

Business and Community, Who feeds Whom ? The relation between forum activity and sales

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The web based Interpersonal interaction, that developed in the past decade, provides Internet sites with social networking activity alongside social media (Hartshorn, 2010). Social networks are centered upon the end user being exposed to an infinite amount of media content, while social media focuses on the content itself, which revolves around the end users (Cohen, 2009). Motivation of end users to participate in a social networks or social media has been extensively studied. However, the focus of such research was more on the provider of the service in order to learn about the financial contribution and the income of the running service. (Oestreicher-Singer & Zalmanson, 2013).

Today, new models of interaction have being developed, which could be considered as the synthesis of the two previous models, it offers electronic Marketplace in which the parent company offers a business platform to offer their services to other. This research will focus on Fiverr, an Israeli startup, which is an expression of this model, which allows buying and selling of "gigs" or services online, provided by end users. Suppliers and consumers of the service can share, get ideas, criticism or feedback from other buyers or sellers which may have the power to promote their business (either directly or indirectly). The purpose of this study is to examine whether there is a relationship between the degrees of involvement of the sellers at Fiverr forum activity, and the volume of their sales.

Two groups are being examined: I. those who continued to provide services in addition of being active at the company forum, and II. Those who continued to provide a service without being involved at the company forum. Research hypothesis assumes that participation in the community forum increasing sales.