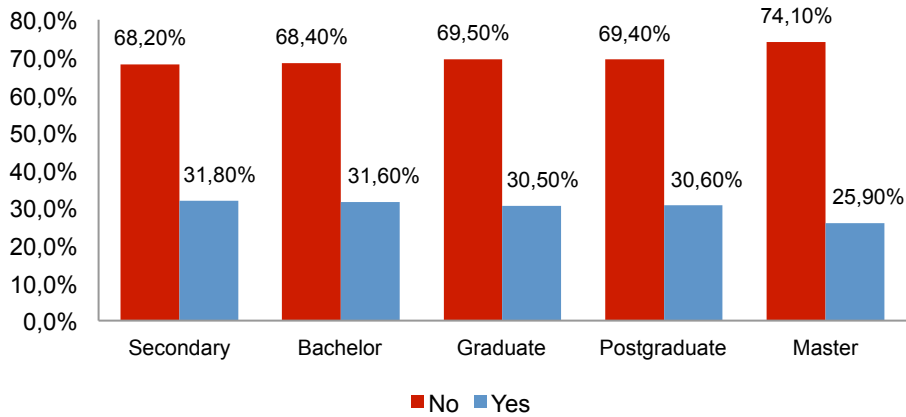
H3: “Social media users with higher academic qualifications purchase more online by direct influence of social media than less educated social media users.”

Online shopping by direct influence of social networks are higher among respondents with secondary education and lower with master graduates (31,8% vs 25,9%), although the difference was, once again, not statistically significant, $\chi^2(4) = 1,212$, $p = 0,876$ (appendix 8.12.3).

Table 16 - H3: Chi-square Tests

	Value	gl	Sig.
Pearson Chi-Square	1,212	4	0,876
Likelihood Ratio	1,230	4	0,873
Linear-by-Linear Association	0,915	1	0,339
N of Valid Cases	511		

Figure 13 - H3: Purchase by influence of social networks vs. Academic Qualifications



5.2.3.4 Hypothesis 4

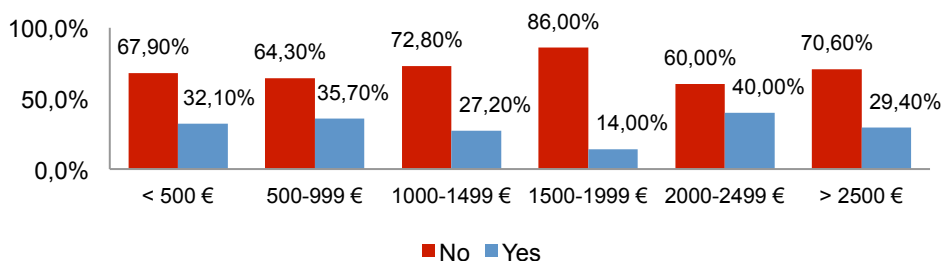
H4: “The wealthier social media users buy more online by direct influence of social media than social media users with lower household incomes.”

The relationship between online shopping directly influenced by social networks and the level of income was not statistically significant, $\chi^2 (5) = 10,386$, $p = 0,065$ (appendix 8.12.4).

Table 17 - H4: Chi-square Tests

	Value	gl	Sig.
Pearson Chi-Square	10,386	5	0,065
Likelihood Ratio	11,223	5	0,047
Linear-by-Linear Association	2,932	1	0,087
N of Valid Cases	464		

Figure 14 - H4: Purchase by influence of social networks vs. Income



5.2.3.5 Hypothesis 5

H5: “Male internet users spend a less amount of money in online shopping than female internet users.”

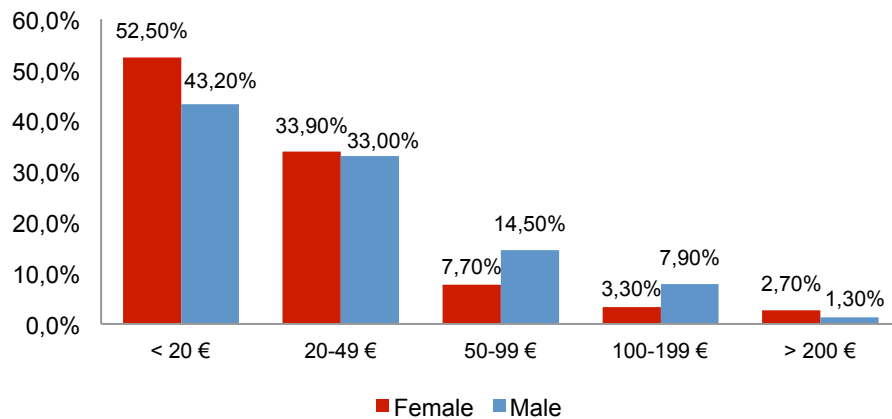
There is a higher proportion than expected for men to spend between 50-99€ (14,5% vs 7,7%) and 100-199€ (7,9% vs 3,3%) in online shopping, $\chi^2 (4) = 10,838$, $p = 0,028$ (appendix 8.12.5).

Table 18 - H5: Chi-square Tests

	Value	gl	Sig.
Pearson Chi-Square	10,838	4	0,028*
Likelihood Ratio	11,214	4	0,024
Linear-by-Linear Association	4,731	1	0,030
N of Valid Cases	410		

* $p \leq 0,05$

Figure 15 - H5: Online monthly expenses vs. Gender



5.2.3.6 Hypothesis 6

H6: “Social media users that are less open to be approached by brands in social networks, purchase less online by direct influence of social media than more opened users.”

The respondents who say they have already bought something by direct influence of social networks are more open to be contacted by officials or managers of brands (35.5% vs 25,5%), $p = 0,15$, although they prefer not to be addressed (15.5% vs. 32.8%), $p = 0,001$.

Table 19 - H6: Purchase by influence of social networks vs. Opening to be addressed

	Purchase by influence of social networks		Sig.
	No	Yes	
<i>Openness to be approached on social networks</i>			
No	74,5%	25,5%	0,015*
Yes	64,5%	35,5%	
<i>Openness to be approached on social networks for CuCa</i>			
No	71,5%	28,5%	0,477
Yes	68,4%	31,6%	
<i>Openness to be approached on social networks for Sales</i>			
No	69,9%	30,1%	0,466
Yes	76,9%	23,1%	
<i>Would not like to be approached</i>			
No	67,2%	32,8%	0,001*
Yes	84,5%	15,5%	

* $p \leq 0,05$

5.2.3.7 Hypothesis 7

H7: “Family and friends have more influence on online shopping decisions than colleagues or brands.”

The multivariate tests indicated that at least one of these elements has a significantly different influence, $F(3, 518) = 76,529$, $p = 0,001$. Friends are those who have a higher degree of influence on purchase decision (3.61) and brands are those with a lesser degree of influence in the buying decision (3,04).

The multiple comparison tests (appendix 8.12.6) subsequently denoted that the differences in the degree of influence on the purchase decision lie between friends and colleagues or brands, whereas friends have a higher degree of influence (3.61 vs. 3.00 and 3,04). The differences in the degree of influence on the purchase decision between the family and colleagues or brands are also statistically significant, and, in this case, the family has a higher degree of influence (3.57 vs. 3.00 and 3.04)

Table 20 - H7: Multivariate Tests

	Value	F	Hypothesis df	Error df	Sig.
Pillai's trace	0,307	76,529	3,000	518,000	0,000
Wilks' lambda	0,693	76,529	3,000	518,000	0,000*
Hotelling's trace	0,443	76,529	3,000	518,000	0,000
Roy's largest root	0,443	76,529	3,000	518,000	0,000

* $p \leq 0,05$

Nevertheless, the difference in the degree of influence among friends and family is not statistically significant, as well as the difference between brands and colleagues.

Table 21 - H7: Descriptive Statistics

factor1	Mean	Standard Error
Friends	3,61	0,046
Family	3,57	0,049
Colleagues	3,00	0,046
Brands	3,04	0,044

5.3 Practical Contribution of the Research

Many conclusions and assumptions related to the respondents' views in terms of e-commerce usage, social media access, social commerce interest and f-commerce knowledge, were possible to withdraw from the elaboration of this research study.

The majority of the sample surveyed is male, belong to the class of "Young Adult" aged between 18 and 34 years, is licensed, works on behalf of others and has a monthly income between 1000 and 1499 euros. The little relevance in this type of study or of persons under 18 years or those over 55 years is confirmed. This is first due to statistical surveys and analyses not being interesting and appealing enough to hold the attention of teens, and secondly because older people are usually those who have more difficulties and reservations in adopting new technologies, not identifying themselves with the subject of the study or how this was developed.

Portugal seems to be a market still somewhat delayed in comparison with the rest of Europe when it comes to adopting new technologies and mobile devices to make purchases and transactions, such as smartphones, tablets and smart TV's, perhaps due to mistrust and novelty of these technology. Thus, it was fairly predictable that the vast majority of respondents preferred computers, especially laptops, both for online shopping and to access to social media. Although the smartphone does not have relevance as a preferred mean for making purchases online, it has when it comes to accessing social networks. These findings corroborate the Mediascope Europe, Netsonda and Marktest studies that predict the increase of the use of the mobile devices in Portugal, despite the computers still being the primary mean to browse the internet, access to social media and shop online. Furthermore, perhaps due to the social and economic situation of the country, the most of the respondents has declared to shop in general only a few times per month (less than 9), and to spend, in average, no more than 49 euros in monthly online purchases, which is lower than the amount (72 euros) reported by the Mediascope Europe study as the average online spending per person in

Portugal. Physical stores are undoubtedly the respondents most preferred way for shopping, however, a little more than half indicates online stores are part of their shopping alternatives. In addition, marketers, should also consider to stop investing in telesales, door-to-door salesmen and telemarketing since these are the respondents least appreciated ways to buy products and services.

In terms of influence in the purchase decision, the respondents largely favor the suggestions of friends and family, slightly undervaluing the recommendations of brands and colleagues. Notwithstanding the social component (recommendations from friends, options such as "Like" and/or "Tweet"...) had already proven that makes the online shopping experience much more enriching and relevant, only 1 in 10 respondents seem to recognize the importance of this feature. According to this study, almost all range of products or services that can be sold online have market since the respondents' preferences were divergent and well distributed, though the entertainment sector, either outside (cinema, concerts, sporting events, shows...) or indoor, and the tourism sector (transportation, travel and accommodation) were the targets of greater attention, which more or less corresponds to the Mediascope Europe research conclusions, as it stated that travel, clothing and accessories, rentals and tickets to shows are the most consumed goods online by the Portuguese.

Even though the most common reason not to try e-commerce is the lack of trust and fear of providing the personal and banking information, and the major concern in relation to an online store relates to the security and certification, when the surveyed cross that trust frontier and shop online, the credit card tends to be the preferred payment method, being followed by debit card and bank transfer. Although the respondents register themselves on various social networks to experiment, explore and possibly use from time to time, the fact is that in their day-to-day, these end up using only a small minority Facebook is the only social network that maintains the usage levels very close of the registration levels, with astounding values and generating a consensus as the market leader, being followed by YouTube, as about one third of the respondents claimed to use the search engine of videos daily. All other social networks present usage values of less than 20%, demonstrating that the surveyed only make use of these occasionally.

The reasons for using social networks that the large majority of surveyed spelled out as the most important ones were to communicate with friends and family, and, in order to enrich this same communication with the closest people, to share tastes and experiences. The "reading news" option emerges afterwards, which demonstrates that the inquired people are using social networks to stay up to date, replacing sites and portals specializing in news and journalism for these. The majority of the respondents tend to access social networking several times per day, in sessions lasting less than half an hour, proving the great interest and the

massive use of social networks by the Portuguese people and corroborating both the Marktest and Netsonda studies about social media usage habits in Portugal. Should be noted that the infinite session (smartphone users who are always online) now represents a minor percentage, but this value is expected to grow exponentially over the coming years, with the widespread of smartphones and the introduction of data traffic in many Telcos' tariffs.

Nowadays, the vast majority of brands have realized the potential that social networks have, especially when their users are willing and interested in following their profiles and activity, as most of the admittedly social media users surveyed, assumed to follow certain brands on social networks, and some have actually interacted with one. These marketers should also recognize that the main reasons for the inquired to follow a brand on social networks are: having promotions and special offers, and posting interesting content. Regardless of the respondents joined and use daily and frequently social networks, such use does not seem to be highly valued at the time of the purchase decision, whereas the great majority of those surveyed said they never bought something with direct influence of social networks or directly through these. Once again, this happens principally due to lack of confidence and fear on the safety and credibility of the companies behind social networks.

After publishing a post on the social networks in which has expressed interest or doubts about a brand, product or service, the openness of the respondents, for a responsible or manager of that brand to approach them, varies significantly. While most admits to be fully open to be addressed, for customer care purposes essentially, a minority would not want to be approached, even having a product or service mentioned in a publication. These last individuals who prefer not to be addressed, affirmed that they not only consider such approach as an invasion of privacy, getting the feeling that they are being watched, but also they do not like stuff to be "imposed" to them and prefer to be the ones taking the initiative. Once approached by a responsible or brand manager in social networks, the way of contact that is more appreciated by the inquired is clearly the private one, either via email or private message, and only a trivial part considers the public approach as the ideal. For the remaining the way that brands use to contact them is indifferent and may be public or private. As the Marktest study, Portuguese people are a little bit divided, since after being contacted for customer support or commercial purposes by a brand manager in social networks, the type of communication and language that best suits the people surveyed also varies considerably. Some of the respondents would prefer a formal and cordial tone as a general rule, almost one-fourth privileges a tone suited to the subject (different communication for sales and/or customer support), more than one fifth appreciates a more personal tone, changing according to the person and personality, and the option, where brands communicate with an informal tone by definition, this being the typical language of social networks, pleases the rest.

Regarding the type of assistance provided by brands on social networks that the respondents prefer, either for commercial purposes or customer support, the choice fell on the personal or personalized assistance (an official person monitors, facilitates and helps during the whole process), with nearly 9 in 10 preferring this kind.

Despite the fact that Facebook is the number one social network in Portugal by a wide margin, and the Portuguese have access to this network almost daily, just over one third of the respondents admitted to have already bought or would like to purchase any product or service directly from an online store on Facebook. More, approximately two thirds of the interviewees assumes that have never bought, nor would like to purchase any product or service directly from an online store established on Facebook, mainly because they do not trust the security of Facebook and also do not feel the need or see great benefit in buying on this platform instead of the official sites, where there are specifically designed, online stores to provide this type of service. Once demonstrated interest in shopping directly on Facebook, the types of products or services that the respondents prefer to acquire in this channel are largely diversified. The sector that appears first is fashion, closely followed by entertainment in general, either outdoor (cinema, concerts, sporting events, shows...) or indoor (books, movies, series, music, apps...). Also with a significant percentage of the inquired considering Facebook as a possible sales channel, appear the accommodation and travel sector, new technologies and gadgets, and transportation. Marketers should know that, as in e-commerce, the sectors of food, hygiene and garden does not tempt the respondents to make transactions directly on Facebook.

In order to perceive what Facebook needs to change or improve and what brands can do on their official pages to encourage and entice the Portuguese to make purchases on this social network, at the expense of another alternatives (physical store, online store...), there was a question with several possible recommendations. Allied to the fact that most of the respondents said that discounts and special offers to the brands fans would encourage them to buy on Facebook instead of other locations, approximately 2 in 5 respondents assumed to buy on this platform if there was an offer of new products and services different from other stores (physical and online), giving clear recommendations to brands. Then improvement ideas arise, beyond the control of brands, that should be developed by Facebook itself, since about one third stated that greater safety and certification of the platform, and an experience more similar to the official website and brands' online store, would convince them to make purchases directly on the social network. It should be noted that the "Other" option was used by a slight amount of people essentially to mention that nothing would encourage them to buy on Facebook, mainly due to fear of scams or personal data and identity theft.

Furthermore, this study contributed also to test seven different hypotheses that were formulated based on the literature review and therefore intrinsically related to the problem statement. Though the first, third and fourth hypotheses were not statistically significant, these concluded that respondents who were women and had the secondary education bought more online by direct influence of social networks than men and master graduated respondents respectively. The hypothesis number two determined that there was a higher proportion than expected of respondents in age group 45-54 years who did not shop online by direct influence of social networks, which supported the conclusions of study from Digitas that argued younger social media users would be more "comfortable" shopping and giving credit card information via social network. Additionally, the fifth hypothesis established that there was a higher amount of men respondents who spent between 50-99€ and 100-199€ in online shopping, but women spent more in all other intervals. Then, there was the hypothesis number six that concluded that, although they preferred not to be addressed, the respondents who bought something by direct influence of social networks were more open to be contacted by officials or managers of brands via social media. Finally, the seventh and last hypothesis not only concluded that friends are those who have a higher degree of influence on purchase decision, followed by family and brands are those with a lesser degree of influence in the buying decision, but also verified two different findings from Nielsen's studies declaring that consumer recommendations and opinions are the most trusted source of product info and some 90% of consumers trust peer recommendations, while just 14% trust advertisements or brands.

5.4 Summary

This chapter consisted of the statistical characterization, evaluation and discussion of the results obtained, through the data gathered after spreading a survey by questionnaire to family, friends and colleagues. The practical contribution of the research was also described and portrayed.

6 Conclusion

6.1 Introduction

In conclusion, this last chapter has the objective to present the key findings and conclusions of this thesis, therefore answering to the research question "*Social Commerce – How should Portuguese companies invest in it?*". Furthermore, it will also enumerate the main limitations of the study and suggest new themes and subjects for future research.

6.2 Conclusions

After, not only reviewing all the literature related to social commerce and f-commerce, but also undertaking a quantitative research study based on a survey by questionnaire answered by a statistically significant sample of Portuguese internet users, it is possible to answer to the research question “*Social Commerce – How should Portuguese companies invest in it?*”.

Nowadays, social commerce, especially in Portugal, is still in its infancy stage, but the potential is huge and the tendency of this market is to grow on a yearly basis, and for this reason, Portuguese companies should definitely consider investing in it. However, the way each company chooses to invest, that is a more delicate subject, as there are several variables that can influence that decision, such as size of the company, level of digitalization, industry sector, type of products or services offered, target market, among many others. The Portuguese is one of the countries with higher levels of social media usage and the digital market is accompanying the technological progress of the rest of the Europe, which makes Portugal a good prospect to invest in social commerce. This thesis along with other research studies have recognised that new generations (millennials) can't live without technology (mobile devices and computers), internet and social media, forecasting a bigger openness and interest in trying innovative ways of shopping and doing business, such as social and facebook commerce. An e-commerce best practice consists of extending, whenever possible, to different official touch points in order to enable customers to have the choice to shop where they choose. Moreover, a basic characteristic of social media is the ability to empower users in how, where and when they engage with commercial businesses. Taking this two traits into consideration, social commerce emerges as the logical solution and makes sense at all levels to invest in it.

In order for Portuguese companies to be successful in social commerce it is essential that the commerce element be seamlessly integrated with a robust social media strategy. According to the Moontoast agency, in order to succeed in social commerce it is necessary to choose quality over quantity, get direct, like with limited, give benefits to friends, and be regular, which is the same as having a solid social strategy and captivating offers that the community gets enthusiastic about. Understanding the essentials of the social psychology in commerce will also help the marketers to create strategies that work in real life and not only in paper, seeing that, scarcity for example, is based on the fact of knowing that it is not possible to get it anywhere else and there's only a handful left, drives impulse buys in social commerce. The Portuguese companies are still focused on growing the number of fans and followers, but the opportunity of success lies in engaging with the fan base and offering an exclusive and great experience, making sure that they stay relevant, authentic, consistent, produce remarkable content in the right context, and in turn the community will eventually grow, as consumers love brands that keep up to their products and services high quality promises.

This study, like the literature, have proven that people tend to, not only trust in their peers recommendations and reviews when considering to buy a certain product or service, but also to improve the opinion of a brand after following this on in a social media platform, which allows to conclude that people are fans for a reason, i.e., they like the products, marketing, stores... and so on. Therefore, Portuguese brands should turn to social media, since it is where the fans are gathering, offer an amazing and trustworthy experience and reward them for their loyalty and confidence. As mentioned before, social commerce strength lies in empowering fans to promote and endorse the brand to their networks and offering great shopping opportunities repeatedly, in order to create a constant dialogue and a two-way relationship. Content and storytelling marketing therefore emerge as the new marketing trends with the intention of building a solid and collaborative community, and will eventually help social commerce to be successful as they strengthen the bonds of brands and consumers, reducing the gap between them.

In conclusion, a great social commerce strategy depends on listening and comprehending the community (needs, criticisms...), in order to create a win-win situation with the introduction of the commerce component into the equation. The win-win scenario occurs because consumers are always expecting great exclusive offers as rewards for showing their affinity and loyalty to a brand, with Portuguese being no exception, and brands improve their relationship with communities, increase customer acquisition, and add sales in a brand new touch point. For all these reasons, Portuguese should invest in social commerce in a disciplined and controlled manner.

6.3 Limitations of the Study

This thesis pretends to be one more resource of knowledge about social media marketing and social commerce strategies available to the Portuguese marketers. The study includes a survey answered by more than 500 Portuguese, which constitutes the sample of the Portugal universe, and it was made with the objective of enlightening the companies and brands of whether investing in commercial strategies on social networks, especially on Facebook, works well and if so what are the best approaches to do so. Nevertheless, all studies are presented with several limitations and restrictions that condition the overall findings and conclusions of the research. The scope of this study has caused several limitations, which however offer perspectives for future research. First of all, the study was conducted focusing only on the market of Portugal, without taking into account the fact that some companies are multinational and sell to other markets. However, since other countries, such as USA, UK or Germany, are frequently subject of studies about this theme, it was believed that the best choice was, due to the lack of previous studies and to the fact that the majority of Portuguese brands only sell in the domestic market, focusing solely on the Portuguese online consumers.

To exhibit the universality of this research's findings, future studies should so have a larger and more international sample. Secondly, since the survey was conducted online through the Google Docs tool and shared through email and social networks, the sample is somewhat biased. The characterization of the sample is strongly influenced by the author's network of friends and family, therefore not being a truly national randomly chosen sample, which might have affected some generalizations that were made. In addition, since the answers were sent through a survey online tool, there was not possible to assist and clarify doubts that the respondents might have during the proceeding. Also, there is a potential non-response bias, because online Portuguese consumers that did not participate in the survey could be different from the respondents in more ways than the simple fact that they refused to fill in the online questionnaire. Furthermore, the online and social media environments are constantly changing and evolving, which may make the conclusions of this study out-dated at the moment of publication. The time frame of the thesis has a great deal of influence in its findings, since people are becoming more comfortable with the use of social networks and online platforms in the course of time and new players and solutions are emerging in the market at a rapid pace, which could alter the respondents answers and opinions. In order to guarantee that the knowledge about this subject is up-to-date, it is recommended that, in the future, a yearly social commerce study is produced.

Finally, there is a lack of prior research studies about social commerce in Portugal, which would allow comparing and confronting the results of more than one study. For this reason, some future research of this topic is recommended.

6.4 Future Research

Although this research has some limitations and flaws, it provides significant findings and clues for future research. As mentioned earlier, the online and social media ecosystems are continuously developing and bringing new applications and solutions to encourage online shopping. Consequently, in order to complement this thesis, there are some hot topics that Portuguese marketers would appreciate to be investigated in the future, such as:

- *Social Commerce Approaches* – this study covers, not only social commerce in general, but also other more specific areas. There are different types of approach companies can adopt on social networks, in terms of speech, communication style, tone, assistance, etc., but is still uncertain which works best for Portuguese consumers. This area is quite underexplored and should be considered for future research.

- *Timeline f-commerce* – nowadays Facebook stores remain separate pages rather than integrated into users' timelines. Facebook has been applying more advertising in the timeline, adding more commercial activity might harm user experience. Therefore, would be valuable for brands to have insights about what is the consumers' perception of these tactics.
- *Social as a Service* – companies are very aware of the capabilities associated to social media in terms of connections and functionality, and so they pretend to capitalize it in every way possible. A new concept named Social as a Service, considered by some as the future of social commerce, is emerging with the purpose of offering a better service and improving the customers experience trough the use of social media resources. Since this a prospective new trend in social commerce, a comprehensive analysis about this topic would enrich the understanding of marketers, preparing them for the future.

6.5 Summary

To finalize, this last chapter, not only presented the key findings and conclusions of this dissertation, therefore answering to the research question "*Social Commerce – How should Portuguese companies invest in it?*", but also listed the main limitations of the study and suggested a couple of new themes and subjects for future research that might complement the contribution of this research.

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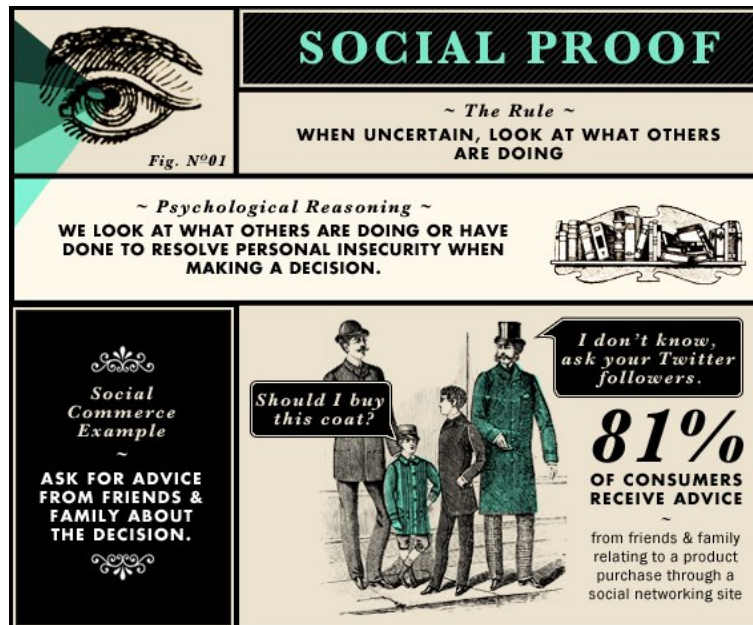
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8 Appendixes

8.1 Social Commerce Psychology



SOCIAL PROOF

~ The Rule ~
WHEN UNCERTAIN, LOOK AT WHAT OTHERS ARE DOING

~ Psychological Reasoning ~
WE LOOK AT WHAT OTHERS ARE DOING OR HAVE DONE TO RESOLVE PERSONAL INSECURITY WHEN MAKING A DECISION.

Fig. N°01

Social Commerce Example
ASK FOR ADVICE FROM FRIENDS & FAMILY ABOUT THE DECISION.

Should I buy this coat?

I don't know, ask your Twitter followers.

81%
OF CONSUMERS RECEIVE ADVICE

from friends & family relating to a product purchase through a social networking site

- "Social Proof" - This strategy consists in taking advantage of the experiences of others to educate we and make decisions believing that if many people are following a certain path it is because it must be the best one. When something is very popular, the tendency is to perceive it as being good and to "follow" the crowd.



AUTHORITY

~ The Rule ~
AUTHORITY RULES

~ Psychological Reasoning ~
SPECIALISTS' FINDINGS ARE HIGHLY REGARDED DUE TO THEIR EXPERTISE & AUTHORITY.




Fig. N°02

Social Commerce Example
RESEARCH ONLINE PRODUCT REVIEWS ON BLOGS, YOUTUBE, TWITTER OR FACEBOOK.

77%
OF ONLINE SHOPPERS USE REVIEWS

to make a purchase decision

- "Authority" - When someone who is seen as being experienced, powerful and competent gives an opinion, this is normally accepted and welcomed without major issues or distrust.

 <i>Fig. N°03</i>	<h2 style="text-align: center;">SCARCITY</h2> <p style="text-align: center;">~ The Rule ~ LESS IS MORE</p>
<p style="text-align: center;">~ Psychological Reasoning ~ WE INSTINCTIVELY ASSIGN GREATER VALUE TO RESOURCES AS THEY BECOME LESS AVAILABLE DUE TO FEAR OF POTENTIAL LOSS.</p> 	
<p style="text-align: center;"><i>Social Commerce Example</i></p> <p style="text-align: center;">BECOME A MEMBER TO RECEIVE EXCLUSIVE DEALS.</p>	<div style="text-align: center;">  <p><i>Exclusive Facebook</i> SALE LIMITED TIME ONLY!</p> </div> <div style="text-align: right;"> <p>77% OF PEOPLE LIKE GETTING EXCLUSIVE OFFERS ~ that they can redeem via Facebook</p> </div>

- "Scarcity" - The current society confers more value to things considered to be more rare, due to the fear that they will no longer exist in the future. For this reason, people think, "scarce stuff is good stuff".

 <i>Fig. N°04</i>	<h2 style="text-align: center;">LIKE</h2> <p style="text-align: center;">~ The Rule ~ FOLLOW THOSE YOU LIKE</p>
<p style="text-align: center;">~ Psychological Reasoning ~ WE EMULATE & AGREE WITH PEOPLE WE LIKE, ADMIRE & FIND ATTRACTIVE BECAUSE IT HELPS BUILD SOCIAL BONDS & TRUST.</p> 	
<p style="text-align: center;">~ Almost ~ 50% OF SHOPPERS HAVE MADE A PURCHASE ~ based on a recommendation through a social media network</p>	<div style="text-align: center;">  </div> <div style="text-align: right;"> <p style="text-align: center;"><i>Social Commerce Example</i></p> <p style="text-align: center;">SPREAD DEALS, TRENDS & REVIEWS FROM THOSE YOU TRUST TO YOUR OWN NETWORK.</p> </div>

- "Liking" - Everyone identifies himself and likes some people more than the others. We tend to agree more with them, so as to create trust bonds and to build an identity and image of ourselves that resembles that of whom we like.

CONSISTENCY

~ The Rule ~
STAY CONSISTENT

~ Psychological Reasoning ~
WHEN FACED WITH UNCERTAINTY, WE PREFER OPTIONS THAT ARE CONSISTENT WITH OUR BELIEFS & PAST BEHAVIOR.

Social Commerce Example
PURCHASES MADE FROM BRANDS YOU TRUST REINFORCE YOUR FUTURE SHOPPING PATTERNS.

Trusted Brand | \$150
Unknown Brand | \$70

Buy Now! Buy Now!

62% OF ONLINE SHOPPERS ARE BRAND LOYAL
due to online satisfaction

- "Consistency" - Throughout life, people always try to make decisions that are consistent and coherent with the values and behaviours that they believe to be correct, especially in situations of uncertainty and confusion.

RECIPROCITY

~ The Rule ~
PAY IT FORWARD

~ Psychological Reasoning ~
WE HAVE AN INNATE DESIRE TO REPAY FAVORS IN ORDER TO MAINTAIN SOCIAL FAIRNESS WHETHER THOSE FAVORS WERE INVITED OR NOT.

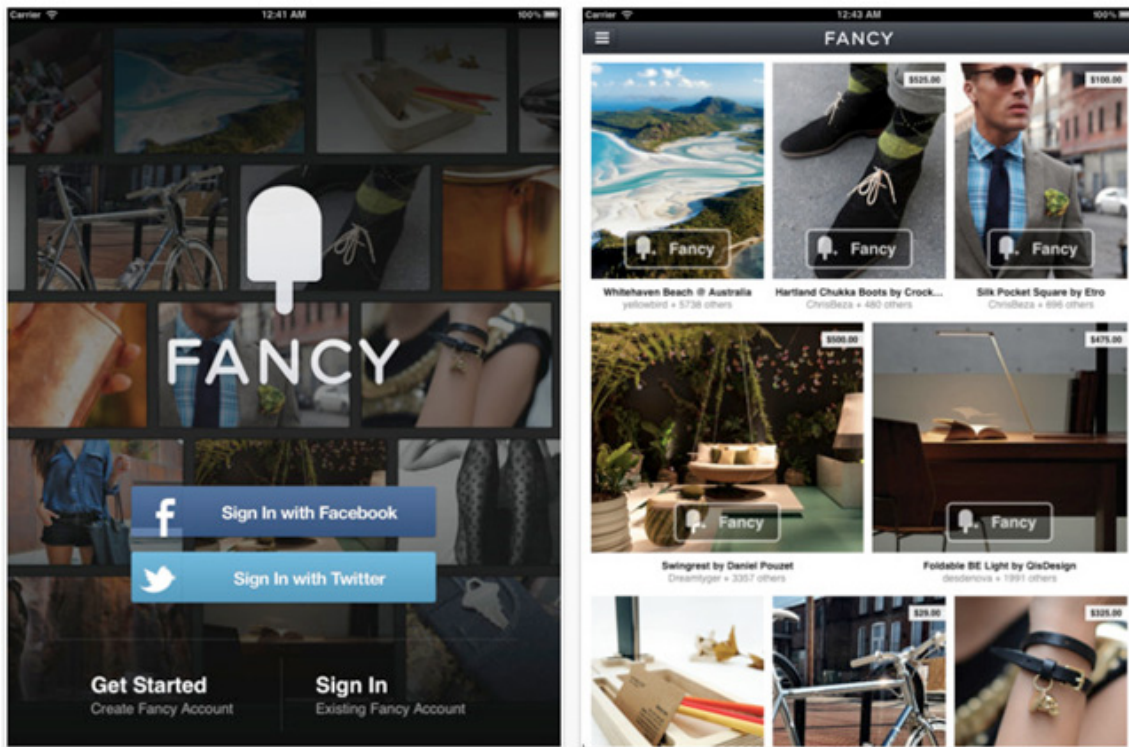
Social Commerce Example
SHARE UPDATES AND EXCLUSIVE DEALS YOU HAVE RECEIVED WITH YOUR NETWORK.

Did you hear about the sale on Facebook?
No, thanks for the tip!

Every month, over
25,000,000,000
PIECES OF CONTENT ARE SHARED ON FACEBOOK

- "Reciprocity" - The sense of community and natural society invokes in people the need to reciprocate favours and good actions received, since this retribution is seen as fair and equitable. In addition to making people feel good about them, society itself rewards the reciprocity of their actions.

8.2 The Fancy



8.3 Amazon Friends & Family Gifting

amazon.com

Friends & Family Gifting

- Keep track of birthdays and gift ideas
- Get shopping reminders for every occasion
- Find and remember friends' Wish Lists

The graphic features a white gift box with a red ribbon, surrounded by several small photos of people's faces, suggesting a focus on social connections and gift-giving.

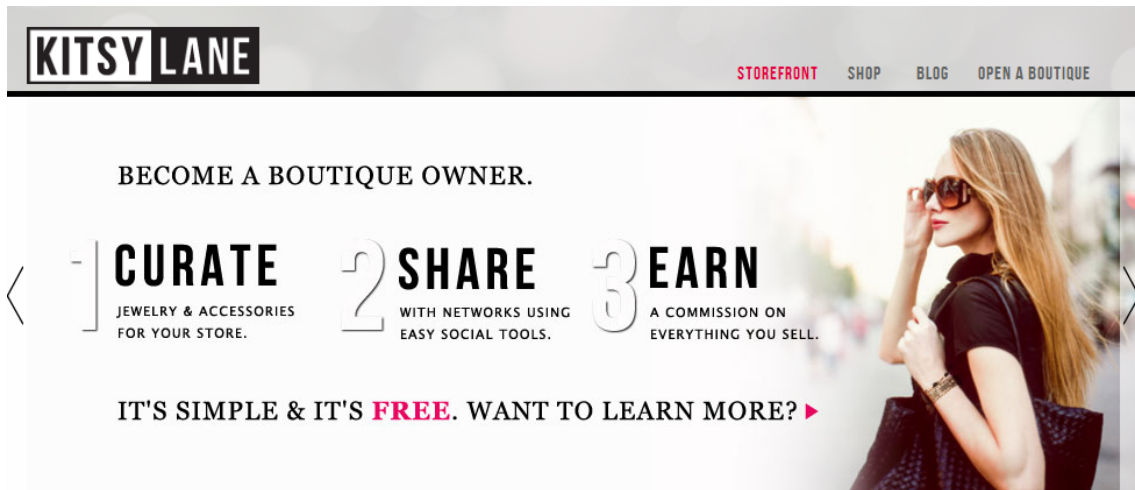
8.4 “Juicy Couture Presents California Dreaming” Shoppable Youtube Video

The screenshot shows a YouTube video player. The video content features a woman with long blonde hair holding a bright pink leopard-print clutch bag. A white box highlights the bag with the text "BELLA CLUTCH. SHOP NOW." The video player interface includes a search bar at the top, a play button, a progress bar at 0:34 / 1:38, and a volume icon. Below the video, the title "Juicy Couture Presents California Dreaming" is displayed. The channel name "Juicy Couture" is shown with a checkmark and "55 videos". A "Subscribe" button is visible with "3,482" subscribers. The view count is "868,691" and there are "1,004" likes and "60" comments.

8.5 American Express Twitter Sync

The advertisement for American Express Twitter Sync features a smartphone displaying a tweet from Whole Foods: "Tweet #AmexWholeFoods, get \$20 back 1x on next \$75+ in store purch w/ synced Amex Card! (QtyLtd, Exp 4/30) See terms amxp.co/yf88". Below the tweet is a reply from Frost CF: "Excited for my next trip to Whole Foods! #AmexWholeFoods". Another tweet from Amex Sync is visible: "Excited for my next trip to Whole Foods! #AmexWholeFoods". The ad includes the text "Tweet your way to savings with American Express" and "Sync your eligible American Express® Card with Twitter". It also lists benefits: "Tweet the special offer #hashtags to load exclusive Cardmember offers directly to your Card" and "Save with an automatic statement credit when you make a qualified purchase in store or online with your synced Card". A "Sign in with twitter" button is present, along with links "Sign up for Twitter" and "Become a Cardmember". At the bottom, there is a "Visit American Express on Twitter" link and a tweet preview for Whole Foods.

8.6 Kitsy Lane



KITSY LANE STOREFRONT SHOP BLOG OPEN A BOUTIQUE

BECOME A BOUTIQUE OWNER.

1 **CURATE**
JEWELRY & ACCESSORIES FOR YOUR STORE.

2 **SHARE**
WITH NETWORKS USING EASY SOCIAL TOOLS.

3 **EARN**
A COMMISSION ON EVERYTHING YOU SELL.

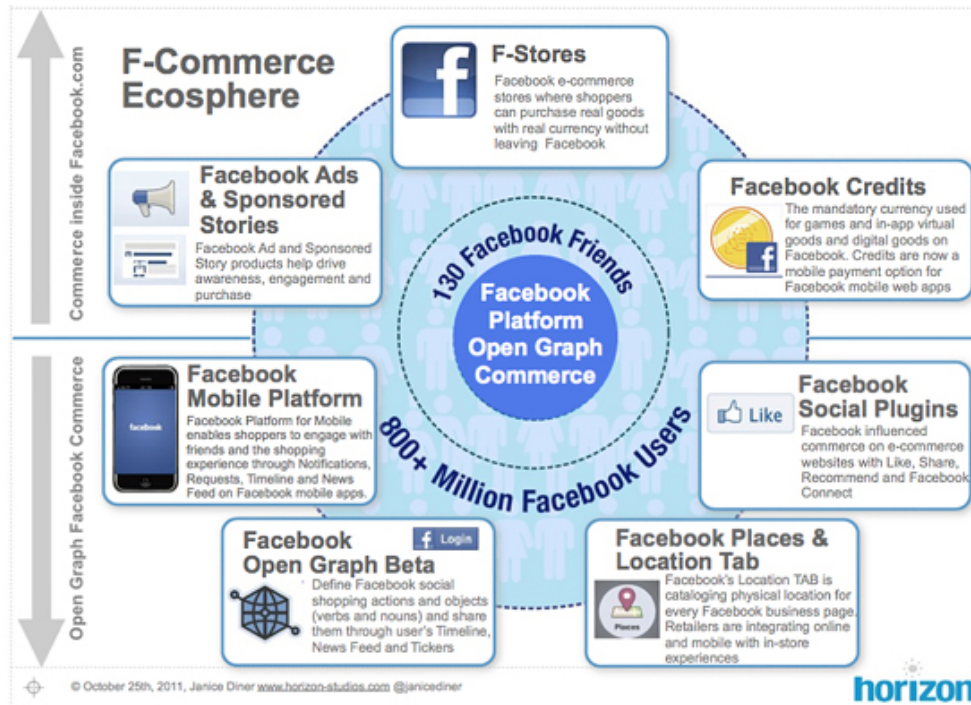
IT'S SIMPLE & IT'S **FREE**. WANT TO LEARN MORE? ▶

8.7 Social Commerce Ecosystem ¹⁰

	Technology	Concept	Key Players & Brands	Observations
Socializing where you shop	Co-browsing	People browsing the website together and in real time.	ShopTogether; Motilo; Mattel;	Nowadays, co-browsing is not used much, but studies believe time on-site and page views, grows around 147% and 59% respectively.
	Digital Coupons & Cards	Retailer coupons and cards available in digital format for sharing or redemption.	Coupons.com; RedFlagDeals; Grocery Coupon Network; Gyft;	These strategies are recurrent in the american and canadian markets, but not so much in Europe.
	Group Buying	A large group of buyers agrees to purchase a product in exchange for a discount, promotion or reward.	Groupon; LetsBonus; Livingsocial; Sapo Voucher (PT); My Gon (PT);	Even though this business model has been classified as imperfect and unsustainable, it still pleases a big crowd.
	Local Commerce	The use of internet and social technologies to drive purchases in local stores or from local vendors.	Etsy; Fab; Shopcaster; Lusa Mater (PT);	Local commerce is expected to grow, once consumers still spend more in their neighborhood and brands ara adopting "Glocal" (Global + local) marketing strategies.
	Open Graph	The e-commerce website integrates the individual's social profile (friends, photos, likes...).	SocialGift; Droppgifts; Wrapp; Ticketmaster;	Many relevant brands are already incorporating the open graph of social networks such as facebook, twitter and google plus to enrich the website experience.
	Peer-to-peer (P2P) Marketplace	A place where users can sell, lend, trade, rent, offer or swap products and services between each other.	Airbnb; Universe; Zilok; Gumroad; Zaask (PT); OLX; Custo Justo (PT); Bewarket (PT);	With people being more confident in navigating and shopping on the internet, these marketplaces are increasing their number of users and revenues progressively.
	Ratings & Reviews	Recommendations from friends, family or the community at large to help with purchase decisions.	Tripadvisor; Bazaarvoice; Yelp; Foursquare; Zagat;	People tend to buy more after reading previous experiences, especially from trusted sources, which makes ratings and reviews a crucial feature in increasing sales and advocacy.
	Questions & Answers	Allows shoppers to ask pre-purchase product-related questions, and get them answered by customers who have already purchased the product.	Lithium; IBM; Jive; Moot;	Social Q&A and forums are increasingly popular e-commerce site features and many brands are adopting this technology with the purpose of engaging with their community and stay relevant.
	Social Curation	The display, organization and sharing of stuff online.	Pinterest; Fancy; Polyvore; Fashiolista; Wishareit (PT); Kitsy Lane; Lookbook;	Social curation explores the need that people have in discovering and sharing good stuff (products, experiences, places...).
Shopping where you socialize	Facebook Stores	Brands' facebook pages can sell real goods by creating a tab/app with a f-commerce store.	Ecwid; Fluid; Bigcommerce; 8th Bridge;	These stores, used by just a few brands, are yet to prove being profitable and efficient. Some brands tried but discontinued them.
	Facebook Gifts	Facebook offers the chance of gifting real and digital goods to friends or family members within its site.	Starbucks; iTunes; Xbox; Domino's Pizza; Playstation; Pandora; Hulu; Rdio;	People use this functionality mainly in holiday seasons in order to buy a last minute gift (physical or virtual) for someone close.
	Fan Pages	Brands display their products via links, pictures and catalogues on their official faebook pages.	Samsung; Nike; Oreo; H&M;	It is almost mandatory to have a fan page to be relevant in social media, however fans engage mainly to get special and exclusive offers, promotions, discounts or to participate in contests.
	Facebook Credits/Payments	Facebook has virtual goods (games, movies...) for sale that can be purchased without leaving the site.	Zynga; Rovio; SongPop; Warner Bros; Play on Videoclube (PT);	Facebook payments are far from being ideal, but still they account for a great percentage of the social network's total revenues due to the sale of games' lifes and credits.
	Twitter & Instagram Feed	Products can be purchased from within Twitter or Instagram feeds by commenting with the word "buy".	Chirpify; American Express; Paywithatweet;	This concept is not new, but the method and the technology are quite recent, still being in the early-adopters phase. Since the "buy" tweets and comments are public, people might hesitate.

¹⁰ Based on "Social Commerce Market" by Neha Khera // Source: <http://marscommons.marsdd.com/merchants-of-social/social-commerce-market/>

8.8 F-Commerce Ecosphere



8.9 “Play on Videoclube” Facebook Page



8.10 Questionnaire

Social Commerce: **Como devem as empresas portuguesas investir?**

Este inquérito foi realizado no âmbito da minha tese de mestrado que visa estudar o potencial do *Social Commerce* (junção de *e-Commerce* e *Social Media*) no mercado português, e perceber como é que as empresas portuguesas podem investir neste conceito. Deste modo, todo o utilizador de internet, residente em Portugal está qualificável para responder a este inquérito.

O inquérito é **totalmente anónimo e confidencial**, sendo os dados recolhidos usados única e exclusivamente para o estudo em causa. Este foi redigido segundo o novo acordo ortográfico (AO).

É favor seleccionar **uma e apenas uma resposta** por questão, excetuando os casos de respostas múltiplas que serão devidamente assinalados para o efeito.

I. **Caraterização Pessoal**

1. **Idade**

- Menos de 18 anos
- 18-24 anos
- 25-34 anos
- 35-44 anos
- 45-54 anos
- 55-64 anos
- Mais de 65 anos

2. **Género**

- Masculino
- Feminino

3. *Habilitações Académicas*

- Ensino Básico (até ao 9º ano)
- Ensino Secundário (até ao 12º ano)
- Bacharelato
- Licenciatura
- Pós-Graduação
- Mestrado
- Doutoramento

4. *Residência*

Insira o seu concelho de residência: _____

5. *Ocupação*

- Estudante
- Desempregado
- Funcionário Público
- Empregado por conta de outrem
- Empregado por conta própria

6. *Rendimento Mensal*

- Menos de 499€
- 500€-999€
- 1000€-1499€
- 1500€-1999€
- 2000€-2499€
- Mais de 2500€
- Não diz ou não sabe

II. Hábitos de Compra

7. **Em média, excluindo rotinas diárias (ex: almoços, transportes...), quantas vezes por mês costuma fazer compras?** (Por exemplo: compras mensais do supermercado, cinema, lojas de roupa, lojas de tecnologia...)

- Menos de 5 vezes
- 5-9 vezes
- 10-20 vezes
- Mais de 20 vezes

8. **Quais são as formas preferidas para fazer compras?** (Escolha até 3 opções)

- Loja Física
- Loja Online (Site)
- Telefone (Telemarketing)
- Correio ou Correspondência
- Catálogo
- Televisão (Tele vendas)
- Vendedor porta a porta
- Redes Sociais (Páginas Oficiais)
- Outro. Qual? _____

9. **Quais são as formas para fazer compras que menos aprecia?** (Escolha 3 opções)

- Loja Física
- Loja Online (Site)
- Telefone (Telemarketing)
- Correio ou Correspondência
- Catálogo
- Televisão (Tele vendas)
- Vendedor porta a porta
- Redes Sociais (Páginas Oficiais)
- Outro. Qual? _____

III. e-Commerce

10. A informação e/ou experiência online alguma vez o/a influenciou na sua decisão de compra de um produto ou serviço?

- Sim
- Não

11. Já alguma vez fez compras online?

- Sim (*Passe para a pergunta nº 13*)
- Não

12. Porque nunca fez compras online? (*Passe para a pergunta nº 19*)

13. Qual o tipo de produtos ou serviços que costuma comprar online? (*Escolha todas as opções que se apliquem*)

- Comida e Bebida
- Produtos de Higiene e Limpeza
- Entretenimento fora de casa (Cinema, Concertos, Eventos Desportivos, Espetáculos...)
- Entretenimento dentro de casa (Livros, Filmes, Séries, Música...)
- Eletrodomésticos e Artigos para a Casa (Móveis, Candeeiros, Elementos de Decoração...)
- Roupa e Acessórios de Moda
- Gadgets (Telemóveis, PC's, Tablets, TV's, Sistemas de Som, Consolas de Jogos...)
- Alojamento & Viagens (Hotéis, Pousadas da Juventude, Agências de Viagens, Spas...)
- Transportes (Bilhetes de Avião, Comboio, Metro, Autocarro, Barco...)
- Equipamentos Desportivos (Bicicleta, Canoa, Skate, Prancha de Surf, Raquete Tênis...)
- Animais, Bricolage e Jardim (Ferramentas, Corta-Relva, Ração...)
- Artigos em 2ª Mão (Classificados Auto, Casa, Roupa, Casas...)
- Todos acima referidos

14. Em média, quanto costuma gastar por mês em compras online?

- Menos de 20€
- 20€-49€
- 50€-99€
- 100€-199€
- Mais de 200€
- Não diz ou não sabe

15. Quais são os meios preferidos para comprar online? (Escolha até 3 opções)

- PC (Desktop)
- Computador Portátil (Laptop)
- Telemóvel (Smartphone)
- Tablet
- Televisão (Smart TV, VOD, Vouchers de Desconto)

16. Quais são as formas de pagamento que prefere? (Escolha até 3 opções)

- Cartão de Crédito (MB Net, Mastercard, Visa, American Express...)
- Cartão de Débito (Cartão Multibanco)
- Conta Monetária Online (Paypal, WePay, Google Checkout, Amazon Payments...)
- Transferência Bancária
- Pagamento no Ato da Entrega
- Dinheiro Virtual (Bitcoins, f-Credits...)
- Outro. Qual? _____

17. O que considera ser mais importante numa loja online? (Escolha 3 opções)

- Segurança e Certificação
- Design, Layout e Imagem
- Experiência Geral do Site
- Processo de Compra (Número de passos obrigatórios, Fácil compreensão...)
- Tempo (Para efetuar uma compra, Para encontrar um produto...)
- Componente Social (Recomendações de amigos, Opções como "Like" e/ou "Tweet"...)
- Informação Detalhada (Caraterísticas dos produtos e serviços, Pagamento, Transporte...)
- F.A.Q. e Conteúdos de Selfcare (Respostas a perguntas frequentes, Tutoriais...)
- Reputação e Notoriedade da Marca
- Outro. Qual? _____

18. Qual considera ser o principal benefício de comprar online?

- Económico (Poupança de €)
- Conveniência e Comodidade
- Escolha mais alargada (Facilidade de comparação)
- Rapidez (Poupança de tempo)

IV. Social Media

19. Utiliza alguma rede social?

- Sim (*Passa para a pergunta nº 21*)
- Não.

20. Porque não utiliza nenhuma rede social? (*Passa para a pergunta nº 32*)

21. Que redes sociais utiliza? (*Escolha todas as opções que se apliquem*)

- Facebook
- Twitter
- Google +
- Hi5
- Foursquare
- Youtube
- Linked In
- Pinterest
- Instagram
- Skype
- Blogs (Tumblr, Blogger, Wordpress, Blogs do Sapo...)
- Fóruns
- Outro. Qual? _____

22. Das redes sociais onde tem conta ou está registado/a, quais são as que utiliza frequentemente (dia-a-dia)? (*Escolha todas as opções que se apliquem*)

- Facebook
- Twitter
- Google +
- Hi5

- Foursquare
- Youtube
- Linked In
- Pinterest
- Instagram
- Skype
- Blogs (Tumblr, Blogger, Wordpress, Blogs do Sapo...)
- Fóruns
- Outro. Qual? _____

23. Com que frequência acede às redes sociais?

- 1-3 vezes por mês
- 1 vez por semana
- 2-3 vezes por semana
- 1 vez por dia
- 2-3 vezes por dia
- Mais de 3 vezes por dia

24. Quais são os meios preferidos para aceder às redes sociais? (Escolha até 3 opções)

- PC (Desktop)
- Computador Portátil (Laptop)
- Telemóvel (Smartphone)
- Tablet
- Televisão (Smart TV)

25. Em média, qual o tempo de duração de cada sessão de utilização das redes sociais?

- Menos de 5 minutos
- 5-10 minutos
- 10-30 minutos
- 30-60 minutos
- Mais de 60 minutos
- Sessão Infinita (Utilizadores de smartphones que estão sempre online)

26. Quais são os principais motivos para utilizar redes sociais? (Escolha até 3 opções)

- Falar com amigos e família

- Conhecer pessoas novas
- Partilhar gostos e experiências (Frases, Vídeos, Fotos, Músicas...)
- Seguir marcas
- Ler notícias
- Jogar e/ou utilizar aplicações
- Seguir celebridades e figuras públicas
- Participar em concursos e passatempos
- Conhecer novos produtos e serviços
- Motivos profissionais e/ou de negócio
- Outro. Qual? _____

27. Segue alguma marca nas redes sociais?

- Sim (*Passe para pergunta nº 29*)
- Não

28. Porque não segue nenhuma marca nas redes sociais? (*Passe para a pergunta nº 32*)

29. Em média, quantas marcas segue nas redes sociais?

- 1
- 2-5
- 6-10
- 11-20
- Mais de 20

30. Quais são os principais motivos para seguir uma marca nas redes sociais?

(Escolha até 3 opções)

- Serviço de apoio ao cliente
- Demonstrar e afirmar publicamente interesse pela marca
- Conteúdo interessante
- Amigos também seguem
- Promoções e ofertas especiais
- Já é cliente da marca
- Notícias de novos produtos e serviços
- Outro. Qual? _____

31. Alguma vez interagiu com uma marca nas redes sociais? (*Por exemplo: enviar mensagem privada, partilhar um post, comentar uma foto, ou gostar dum vídeo da marca*)

- Sim
- Não

V. Social Commerce

A agência DIGITAS define *Social Commerce* como a “prática de gerar vendas, transações ou receitas, através do aproveitamento da dinâmica das redes sociais”.

32. Alguma vez comprou algo por influência direta das redes sociais ou diretamente através destas?

- Sim
- Não

33. Em termos de influência na decisão de compra, como classifica os seguintes grupos: (1 = Nenhuma influência; 5 = Muita Influência)

	1	2	3	4	5
Amigos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Família	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colegas (<i>Peers</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marcas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hoje em dia, já existem ferramentas que permitem monitorizar grande parte do buzz nas redes sociais, sendo assim possível rastrear quase todas as menções feitas publicamente a produtos, serviços e marcas, criando assim oportunidades comerciais e de apoio ao cliente para as empresas.

34. Após fazer um post nas redes sociais onde manifestou interesse ou dúvida sobre uma marca, produto e/ou serviço duma empresa, qual seria a sua abertura para que um responsável e/ou gestor dessa mesma marca nas redes sociais o/a abordasse?

- Abertura Total (*Passe para a pergunta nº 36*)
- Abertura apenas para fins de Apoio ao Cliente (*Passe para a pergunta nº 36*)
- Abertura apenas para fins Comerciais ou Vendas (*Passe para a pergunta nº 36*)
- Não gostaria de ser abordado/a

35. Porque não gostaria de ser abordado? (*Passe para a pergunta nº 39*)

36. Uma vez abordado/a por um responsável e/ou gestor de marca nas redes sociais, qual a forma de contacto que mais apreciaria?

- Abordagem Privada (Mensagem privada, Email...)
- Abordagem Pública (Comentário no post, Post no mural, Tweet...)
- Indiferente (Abordagem pública e/ou privada)

37. Após ter sido contactado/a por um responsável e/ou gestor de marca nas redes sociais, com intuítos comerciais e/ou de apoio ao cliente, qual o tipo de comunicação e linguagem que mais lhe agradaria?

- Tom formal e cordial como regra geral (Comunicação típica de email e serviço de call center)
- Tom informal por definição (Comunicação típica das redes sociais)
- Tom semelhante à comunicação da marca noutros meios publicitários (Anúncios de TV, Site, Outdoors...)
- Tom personalizado (Comunicação varia consoante a pessoa)
- Tom adaptado ao assunto (Comunicação diferente para vendas e/ou apoio ao cliente)

38. Para fins comerciais e/ou de apoio ao cliente, qual o tipo de assistência nas redes sociais que iria preferir?

- Assistência pessoal e personalizada (uma pessoa oficial da marca acompanha, facilita e ajuda durante todo o processo)
- Assistência automática e dirigida (um mecanismo analisa o perfil, os gostos e a rede de amigos, sugerindo ofertas, promoções e soluções baseadas na personalidade de cada um)

VI. F-Commerce

Com o crescimento acelerado do Facebook, o Social Commerce adquiriu uma variante singular, o F-Commerce. Hoje em dia, já é possível que as marcas tenham lojas online na sua página do Facebook.

39. Já comprou ou gostaria de comprar algum produto ou serviço numa loja online existente no Facebook?

- Sim (*Passa para a pergunta nº 41*)
- Não

40. Porque não comprou ou gostaria de comprar nenhum produto ou serviço numa loja online existente no Facebook? (*Passa para a pergunta nº 42*)

41. Qual o tipo de produtos ou serviços que compra ou gostaria de comprar diretamente no Facebook? (*Escolha todas as opções que se apliquem*)

- Comida e Bebida
- Produtos de Higiene e Limpeza
- Entretenimento fora de casa (Cinema, Concertos, Eventos Desportivos, Espetáculos...)
- Entretenimento dentro de casa (Livros, Filmes, Séries, Música...)
- Eletrodomésticos e Artigos para a Casa (Móveis, Candeeiros, Elementos de Decoração...)
- Roupas e Acessórios de Moda
- Gadgets (Telemóveis, PC's, Tablets, TV's, Sistemas de Som, Consolas de Jogos...)
- Alojamento & Viagens (Hotéis, Pousadas da Juventude, Agências de Viagens, Spas...)
- Transportes (Bilhetes de Avião, Comboio, Metro, Autocarro, Barco...)
- Equipamentos Desportivos (Bicicleta, Canoas, Skate, Prancha de Surf, Raquete Ténis...)
- Animais, Bricolage e Jardim (Ferramentas, Corta-Relva, Ração...)
- Artigos em 2ª Mão (Classificados Auto, Casa, Roupas, Casas...)
- Todos acima referidos

42. O que o/a incentivaria a comprar no Facebook em detrimento de outras alternativas? (Escolha 3 opções)

- Experiência da loja no Facebook mais semelhante à loja online (site)
- Maior segurança e certificação
- Descontos e promoções exclusivas para fãs das marcas (ex: lançamento dum produto num dia antes do previsto só para quem é fã)
- Oferta de produtos e serviços novos e diferentes das outras lojas (física e online)
- Acompanhamento 24h para esclarecimento de dúvidas e ajuda no processo de compra
- Recomendações, sugestões e compras de amigos e família mais visíveis e com base em gostos (ex: informação de quantos e quais amigos já compraram determinado produto)
- Prendas partilhadas ou compras em grupo
- Outro. Qual? _____

Fim.

Obrigado.

André Macedo

8.11 Results Tables

8.11.1 *Sample Characterization*

Table 22 - Socio-Demographic Data

	Freq.	%
Gender		
Female	248	47,6
Male	273	52,4
Age		
18-24 years	198	38,0
25-34	169	32,4
35-44	75	14,4
45-54	55	10,6
55-64	24	4,6
Academic Qualifications		
Primary	5	1,0
Secondary	85	16,4
Bachelor	19	3,7
Graduate	210	40,5
Postgraduate	62	12,0
Master	135	26,1
PhD	2	0,4
Occupation		
Student	97	18,7
Unemployed	23	4,4
Public Official	99	19,0
Worker on behalf of others	266	51,0
Self-employed	34	6,5
Retired	2	0,4
Monthly Income		
< 500	78	16,8
500-999	140	30,2
1000-1499	162	34,9
1500-1999	57	12,3
2000-2499	10	2,2
> 2500	17	3,7

8.11.2 *Shopping Habits*

Table 23 – How often do you usually shop?

	Freq.	%
< 5	212	40,7
5-9	218	41,8
10-20	70	13,4
> 20	21	4,0
Total	521	100,0

Table 24 - Favourite ways to shop?

	Freq.	%
Physical Store	507	97,3%
Online Store (website)	267	51,2%
Telephone (Telemarketing)	1	0,2%
Mail or Correspondence	18	3,5%
Catalogue	45	8,6%
Television (Telesales)	0	0,0%
Door to door salesman	0	0,0%
Social Networking (Official Page)	43	8,3%
Other	5	1,0%

8.11.3 E-Commerce

Table 25 - What type of products or services you usually buy online?

	Freq.	%
Food and Drink	50	10,8%
Cleaning and Hygiene Products	35	7,5%
Out of home entertainment (Movies, Concerts, Shows...)	256	55,2%
Entertainment indoors (Books, Movies, Shows, Music, Apps...)	237	51,1%
Household and items for Home (furniture, lamps, decoration...)	52	11,2%
Clothing and Fashion Accessories	155	33,4%
Gadgets (Mobile phones, PC's, Tablets, TV's, Sound Systems, Game Consoles...)	187	40,3%
Travel & Accommodation (Hotels, Youth Hostels, Travel Agencies...)	267	57,5%
Transportation (Flight Tickets, Train, Subway, Bus, Boat...)	285	61,4%
Sporting equipment (bicycle, canoe, Skateboard, Surfboard...)	46	9,9%
Animals, Home Improvement and Garden (Tools, Lawnmower, Ration...)	5	1,1%
2nd Hand Items (Classifieds Auto, Home, Clothing, Holiday...)	93	20,0%
All above mentioned	6	1,3%

Table 26 - What are your preferred means to buy online?

	Freq.	%
PC (Desktop)	192	41,4%
Laptop	383	82,5%
Smartphone	65	14,0%
Tablet	51	11,0%
Television (Smart TV, VOD, Discount Vouchers)	8	1,7%

Table 27 - What do you consider to be more important in an online store?

	Freq.	%
Safety and Certification	423	91,2%
Design, Layout and Image	106	22,8%
General Experience of the Site	122	26,3%
Buying Process (Number of steps required, Easy understanding...)	244	52,6%
Time (To make a purchase, To find a product...)	141	30,4%
Social Component (Recommendations from friends, Options such as "Like" and / or "Tweet"...)	47	10,1%
Detailed Information (Characteristics of products and services, Payment, Shipping...)	270	58,2%
FAQ and Selfcare contents (FAQs, tutorials...)	40	8,6%
Reputation and Brand Notoriety	144	31,0%
Other	3	0,6%

8.11.4 *Social Media***Table 28** - On average, what is the duration of each social networks session?

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 5 minutes	36	6,9	7,5	7,5
5--10 minutes	98	18,8	20,5	28,0
10--30 minutes	142	27,3	29,7	57,7
30--60 minutes	75	14,4	15,7	73,4
More than 60 minutes	62	11,9	13,0	86,4
Infinite Session	65	12,5	13,6	100,0
Total	478	91,7	100,0	
Omitted	43	8,3		
Total	521	100,0		

Table 29 - What are your preferred means for accessing social networks?

	Freq.	%
PC (Desktop)	180	37,7%
Laptop	393	82,2%
Smartphone	262	54,8%
Tablet	78	16,3%
Television (Smart TV)	2	0,4%

Table 30 – Do you follow any brand in social networks?

	Freq.	%
No	146	28,0
Yes	332	63,7
Total	478	91,7
Omitted	43	8,3
Total	521	100,0

8.11.5 *Social Commerce*

Table 31 - For commercial and/or customer support purposes, what type of assistance in social networks would you prefer?

	Freq.	%
Personal and customized assistance (a person, accompanies and helps in the process)	372	87,7%
Automatic and directed assistance (a mechanism suggests offers based on personal profile)	52	12,3%

8.11.6 *F-Commerce*

Table 32 - What type of products or services you purchase or would like to purchase directly on Facebook?

	Freq.	%
Food and Drink	10	5,4%
Cleaning and Hygiene Products	8	4,3%
Out of home entertainment (Movies, Concerts, Shows...)	99	53,5%
Entertainment indoors (Books, Movies, Shows, Music, Apps...)	89	48,1%
Household and items for Home (furniture, lamps, decoration...)	18	9,7%
Clothing and Fashion Accessories	103	55,7%
Gadgets (Mobile phones, PC's, Tablets, TV's, Sound Systems, Game Consoles...)	81	43,8%
Travel & Accommodation (Hotels, Youth Hostels, Travel Agencies...)	84	45,4%
Transportation (Flight Tickets, Train, Subway, Bus, Boat...)	73	39,5%
Sporting equipment (bicycle, canoe, Skateboard, Surfboard...)	23	12,4%
Animals, Home Improvement and Garden (Tools, Lawnmower, Ration...)	3	1,6%
2nd Hand Items (Classifieds Auto, Home, Clothing, Holiday...)	51	27,6%
All above mentioned	12	6,5%

8.12 Hypotheses Results Table

8.12.1 *Hypothesis 1*

Table 33 - H1: Purchase by influence of social networks vs. Gender

		Social Shopping		Total
		No	Yes	
Female	Frequency	173	75	248
	% gender	69,8%	30,2%	100,0%
	% social shopping	47,1%	48,7%	47,6%
	% of total	33,2%	14,4%	47,6%
Male	Frequency	194	79	273
	% gender	71,1%	28,9%	100,0%
	% social shopping	52,9%	51,3%	52,4%
	% of total	37,2%	15,2%	52,4%
Total	Frequency	367	154	521
	% gender	70,4%	29,6%	100,0%
	% social shopping	100,0%	100,0%	100,0%
	% of total	70,4%	29,6%	100,0%

8.12.2 *Hypothesis 2*

Table 34 - H2: Purchase by influence of social networks vs. Age

Age		Social Shopping		Total
		No	Yes	
18-24 years	Frequency	131	67	198
	% age	66,2%	33,8%	100,0%
	% social shopping	35,7%	43,5%	38,0%
	% of total	25,1%	12,9%	38,0%
25-34	Frequency	112	57	169
	% age	66,3%	33,7%	100,0%
	% social shopping	30,5%	37,0%	32,4%
	% of total	21,5%	10,9%	32,4%
35-44	Frequency	54	21	75
	% age	72,0%	28,0%	100,0%
	% social shopping	14,7%	13,6%	14,4%
	% of total	10,4%	4,0%	14,4%
45-54	Frequency	49	6	55
	% age	89,1%	10,9%	100,0%
	% social shopping	13,4%	3,9%	10,6%
	% of total	9,4%	1,2%	10,6%
55-64	Frequency	21	3	24
	% age	87,5%	12,5%	100,0%
	% social shopping	5,7%	1,9%	4,6%
	% of total	4,0%	0,6%	4,6%
Total	Frequency	367	154	521
	% age	70,4%	29,6%	100,0%
	% social shopping	100,0%	100,0%	100,0%
	% of total	70,4%	29,6%	100,0%

8.12.3 *Hypothesis 3***Table 35** - H3: Purchase by influence of social networks vs. Academic Qualifications

Academic Qualifications		Social Shopping		Total
		No	Yes	
Secondary	Frequency	58	27	85
	% academic qualifications	68,2%	31,8%	100,0%
	% social shopping	16,1%	17,9%	16,6%
	% of total	11,4%	5,3%	16,6%
Bachelor	Frequency	13	6	19
	% academic qualifications	68,4%	31,6%	100,0%
	% social shopping	3,6%	4,0%	3,7%
	% of total	2,5%	1,2%	3,7%
Graduate	Frequency	146	64	210
	% academic qualifications	69,5%	30,5%	100,0%
	% social shopping	40,6%	42,4%	41,1%
	% of total	28,6%	12,5%	41,1%
Postgraduate	Frequency	43	19	62
	% academic qualifications	69,4%	30,6%	100,0%
	% social shopping	11,9%	12,6%	12,1%
	% of total	8,4%	3,7%	12,1%
Master	Frequency	100	35	135
	% academic qualifications	74,1%	25,9%	100,0%
	% social shopping	27,8%	23,2%	26,4%
	% of total	19,6%	6,8%	26,4%
Total	Frequency	360	151	511
	% academic qualifications	70,5%	29,5%	100,0%
	% social shopping	100,0%	100,0%	100,0%
	% of total	70,5%	29,5%	100,0%

8.12.4 Hypothesis 4

Table 36 - H4: Purchase by influence of social networks vs. Income

Income		Social Shopping		Total
		No	Yes	
< 500 €	Frequency	53	25	78
	% income	67,9%	32,1%	100,0%
	% social shopping	16,2%	18,4%	16,8%
	% of total	11,4%	5,4%	16,8%
500-999 €	Frequency	90	50	140
	% income	64,3%	35,7%	100,0%
	% social shopping	27,4%	36,8%	30,2%
	% of total	19,4%	10,8%	30,2%
1000-1499 €	Frequency	118	44	162
	% income	72,8%	27,2%	100,0%
	% social shopping	36,0%	32,4%	34,9%
	% of total	25,4%	9,5%	34,9%
1500-1999 €	Frequency	49	8	57
	% income	86,0%	14,0%	100,0%
	% social shopping	14,9%	5,9%	12,3%
	% of total	10,6%	1,7%	12,3%
2000-2499 €	Frequency	6	4	10
	% income	60,0%	40,0%	100,0%
	% social shopping	1,8%	2,9%	2,2%
	% of total	1,3%	0,9%	2,2%
> 2500 €	Frequency	12	5	17
	% income	70,6%	29,4%	100,0%
	% social shopping	3,7%	3,7%	3,7%
	% of total	2,6%	1,1%	3,7%
Total	Frequency	328	136	464
	% income	70,7%	29,3%	100,0%
	% social shopping	100,0%	100,0%	100,0%
	% of total	70,7%	29,3%	100,0%

8.12.5 *Hypothesis 5***Table 37 - H5: Online monthly expenses vs. Gender**

Online Monthly Expenses		Gender		Total
		Female	Male	
< 20 €	Frequency	96	98	194
	% online expenses	49,5%	50,5%	100,0%
	% gender	52,5%	43,2%	47,3%
	% of total	23,4%	23,9%	47,3%
20-49 €	Frequency	62	75	137
	% online expenses	45,3%	54,7%	100,0%
	% gender	33,9%	33,0%	33,4%
	% of total	15,1%	18,3%	33,4%
50-99 €	Frequency	14	33	47
	% online expenses	29,8%	70,2%	100,0%
	% gender	7,7%	14,5%	11,5%
	% of total	3,4%	8,0%	11,5%
100-199 €	Frequency	6	18	24
	% online expenses	25,0%	75,0%	100,0%
	% gender	3,3%	7,9%	5,9%
	% of total	1,5%	4,4%	5,9%
> 200 €	Frequency	5	3	8
	% online expenses	62,5%	37,5%	100,0%
	% gender	2,7%	1,3%	2,0%
	% of total	1,2%	0,7%	2,0%
Total	Frequency	183	227	410
	% online expenses	44,6%	55,4%	100,0%
	% gender	100,0%	100,0%	100,0%
	% of total	44,6%	55,4%	100,0%

8.12.6 Hypothesis 7

Table 38 - H7: Paired Comparisons

(I) factor1	(J) factor1	Mean Difference (I-J)	Std. Error	Sig.
Friends	Family	0,040	0,042	1,000
	Colleagues	0,605*	0,042	0,000
	Brands	0,560*	0,060	0,000
Family	Friends	-0,040	0,042	1,000
	Colleagues	0,564*	0,052	0,000
	Brands	0,520*	0,062	0,000
Colleagues	Friends	-0,605*	0,042	0,000
	Family	-0,564*	0,052	0,000
	Brands	-0,044	0,056	1,000
Brands	Friends	-0,560*	0,060	0,000
	Family	-0,520*	0,062	0,000
	Colleagues	0,044	0,056	1,000

* $p \leq 0,05$

8.13 Descriptive Statistics Calculations

Frequencies

Frequency Table

P0_1_idade

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 anos	198	38,0	38,0	38,0
	25-34	169	32,4	32,4	70,4
	35-44	75	14,4	14,4	84,8
	45-54	55	10,6	10,6	95,4
	55-64	24	4,6	4,6	100,0
	Total	521	100,0	100,0	

P0_2_género

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Feminino	248	47,6	47,6	47,6
	Masculino	273	52,4	52,4	100,0
	Total	521	100,0	100,0	

P0_3_habilitações

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Básic	5	1,0	1,0	1,0
	Secundário	85	16,3	16,4	17,4
	Bacharelato	19	3,6	3,7	21,0
	Licenciatura	210	40,3	40,5	61,6
	Pós-graduação	62	11,9	12,0	73,6
	Mestrado	135	25,9	26,1	99,6
	Doutoramento	2	,4	,4	100,0
	Total	518	99,4	100,0	
Missing	System	3	,6		
	Total	521	100,0		

Custom Tables

Table 1

		Count
P0_5_estudante	0	424
	1	97
P0_5_desempregado	0	498
	1	23
P0_5_funcionárioPúblico	0	422
	1	99
P0_5_contadeoutrem	0	255
	1	266
P0_5_contaprópria	0	487
	1	34
P0_5_reformado	0	519
	1	2

FREQUENCIES VARIABLES=P0_6_rendimento
/ORDER=ANALYSIS.

Frequencies

Statistics

P0_6_rendimento

N	Valid	464
	Missing	57

P0_6_rendimento

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 500	78	15,0	16,8	16,8
	500-999	140	28,9	30,2	47,0
	1000-1499	162	31,1	34,9	81,9
	1500-1999	57	10,9	12,3	94,2
	2000-2499	10	1,9	2,2	96,3
	> 2500	17	3,3	3,7	100,0
	Total	464	89,1	100,0	
Missing	System	57	10,9		
Total		521	100,0		

FREQUENCIES VARIABLES=P0_7_compras_mes
/ORDER=ANALYSIS.

Frequencies

Statistics

P0_7_compras_mes

N	Valid	521
	Missing	0

P0_7_compras_mes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5	212	40,7	40,7	40,7
	5-9	218	41,8	41,8	82,5
	10-20	70	13,4	13,4	96,0
	> 20	21	4,0	4,0	100,0
	Total	521	100,0	100,0	

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P0_8_formapreferidacom prasiojafisica	14	2,7%	507	97,3%
P0_8_formapreferidacom prasiojaonline	254	48,8%	267	51,2%
P0_8_formapreferidacom prastelefone	520	99,8%	1	0,2%
P0_8_formapreferidacom prascorreio	503	96,5%	18	3,5%
P0_8_formapreferidacom prascatalogo	476	91,4%	45	8,6%
P0_8_formapreferidacom prastelevisao	521	100,0%	0	0,0%
P0_8_formapreferidacom pravendedor	521	100,0%	0	0,0%
P0_8_formapreferidacom prasredessociais	478	91,7%	43	8,3%
P0_8_formapreferidacom prasoutro	516	99,0%	5	1,0%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P0_9_formam menosaprecia comprasloja fisica	501	96,2%	20	3,8%
P0_9_formam menosaprecia comprasloja online	483	92,7%	38	7,3%
P0_9_formam menosaprecia comprastelefone	152	29,2%	369	70,8%
P0_9_formam menosaprecia comprascorreio	357	68,5%	164	31,5%
P0_9_formam menosaprecia comprascatalogo	409	78,5%	112	21,5%
P0_9_formam menosaprecia comprastelevisao	185	35,5%	336	64,5%
P0_9_formam menosaprecia comprasvendedor	185	35,5%	336	64,5%
P0_9_formam menosaprecia comprasredessociais	465	89,3%	56	10,7%
P0_9_formam menosaprecia comprasoutro	521	100,0%	0	0,0%

FREQUENCIES VARIABLES=P_10_influenciaexperienciaonline P_11_comprasonline
/ORDER=ANALYSIS.

Frequencies

Statistics

		P_10_influenciaexperienciaonline	P_11_comprasonline
N	Valid	521	521
	Missing	0	0

Frequency Table

P_10_influenciaexperienciaonline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	95	18,2	18,2	18,2
	Sim	426	81,8	81,8	100,0
Total		521	100,0	100,0	

P_11_comprasonline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	57	10,9	10,9	10,9
	Sim	464	89,1	89,1	100,0
Total		521	100,0	100,0	

Custom Tables

Table 1

	Não		Sim
	Count	Row N %	Count
P_13_tipoprodutosonlinecomida	414	89,2%	50
P_13_tipoprodutosonlinehigiene	429	92,5%	35
P_13_tipoprodutosonlineentretenimentoforacasa	208	44,8%	256
P_13_tipoprodutosonlineentretenimentocasa	227	48,9%	237
P_13_tipoprodutosonlineeletrodomesticos	412	88,8%	52
P_13_tipoprodutosonlineroupa	309	66,6%	155
P_13_tipoprodutosonlinegadgets	277	59,7%	187
P_13_tipoprodutosonlineviagens	197	42,5%	267
P_13_tipoprodutosonline transportes	179	38,6%	285
P_13_tipoprodutosonlineequipamentosdesportivos	418	90,1%	46
P_13_tipoprodutosonlinejardim	459	98,9%	5
P_13_tipoprodutosonline2*Mão	371	80,0%	93
P_13_tipoprodutosonline todos	458	98,7%	6

Table 1

	Sim	
	Count	Row N %
P_13_tipoprodutosonlinecomida	44	10,8%
P_13_tipoprodutosonlinehigiene	16	7,5%
P_13_tipoprodutosonlineentretenimentoforacasa	226	55,2%
P_13_tipoprodutosonlineentretenimentocasa	211	51,1%
P_13_tipoprodutosonlineeletrodomesticos	46	11,2%
P_13_tipoprodutosonlineroupa	139	33,4%
P_13_tipoprodutosonlinegadgets	164	40,3%
P_13_tipoprodutosonlineviagens	247	57,5%
P_13_tipoprodutosonline transportes	253	61,4%
P_13_tipoprodutosonlineequipamentosdesportivos	37	9,9%
P_13_tipoprodutosonlinejardim	4	1,1%
P_13_tipoprodutosonline2**Mão	84	20,0%
P_13_tipoprodutosonline todos	13	1,3%

FREQUENCIES VARIABLES=P_14_gastomêsonline
/ORDER=ANALYSIS.

Frequencies

Statistics

P_14_gastomêsonline

N	Valid	Missing
	410	111

P_14_gastomêsonline

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20	194	37,2	47,3	47,3
20-49	137	26,3	33,4	80,7
50-99	47	9,0	11,5	92,2
100-199	24	4,6	5,9	98,0
> 200	8	1,5	2,0	100,0
Total	410	78,7	100,0	
Missing System	111	21,3		
Total	521	100,0		

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_15_meiopreferidoonline pc	272	58,6%	192	41,4%
P_15_meiopreferidoonline portátil	81	17,5%	383	82,5%
P_15_meiopreferidoonline telemóvel	399	86,0%	65	14,0%
P_15_meiopreferidoonline tablet	413	89,0%	51	11,0%
P_15_meiopreferidoonline televisão	456	98,3%	8	1,7%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_16_formapagamentopr feridacartãoocrédito	202	43,5%	262	56,5%
P_16_formapagamentopr feridacartãoodébito	232	50,0%	232	50,0%
P_16_formapagamentopr feridacontaonline	355	76,5%	109	23,5%
P_16_formapagamentopr feridatransferenciabancá ria	275	59,3%	189	40,7%
P_16_formapagamentopr feridaatoentrega	342	73,7%	122	26,3%
P_16_formapagamentopr feridadinheirovirtual	463	99,8%	1	0,2%
P_16_formapagamentopr feridaoutro	464	100,0%	0	0,0%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_17_importantelojaonlin esegurança	41	8,8%	423	91,2%
P_17_importantelojaonlin edesign	358	77,2%	106	22,8%
P_17_importantelojaonlin eexperiência	342	73,7%	122	26,3%
P_17_importantelojaonlin eprocessocompra	220	47,4%	244	52,6%
P_17_importantelojaonlin etempo	323	69,6%	141	30,4%
P_17_importantelojaonlin esocial	417	89,9%	47	10,1%
P_17_importantelojaonlin einformação	194	41,8%	270	58,2%
P_17_importantelojaonlin efaq	424	91,4%	40	8,6%
P_17_importantelojaonlin ereputação	320	69,0%	144	31,0%
P_17_importantelojaonlin eoutro	461	99,4%	3	0,6%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_18_beneficioonlineecon ômico	316	68,1%	148	31,9%
P_18_beneficioonlineconv eniência	242	52,2%	222	47,8%
P_18_beneficioonlineesco lha	413	89,0%	51	11,0%
P_18_beneficioonlineerapi dez	421	90,7%	43	9,3%

FREQUENCIES VARIABLES=P_19_redesocial
/ORDER=ANALYSIS.

Frequencies

Statistics

P_19_redesocial

N	Valid	521
	Missing	0

P_19_redesocial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	43	8,3	8,3	8,3
	Sim	478	91,7	91,7	100,0
	Total	521	100,0	100,0	

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_21_redesocialregistof acebook	6	1,3%	472	98,7%
P_21_redesocialregistot witter	335	70,1%	143	29,9%
P_21_redesocialregisto google	264	55,2%	214	44,8%
P_21_redesocialregistro hi5	368	81,2%	90	18,8%
P_21_redesocialregistof oursquare	419	87,7%	59	12,3%
P_21_redesocialregistro youtube	183	38,3%	295	61,7%
P_21_redesocialregistro inlinkedin	264	55,2%	214	44,8%
P_21_redesocialregistro pinterest	424	88,7%	54	11,3%
P_21_redesocialregistro nstagram	358	74,9%	120	25,1%
P_21_redesocialregistro skype	170	35,6%	308	64,4%
P_21_redesocialregistro blogs	364	76,2%	114	23,8%
P_21_redesocialregistof õruns	420	87,9%	58	12,1%
P_21_redesocialregistro Outro	473	99,0%	5	1,0%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_22_redessociaisutilizaçãofacebook	17	3,6%	461	96,4%
P_22_redessociaisutilizaçãotwitter	433	90,6%	45	9,4%
P_22_redessociaisutilizaçãoogle	431	90,2%	47	9,8%
P_22_redessociaisutilizaçãohi5	477	99,8%	1	0,2%
P_22_redessociaisutilizaçãofoursquare	455	95,2%	23	4,8%
P_22_redessociaisutilizaçãoyoutube	300	62,8%	178	37,2%
P_22_redessociaisutilizaçãolinkedin	403	84,3%	75	15,7%
P_22_redessociaisutilizaçãopinterest	467	97,7%	11	2,3%
P_22_redessociaisutilizaçãoinstagram	425	88,9%	53	11,1%
P_22_redessociaisutilizaçãoskype	386	80,8%	92	19,2%
P_22_redessociaisutilizaçãoblogs	421	88,1%	57	11,9%
P_22_redessociaisutilizaçãofóruns	455	95,2%	23	4,8%
P_22_redessociaisutilizaçãoutro	473	99,0%	5	1,0%

FREQUENCIES VARIABLES=P_23_frequênciaredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_23_frequênciaredessociais

N	Valid	478
	Missing	43

FREQUENCIES VARIABLES=P_23_frequênciaredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_23_frequênciaredessociais

N	Valid	478
	Missing	43

P_23_frequênciaredessociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1--3 vezes por mês	19	3,6	4,0	4,0
	1 vez por semana	14	2,7	2,9	6,9
	2--3 vezes por semana	30	5,8	6,3	13,2
	1 vez por dia	82	15,7	17,2	30,3
	2--3 vezes por dia	121	23,2	25,3	55,6
	Mais de 3 vezes por dia	212	40,7	44,4	100,0
	Total	478	91,7	100,0	
Missing	System	43	8,3		
Total		521	100,0		

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_24_meiopreferidoredessociaispc	298	62,3%	180	37,7%
P_24_meiopreferidoredessociaisportatil	85	17,8%	393	82,2%
P_24_meiopreferidoredessociaistelemovel	216	45,2%	262	54,8%
P_24_meiopreferidoredessociaistablet	400	83,7%	78	16,3%
P_24_meiopreferidoredessociaistelevsao	476	99,6%	2	0,4%

Frequencies

Statistics

P_25_duraçãosessãoedessociais

N	Valid	478
	Missing	43

P_25_duraçãosessãoedessociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Menos de 5 minutos	36	6,9	7,5	7,5
	5--10 minutos	98	18,8	20,5	28,0
	10--30 minutos	142	27,3	29,7	57,7
	30--60 minutos	75	14,4	15,7	73,4
	Mais de 60 minutos	62	11,9	13,0	86,4
	Sessão Infinita	65	12,5	13,6	100,0
Total		478	91,7	100,0	
Missing	System	43	8,3		
Total		521	100,0		

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_26_motivoredessociaisfalar	66	13,8%	412	86,2%
P_26_motivoredessociaisconhecerpessoas	427	89,3%	51	10,7%
P_26_motivoredessociaispartilhar	205	42,9%	273	57,1%
P_26_motivoredessociaisseguirmarcas	374	78,2%	104	21,8%
P_26_motivoredessociaislemoticias	202	42,3%	276	57,7%
P_26_motivoredessociaisjogar	417	87,2%	61	12,8%
P_26_motivoredessociaisseguircelebridades	465	97,3%	13	2,7%
P_26_motivoredessociaispassatempore	440	92,1%	38	7,9%
P_26_motivoredessociaisconhecerprodutos	375	78,5%	103	21,5%
P_26_motivoredessociaisprofissionais	344	72,0%	134	28,0%
P_26_motivoredessociaisoutro	478	100,0%	0	0,0%

FREQUENCIES VARIABLES=P_27_marcaredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_27_marcaredessociais

N	Valid	478
	Missing	43

P_27_marcaredessociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	146	28,0	30,5	30,5
	Sim	332	63,7	69,5	100,0
	Total	478	91,7	100,0	
Missing	System	43	8,3		
Total		521	100,0		

FREQUENCIES VARIABLES=P_27_marcaredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_27_marcaredessociais

N	Valid	478
	Missing	43

FREQUENCIES VARIABLES=P_29_quantasmarcasredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_29_quantasmarcasredessociais

N	Valid	331
	Missing	190

P_29_quantasmarcasredessociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	1,9	3,0	3,0
	2-5	135	25,9	40,8	43,8
	6--10	89	17,1	26,9	70,7
	11-20	30	5,8	9,1	79,8
	> 20	67	12,9	20,2	100,0
	Total	331	63,5	100,0	
Missing	System	190	36,5		
Total		521	100,0		

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_30_motivomarcaredessociaisapoioaocliente	279	84,3%	52	15,7%
P_30_motivomarcaredessociaisafirmarinteresse	240	72,5%	91	27,5%
P_30_motivomarcaredessociaisconteúdo	112	33,8%	219	66,2%
P_30_motivomarcaredessociaisamigos	315	95,2%	16	4,8%
P_30_motivomarcaredessociaispromoções	107	32,3%	224	67,7%
P_30_motivomarcaredessociaiscliente	187	56,5%	144	43,5%
P_30_motivomarcaredessociaisnoticias	166	50,2%	165	49,8%
P_30_motivomarcaredessociaisoutro	325	98,5%	5	1,5%

FREQUENCIES VARIABLES=P_31_interagirmarcaredessociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_31_interagirmarcaredessociais

N	Valid	331
	Missing	190

P_31_interagirmarcarede sociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	138	26,5	41,7	41,7
	Sim	193	37,0	58,3	100,0
	Total	331	63,5	100,0	
Missing	System	190	36,5		
Total		521	100,0		

FREQUENCIES VARIABLES=P_32_comprarinfluenciarede sociais
/ORDER=ANALYSIS.

Frequencies

Statistics

P_32_comprarinfluenciarede sociais

N	Valid	521
	Missing	0

P_32_comprarinfluenciarede sociais

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	367	70,4	70,4	70,4
	Sim	154	29,6	29,6	100,0
Total		521	100,0	100,0	

Custom Tables

Table 1

		nenhuma	2	3	4	Muita nenhuma
P_33_influenciadecisãoo	Count	29	41	136	215	100
mpraamigos	Row N %	5,6%	7,9%	26,1%	41,3%	19,2%
P_33_influenciadecisãoo	Count	36	46	130	205	104
mprafamilia	Row N %	6,9%	8,8%	25,0%	39,3%	20,0%
P_33_influenciadecisãoo	Count	51	96	206	137	31
mprapeers	Row N %	9,8%	18,4%	39,5%	26,3%	6,0%
P_33_influenciadecisãoo	Count	41	90	231	122	37
mpramarcas	Row N %	7,9%	17,3%	44,3%	23,4%	7,1%

FREQUENCIES VARIABLES=P_34_aberturaabordagemredessocialtotal P_34_aberturaabordagemredessoc
/ORDER=ANALYSIS.

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_34_aberturaabordagem redessociais total	310	59,5%	211	40,5%
P_34_aberturaabordagem redessociais apoiado ao cliente	347	66,6%	174	33,4%
P_34_aberturaabordagem redessociais vendas	462	92,5%	39	7,5%
P_34_aberturaabordagem redessociais Não	424	81,4%	97	18,6%

* Custom Tables.

CTABLES

```

/VLABELS VARIABLES=P_36_formacontactoprivada P_36_formacontactopública P_36_formacontacto
/TABLE P_36_formacontactoprivada [COUNT F40.0, ROWPCT.COUNT PCT40.1] + P_36_formacontacto
/CLABELS ROWLABELS=OPPOSITE
/CATEGORIES VARIABLES=P_36_formacontactoprivada P_36_formacontactopública P_36_formacontacto
    
```

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_36_formacontactoprivada	84	19,8%	340	80,2%
P_36_formacontactopública	404	95,3%	20	4,7%
P_36_formacontacto indifere	360	84,9%	64	15,1%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_37_tipocomunicação formal	302	71,2%	122	28,8%
P_37_tipocomunicação informal	348	82,1%	76	17,9%
P_37_tipocomunicação otomada	390	92,0%	34	8,0%
P_37_tipocomunicação personalizada	337	79,5%	87	20,5%
P_37_tipocomunicação adaptada ao assunto	319	75,2%	105	24,8%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_38_tipoassistência redessociais pessoal	52	12,3%	372	87,7%
P_38_tipoassistência redessociais automática	372	87,7%	52	12,3%

```

FREQUENCIES VARIABLES=P_39_comprasfacebook
/ORDER=ANALYSIS.
    
```

Frequencies

Statistics

P_39_comprasfacebook

N	Valid	Missing
	520	1

P_39_comprasfacebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Não	336	64,5	64,6	64,6
	Sim	184	35,3	35,4	100,0
	Total	520	99,8	100,0	
Missing	System	1	,2		
Total		521	100,0		

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_41_tipo produtos compra facebook comida	175	94,6%	10	5,4%
P_41_tipo produtos compra facebook higiene	177	95,7%	8	4,3%
P_41_tipo produtos compra facebook entretenimento foracasa	86	46,5%	99	53,5%
P_41_tipo produtos compra facebook entretenimento casa	96	51,9%	89	48,1%
P_41_tipo produtos compra facebook eletrodomesticos	167	90,3%	18	9,7%
P_41_tipo produtos compra facebook roupa	82	44,3%	103	55,7%
P_41_tipo produtos compra facebook gadgets	104	56,2%	81	43,8%
P_41_tipo produtos compra facebook viagens	101	54,6%	84	45,4%
P_41_tipo produtos compra facebook transportes	112	60,5%	73	39,5%
P_41_tipo produtos compra facebook equipamentos desportivos	162	87,6%	23	12,4%
P_41_tipo produtos compra facebook jardim	182	98,4%	3	1,6%
P_41_tipo produtos compra facebook 2Mão	134	72,4%	51	27,6%
P_41_tipo produtos compra facebook todos	173	93,5%	12	6,5%

Custom Tables

Table 1

	Não		Sim	
	Count	Row N %	Count	Row N %
P_42_incentivo compra facebook experiencia	367	70,4%	154	29,6%
P_42_incentivo compra facebook segurança	328	63,0%	193	37,0%
P_42_incentivo compra facebook promoções	231	44,3%	290	55,7%
P_42_incentivo compra facebook produtos diferentes	313	60,1%	208	39,9%
P_42_incentivo compra facebook acompanhamento	377	72,4%	144	27,6%
P_42_incentivo compra facebook recomendações	400	76,8%	121	23,2%
P_42_incentivo compra facebook comprar em grupo	476	91,4%	45	8,6%
P_42_incentivo compra facebook outro	486	93,3%	35	6,7%

8.14 Hypotheses Statistics Calculations

8.14.1 Hypothesis 1

```
GET
DATASET NAME DataSet1 WINDOW=FRONT.
CROSSTABS
  /TABLES=P0_2_gênero BY P_11_comprasonline
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.

CROSSTABS
  /TABLES=P0_2_gênero BY P_32_comprarinfluenciaredeassociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.
```

Crosstabs

P0_2_gênero * P_32_comprarinfluenciaredeassociais Crosstabulation

			P_32_comprarinfluenciaredeassociais		Total
			Não	Sim	
P0_2_gênero	Feminino	Count	173	75	248
		% within P0_2_gênero	69,8%	30,2%	100,0%
		% within P_32_comprarinfluenciaredeassociais	47,1%	48,7%	47,6%
		% of Total	33,2%	14,4%	47,6%
Masculino	Masculino	Count	194	79	273
		% within P0_2_gênero	71,1%	28,9%	100,0%
		% within P_32_comprarinfluenciaredeassociais	52,9%	51,3%	52,4%
		% of Total	37,2%	15,2%	52,4%
Total	Total	Count	367	154	521
		% within P0_2_gênero	70,4%	29,6%	100,0%
		% within P_32_comprarinfluenciaredeassociais	100,0%	100,0%	100,0%
		% of Total	70,4%	29,6%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,106 ^a	1	,745		
Continuity Correction ^b	,053	1	,818		
Likelihood Ratio	,106	1	,745		
Fisher's Exact Test				,773	,409
Linear-by-Linear Association	,106	1	,745		
N of Valid Cases	521				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 73,31.

b. Computed only for a 2x2 table

8.14.2 Hypothesis 2

```

CROSSTABS
  /TABLES=P0_1_idade BY P_32_comprarinfluenciaredessociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.

```

Crosstabs

P0_1_idade * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais		Total
			Não	Sim	
P0_1_idade	18-24 anos	Count	131	87	198
		% within P0_1_idade	66,2%	33,8%	100,0%
		% within P_32_comprarinfluenciaredessociais	35,7%	43,5%	38,0%
		% of Total	25,1%	12,9%	38,0%
25-34		Count	112	57	169
		% within P0_1_idade	66,3%	33,7%	100,0%
		% within P_32_comprarinfluenciaredessociais	30,5%	37,0%	32,4%
		% of Total	21,5%	10,9%	32,4%
36-44		Count	54	21	75
		% within P0_1_idade	72,0%	28,0%	100,0%
		% within P_32_comprarinfluenciaredessociais	14,7%	13,6%	14,4%
		% of Total	10,4%	4,0%	14,4%
45-54		Count	49	6	55
		% within P0_1_idade	89,1%	10,9%	100,0%
		% within P_32_comprarinfluenciaredessociais	13,4%	3,9%	10,6%
		% of Total	9,4%	1,2%	10,6%
55-64		Count	21	3	24
		% within P0_1_idade	87,5%	12,5%	100,0%

P0_1_idade * P_32_comprarinfluenciaredessociais Crosstabulation

		P_32_comprarinfluenciaredessociais		Total
		Não	Sim	
Total	% within P_32_comprarinfluenciaredessociais	5,7%	1,9%	4,6%
	% of Total	4,0%	0,6%	4,6%
	Count	367	154	521
	% within P0_1_idade	70,4%	29,6%	100,0%
	% within P_32_comprarinfluenciaredessociais	100,0%	100,0%	100,0%
	% of Total	70,4%	29,6%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,782 ^a	4	,003
Likelihood Ratio	18,162	4	,001
Linear-by-Linear Association	12,293	1	,000
N of Valid Cases	521		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7,09.

```

CROSSTABS
  /TABLES=P0_1_idade BY P_32_comprarinfluenciaredessociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL ASRESID
  /COUNT ROUND CELL.

```

Crosstabs

P0_1_idade * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais		Total
			Não	Sim	
P0_1_idade	18-24 anos	Count	131	67	198
		% within P0_1_idade	66,2%	33,8%	100,0%
		% within P_32_comprarinfluenciaredessociais	35,7%	43,5%	38,0%
		% of Total	25,1%	12,9%	38,0%
		Adjusted Residual	-1,7	1,7	
25-34		Count	112	57	169
		% within P0_1_idade	66,3%	33,7%	100,0%
		% within P_32_comprarinfluenciaredessociais	30,5%	37,0%	32,4%
		% of Total	21,5%	10,9%	32,4%
		Adjusted Residual	-1,4	1,4	
35-44		Count	54	21	75
		% within P0_1_idade	72,0%	28,0%	100,0%
		% within P_32_comprarinfluenciaredessociais	14,7%	13,6%	14,4%
		% of Total	10,4%	4,0%	14,4%
		Adjusted Residual	,3	-,3	
45-54		Count	49	6	55
		% within P0_1_idade	89,1%	10,9%	100,0%
		% within P_32_comprarinfluenciaredessociais	13,4%	3,9%	10,6%
		% of Total	9,4%	1,2%	10,6%
		Adjusted Residual	3,2	-3,2	
55-64		Count	21	3	24
		% within P0_1_idade	87,5%	12,5%	100,0%
		% within P_32_comprarinfluenciaredessociais	5,7%	1,9%	4,6%
		% of Total	4,0%	0,6%	4,6%
		Adjusted Residual	1,9	-1,9	
Total		Count	367	154	521
		% within P0_1_idade	70,4%	29,6%	100,0%
		% within P_32_comprarinfluenciaredessociais	100,0%	100,0%	100,0%
		% of Total	70,4%	29,6%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,782 ^a	4	,003
Likelihood Ratio	18,162	4	,001
Linear-by-Linear Association	12,293	1	,000
N of Valid Cases	521		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,09.

8.14.3 Hypothesis 3

```

CROSSTABS
  /TABLES=P0_3_habilitações BY P_32_comprarinfluenciaredessociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.
  
```

Crosstabs

P0_3_habilitações * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais	
			Não	Sim
P0_3_habilitações	Secundário	Count	58	27
		% within P0_3_habilitações	68,2%	31,8%
		% within P_32_comprarinfluenciaredessociais	16,1%	17,9%
		% of Total	11,4%	5,3%
	Bacharelato	Count	13	6
		% within P0_3_habilitações	68,4%	31,6%
		% within P_32_comprarinfluenciaredessociais	3,6%	4,0%
		% of Total	2,5%	1,2%
	Licenciatura	Count	146	64
		% within P0_3_habilitações	69,5%	30,5%
		% within P_32_comprarinfluenciaredessociais	40,6%	42,4%
		% of Total	28,6%	12,5%
	Pós-graduação	Count	43	19
		% within P0_3_habilitações	69,4%	30,6%
		% within P_32_comprarinfluenciaredessociais	11,9%	12,6%
	% of Total	8,4%	3,7%	
Mestrado	Count	100	35	
	% within P0_3_habilitações	74,1%	25,9%	
	% within P_32_comprarinfluenciaredessociais	27,8%	23,2%	
	% of Total	19,6%	6,8%	
Total	Count	360	151	
	% within P0_3_habilitações	70,5%	29,5%	
	% within P_32_comprarinfluenciaredessociais	100,0%	100,0%	
	% of Total	70,5%	29,5%	

P0_3_habilitações * P_32_comprarinfluenciaredessociais Crosstabulation

			Total
P0_3_habilitações	Secundário	Count	85
		% within P0_3_habilitações	100,0%
		% within P_32_comprarinfluenciare dessociais	16,6%
		% of Total	16,6%
	Bacharelato	Count	19
		% within P0_3_habilitações	100,0%
		% within P_32_comprarinfluenciare dessociais	3,7%
		% of Total	3,7%
	Licenciatura	Count	210
		% within P0_3_habilitações	100,0%
		% within P_32_comprarinfluenciare dessociais	41,1%
		% of Total	41,1%
	Pós-graduação	Count	62
		% within P0_3_habilitações	100,0%
		% within P_32_comprarinfluenciare dessociais	12,1%
		% of Total	12,1%
Mestrado	Count	135	
	% within P0_3_habilitações	100,0%	
	% within P_32_comprarinfluenciare dessociais	26,4%	
	% of Total	26,4%	
Total	Count	511	
	% within P0_3_habilitações	100,0%	
	% within P_32_comprarinfluenciare dessociais	100,0%	
	% of Total	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,212 ^a	4	,876
Likelihood Ratio	1,230	4	,873
Linear-by-Linear Association	,915	1	,339
N of Valid Cases	511		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5,61.

8.14.4 Hypothesis 4

```

CROSSTABS
  /TABLES=P0_6_rendimento BY P_32_comprarinfluenciaredessociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.
  
```

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
P0_6_rendimento * P_32_comprarinfluenciaredessociais	464	89,1%	57	10,9%	521	100,0%

P0_6_rendimento * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais	
			Não	Sim
P0_6_rendimento < 500	Count		53	25
	% within P0_6_rendimento		67,9%	32,1%
	% within P_32_comprarinfluenciaredessociais		16,2%	18,4%
	% of Total		11,4%	5,4%
500-999	Count		90	50
	% within P0_6_rendimento		64,3%	35,7%
	% within P_32_comprarinfluenciaredessociais		27,4%	36,8%
	% of Total		19,4%	10,8%
1000-1499	Count		118	44
	% within P0_6_rendimento		72,8%	27,2%
	% within P_32_comprarinfluenciaredessociais		36,0%	32,4%
	% of Total		25,4%	9,5%
1500-1999	Count		49	8
	% within P0_6_rendimento		86,0%	14,0%

P0_6_rendimento * P_32_comprarinfluenciaredessociais Crosstabulation

			Total
P0_6_rendimento < 500	Count		78
	% within P0_6_rendimento		100,0%
	% within P_32_comprarinfluenciaredessociais		16,8%
	% of Total		16,8%
500-999	Count		140
	% within P0_6_rendimento		100,0%
	% within P_32_comprarinfluenciaredessociais		30,2%
	% of Total		30,2%
1000-1499	Count		162
	% within P0_6_rendimento		100,0%
	% within P_32_comprarinfluenciaredessociais		34,9%
	% of Total		34,9%
1500-1999	Count		57
	% within P0_6_rendimento		100,0%

P0_6_rendimento * P_32_comprarinfluenciaredessociais Crosstabulation

		P_32_comprarinfluenciaredessociais	
		Não	Sim
2000-2499	% within P_32_comprarinfluenciaredessociais	14,9%	5,9%
	% of Total	10,6%	1,7%
	Count	6	4
	% within P0_6_rendimento	60,0%	40,0%
> 2500	% within P_32_comprarinfluenciaredessociais	1,8%	2,9%
	% of Total	1,3%	0,9%
	Count	12	5
	% within P0_6_rendimento	70,6%	29,4%
Total	% within P_32_comprarinfluenciaredessociais	3,7%	3,7%
	% of Total	2,6%	1,1%
	Count	328	136
	% within P0_6_rendimento	70,7%	29,3%
		% within P_32_comprarinfluenciaredessociais	100,0%
		% of Total	70,7%

P0_6_rendimento * P_32_comprarinfluenciaredessociais Crosstabulation

		Total	
2000-2499	% within P_32_comprarinfluenciaredessociais	12,3%	
	% of Total	12,3%	
	Count	10	
	% within P0_6_rendimento	100,0%	
> 2500	% within P_32_comprarinfluenciaredessociais	2,2%	
	% of Total	2,2%	
	Count	17	
	% within P0_6_rendimento	100,0%	
Total	% within P_32_comprarinfluenciaredessociais	3,7%	
	% of Total	3,7%	
	Count	464	
	% within P0_6_rendimento	100,0%	
		% within P_32_comprarinfluenciaredessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,388 ^a	5	,065
Likelihood Ratio	11,223	5	,047
Linear-by-Linear Association	2,932	1	,087
N of Valid Cases	464		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,93.

8.14.5 Hypothesis 5

```

CROSSTABS
  /TABLES=P_14_gastomésonline BY P0_2_género
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.

```

Crosstabs

P_14_gastomésonline * P0_2_género Crosstabulation

			P0_2 género		Total
			Feminino	Masculino	
P_14_gastomésonline	< 20	Count	96	98	194
		% within P_14_gastomésonline	49,5%	50,5%	100,0%
		% within P0_2_género	52,5%	43,2%	47,3%
		% of Total	23,4%	23,9%	47,3%
	20-49	Count	62	75	137
		% within P_14_gastomésonline	45,3%	54,7%	100,0%
		% within P0_2_género	33,9%	33,0%	33,4%
		% of Total	15,1%	18,3%	33,4%
	50-99	Count	14	33	47
		% within P_14_gastomésonline	29,8%	70,2%	100,0%
		% within P0_2_género	7,7%	14,5%	11,5%
		% of Total	3,4%	8,0%	11,5%
	100-199	Count	6	18	24
		% within P_14_gastomésonline	25,0%	75,0%	100,0%
		% within P0_2_género	3,3%	7,9%	5,9%
		% of Total	1,5%	4,4%	5,9%
> 200	Count	5	3	8	
	% within P_14_gastomésonline	62,5%	37,5%	100,0%	
	% within P0_2_género	2,7%	1,3%	2,0%	
	% of Total	1,2%	0,7%	2,0%	
Total	Count	183	227	410	
	% within P_14_gastomésonline	44,6%	55,4%	100,0%	
	% within P0_2_género	100,0%	100,0%	100,0%	
	% of Total	44,6%	55,4%	100,0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,838 ^a	4	,028
Likelihood Ratio	11,214	4	,024
Linear-by-Linear Association	4,731	1	,030
N of Valid Cases	410		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,57.

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```

CROSSTABS
  /TABLES=P_14_gastosemsonline BY P0_2_género
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL ASRESID
  /COUNT ROUND CELL.
    
```

Crosstabs

P_14_gastosemsonline * P0_2_género Crosstabulation

			P0_2_género		Total
			Feminino	Masculino	
P_14_gastosemsonline < 20	Count		96	98	194
	% within P_14_gastosemsonline		49,5%	50,5%	100,0%
	% within P0_2_género		52,5%	43,2%	47,3%
	% of Total		23,4%	23,9%	47,3%
	Adjusted Residual		1,9	-1,9	
20-49	Count		62	75	137
	% within P_14_gastosemsonline		45,3%	54,7%	100,0%
	% within P0_2_género		33,9%	33,0%	33,4%
	% of Total		15,1%	18,3%	33,4%
	Adjusted Residual		,2	-,2	
50-99	Count		14	33	47
	% within P_14_gastosemsonline		29,8%	70,2%	100,0%
	% within P0_2_género		7,7%	14,5%	11,5%
	% of Total		3,4%	8,0%	11,5%
	Adjusted Residual		-2,2	2,2	
100-199	Count		6	18	24
	% within P_14_gastosemsonline		25,0%	75,0%	100,0%

P_14_gastosemsonline * P0_2_género Crosstabulation

			P0_2_género		Total
			Feminino	Masculino	
> 200	% within P0_2_género		3,3%	7,9%	5,9%
	% of Total		1,5%	4,4%	5,9%
	Adjusted Residual		-2,0	2,0	
	Count		5	3	8
	% within P_14_gastosemsonline		62,5%	37,5%	100,0%
Total	% within P0_2_género		2,7%	1,3%	2,0%
	% of Total		1,2%	0,7%	2,0%
	Adjusted Residual		1,0	-1,0	
	Count		183	227	410
	% within P_14_gastosemsonline		44,6%	55,4%	100,0%
	% within P0_2_género		100,0%	100,0%	100,0%
	% of Total		44,6%	55,4%	100,0%

8.14.6 Hypothesis 6

```

CROSSTABS
  /TABLES=P_34_aberturaabordagemredessociaistotal BY P_32_comprarinfluenciaredessociais
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN TOTAL
  /COUNT ROUND CELL.
  
```

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
P_34_aberturaabordagem redessociaistotal * P_32_comprarinfluenciaredessociais	521	100,0%	0	0,0%	521	100,0%

P_34_aberturaabordagemredessociaistotal * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais	
			Não	Sim
P_34_aberturaabordagem redessociaistotal	Não	Count	231	79
		% within P_34_aberturaabordagem redessociaistotal	74,5%	25,5%
		% within P_32_comprarinfluenciaredessociais	62,9%	51,3%
	% of Total	44,3%	15,2%	
	Sim	Count	136	75
		% within P_34_aberturaabordagem redessociaistotal	64,5%	35,5%
% within P_32_comprarinfluenciaredessociais		37,1%	48,7%	
% of Total	26,1%	14,4%		
Total	Count	367	154	
	% within P_34_aberturaabordagem redessociaistotal	70,4%	29,6%	
	% within P_32_comprarinfluenciaredessociais	100,0%	100,0%	
	% of Total	70,4%	29,6%	

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P_34_aberturaabordagemredessociaistotal * P_32_comprarinfluenciaredessociais Crosstabulation

			Total
P_34_aberturaabordagem redessociaistotal	Não	Count	310
		% within P_34_aberturaabordagem redessociaistotal	100,0%
		% within P_32_comprarinfluenciaredessociais	59,5%
	Sim	Count	211
		% within P_34_aberturaabordagem redessociaistotal	100,0%
		% within P_32_comprarinfluenciaredessociais	40,5%
Total		Count	521
		% within P_34_aberturaabordagem redessociaistotal	100,0%
		% within P_32_comprarinfluenciaredessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6,104 ^a	1	,013		
Continuity Correction ^b	5,630	1	,018		
Likelihood Ratio	6,051	1	,014		
Fisher's Exact Test				,015	,009
Linear-by-Linear Association	6,092	1	,014		
N of Valid Cases	521				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62,37.
 b. Computed only for a 2x2 table

```
CROSSTABE
/TABLES=P_34_aberturaabordagemredessociaistotal BY P_32_comprarinfluenciaredessociais
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN TOTAL ASRESID
```

/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
P_34_aberturaabordagem redessociaistotal * P_32_comprarinfluenciaredessociais	521	100,0%	0	0,0%	521	100,0%

P_34_aberturaabordagemredessociaistotal * P_32_comprarinfluenciaredessociais Crosstabulation

			P_32_comprarinfluenciaredessociais	
			Não	Sim
P_34_aberturaabordagem redessociaistotal	Não	Count	231	79
		% within P_34_aberturaabordagem redessociaistotal	74,5%	25,5%
		% within P_32_comprarinfluenciaredessociais	62,9%	51,3%
	Sim	Count	136	75
		% within P_34_aberturaabordagem redessociaistotal	64,5%	35,5%
		% within P_32_comprarinfluenciaredessociais	37,1%	48,7%
		% of Total	44,3%	15,2%
		Adjusted Residual	2,5	-2,5
Total	Count		367	154
	% within P_34_aberturaabordagem redessociaistotal		70,4%	29,6%
	% within P_32_comprarinfluenciaredessociais		100,0%	100,0%
	% of Total		70,4%	29,6%

P_34_aberturaabordagemredessociais total * P_32_comprarinfluência redessociais Crosstabulation

			Total
P_34_aberturaabordagem redessociais total	Não	Count	310
		% within P_34_aberturaabordagem redessociais total	100,0%
		% within P_32_comprarinfluência redessociais	59,5%
		% of Total	59,5%
		Adjusted Residual	
Sim	Sim	Count	211
		% within P_34_aberturaabordagem redessociais total	100,0%
		% within P_32_comprarinfluência redessociais	40,5%
		% of Total	40,5%
		Adjusted Residual	
Total		Count	521
		% within P_34_aberturaabordagem redessociais total	100,0%
		% within P_32_comprarinfluência redessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6,104 ^a	1	,013		
Continuity Correction ^b	5,630	1	,018		
Likelihood Ratio	6,051	1	,014		
Fisher's Exact Test				,015	,009
Linear-by-Linear Association	6,092	1	,014		
N of Valid Cases	521				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62,37.

b. Computed only for a 2x2 table

CROSSTABS

/TABLES=P_34_aberturaabordagemredessociaisapoioaocliente P_34_aberturaabordagemredessociais /FORMAT=AVALUE TABLES

/STATISTICS=CHISQ

/CELLS=COUNT ROW COLUMN TOTAL

/COUNT ROUND CELL.

Crosstabs

P_34_aberturaabordagemredessociaisapoioaocliente * P_32_comprarinfluência redessociais

Crosstab

			P_32_comprarinfluência redessociais	
			Não	Sim
P_34_aberturaabordagem redessociaisapoioaocliente	Não	Count	248	99
		% within P_34_aberturaabordagem redessociaisapoioaocliente	71,5%	28,5%
		% within P_32_comprarinfluência redessociais	67,6%	64,3%
		% of Total	47,6%	19,0%
		Count	119	55
		% within P_34_aberturaabordagem redessociaisapoioaocliente	68,4%	31,6%
% within P_32_comprarinfluência redessociais	32,4%	35,7%		
% of Total	22,8%	10,6%		
Total		Count	367	154
		% within P_34_aberturaabordagem redessociaisapoioaocliente	70,4%	29,6%
		% within P_32_comprarinfluência redessociais	100,0%	100,0%
		% of Total	70,4%	29,6%

Crosstab

			Total
P_34_aberturaabordagem redessociaisapoioaoclient e	Não	Count	347
		% within P_34_aberturaabordagem redessociaisapoioaoclient e	100,0%
		% within P_32_comprarinfluenciare dessociais	66,6%
	Sim	Count	174
		% within P_34_aberturaabordagem redessociaisapoioaoclient e	100,0%
		% within P_32_comprarinfluenciare dessociais	33,4%
Total		Count	521
		% within P_34_aberturaabordagem redessociaisapoioaoclient e	100,0%
		% within P_32_comprarinfluenciare dessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,526 ^a	1	,468		
Continuity Correction ^b	,390	1	,532		
Likelihood Ratio	,524	1	,469		
Fisher's Exact Test				,477	,265
Linear-by-Linear Association	,527	1	,468		
N of Valid Cases	521				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 51,43.

b. Computed only for a 2x2 table

P_34_aberturaabordagemredessociaisvendas * P_32_comprarinfluenciaredessociais

Crosstab

			P_32_comprarinfluenciaredessociais	
			Não	Sim
P_34_aberturaabordagem redessociaisvendas	Não	Count	337	145
		% within P_34_aberturaabordagem redessociaisvendas	69,9%	30,1%
		% within P_32_comprarinfluenciare dessociais	91,8%	94,2%
	Sim	Count	30	9
		% within P_34_aberturaabordagem redessociaisvendas	76,9%	23,1%
		% within P_32_comprarinfluenciare dessociais	8,2%	5,8%
Total		Count	367	154
		% within P_34_aberturaabordagem redessociaisvendas	70,4%	29,6%
		% within P_32_comprarinfluenciare dessociais	100,0%	100,0%
		% of Total	70,4%	29,6%

Crosstab

			Total
P_34_aberturaabordagem redessociaisvendas	Não	Count	482
		% within P_34_aberturaabordagem redessociaisvendas	100,0%
		% within P_32_comprarinfluenciare dessociais	92,5%
	% of Total		92,5%
	Sim	Count	39
		% within P_34_aberturaabordagem redessociaisvendas	100,0%
% within P_32_comprarinfluenciare dessociais		7,5%	
% of Total		7,5%	
Total		Count	521
		% within P_34_aberturaabordagem redessociaisvendas	100,0%
		% within P_32_comprarinfluenciare dessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	,851 ^a	1	,356		
Continuity Correction ^b	,547	1	,459		
Likelihood Ratio	,889	1	,346		
Fisher's Exact Test				,466	,233
Linear-by-Linear Association	,849	1	,357		
N of Valid Cases	521				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11,53.

b. Computed only for a 2x2 table

P_34_aberturaabordagemredessociaisNão * P_32_comprarinfluenciaredessociais

Crosstab

			P_32_comprarinfluenciaredesso ciais	
			Não	Sim
P_34_aberturaabordagem redessociaisNão	Não	Count	285	139
		% within P_34_aberturaabordagem redessociaisNão	67,2%	32,8%
		% within P_32_comprarinfluenciare dessociais	77,7%	90,3%
	% of Total		54,7%	26,7%
	Sim	Count	82	15
		% within P_34_aberturaabordagem redessociaisNão	84,5%	15,5%
% within P_32_comprarinfluenciare dessociais		22,3%	9,7%	
% of Total		15,7%	2,9%	
Total		Count	367	154
		% within P_34_aberturaabordagem redessociaisNão	70,4%	29,6%
		% within P_32_comprarinfluenciare dessociais	100,0%	100,0%
		% of Total	70,4%	29,6%

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Crosstab

			Total
P_34_aberturaabordagem redessociaisNão	Não	Count	424
		% within P_34_aberturaabordagem redessociaisNão	100,0%
		% within P_32_comprarinfluenciare dessociais	81,4%
	% of Total	81,4%	
	Sim	Count	97
		% within P_34_aberturaabordagem redessociaisNão	100,0%
% within P_32_comprarinfluenciare dessociais		18,6%	
% of Total	18,6%		
Total		Count	521
		% within P_34_aberturaabordagem redessociaisNão	100,0%
		% within P_32_comprarinfluenciare dessociais	100,0%
		% of Total	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	11,372 ^a	1	,001		
Continuity Correction ^b	10,555	1	,001		
Likelihood Ratio	12,553	1	,000		
Fisher's Exact Test				,001	,000
Linear-by-Linear Association	11,350	1	,001		
N of Valid Cases	521				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 28,67.

b. Computed only for a 2x2 table

8.14.7 Hypothesis 7

General Linear Model

Within-Subjects Factors

Measure: MEASURE_1

factor1	Dependent Variable
1	P_33_influênc iadecisãocom mpraamigos
2	P_33_influênc iadecisãocom mprafamilia
3	P_33_influênc iadecisãocom mprapeers
4	P_33_influênc iadecisãocom mpramarcas

Descriptive Statistics

	Mean	Std. Deviation	N
P_33_influênciadecisãocom mpraamigos	3,61	1,056	521
P_33_influênciadecisãocom mprafamilia	3,57	1,113	521
P_33_influênciadecisãocom mprapeers	3,00	1,039	521
P_33_influênciadecisãocom mpramarcas	3,05	1,003	521

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
factor1	Pillai's Trace	,307	76,529 ^b	3,000	518,000	,000
	Wilks' Lambda	,693	76,529 ^b	3,000	518,000	,000
	Hotelling's Trace	,443	76,529 ^b	3,000	518,000	,000
	Roy's Largest Root	,443	76,529 ^b	3,000	518,000	,000

a. Design: Intercept
Within Subjects Design: factor1

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b
					Greenhouse-Geisser
factor1	,741	155,720	5	,000	,841

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Epsilon ^b	
	Huynh-Feldt	Lower-bound
factor1	,846	,333

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: factor1

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F
factor1	Sphericity Assumed	165,708	3	55,236	75,766
	Greenhouse-Geisser	165,708	2,524	65,645	75,766
	Huynh-Feldt	165,708	2,538	65,300	75,766
	Lower-bound	165,708	1,000	165,708	75,766
Error(factor1)	Sphericity Assumed	1137,292	1560	,729	
	Greenhouse-Geisser	1137,292	1312,642	,866	
	Huynh-Feldt	1137,292	1319,572	,862	
	Lower-bound	1137,292	520,000	2,187	

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Sig.
factor1	Sphericity Assumed	,000
	Greenhouse-Geisser	,000
	Huynh-Feldt	,000
	Lower-bound	,000
Error(factor1)	Sphericity Assumed	
	Greenhouse-Geisser	
	Huynh-Feldt	
	Lower-bound	

Tests of Within-Subjects Contrasts

Measure: MEASURE_1

Source	factor1	Type III Sum of Squares	df	Mean Square	F	Sig.
factor1	Linear	131,372	1	131,372	136,401	,000
	Quadratic	,929	1	,929	1,660	,198
	Cubic	33,407	1	33,407	50,295	,000
Error(factor1)	Linear	500,828	520	,963		
	Quadratic	291,071	520	,560		
	Cubic	345,393	520	,664		

Tests of Between-Subjects Effects

Measure: MEASURE_1

Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	22766,096	1	22766,096	10110,453	,000
Error	1170,904	520	2,252		

Estimated Marginal Means

factor1

Estimates

Measure: MEASURE_1

factor1	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
1	3,607	,046	3,516	3,697
2	3,566	,049	3,470	3,662
3	3,002	,046	2,913	3,091
4	3,046	,044	2,960	3,132

Pairwise Comparisons

Measure: MEASURE_1

(I) factor1	(J) factor1	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
					Lower Bound	Upper Bound
1	2	,040	,042	1,000	-,072	,152
	3	,605 [*]	,042	,000	,494	,716
	4	,560 [*]	,060	,000	,403	,718
2	1	-,040	,042	1,000	-,152	,072
	3	,564 [*]	,052	,000	,427	,702
	4	,520 [*]	,062	,000	,355	,686
3	1	-,605 [*]	,042	,000	-,716	-,494
	2	-,564 [*]	,052	,000	-,702	-,427
	4	-,044	,056	1,000	-,191	,103
4	1	-,560 [*]	,060	,000	-,718	-,403
	2	-,520 [*]	,062	,000	-,686	-,355
	3	,044	,056	1,000	-,103	,191

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Multivariate Tests

	Value	F	Hypothesis df	Error df	Sig.
Pillai's trace	,307	76,529 ^a	3,000	518,000	,000
Wilks' lambda	,693	76,529 ^a	3,000	518,000	,000
Hotelling's trace	,443	76,529 ^a	3,000	518,000	,000
Roy's largest root	,443	76,529 ^a	3,000	518,000	,000

Each F tests the multivariate effect of factor1. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Exact statistic

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