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COMPARISON OF THE ACTIVITIES OF COMMERCIAL AND SOCIAL ENTREPRENEURS ON FACEBOOK

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Abstract

The main objective of this study is to examine the differences in Facebook usage practices between social and commercial entrepreneurs. The research is based on the official Facebook pages of six pairs of commercial and social enterprises during a period of two years, giving a total of 1046 posts for analysis. Findings reveal differences in the content and types of Facebook posts between commercial and social entrepreneurs. While commercial entrepreneurs have a clearly expressed market orientation, social enterprises strive to build the legitimacy of philanthropists and initiators of social change. There is no statistically significant difference in the number of reactions per post per follower between the two types of enterprises. However, followers' engagement is stronger among social entrepreneurs than commercial entrepreneurs. What all businesses lack is customer-generated content. Business owners could take the empirical findings into consideration when developing a strategy for managing their presence on social networks.

Keywords: *social network marketing, Facebook, entrepreneurship, social entrepreneurship*

1. INTRODUCTION

Every brand wants to be recognized by consumers. Social networks offer options to attract the target group faster and more efficiently than ever before. When analyzing social network marketing, previous studies mainly focused on commercial enterprises (Kraus et al., 2022) or non-profit organizations (Albanna et al., 2022), while the studies focusing on social entrepreneurs' usage of social networks are lacking. The unique nature of social enterprises which share some of their characteristics with commercial enterprises and some of their characteristics with non-profit organisations could also impact the way they utilize social networks. This paper aims to analyze the differences in Facebook usage practices between social and commercial entrepreneurs. The results will enrich the knowledge in areas of both social network marketing and social entrepreneurship enabling social entrepreneurs to compare their social network marketing to other social entrepreneurs.

The paper is structured into several chapters. The second chapter gives a brief overview of social network marketing, while the third compares social and commercial entrepreneurs and presents the research hypotheses. The fourth chapter deals with the methodology used, and the fifth chapter presents the results. The sixth chapter discusses the obtained results, while the seventh chapter concludes the paper, states the limitations of the research, and lists open research questions.

2. SOCIAL NETWORK MARKETING

Social networks offer opportunities to share experiences and attitudes. People spend a lot of time on social networks for the sense of belonging they get from socializing based on common interests with other users. This is precisely where the opportunity for companies lies because their path to consumers has never been easier (Maurer and Wiegmann, 2011). Namely, there are 4.760 billion people in the world who actively use some form of social network (Kemp, 2023).

Social network marketing is one of the fastest-growing types of Internet marketing, which also includes newsletters, blogs, websites, forums and electronic commerce (Peters, 2017). It is used to build brand awareness, increase traffic on the company's website, discover influencers, spread viral messages, create a customer base, etc. (Maurer and Wiegmann, 2011). Social networks are changing the very process of brand building. In addition to classic B2B and B2C relationships, C2B and C2C are also very important in the online environment. In customer-to-business communication, customers dictate what kind of product they want. In customer-to-customer dialogue, customers advise each other about purchasing certain products through online communities, various sites for leaving reviews, etc. (Maurer and Wiegmann, 2011).

Social network advertising campaigns are easy to set up and manage. There are various targeting options (according to age, interests, income, location...) and the option of retargeting (for people who have interacted with the content or

visited the brand's website). The negative sides are as follows: companies often do not monitor and analyze how ads affect users, and ads are shown to potential consumers too early or too late, which could irritate them (Peters, 2017).

The social network that prevails in terms of the number of active user accounts is Facebook, with around 2.96 billion users worldwide (Statista, 2022). In 2010, the use of Facebook to make purchase decisions and information about products and services was poor, while Facebook was mainly used to stay in touch with friends and acquaintances (Maurer and Wiegmann, 2011). Ten years later, the average Facebook user likes 9 posts, posts 4 comments, and clicks on 8 Facebook ads in 30 days (Kemp, 2019). On average users per month spend 19 hours and 43 minutes on Facebook (Kemp, 2023).

The key phases of social networks advertising follow marketing funnel composed of awareness, consideration, purchase intent and satisfaction. In the awareness phase, the advertising targets people who are not yet familiar with the company's offer, while consideration phase focuses on customers who have already heard about the brand and are considering whether they want to buy the product. In the conversion phase, customers buy products, while the satisfaction phase refers to building loyalty of existing customers. All campaigns are created in the Facebook Ads Manager tool. When creating an ad, the goal of the campaign is chosen first. When creating a campaign, Facebook offers three main categories that correspond to the three stages of the sales funnel (Lee, 2022).

In the first phase, content is created to attract the interest of people who are not yet familiar with the product or service, which can be done by the option Boost Post on Facebook. Also, Facebook allows to re-promote an already published post by creating a new campaign through the Facebook Ads Manager (Rambrot, 2017).

Facebook pixel is an analytics tool that measures the effectiveness of advertising by understanding the actions people take on the website (Meta, 2021), and is important in the consideration phase to measure the effectiveness of Facebook advertising and collect information about users so that ads will primarily be shown to users with the highest probability of conversion. Besides the Pixel, there are additional ways to target the right target audience at this stage. Lookalike Audience is one of the options within Custom Audience on Facebook Ads Manager and refers to an audience created based on characteristics of existing consumers or followers (Semerádová and Weinlich, 2019). In the last stage, ads are created that offer a product discount, free trial, coupon, etc. (Peters, 2017).

3. SOCIAL VERSUS COMMERCIAL ENTREPRENEURSHIP

Entrepreneurial opportunities are situations in which new goods, services, raw materials, markets and organizing methods can be introduced through the formation of new means, ends, or means-ends relationships (Eckhardt & Shane, 2003). Social entrepreneurship is the process of exploiting opportunities in order

to enhance social wealth by creating new business ventures (Zahra et al., 2009). Profit is not the primary goal, but rather ensures sustainability of the new solution that alleviates exclusion or suffering of a targeted group (Martin and Osberg, 2007).

Although social entrepreneurship is in many ways unique compared to profit-oriented entrepreneurship, it is still evident that specific characteristics are found in both traditional and social entrepreneurs, such as innovation, taking the initiative, the importance of leadership, commitment, persistence and spotting opportunities (Abu-Saifan, 2012). According to Austin, Stevenson and Wei-Skillern (2012), four factors can be listed that help distinguish between commercial and social entrepreneurship, as follows:

1. Social enterprises are created where there is a certain need that the market does not satisfy, i.e. a market failure for commercial enterprises is an opportunity for social enterprises.
2. A social entrepreneur primarily strives to create social value, and a commercial entrepreneur primarily to make economic profit.
3. Social entrepreneurs are faced with a lack of resources, have more difficult access to financing, and their employees often place substantial value on nonpecuniary compensation from their work.
4. Social enterprises are guided by the triple balance model, which means that they consider the impact on the environment and society, as well as the social capital created which makes measuring their impact challenging.

Both social enterprises and non-profit organizations aim at creating social value by working directly with their target groups (Martin & Osberg, 2007). However, non-profit organizations achieve their goals by redistributing economic value, while social enterprises create economic value (Dees, 1998).

Social entrepreneurship originated in Croatia as part of the civil sector. The adoption of the Strategy for the Development of Social Entrepreneurship in the Republic of Croatia has been planned for many years, and it was finally adopted in April 2015. The Strategy defines social entrepreneurship as a business based on the principles of social, environmental and economic sustainability, in which the generated profit/surplus income is entirely or primarily invested for the benefit of the community (Ministry of Labour, Pension System, Family and Social Policy, 2015). As planned according to the Strategy, all social entrepreneurs were to be registered in the Registry of Social Entrepreneurs after proving that they meet the nine criteria for social entrepreneurs. However, there is no single place with the data of social entrepreneurs as a base to which the entire public would have access (Šimleša, Puđak, Majetić & Bušljeta Tonković, 2015; Šimleša, Bušljeta Tonković & Puđak, 2016). Based on the aforementioned differences between social and commercial entrepreneurs, it is hypothesized that they will be reflected in the content that enterprises publish on Facebook:

H1: There is a statistically significant association between the type of entrepreneur and the categories of content they publish on Facebook.

Previous research has confirmed that Facebook is the most used social network in the profit and non-profit sectors (Sembor and Mohammed-Baksh, 2017; Young, 2017). The most common way to promote an enterprise via Facebook is publishing on a Facebook page and running Facebook ads. At the same time, other forms such as videos, surveys, competitions or Facebook applications come in a much smaller percentage as they are more complex and require more time and resources (Bekoglu & Onaylı, 2016).

There are not many scientific papers on the Facebook activities of social enterprises. Therefore, we looked at what the literature says about the use of Facebook by non-profit organizations similar to social enterprises in that they have a social mission. For non-profit organizations, the most frequently used types of posts are posts in the discussion area on the Facebook page, followed by photo posts, shared content from other websites, news from the media, and video and audio files. Stakeholder involvement strategies such as the possibility of making donations, information on volunteering opportunities, the organization's phone number, calendar of events and e-commerce were represented in very small percentages (Waters, Burnett, Lamm & Lucas, 2009; Waters and Lo, 2012). When looking at the reasons for using social network pages in non-profit organizations that provide social services, over 95% of organizations cited promoting services and events and engaging the community and stakeholders (Young, 2017). Some social entrepreneurs use visuals and words to elicit negative emotions through moral shock and then encourage the transformation of those emotions into enactment by connecting target actors to a cause (Barberá-Tomás, Castelló, De Bakker & Zietsma, 2019). Given that differences in the mission could affect the way Facebook is used, below is a hypothesis about the connection between the types of Facebook posts and the type of entrepreneur:

H2: There is a statistically significant association between the type of entrepreneur and the post type.

Market-oriented enterprises most often use social networks pages as channels of communication with consumers. Users of social networks follow their favorite brands on different social platforms, share their experiences about products and services and thus generate content on the Internet. People in an online community find common interests, which leads them to identify with others or with a certain brand. Companies can thus obtain measurable data related to customer segments, problems that bother them and their expectations from the product (Bekoglu & Onaylı, 2016; Ramadan, Abosag & Zabkar, 2018).

For non-profit organizations, which are often not financially self-sustaining and are funded by donations, Internet marketing is very affordable and therefore potentially beneficial. It is social networks like Facebook that enable dialogue between the stakeholders. For non-profit organizations, social networks make it easier to spread information about services and programs, establish cooperation with other organizations, and recruit volunteers (Young, 2017).

As campaign evaluation criteria, companies use different metrics, from the basic ones such as the number of reactions per post per follower to the more complex ones such as the follower's engagement (Gkikas et al, 2022). Since commercial enterprises are more oriented towards the product itself and making a profit than social enterprises which focus primarily on social problems, it is expected that the content of commercial enterprises is more fun-oriented and sales-oriented with posts encouraging a happy feeling among the followers. These types of posts encourage the followers to express a fast reaction to them without spending much time on them and scroll right down. Thus, it is assumed that the posts of commercial entrepreneurs will encourage followers to react more often, without spending much time on the posts, which is tested by the following hypothesis:

H3: The number of reactions per post per follower is higher for commercial than for social enterprises.

Both for-profit and non-profit organizations strive to create communities of followers. Becoming an active member of the Facebook community means that a person comes into contact with everything that makes up the elements of the community and participates in common activities. The community elements are considered to be the enterprise, products, consumers and the very image of the brand that the enterprise has created through its operations (Ho, 2014).

People who trust Facebook have no problem sharing information with others, including businesses and people (Ramadan et al., 2018). The relationships that people build through Facebook, their trust in Facebook as a way of creating friendships and membership in the same online brand communities result not only in mutual connection, but also in connection with the brand (Parsons, 2013; Ramadan et al., 2018).

Facebook offers three possible followers' reactions to posts: likes, leaving comments and sharing the post. The followers' engagement measures how many types of reactions the post received instead of measuring the number of individual reactions. The number of individual likes, individual comments or individual shares, in this case, is not an indicator of the followers' engagement. A higher level is attributed to posts that led followers to perform more activities, i.e., to like, comment and share one specific post. Given that a social mission drives social entrepreneurs, it is assumed that their followers are more engaged than followers of commercial enterprises, and the following hypothesis is posed:

H4: There is a statistically significant association between the type of entrepreneur and the followers' engagement.

4. METHODOLOGY

The aim of the research is to identify the differences in Facebook usage practices between social and commercial entrepreneurs implementing quantitative research methods. The criterion for including a social enterprise in the research was the existence of an active page on Facebook for two years, the existence of published posts that could be analysed and the enterprise had to be registered to

perform activities in Croatia. After finding six social enterprises that satisfy these criteria, they were paired with six commercial enterprises operating in the same or similar industry with a similar number of employees. The size and activity of the companies in the sample is presented in Table 1. The sample for the analysis consisted of posts on the official Facebook pages of the selected enterprises posted for two years. Since the posts were collected manually, every other week was analyzed, giving a total of 52 weeks for analysis, which is a representative sample for these companies in the observed period.

Table 1

Enterprises in the sample

Entrepreneur	Size	Products/Services
SE-A	Micro	Graphic and web design
CE-A	Micro	Graphic and web design
SE-B	Micro	Assistive technology
CE-B	Small	Medical aids
SE-C	Small	Production and sale of confectionery products
CE-C	Micro	Production and sale of confectionery products
SE-D	Small	Production and sale of textile products
CE-D	Micro	Production and sale of textile products
SE-E	Micro	Digital printing and production of promotional materials
CE-E	Micro	Digital printing and production of promotional materials
SE-F	Micro	Accounting and bookkeeping
CE-F	Micro	Accounting and bookkeeping

Source: Fina, 2022

In order to find out if the entrepreneurs from the sample showed interest in using paid campaigns on the Facebook marketing platform, the site Built With (<https://builtwith.com/>) was used. Namely, it is a website that provides an insight into the technology used for the functioning of the website by entering the website address. The domains of all entrepreneurs were entered into the search engine to detect the Facebook Pixel code that tracks users on the Internet, and Facebook ads were created according to the observed behavior of visitors. If the mentioned code was in the code of the company's website, it indicated the use of paid Facebook ads. Of the 12 analyzed enterprises, only two enterprises, the social enterprise SE-B and the commercial enterprise CE-D, have the Facebook Pixel in their website code. Of course, it is possible that the two enterprises are using Facebook Pixel without currently running ads.

A total of 1046 posts were recorded, of which 312 (29.83%) referred to social enterprises and 734 (70.17%) to commercial entrepreneurs. Qualitative and quantitative variables were assigned to each individual post. The variable *entrepreneur type* is a qualitative nominal variable that indicates whether the post belongs to a commercial entrepreneur or a social entrepreneur.

The qualitative nominal variable *content topic* has four categories: *branding*, *content related to the core business*, *impact on the community* and *other*. *Branding* encompasses all content related to brand building, including product-related content, accolades received, customer-generated content, media presence,

prize contests and giveaways, and business information. The following category, *content related to the core business*, refers to the content related to the activities that the company performs, and which generate the most revenue. This category includes posts related to the specific industry to which the enterprise belongs. The third category of content, named *impact on the community*, refers to collaborations, partnerships, donations and all kinds of relationships with stakeholders. This category includes posts that deal with partners, employees and organized events that strengthen the enterprise's connection with the community. Finally, the fourth category of content is named *other* and includes posts of an entertaining nature, informal communication with followers, celebrating holidays and important dates, etc.

The variable *post type* is a qualitative nominal variable used to classify posts from the enterprise's Facebook page according to their form. The types of posts that can be published on Facebook are: *text post*, *link*, *photo post*, *video post*, *event*, *photo with text*, *link with text*, and *video with text*. Table 2 shows the categories of nominal variables *content topic* and *post type* with the associated abbreviations.

Table 2
Abbreviations of nominal variables categories (author's work)

Variable	Abbreviation
Content topic	
Branding	Brand
Content related to the core business	Business
Impact on the community	Community
Other	Other
Post type	
Text post	Text
Link	Link
Photo post	Photo
Video post	Video
Event	Event
Photo with text	Photo+text
Link with text	Link+text
Video with text	Video+text

Source: authors' work

For the purposes of analyzing the level of followers' reaction, data on the number of likes, comments and shares was manually collected for each individual post. The quantitative variable *number of reactions per post per follower* was calculated so that the total number of reactions was divided by the total number of posts in the analyzed period and the total number of followers.

In order to reflect the qualitative aspect of the followers' reactions the authors propose the variable *followers' engagement*. This variable has four possible modalities that are expressed by likes, comments and content sharing: *absence of engagement* (the post does not have a single like, comment or share); *low level of engagement* (the post has only one type of reaction; either at least one like or at least one comment or at least one

share); *medium level of engagement* (post has two types of reaction; like and comment, like and share or comment and share); *high level of engagement*: (the post has three types of reaction, i.e. there are likes, comments and shares).

It is important to note that the number of a certain type of reaction does not mean that the followers' reaction is stronger. For example, if a post has 200 likes, but not a single comment or share, this is a low level of reaction regardless of the number of individual reaction types. Also, if a post has 5 likes and one comment, it is a medium level because the post, in addition to getting likes, also led to another type of reaction, i.e. leaving a comment.

The statistical tests used were the chi-square test, t-test for independent samples and Levene's test of equality of variances. The chi-square test is a non-parametric test used for qualitative data. This study used the chi-square test for independent samples to compare the association between two categorical variables (McHugh, 2013). When working with quantitative data, Levene's test is performed to determine the equality of variances before conducting an independent samples t-test. The t-test for independent samples is used to compare the differences in the values of a quantitative variable between two different samples (Glen, 2013, 2014).

5. RESULTS

Table 3 shows the basic indicators of Facebook pages in the sample. Facebook page CE-D has the most posts in the observed period, and page SE-A has the least.

Table 3

Basic data on Facebook pages of enterprises in the sample

Enterprise	Total number of posts in the analyzed period	Number of followers	Number of reviews	Average follower rating
SE-A	4	667	8	5,00
CE-A	57	478	0	0,00
SE-B	111	6430	9	5,00
CE-B	133	324	0	0,00
SE-C	36	4979	47	5,00
CE-C	45	210	42	4,80
SE-D	99	10842	42	5,00
CE-D	236	19975	39	5,00
SE-E	30	1622	6	5,00
CE-E	220	828	5	5,00
SE-F	32	614	1	5,00
CE-F	43	809	5	5,00

Source: author's work based on data collected from the Facebook pages

According to the number of followers, CE-D is also the leader, while CE-C page has the fewest followers. Only two enterprises, CE-A and CE-B do not have a single review published by consumers. SE-C, CE-C and SE-D have more than 40

reviews of their products or services. All pages with reviews available have the highest possible follower rating of 5.0, except for CE-C whose average rating is also high at 4.8.

Among social entrepreneurs, the most represented content topic is *impact on the community*, with 124 posts classified in that category, and the least represented category is *other*. Commercial entrepreneurs are generally more oriented towards content that promotes their products or services. Commercial enterprises publish mostly within the content topic *branding*. Also, the content category *other* is represented by almost every enterprise, for example posting funny photos, quotes and videos. Enterprises CE-B, CE-D and CE-E are commercial enterprises that publish content in the category *impact on the community*. After analysing the posts and their categorization according to the content topic shown in Chart 1, it is necessary to examine whether the observed differences in this sample are statistically significant.

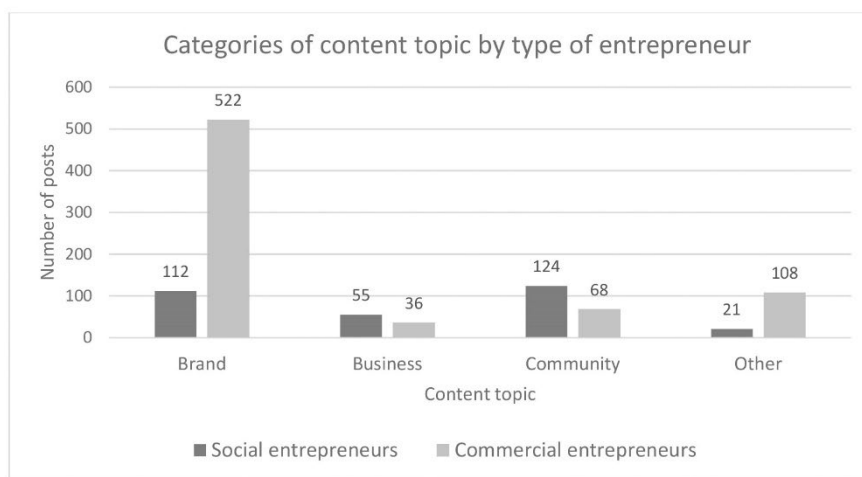


Chart 1 Categories of content topic by type of entrepreneur

Source: Authors' work

A chi-square test of independence showed a significant association between the type of entrepreneur and the content of Facebook posts, $\chi^2(3, N=1046)=207.66$, $p<0.05$, confirming the hypothesis H1. It is noticeable that commercial enterprises publish more about products and their promotion and other forms of content (funny photos, quotes, employee birthdays, photos from the office, etc.), while social entrepreneurs focus on content that aims at connecting with the community (announcements about partnerships, collaborations, donors, etc.) and sharing instructive information about the activity they are engaged in.

Facebook offers several types of posts. Chart 2 shows the types of posts used by commercial and social entrepreneurs in the sample.

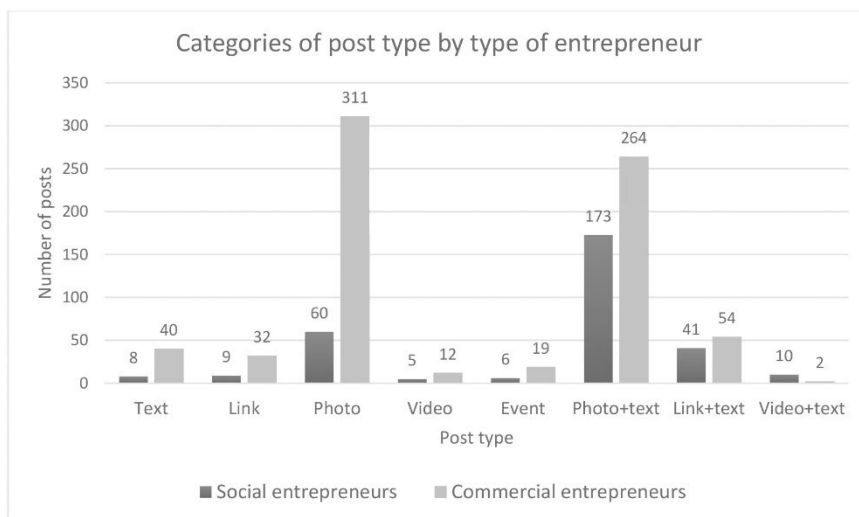


Chart 2 Categories of post type by type of entrepreneur

Source: Authors' work

Commercial enterprises outnumber social enterprises in almost all types of announcements. It is interesting to point out that social entrepreneurs have more *video+text* announcements. *Photo* and *photo+text* posts are the most used types of posts, regardless of the type of entrepreneur. A chi-square test of independence showed a significant association between type of entrepreneur and types of Facebook posts, $\chi^2(7, N=1046)=83.01, p<0.05$, confirming the hypothesis H2. Data shows that social entrepreneurs prefer to include a text when posting their photos, while most photos published by commercial entrepreneurs do not have the accompanying text.

Tables 4 and 5 show the value of the number of reactions per post per follower of social and commercial enterprise pages. The highest number of reactions per follower among social entrepreneurs has the page SE-F, while among commercial entrepreneurs, CE-C has the highest number of reactions per follower.

Table 4

Number of reactions per post per follower on Facebook pages of social enterprises

Social enterprises	Total number of posts in the analyzed period	Total number of reactions	Total number of followers	Number of reactions per post per follower
SE-A	4	40	667	0.0149
SE-B	111	7731	6430	0.0108
SE-C	36	3469	4979	0.0193
SE-D	99	4785	10842	0.0044
SE-E	30	857	1622	0.0176
SE-F	32	562	614	0.0286

Source: Authors' work based on the Facebook pages

Table 5

Number of reactions per post per follower on Facebook pages of commercial enterprises

Commercial enterprises	Total number of posts in the analyzed period	Total number of reactions	Total number of followers	Number of reactions per post per follower
CE-A	57	127	478	0.0046
CE-B	133	467	324	0.0108
CE-C	45	4839	210	0.5120
CE-D	236	57813	19975	0.0123
CE-E	220	857	828	0.0047
CE-F	43	1070	809	0.0308

Source: Authors' work based on the Facebook pages

Levene's test of equality of variances showed that the variances are not equal (p-value is 0.038). Therefore, a two-tailed t-test for independent samples was performed with the assumption of unequal variances. The obtained p-value is 0.382. At the level of statistical significance of 0.05, there is no statistically significant difference in the number of reactions per follower between social and commercial entrepreneurs.

The following analysis was carried out to find out more about the activity of the followers of the enterprises in the sample. Chart 3 shows the followers' engagement with the posts depending on whether they belong to social or commercial entrepreneurs. Interestingly, there was not a single post made by social entrepreneurs that did not get at least one type of reaction.

A high level of reaction was achieved by 31.09% of social entrepreneurs' posts and 20.16% of commercial entrepreneurs' posts. A chi-square test of independence showed a significant association between the *type of entrepreneur* and the *followers' engagement*, $X^2(3, N=1046)=47.92, p<0.05$, confirming the hypothesis H4.

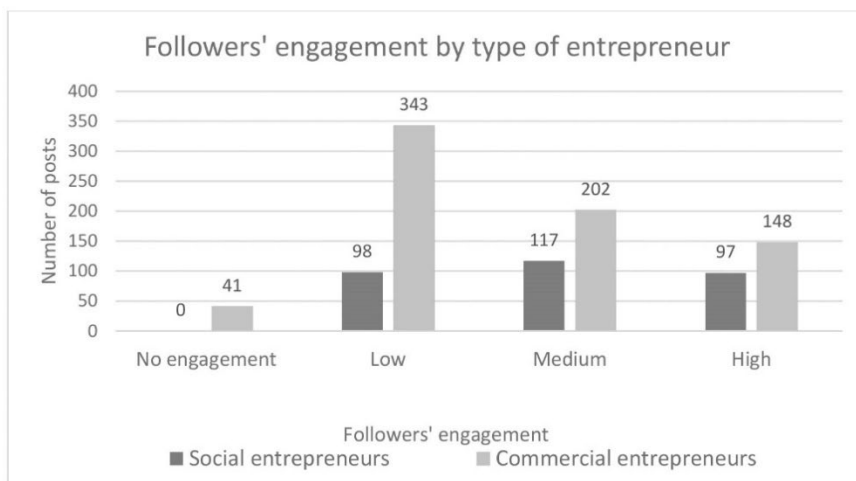


Chart 3 Followers' engagement by type of entrepreneur

Source: Authors' work

6. DISCUSSION

After the conducted research, an insight into the activities of social and commercial enterprises using Facebook was obtained. What strongly differentiates social from commercial enterprises is the content found on their Facebook pages, thus confirming the first hypothesis. For commercial brands, social networks are an important source of potential consumers. Therefore, their content is oriented towards promotion and sales. On the other hand, the main goal of social entrepreneurs is to encourage conversation about social problems. They do this to the greatest extent by disseminating information about their activities and their field of activity and expressing gratitude to their partners.

Bourdieu (1997) distinguishes four forms of capital: economic capital, cultural capital, social capital and symbolic capital, which an individual can engage to realize his projects. Capital can change from one form to another. For example, a company's symbolic capital (reputation, prestige, status) can facilitate the construction of a social network (social capital), provide access to exclusive education that represents cultural capital, or contribute to the improvement of the company's financial performance (Pret, Shaw and Drakopoulou Dodd, 2016).

By analyzing the posts on the Facebook pages of social enterprises, it can be concluded that they are aimed at collecting social and symbolic capital. Their symbolic capital is visible in awards, media representation, presence at festivals, fairs, fashion shows, exhibitions and competitions. Furthermore, social enterprises strive to build legitimacy in the community, emphasizing the legitimacy of philanthropists and initiators of social change. They build social capital through identified stakeholders within Facebook followers, namely private individuals, institutions, cities, agencies, associations, faculties, experts, etc. In this way, they are connected at the local, national and international level. This is in accordance with previous research. A feature of social entrepreneurship is the participation of many different stakeholders who can come from different areas, depending on the organization's type, purpose and needs, which gives legitimacy to social entrepreneurship (Baturina, 2013).

Furthermore, the Facebook pages of commercial entrepreneurs have a clearly expressed market orientation through a focus on sales and new products. Also, there are frequent announcements highlighting the quality of the product. Commercial enterprises build and confirm their legitimacy by thanking their customers for purchases.

Both social and commercial entrepreneurs most often use photos in their posts. The difference is that social entrepreneurs, in comparison to commercial entrepreneurs, more often prefer to include the accompanying text with their photos.

Further research aimed to find out whether, on average, followers of social or commercial enterprises are more active in terms of the number of reactions per post per follower. Testing the third hypothesis leads to the conclusion that there is no statistically significant difference in the number of reactions per post per

follower between the two types of enterprises. This means that both types of enterprises create content that is equally interesting to their followers and encourages them to respond with a reaction that is not time-consuming.

The followers' engagement was also observed. A like is the most common reaction of followers to posts. Since the like itself and other variations of the like present on Facebook is the simplest reaction by which a Facebook user can show interest in the content, it is much more valuable when a follower leaves a comment expressing his/her opinion. The results showed that the followers of social enterprises are more engaged when reacting to Facebook posts compared to the followers of commercial enterprises.

The social enterprise SE-B and the commercial enterprise CE-D are the two most prominent enterprises. The enterprise SE-B has a very active Facebook page. In their posts, they want followers to educate themselves and learn something new and invite them to participate in the implementation of various projects and activities. An engaged audience is created by precisely creating targeted content and using a tone that is close to customers. CE-D has the largest number of followers and is a consistent example of communicating with the audience through comments. The answers are quick, helpful and detailed, which certainly helps the brand to expand its consumer base. Posts of CE-D are often shared by customers so that friends of satisfied customers hear about the enterprise.

7. CONCLUSION

An increasing number of small businesses are realizing how a targeted marketing strategy can succeed in a saturated market. Social networks represent the most financially efficient and often the easiest way to reach new consumers. The purpose of this paper was to identify the differences between social and commercial entrepreneurs when using Facebook.

Through Facebook, enterprises become more accessible to consumers, but the reverse is also true, i.e. enterprises have an easy way to reach the target group. At the same time, the focus in online marketing is the same as in offline marketing – what an ideal customer would look like with all his wishes and preferences, what problems bother him and how the product or service could help (Peters, 2017).

Commercial brands manage to take advantage of social media promotion, while social entrepreneurs mostly use Facebook to build legitimacy of philanthropists and initiators of social change. Although there are general differences in the content between social and commercial entrepreneurs, individual social enterprises exhibit behavior typical of commercial entrepreneurs and vice versa. For example, the social enterprise SE-E in its posts most often promotes its products and services, while CE-B, as a commercial enterprise, is an excellent example of socially responsible enterprise and their posts often talk about the problems of their consumers.

Facebook pages that often feature entertaining content such as funny photos and video posts are well received by followers. Also, photos of employees, their stories, celebrating birthdays are a sign that the enterprise cares about its employees. However, what all businesses lack is customer-generated content. During the research, only a few such posts were observed. This is in line with previous research that found that people like to use social media to purchase, but are insecure in providing the review and comments regarding the purchase made (Šošić, 2019). Previous research confirmed the importance of the published user generated content versus firm generated content when selecting the product (Hunjet, Kozina & Vuković, 2019). When customers can see real people using the product or service, it is much easier to gain trust in the brand. Therefore, it is very important to find a way to interest consumers in social networks and motivate them to participate in content creation.

Brand equity in the digital age is strongly developing as a field of research (Dropulić, Krupka, Vlašić, 2022). Any enterprise that understands the importance of online presence takes a strategic approach to building an image on social networks. This means that an enterprise should have a strategy for managing the presence on social networks, a budget for certain marketing activities, and should measure the return on investments.

The research results should be seen in the context of research limitations. The sample was limited to 6 pairs of enterprises which included Croatian social enterprises that were actively using Facebook. With this type of research, it is probable that other researchers would recognize additional categories when classifying the content of the posts. It is also possible that simply by pairing some other commercial enterprises with the chosen social enterprises, the yielded results might be different. Moreover, no data was collected from the analyzed enterprises about who takes care of their Facebook page, with what goals and how much financial and time resources they direct to their Facebook page.

Enterprises can make social media management easier with the help of various tools available online. Different software can be used to measure the effect of campaigns on social networks and create a realistic picture of the online presence of brands (Parsons, 2013; Ramadan et al., 2018). Future research should also examine how aware enterprises are of these opportunities. Since recent research showed that Instagram's social network quality is rated significantly higher than Facebook's (Marković, Raspor Janković & Gjurašić, 2021), future reseach should also investigate the differences between social and commercial entrepreneurs in using Instagram and other social networks.

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USPOREDBA AKTIVNOSTI KOMERCIJALNIH I DRUŠTVENIH PODUZETNIKA NA *FACEBOOKU*

Sažetak

Glavni je cilj ove studije ispitati razlike u praksi korištenja Facebookom između društvenih i komercijalnih poduzetnika. Istraživanje se temelji na službenim Facebook stranicama šest parova komercijalnih i društvenih poduzeća tijekom dvogodišnjeg perioda, dajući ukupno 1046 objava za analizu. Rezultati pokazuju da postoje razlike u sadržaju i vrsti Facebook objava između komercijalnih i društvenih poduzetnika. Dok komercijalni poduzetnici imaju jasno izraženu tržišnu orijentaciju, društvena poduzeća nastoje izgraditi legitimitet filantropa i pokretača društvenih promjena. Ne postoji statistički značajna razlika u broju reakcija po objavi po pratitelju između dviju vrsta poduzeća. Međutim, angažman pratitelja jači je među društvenim poduzetnicima u odnosu na komercijalne poduzetnike. Ono što nedostaje svim poduzećima jest sadržaj koji generiraju korisnici. Vlasnici poduzeća mogli bi uzeti u obzir empirijske rezultate pri izradi strategije za upravljanje prisutnošću na društvenim mrežama.

Ključne riječi: marketing na društvenim mrežama, Facebook, poduzetništvo, društveno poduzetništvo.

JEL klasifikacija: L26, L33, L86, M14, M15, M31, M37.

