

The Use of Facebook in Greece: Suggestions for Marketing and Management

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Abstract

Current data provide enough evidence of the popularity of Social Networking Sites (SNSs) worldwide and it can clearly be seen that Facebook is by far the most commonly used online social networking site. The main focus of this research study is twofold: a) to provide some empirical data regarding current use of Facebook by Greek users, and b) based on the empirical research findings, to present some suggestions to marketing managers on the successful exploitation of Facebook for their companies. Data were gathered via an online survey of 649 Greek Facebook users who had an active account prior to the collection of the questionnaires. The findings regarding Facebook usage in Greece indicate that the vast majority of the respondents use Facebook on a daily basis, from less than an hour to six hours/access with a preference to night hours (20:01-00:00). Their average number of Facebook friends is 671, their favourite device for logging in to Facebook is their mobile phone and they are very careful on accepting and adding Facebook friends that they do not know personally or through other people from their real world network. Based on the data collected from the survey, possible suggestions for marketing managers were formed.

Keywords: Facebook, Marketing, Social Media, SNSs, Greece

JEL classifications: 039: Technological Change / Y90: Miscellaneous

Introduction

After the popularity of the Internet has increased worldwide, the online Social Networking Sites (SNSs) has been widely used all over the world as they exhibit wide acceptance, high diffusion and an increasing number of features (Spiliotopoulos and Oakley, 2013). Murray and Waller (2007) have identified SNSs as virtual communities which allow people to connect and interact with each other on a particular subject or to just hang out together online. According to a second definition, SNSs are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd and Ellison, 2007).

SNSs generally provide users a profile and enable them to upload and share photos, music and various types of messages they would like to share with other people. Additionally, these sites provide social and emotional support, information resources and ties to other people

(Eyadat and Eyadat, 2010). The first social network site was launched in 1997 and currently there are hundreds of SNSs across the globe, supporting a spectrum of practices, interests and users (Boyd and Ellison, 2007). More specifically, SNSs can be oriented towards work-related contexts (e.g., LinkedIn.com), romantic relationship initiation (e.g., Match.com), connecting those with shared interests such as music or politics (e.g., MySpace.com), or the college student population (the original incarnation of Facebook.com). Participants may use the sites to interact with people they already know offline or to meet new people (Ellison, Steinfield and Lampe, 2007).

The emergence of SNSs also represents a valuable research resource. Indeed, scholars have highlighted the enormous potential of taking advantage of data that are generated electronically when people use online services (Lazer et al., 2009). Furthermore, compared to the methods and data available to traditional social scientists, online information can be accessed and analyzed computationally in ways that are both efficient and accurate (Lazer et al., 2009).

According to eBizMBA Rank, which is a constantly updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both Compete and Quantcast, the 5 most popular Social Networking Sites (at 01/08/2015) worldwide are presented in Table 1 (eBizMBA, 2015):

Table 1: Top 5 most popular Social Networking Sites worldwide

Rank	Social Networking Site	Estimated Unique Monthly Visitors
1	Facebook	900.000.000
2	Twitter	310.000.000
3	LinkedIn	255.000.000
4	Pinterest	250.000.000
5	Google Plus+	120.000.000

The data of Table 1, provide enough evidence of the popularity of SNSs worldwide and it can clearly be seen that Facebook is by far the most commonly used online social networking site (Facebook's unique monthly visitors are more than the population of Europe). Beside the fact that Facebook holds the first place, far beyond the reach of Twitter which is ranked second and LinkedIn which is ranked third, the estimated number of unique monthly visitors of the specific social networking site is almost equal to the sum of the estimated number of unique monthly visitors of the other four SNSs.

Since its creation, Facebook has become a spectacular success by creating a massive new domain in which millions of social interactions are played out every day. This burgeoning new sphere of social behavior is inherently fascinating, but it also provides an unprecedented opportunity for companies and marketing managers: a) to follow the preferences of users worldwide regarding a great variety of subjects and fields, b) to observe behavior in a naturalistic setting, and c) to form customized and personalized campaigns based on large volumes of data collected through Facebook.

The main focus of this research study is twofold: a) to provide some empirical data regarding current use of Facebook by Greek users, and b) based on the empirical research findings, to present some suggestions to marketing managers on the successful exploitation of Facebook for their companies. This paper is organized as follows:

first, based on the existing literature, the definition, history and rapid growth of Facebook are presented. Next, some important reasons for studying Facebook are discussed. Then, survey design, sampling and data collection instrument are presented respectively followed by results and findings. Finally, suggestions for marketing and management are highlighted.

Definition and history of Facebook

Facebook is a computer-mediated Social Networking Site that enables its users to present themselves in an online profile, accumulate "friends" who can post comments on each other's pages, and view each other's profiles. More specifically, the creators of Facebook (Zuckerberg, McCollum, Moskovitz and Hughes) define it as a "social utility that helps people communicate more effectively with their friends, family and coworkers" (Alhabash et al., 2012). Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others' hobbies, interests, musical tastes, and romantic relationship status through the profiles (Ellison, Steinfield and Lampe, 2007). Furthermore, in the case of Facebook, a rich, robust Application Programming Interface (API) allows researchers to collect large volumes of data relating to issues such as site feature use and personal network structure with unprecedented accuracy, granularity and reliability (Spiliotopoulos and Oakley, 2013).

The early history of Facebook started during the second semester of 2003. Facemash, the Facebook's predecessor, opened on October 28, 2003. Initially, the website was invented by a Harvard student, Mark Zuckerberg, and three of his classmates - Andrew McCollum, Chris Hughes and Dustin Moskovitz. Zuckerberg wrote the software for the Facemash website when he was in his second year of college. The website was set up as a type of "hot or not" game for Harvard students. The website allowed visitors to compare two student pictures side-by-side and let them choose who was "hot" and who was "not". On October 25, 2010, entrepreneur and banker Rahul Jain auctioned off FaceMash.com to an unknown buyer for \$30.201 (Li, 2010).

In January 2004, Mark Zuckerberg began writing the code for a new website, known as 'theFacebook'. He said in an article in The Harvard Crimson that he was inspired to make Facebook from the incident of Facemash: "It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many." (Hoffman, 2010). In February 2004 Mark Zuckerberg launched "Thefacebook", as it was originally known; the name taken from the sheets of paper distributed to freshmen, profiling students and staff.

Membership was initially restricted to students of Harvard University. Zuckerberg was soon joined in the promotion of the site by Eduardo Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes. In March 2004, Facebook expanded to Stanford, Columbia, and Yale. This expansion continued when it opened to all Ivy League and Boston-area schools. It gradually reached most universities in Canada and the United States. Facebook was incorporated in the summer of 2004, and the entrepreneur Sean Parker, who had been informally advising Zuckerberg, became the company's president (Rosen, 2005). In June 2004, Facebook moved its base of operations to Palo Alto, California. The company dropped "The" from its name and became "Facebook.com" in August 2005 after the

address was purchased for \$200,000. US high schools could sign up from September 2005, then it began to spread worldwide, reaching UK universities the following month (Phillips, 2007).

On October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom, the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) system in Mexico (around thirty campuses throughout the country at the time), the University of Puerto Rico and Interamerican University of Puerto Rico network in Puerto Rico, and the University of the Virgin Islands network in the U.S. Virgin Islands. Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step (Dempsey, 2006). At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft (Lacy, 2006). On December 11, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to 2,000+ colleges and 25,000 + high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland. As of September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site remained free to join, and made a profit through advertising revenue (Phillips, 2007).

Late in 2007, Facebook had 100,000 business pages, allowing companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned (Richmond, 2007). In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland. In 2010, Facebook began to invite users to become beta testers after passing a question-and-answer-based selection process and a set of Facebook Engineering Puzzles where users would solve computational problems which gave them an opportunity to be hired by Facebook. As of October 2011, over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic (MacManus, 2011).

In 2012, Facebook App Center, an online mobile store, was rolled out. The store initially had 500 Facebook apps which were mostly games. On April 24, 2014, Facebook and Storyful announced a new feature called FB Newswire (The Next Web, 2014). On March 31, 2015, Facebook launches a feature called Scrapbook that allows parents to give their kids an official presence on Facebook even when they are too young to have their own accounts on the network by tagging them in photos. A Scrapbook can be owned by two people who have indicated to Facebook that they are in a relationship. When the kids grow old enough and get their own accounts, they can take over ownership of the Scrapbook and change the privacy settings thereof (Constine, 2015).

Rapid growth of Facebook

The data presented in Table 2 reveal that at the very beginning, and for the first six years, the growth of Facebook was extremely rapid. Within 24 hours, 1200 Harvard university students had already signed up, and after one month, over half of the undergraduate population had a profile on Facebook (Phillips, 2007). Less than two years from Facebook's founding, more than 5 million users were signed up and on the 26th of August, 2008, the number of users exceeded the barrier of 100 million (Zuckerberg, 2008).

The rapid growth that Facebook had experienced during its first six years, appeared to be slowing down after February 2010 as the social media site had the majority of U.S. people signed up to it. Considering the rapid speed it had been growing, it was inevitable that Facebook's growth would begin to slow down, especially in developed countries (Zesty, 2012). Despite the diminished growth rate, Facebook continued to grow at a healthy clip in terms of users.

During the social network's Q1 2015 earnings report, the company reported that its user base was larger than ever on desktop and mobile. On March 31, 2015, there were 1.44 billion people who used Facebook every month, up from the 1.39 billion during last quarter of 2014. Of those users, nearly 1.25 billion also used their phone or tablets to crawl their News Feeds. Meanwhile, the number of users who perused Facebook exclusively on mobile climbed from 526 million during last quarter of 2014 to 581 million during the first quarter of 2015 (Mangalindan, 2015).

The growth of Facebook in Europe is similar. On December, 2014, Facebook dominated in Western Europe, with 37 countries around the region accounting for a total of 232.2 million active users which was roughly 19% of the platform's total global user base. To put that in perspective, these countries account for less than 8% of the total world population. Facebook is present in Eastern Europe too, and its user base continued to grow in these countries, but the world's favourite social network only claimed 12.4 million monthly active users (on December 31, 2014) across Russia, Ukraine and Belarus combined (Kemp, 2015).

Table 2: The rapid growth of Facebook users

Date	Users (in millions)	Days later	Monthly growth
February 4, 2004	0	–	–
December 31, 2005	5,5	696	–
December 31, 2006	12	365	9.83%
October 31, 2007	50	304	31.19%
August 26, 2008	100	300	10%
April 8, 2009	200	225	13.33%
September 15, 2009	300	160	9.38%
February 5, 2010	400	143	6.99%
July 21, 2010	500	166	4.52%
January 5, 2011	600	168	3.57%
May 30, 2011	700	145	3.45%
September 22, 2011	800	115	3.73%
April 24, 2012	900	215	1.74%

Date	Users (in millions)	Days later	Monthly growth
September 14, 2012	1000	143	2.33%
March 31, 2013	1110	198	1.66%
December 31, 2013	1230	275	1.18%
December 31, 2014	1390	365	1.08%
March 31, 2015	1441	90	1.20%

(Source: Mangalindan, 2015)

Mark Zuckerberg revealed that, during the first quarter of 2015, the social network served more than four billion video views a day, 75% of which came from mobile. It is important to highlight the fact that Facebook defines a video "view" as watching only three seconds or more. Other platforms, such as YouTube, require users to linger much longer on a video before it counts as a "view" (Fiegerman, 2015).

Despite missing analyst estimates, Facebook revenue for the first quarter of 2015 climbed more than 40% from the same quarter a year earlier, largely because of its successful transition into making money from smaller screens. Advertising revenue from smartphones and tablets accounted for 73% of Facebook's total advertising revenue for the quarter. On the other hand, Facebook's expenses surged by 83% year-over-year, driven in large part by stock compensation for employees and the company more than doubling its investment in research and development for the first quarter of 2015 to about \$1 billion. The number of Facebook employees shot up nearly 50% year-over-year to more than 10,000, much of which is dedicated to the R&D side. Throughout 2015, Facebook has moved forward with a range of money-making strategies, including boosting the prominence of videos in the News Feed, more ad targeting tools and a payments option for Facebook Messenger, an application with more than 600 million users (Fiegerman, 2015).

Reasons for Studying Facebook

There are four broad reasons why Facebook is of relevance to marketing managers and entrepreneurs. First, the tremendous popularity of Facebook, as evidenced by data presented at both Tables 1 and 2, makes it a topic worthy of study in its own right. Facebook is of great interest for marketing managers because in addition to reflecting existing social processes, they are also spawning new ones by changing the way hundreds of millions of people relate to one another and share information (Wilson, Gosling and Graham, 2012). For vast number of people living in industrialized societies all over the world, Facebook has become a core feature of daily life such that their offline and online worlds have become at least partially integrated (Lampe, Ellison and Steinfield, 2006). Therefore, if marketing managers and entrepreneurs hope to fully understand the habits, way of thinking, the motives and the buying behavior in contemporary contexts they must examine the patterns, causes and consequences of the social processes associated with Facebook usage.

Second, Facebook provides marketing managers and companies a unique opportunity to establish a cost-effective presence in order to promote their products (or services) to an extremely large number of users, geographically spread all over the world, through press releases,

photos, videos, rich media, offers, etc. Major features that promote communication on Facebook include a "message" system that allows for private communication and a "wall" system that allows for a more public form of communication and promotion (Grimmelmann, 2009). In addition, a "home" page provides a central hub where up-to-date information is displayed, including a personalized events calendar and a "news feed" where recent content contributions by followers and friends are shown in chronological order. Companies can post relevant promotional videos, photographs from happenings and events, press releases, as well as promotional games with presents. In addition, Facebook provides users the option to buy and sell items in the Marketplace and find entertainment on the Games page (Wilson, Gosling and Graham, 2012).

Third, activities performed on Facebook (e.g., connecting to others, expressing preferences, providing status updates) can leave a wealth of concrete, observable data in their wake. Advertisers have taken note of SNSs and are using the content provided in user profiles to target consumers with individually tailored ads. These tailored ads can be based on a general profile demographic, such as sending local bridal shop ads to women whose relationship status is "engaged". Using the "friends of connections" tool, advertisers can target Facebook users whose friends are connected to specific pages, groups, or applications. These tactics represent a few of the many forms of behavioral tracking of consumers' activities online, which also involve "searches the consumer has conducted, the Web pages visited, and the content viewed-in order to deliver advertising targeted to the individual consumer's interests" (Hoy and Milne, 2010). This activity, known as behavioral marketing or behavioral advertising, typically takes place without users' awareness.

Fourth, the rise of Facebook brings both new benefits and dangers to society which warrants careful consideration. The benefits associated with Facebook, such as the strengthening of social ties, are tempered by concerns about privacy and information disclosure (Wilson, Gosling and Graham, 2012). When advertisers use the personal information found on Facebook profiles to deliver personalized ads, the usage of that information extends beyond what the Facebook user originally intended: to develop and maintain social connections. As such, users may experience heightened privacy concerns when they become aware of the practice (Hoy and Milne, 2010). Many Facebook users and consumers consider this behavior unacceptable and a violation of their privacy (Turow et al., 2009). Thus, marketing managers and advertisers must be cautious and take into serious consideration the protection and use of personal data received through Facebook.

Survey Design, Sampling and Data Collection Instrument

Survey design and sampling

The specific research adopted a quantitative method and it was based on an empirical investigation of Greek Facebook users that had an active account that they used at least once a month. The current study was administered between March 1 and July 2, 2015. The survey was designed in Greek and it was distributed electronically in several cities in Greece. During the data collection period a total of 651 respondents took part in the study. However, the sample size included in the analyses was dropped to 649 responses due to the fact that 2 participants stated that they don't have an active Facebook account.

All 651 participants were sent an e-mail invitation from both the authors (as well as from other research associates) with a short description of the study, information about confidentiality and a hyperlink to the survey. Furthermore, a Facebook page was created in order to promote the survey and attract respondents. The survey was hosted on Google Drive, and was fielded in February 2015. There was no compensation for the participants, but they could be contacted about the results of the study if they wished to.

Data collection instrument

A written questionnaire was developed and pre-tested using a very small sample of Greek Facebook users. The instrument included 16 closed questions in order to minimize invalid answers and the amount of effort and time required from respondents, thus making the all process more attractive. The final instrument was formed and distributed online, adjusting Dillman's (1978) recommendations in implementing mail and online surveys.

The structured instrument used for the purposes of the current study consisted of two sections. The items in the first section were prepared by the researchers and aimed to collect demographic sample data about the participants. The first section was composed of 8 questions (gender, age, level of studies, profession, marital status, location, whether respondents had an active account on Facebook or not and whether respondents were members in other SNSs, like Twitter, LinkedIn, Google Plus+, Pinterest, or not).

Another 8 items, adjusted from Alhabash et al. (2012), were used in the second section of the instrument that aimed to obtain data regarding Facebook usage, such as time spent using Facebook, electronic device through which Facebook is accessed (e.g. laptop, tablet, mobile phone, etc.), number of Facebook friends, information revealed in the profile, whether Facebook was used to meet new people or to establish an online connection to pre-existing (in the real world) connections, etc.

Results and findings

Of the 649 respondents, 55.6% (361) were women and 44.4% (288) were men. If the gender distribution of the sample is compared to information about the gender distribution of the Greek population as a whole (50.8% women and 49.2% men according to Hellenic Statistical Authority, 2012), the sample appears to be relatively representative. Participants were all Greek nationals with a range of age from 15 to 45+ years. Almost half of the respondents were in the age group from 20 to 24 (15-19, 3.9% / 20-24, 49.6% / 25-29, 17.4% / 30-34, 11.2% / 35-39, 8.5% / 40-44, 3.7% / 45+, 5.7%), while 70% had a university degree (bachelor, master, PhD, post PhD).

Regarding profession of the participants, 49% were students, 23.6% were employees in the private sector, 11.1% freelancers, 8.3% unemployed, 4.8% employees in the public sector, and 3.2% business men. Less than half of the respondents (49.1%) were single (47.1%) or divorced (2%), while the rest 50.9% were either in a relationship (33.7%), engaged (1.5%), or married (15.7%). In relation to the location of the participants, 37.6% were located in Thessaloniki, 17.3% in Athens, 38.5% in other urban areas and 6.6% in rural areas. All of the participants in the study had an active account on

Facebook, while in the question whether the respondents were members in other SNSs than Facebook, Google Plus+ ranked first (59.5%), Twitter ranked second (21.5%), LinkedIn ranked third (15.1%) and Pinterest ranked fourth (11.4%).

Regarding measures of Facebook usage (see Table 3), the vast majority of the respondents revealed that they use Facebook either on a daily basis (83.1%) or 5 to 6 times per week (8.8%). This result is in accordance with previous findings (Lampe, Ellison and Steinfield, 2006) and provides evidence on the penetration of Facebook, constituting the specific social networking site a core feature of daily life for Greek users. Nearly half of the sample (45.3%) reported spending less than an hour/use on Facebook, while the same percentage of participants (45.4%) stated that they spend from 1 to 4 hours/use. Only 1 out of 10 (9.4%) respondents revealed that they spend more than 4 hours every time they log in to Facebook. In other words, 65 participants of the specific survey reported that they spend one sixth (or more) of their day on Facebook every time they log in to it.

The (multiple response) question "What time of day you (usually) use Facebook" yielded a very interesting result. The majority of the sample (84.4%) prefers night hours (20:01-00:00) to access Facebook, while 63.9% prefer evening hours (16:01-20:00), 57.2% the time period from 12:01 to 16:00, and 42.1% morning hours (08:01-12:00). It seems that as the day progresses more people are logged in on Facebook. One of the reasons might be the fact that the majority of people are not at work during this time period, so they have the opportunity to use Facebook in order to relax and to communicate with their friends online.

Half of the sample (49.9%) reported that they access Facebook more often through their mobile phone. The specific finding is of great importance for marketing managers and advertisers, as it will be shown in the next chapter, and reveals the wide use of mobile devices by Greek users. Following mobile phones are personal laptops (24.7%), personal computers (19.7%) and tablets (3.4%). The average number of Facebook friends was 671, ranging from a minimum of 4 friend to a maximum of 28888. The average number of Facebook friends for Greek users of this sample is significantly higher than the average number of Facebook friends in other studies (Alhabash et al., 2012; Ellison, Steinfield and Lampe, 2007; Hoy and Milne, 2010; Steinfield, Ellison and Lampe, 2008; Thompson and Loughheed, 2012).

Table 3: Summary statistics for Facebook usage

Individual Items and Scale	Percent or Mean
How often you use Facebook/week	
• Less than once a week	1.8 %
• 1-2 times a week	2.3 %
• 3-4 times a week	4.0 %
• 5-6 times a week	8.8 %
• On a daily basis	83.1%
How many minutes (on average) you use Facebook/use	
• 1-60 minutes	45.3%
• 61-120 minutes	23.0%
• 121-180 minutes	14.5%
• 181-240 minutes	7.9 %
	9.4 %

<ul style="list-style-type: none"> • More than 241 minutes 	
What time of day you (usually) use Facebook (MRQ*) <ul style="list-style-type: none"> • Morning (08:01 - 12:00) • Noon (12:01 - 16:00) • Evening (16:01 - 20:00) • Night (20:01 - 00:00) • Post-midnight (00:01 - 08:00) 	42.1% 57.2% 63.9% 84.4% 40.4%
Which electronic device you use more often to access Facebook <ul style="list-style-type: none"> • PC • Laptop • Tablet • Mobile • PC at Internet café • PC at the University • PC at work • Other 	19.7% 24.7% 3.4 % 49.9% 0.2 % 0.2 % 1.7 % 0.3 %
How many friends you have on Facebook	671
What kind of friend requests you accept on Facebook <ul style="list-style-type: none"> • Only from people that i know from the real world • Both from people that i know from the real world and from people suggested to me by others • From all people that i find interesting 	58.2% 38.1% 3.7 %
What kind of friend requests you send on Facebook <ul style="list-style-type: none"> • Only to people that i know from the real world • Both to people that i know from the real world and to people suggested to me by others • To all people that i find interesting 	73.2% 21.0% 3.8 %
*MRQ = Multiple Response Question / N = 649	

In order to assess the role of Facebook friends, respondents indicated what kind of "friend request" they accept on Facebook. A limited majority (58.2%) stated that they accept friend requests only from people they personally know from the real world, 38.1% from people that they personally know from the real world and from people suggested to them by others, and 3.7% from all people that they find interesting. Furthermore, the participants in the survey were also asked to indicate to what kind of people they send a "friend request" on Facebook. Nearly two-thirds of the sample (73.2%) reported that they send friend requests only to people they personally know from the real world, 21% to people that they personally know from the real world and to people suggested to them by others, and 3.8% to all people that they find interesting. This is a very revealing finding since it delineates a certain precaution of the respondents on accepting and adding Facebook friends that they do not know personally or through other people from their real world network.

Lastly, the participants in the sample were asked to indicate what kind of information they reveal in their Facebook profile. Interestingly enough, at this multiple response answer, more than half of the respondents indicated that they reveal their gender (93.5%), their photograph (93%), the date of their birthday (82.9%), their location (75.3%), the university they studied at (71.2%), their birth place (70.4%), their field of expertise (58.4%), their school (58.3%), their favorite music (55.8%) and their favorite movies (53.6%).

Suggestions for Marketing and Management

This research study yielded a number of findings which make a double contribution to the international literature: a) it extends current literature on the subject of Facebook use by Greek users, and b) based on the results, it provides some practical and useful implications for marketing and management.

First, the fact that the majority of the participants (83.1%) check their Facebook profile on a daily basis, combined with the result that 45.4% participants spend from 1 to 4 hours/Facebook access, highlights the opportunity for marketing managers and advertisers to have a daily presence on Facebook (through daily status updates and paid advertisements) in order to build their brand name-image and to consolidate a higher level of relationship with their targeted Facebook users.

Second, the finding that the vast majority of the sample usually check their Facebook profiles either from 20:01 to 00:00 (84.4%) or from 16:01 to 20:00 (63.9%) leads to the suggestion that marketing managers and advertisers should upload their Facebook ads or their Facebook marketing campaigns and offers during those times of the day, and more preferably from 17:00 to 23:00 in order to communicate with a larger number of potential clients.

Third, it is important to note, that marketing managers and advertisers need to know more information about several demographic characteristic of the targeted Facebook users (like for example their age distribution, their marital status, their professional status, etc.) in order to be able to customize their marketing-advertising campaigns and to plan, in a more successful way, the time of their Facebook uploads, since the time of the upload is largely connected to those characteristics. The fact that more than half of the respondents indicated that they reveal for free their gender (93.5%), their photograph (93%), the date of their birthday (82.9%), their location (75.3%), the university they studied at (71.2%), their birth place (70.4%), their field of expertise (58.4%), their school (58.3%), their favorite music (55.8%) and their favorite movies (53.6%), among other useful information, can be of great use for marketing departments that want to achieve a high level, and a cost-effective way, of customization for their Facebook posts, uploads, campaigns, offers and contests.

The wealth of concrete, observable demographic and personal (behavioral) data revealed by Greek Facebook users can help marketing managers to create more personalized communication channels and to implement word of mouth marketing techniques (e.g. marketing managers should try to connect with Facebook users that belong to their company's target group through their own (or their friends') personal contacts and then spread information, promote their own offers, coupons, and competitions, communicate virally their own company news and advertise their own products via personal chat and status updates).

Fourth, the fact that half of the sample (49.9%) reported that they access Facebook more often through their mobile phone, making it the most popular electronic device for Facebook use, is in total accordance with the overall situation in the rest of the world since: a) the number of users who perused Facebook exclusively on mobile

climbed from 526 million during last quarter of 2014 to 581 million during the first quarter of 2015 (Mangalindan, 2015), b) during the first quarter of 2015, the social network served more than four billion video views a day, 75% of which came from mobile (Fiegerman, 2015), c) Facebook revenue for the first quarter of 2015 climbed more than 40% from the same quarter a year earlier, largely because of its successful transition into making money from smaller screens, and d) advertising revenue from smartphones and tablets accounted for 73% of Facebook's total advertising revenue for the first quarter of 2015 (Fiegerman, 2015).

In order for marketing managers and advertisers to exploit the ongoing opportunities offered by the rapid growth of mobile phones and their use for logging in to Facebook, it is important to incorporate and adjust all possible marketing activities to smartphone environment. In that way they will be able to be in a state of "constant" communication with their targeted users since mobile devices have already become an indispensable part of our daily routines.

The current study has some limitations that are worth noting. First, it doesn't shed light on some other important aspects of Facebook use, like for example motives of Facebook usage or privacy concerns. Second, the range of some of the demographic data (e.g. location or professional occupation of the participants) is not representative of the general population which is a fact that limits generalizability. Third, a comparison between Facebook users and users of other popular SNSs (like Twitter, Google Plus+, LinkedIn, etc.) could be of great importance in order to acquire more solid conclusions regarding their motives, uses and gratifications. Fourth, current study surveys only Facebook users about their purposes for using Facebook, but do not survey non-Facebook users about their reasons for not using Facebook. An avenue for future research can be surveying non-Facebook users since non-Facebook users can provide additional insights.

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