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Mediating impact of fan-page engagement on social media connectedness and followers purchase intention

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Abstract

Purpose – The purpose of this paper is to identify the mediating effect of fan-page followers’ engagement activities and moderating role of followers’ demographic profile and trust level on their purchase intention.

Design/methodology/approach – This study utilised the customer engagement behaviour and consumer involvement theory as a foundation to explore the impact of variables. Structural equation modelling was utilised to test the model with the data collected from 307 Facebook fan pages’ followers of five Malaysian companies.

Findings – It was shown that following fan pages will influence fan page engagement, which in turn affects purchase intention and social media connectedness. Further analysis indicated that the impact of “follow” and “engagement” on purchase intention differs between genders, ages, level of trust and income.

Research limitations/implications – The study serves as a basic fundamental guideline for academics and researchers to interpret the concept of following fan pages and engagement actions and its effects on purchase intention and social media connectivity, as well as opening a vast area of unexplored researches on the subject of social media.

Practical implications – The research provides information for business-to-consumer companies in utilising fan page based on user categories.

Originality/value – This study proposes the application of an empirically tested framework to the fan-page follow actions. The authors argue that this framework can provide a useful foundation for future social commerce research. The results would help academics be aware of fan page and its user’s engagement actions, which will provide a new avenue of research.

Keywords Social media, Purchase intention, Fan page, Social media connectedness, Social media engagement

Paper type Research paper

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1. Introduction

Company fan pages are fast becoming a prominent marketing channel, due to their contribution towards increasing sales (Chetna et al., 2016). Facebook pages result in more selling opportunities for business to consumer (B2C) companies, as it increases web-traffic (Matista, 2015). However, the mechanism of a fan page and its management remains obscure (Benedikt and Werner, 2012), especially in the context of customer engagements (Benedikt and Werner, 2012). Facebook marketers attempted to determine the value of Facebook fan and determine whether joining a brand’s social network changes consumer behaviour (Leslie et al., 2017). Researchers are also interested in elucidating whether or not the positive associations between following a brand on social media and consumer positive behaviour is causal (Leslie et al., 2017). They are also interested in determining customer behaviour towards a brand, as little is known about the relationship between consumers’ brand “likes” on a social network and their behaviour vis-à-vis a brand (Wallace et al., 2014; Chetna et al., 2016).

Customer brand engagement (CBE) is the subject of many research works. While the study on CBE in a social media-based brand community, such as Facebook brand pages, began, several research works were needed to help improve its understanding (Yap and Lee, 2014). Most studies focused on identifying factors associated with joining online communities (Abeer and Abdelhamid, 2017), while others examined the implications of participation in online brand communities in the context of consumer behaviours, such as brand liking and the intention to purchase (Úblová, 2014; Panos et al., 2015; Laurence et al., 2015; Abeer and Abdelhamid, 2017; Chetna et al., 2016). Many researches were conducted on different product categories (Úblová, 2014; Angella and Kim, 2016; Constantinou et al., 2016) to identify the impact of social media engagement, as social media reaches consumers at different phases of the purchase funnel (Fulgoni and Lipsman, 2015). The subsequent results are important for industrial players, as it increases their understanding of online consumer’s behaviour and brand engagement. It will also create new knowledge that companies can use to improve its marketing strategy (Schultz, 2016; Lisette et al., 2017).

Facebook is the most widely used social networking site by consumers (Schultz, 2016; Hutter et al., 2013) and business owners. Of the Fortune 500 companies, a total of 348, or 70 per cent, are on Facebook (Barnes, 2014). Users of corporate fan pages are more experienced, and recent studies suggested further research on Facebook brand page community members (Wimmala et al., 2017), as the fans are the measure of its potential (Naylor et al., 2012). Participation, “involvement”, or simply, “membership” are issues that most researches investigate, due to many works suggesting inherent differences between active/passive fans (Úblová, 2014; Laurence et al., 2015). However, not many studies examined fan engagement and their corresponding activities (Like, Share, Comments) and its effect on the intention to purchase a brand (Abeer and Abdelhamid, 2017). Another important factor that is fast gaining traction is the impact of trust on community engagement behaviour (Li-Chun, 2017). A consumer’s trust on a retailer positively impact consumers’ attitudes toward the retailers’ physical stores (Kim and Park, 2005), and further investigation, particularly for online extensions, is strongly recommended (Yu-Teng et al., 2015).

Most companies utilise various online channels to connect to their customer, especially social media. Schultz (2016) suggested that researches should address the interactions between multiple social media across one or more levels as well. Furthermore, it is also vital for the marketers to develop a clear idea as to what extent each media platform (e.g. website, Facebook, Twitter, television) interacts with others (Richard et al., 2011), or the connectedness of social networking sites. This will create a clear picture of customer reaction to company activities and new knowledge towards improving marketing strategies.

Taking into account previous researches, this study aims to examine the effect of following fan pages on customer engagement, purchase intention and social media connectedness among followers of fan pages. The study also aims to explore the mediating
effect of fan-page engagement on social media connectedness and purchase intention. The moderating effect of the users’ age, gender, income and trust on purchase intention will also be examined. The results of this study will create new knowledge that will be useful for academic and industrial practitioners. Research shows that 91 per cent of online users in Malaysia shop online, and 85 per cent of these shoppers spend ~RM500/month (Wong, 2014). Facebook is the most popular social networking in Malaysia, used by 41 per cent of the population (Wearesocial, 2016). It will therefore be useful to elucidate their online behaviour vis-à-vis the company’s Facebook fan pages and their corresponding engagement and purchase intention. The findings of this study will contribute to knowledge pertaining to customer behaviour, which will help industries improve their online presence.

2. Literature review and hypothesis development

During the past decade, information system (IS) researchers focussed on understanding social media/networks user behaviours. Several theories/models have been proposed to explain the engagement, usage, predictors and outcome of using social media/social networks by individuals and organisations. They indicated that customer engagement can be a special form of a broadly discussed concept in the service research community (Brodie et al., 2011). Consumer engagement behaviour (CEB) is related to interactions with an aspect of a brand or media property, while engagement can turn into action/behaviour, e.g. communication and/or purchase (Roderick et al., 2011). Customer engagement behaviour (CEB) goes “beyond transaction, and may be specifically defined as a customer’s behavioural manifestation toward a brand or firm, beyond purchase (e.g. including word-of-mouth (WOM) activity, recommendations, helping other customers, blogging, writing reviews) resulting from motivational drivers” (van et al., 2010).

Based on consumer involvement theory (CIT) (Sangeeta, 2017), individuals’ purchase behaviour depends on their devoted time and energy in making purchase decisions (McNamara, 2016). According to CIT, consumers can be classified as brand loyalists, information seekers, routine brand buyers, and brand switchers. Taking into account the significance of involvement for consumer researchers, James discussed three distinct concepts under “involvement”, namely communication, commitment, and response involvement in the context of the evolving body of knowledge (James and Shelby, 1984). Based on this theory, “communication involvement” suggests that individuals might react during communication; it will not begin before the commencement of the communication, and will only continue as long as communication is ongoing (Krugman, 1970). Houston and Rothschild introduced the term “response involvement”, which was defined as “the complexity of cognitive and behavioural processes characterising the overall consumer decision process”. Commitment is another concept that has been studied in the context of CIT that affect buyer behaviour, including purchase intention (Assael, 1981).

2.1 Fan-page follow and social media connectedness

Scholars classify social media based on features such as blogs, cooperative projects (e.g. Wikipedia), content communities (e.g. YouTube), virtual social worlds (e.g. Second Life), and social networking sites (SNS) (e.g. Facebook & MySpace) (Kaplan and Haenlein, 2010). Most companies use one (or more) of these channels to connect to their customer or other businesses. However, for companies using different channels, managing multiple social media accounts (e.g. Facebook, Twitter, LinkedIn) is challenging. Panos et al. (2015) reported that most companies prefer an integrated account management system that help them maintain social media connectivity across multiple platforms. The connectedness of social media is linked to users’ online ties (Riedl et al., 2013). It can also be seen as integration, as sites, resources, and people being connected via links shared by users on various social media platforms (Chen, 2014). Connectedness is a potential source of social capital, where people may realise network benefits by managing both strong and weak ties (Riedl et al., 2013).
Social media users become fans or followers of a Facebook fan page by pressing the “like” button, which specifies to their social network that they like a brand. The new content or update of this fan page is automatically posted to their personal Facebook news feed, and they can then comment on it, post on that fan page, forward offers, and contact the company and interact with other fans. Following a fan page is an action of consumer brand involvement and emotional attachment with a brand (Benedikt and Werner, 2012; Chetna et al., 2016), and all social media platforms form similar communication environments (Linjuan and Wan-Hsiu, 2013), which could lead to fan-page followers connecting with other social platforms of similar brands.

Consumer involvement affects the ways in which consumers seek, process and transmit information. As the level of consumer involvement increases, they have greater motivation to gather, comprehend, elaborate, and assimilate information (Sangeeta, 2017). Pereira argued that ~10.9 per cent fan page followers found the brand profile from a fan page. In the “communication involvement” concept of CIT, involvement with something is time-specific (i.e. the communication), rendering it situationally specific and transitory. Based on the definition of “communication involvement”, we assume that being involved in fan page activities also leads users to be involved in other online/social platforms of the same brand simultaneously (e.g. clicking on other social networking sites of the same brands from fan page links, diverting to a company discussion board, or redirecting to company blog). It was also reported that self-oriented value of the fan page followers leads to a positive engagement (Benedikt and Werner, 2012). Thus, the study hypothesise that:

H1. There is a significant positive relationship between the fan-page “Follow” and “social media connectedness”.

2.2 Fan-page follow and fan-page engagement
Fan page becomes an ideal platform for cooperation, information sharing and collaboration. Fan page delivers updated contents that were created and shared with other fans (Musser and O’Reilly, 2006). Social media platforms provide numerous opportunities for the customers to affirm their engagements with their favourite brands (Chetna et al., 2016). Benedikt defined fan-page engagement as an interactive/integrative participation in the fan-page community. He differentiated between the engagement construct from the solely follow action of a member, and signified that fan page usage leads to fan-page engagement (Benedikt and Werner, 2012). Consumer engagement on a social networking site begins by establishing a connection between oneself and a brand page (Champoux and McGlynn, 2012; Naylor et al., 2012). Engagement is what the public feel about social media content and what they do about it, including searching for, commenting on, and sharing content online (Benedikt and Werner, 2012). Ubová (2014) suggested that consuming, participating, and producing are engagement activities. Smith (2014) argued that four main engagement activities from users’ perspective are information consumption, sense of presence, interest immersion and social interaction (Smith, 2014).

Companies that publish brand posts on their pages expect that it would be shared and consumed by the fans (Muk et al., 2014). A study conducted on Brand followers pointed out that 29.8 per cent followers “read the brand post”, 20.1 per cent followers “navigate in the brand application”, 15.4 per cent “put ‘like’ on the brand post”, 1.09 per cent “navigate in the brand profile”, 6.2 per cent “comment on the brand post”, and 3.4 per cent “write on the brand wall” (He’lia and Maria, 2014). Evidence confirms that social networking platforms facilitate the engagement with other community members (Laurence et al., 2015). Thus, users who “like” the same corporate SNS page also often “like” and comment on each other’s posts, and the communal atmosphere encourages users to share user-generated content, such as product reviews, photos, and videos, which in turn strengthen the group dynamics and public engagement (Linjuan and Wan-Hsiu, 2013).
In the consumer involvement theory, Houston and Rothschild introduced the term “response involvement”, where high response involvement represents situations where individuals are highly active and information-processing beings that are out to gain as much information as possible, then use it to make optimal choices. Thus, according to the concept of “response involvement” of CIT, we can assume that when users are involved with brand fan pages, they are also simultaneously active in the fan page to find more information about a brand, as the contents delivered by Facebook fan pages fosters consumers' intention to do online information search and engagement (Ojala and Tyrväinen, 2011). Thus, this study hypothesise that:

_H2._ There is a significant positive relationship between the fan page “follow” and Fan-page “Engagement”.

### 2.3 Fan-page engagement and social media connectedness

Research revealed that when people engage a social media via “like” or “retweet”, they usually do it through their common networks (Panos et al., 2015). Hirschman’s (1970) classic model identifies CEB as behaviours designed to curtail/expand their relationship with a brand (Hirschman, 1970). Brodie et al. confirmed that engaged consumers exhibit consumer empowerment, connection, and commitment (Hollebeek, 2011). Evidence shows that engagement with both the online brand community and brand is closely related, and the online brand community engagement enhances consumer brand interactions (Laurence et al., 2015). The behavioural manifestation of online brand community engagement is called endorsement (Laurence et al., 2015), which transcends community boundaries (van et al., 2010).

As per cognitive CBE, CBE generates customer’s levels of brand activity-related thought process and elaboration (Mayada, 2016). Moreover, learning represents a sub dimension of consumer’s behavioural engagement action that confirms that engagement is a committed act of looking for information (Laurence et al., 2015). Thus, we assume that if consumers engage in online brand community, they may also search for information in other brand related linked pages. However, consumer engagement could not exist along a singular consumer-brand nexus, but a complex web of interactions, where engagement is intertwined in multiple sites, including other platforms (Laurence et al., 2015). Based on CEB assumption, we assume that fan-page engagement actions may drive users or consumers to connect with other linked sites of the brand. Thus, the study hypothesise that:

_H3._ There is a significant positive relationship between fan-page engagement and social media connectedness.

### 2.4 Fan-page engagement and purchase intention

Hsu defined purchase intention as consumer willingness to buy and repurchase. Purchase intentions refer to the degree of perceptual conviction of a customer to purchase a particular product (or service) (Bamini et al., 2014). Fan-page users exhibiting high usage intensity are in regular contact with the brand, which in turn effect their relationship with the brand and increase their likelihood to repurchase (Jahn and Kunz, 2014). Studies on fashion brand reported that fans who behave actively and participate in various activities are ready to buy a product (Úblová, 2014). Active customers build brands by increasing awareness and stimulating purchases (Úblová, 2014). Previous research works suggest that consumer interactions on a social networking site lead to recommendations and purchase intentions (Cheung et al., 2012). Engaged community members are likely to purchase brand products or services endorsed by their respective online communities (Li-Chun, 2017).

Consumer engagement lead to both rational loyalty (overall satisfaction, intent to repurchase, and intent to recommend) and emotional attachment (including confidence in a

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brand, belief in its integrity, and pride/passion in the brand) (Roderick et al., 2011). Community engagement enhances consumer loyalty (Algesheim et al., 2005), which reflects consumer’s willingness to purchase or use a product (Li-Chun, 2017). A fundamental aspect of online community engagement refers to how consumers are ready to continue using a brand product or repurchase (Algesheim et al., 2005). Consumer engagement on a social networking site increases consumer’s brand commitment, and consequently recommendation and purchase intention (Cheung et al., 2012). According to CEB, consumer engagement is a behavioural construct that goes beyond purchase behaviour alone, which includes retention and cross-buying sales and transaction metrics (Jenny et al., 2010). Thus, we hypothesise that:

\[ H4. \] There is significant positive relationship between fan-page engagement and purchase intention.

2.5 Fan-page follow and purchase intention
The usage of fan pages by leading businesses raises its direct value on the basis of improved contacts and better turnovers, obtained via followers’ recommendations and WOM (Hopkins, 2012). Social media is key towards increasing WOM, which will in turn increase sales and return on investment due to increased brand awareness (Kumar and Mirchandani, 2012). Researches show that following a fan page will increase viewing of advertisements, which increases both awareness and purchase intention (Nielsen, 2011). Research conducted among multinational companies who have strong presence and fan following on Facebook brand pages confirmed the relationship between following fan page and purchase intention (Abeer and Abdelhamid, 2017; Chetna et al., 2016; Li-Chun, 2017). They found a significant relationship between fan page “Like” and purchase intention (Chetna et al., 2016). Considering the value of fans for a company, companies are now trying to increase the depth of commitment and loyalty among fans, which will affect the purchase intention of friends of the fans (He’lia and Maria, 2014; Barnes, 2014). Fan-page follow is a state of brand involvement/attachment action (Chetna et al., 2016), and higher involvements can create positive attitude towards products and brands (Dahlén and Rosengren, 2003). Increased interaction via social network and community membership will influence purchase intention (Schultz, 2016), and change customer behaviours towards a brand (Yu-Teng et al., 2015). According to commitment “concept of CIT involvement has been hypothesised to be related to buyer behaviour including purchase intention” (Assael, 1981). Considering the above evidence, this study assumes that:

\[ H5. \] There is a significant positive relationship between fan-page “Follow” and “Purchase Intention”.

2.6 Mediating impact of fan-page engagement
Having a large number of fans is inadequate for businesses, as the fans needs to be kept involved (He’lia and Maria, 2014). Research revealed that liking a fan page have little impact on purchase intention, and the study emphasised fan page engagement activities for a positive output from users (Chetna et al., 2016). Creating a brand fan page and generating traffic data (e.g. likes, visits, page impressions, etc.) is no longer adequate. A brand fan-page strategy involves completely engaging customers and integrating themselves in the online community to increase sales (Benedikt and Werner, 2012; Úblová, 2014). Following brand page might result in active engagement (Linjuan and Wan-Hsiu, 2013), and the activities on brand pages not only affect the perception of brands, but also influences consumers’ purchase decision (Hutter et al., 2013). However, consumers who follow brands on social networks are considered as potential brand activists, and they publicly share their affection
on various social networking sites (Hollebeek, 2011), which eventually enhance social media connectedness. CBE was proved to be a mediator between social media marketing and brand equity (Mayada, 2016). However, recent research showed that social media engagement mediates social media usage and communication behaviour (Paek et al., 2013). Based on literature, we assume that there is a relationship between followers’ activity in company fan page and purchase intention and social media connectedness. Therefore this study hypothesise that:

\[ H6a. \text{Fan page engagement mediates the relationship between “Follow” and “connectedness”}. \]

\[ H6b. \text{Fan page engagement mediates the relationship between “Follow” and “Purchase Intention”}. \]

2.7 Moderating role of trust, gender, age and income

In online communities, trust has a major influence on consumer behaviour (Hoffman et al., 1999), and significantly affect purchase intention (Lil and Kim, 2007). Trust is seen as a co-existing mechanism that reduces uncertainty and complexity of transactions and relationships in electronic markets, thus increasing online shopping (Grabner, 2002). Besides, consumer’s intention to adopt a service would be significantly influenced by his/her perceived trust on the service provider (Pavlou and Gefen, 2004). Lacking in confidence on a marketer or retailer, consumers would hardly place orders, whether shopping offline or online (Gefen, 2000). When consumers believe in a retailer, it would decrease their perceived risk in related online transactions (Harridge-March, 2006). Thus, it can be argued that consumers’ trust in social media marketers will affect their perceived value and purchase intentions (Chen, 2014). Therefore, we hypothesise that:

\[ H7a(i). \text{Trust will moderate the influence of fan-page “follow” towards purchase intention}. \]

\[ H7a(ii). \text{Trust will moderate the influence of fan-page engagement towards purchase intention}. \]

Gender is regarded as a moderating variable in the social media behaviour of consumers (Duggan and Brenner, 2013) and a significant difference was found between males and females in terms of motivation in online shopping (Huang and Yang, 2010). Moreover, gender has been extensively used as a moderator variable, mainly when analysing consumer behaviour (Saad and Gill, 2001). The differences between males and females have been observed in online communication and usage behaviours (Kang, 2011). Studies showed that the effect of online consumer reviews on purchase intention is stronger for females than males (Bae and Lee, 2011). Chetna reported that the relationship between liking a fan page and intention to purchase the followed brand is significantly moderated by gender (Chetna et al., 2016). Therefore, this study posit the following hypotheses:

\[ H7b(i). \text{Gender will moderate the influence of fan-page “follow” towards purchase intention}. \]

\[ H7b(ii). \text{Gender will moderate the influence of fan-page engagement towards purchase intention}. \]

Age is an important factor influencing internet usage behaviours such as messaging, searching, interacting, and purchasing (Teo, 2001). Wang and Fesenmaier (2004) pointed out that in an online community, younger groups (i.e. up to 40 years old) appreciated functional benefits (e.g. information gathering and ease of transactions) from online participation (Wang and Fesenmaier, 2004). Ernst and Young (2014) reported that those who are 15–25-years old are the largest active social media audiences. Moreover, young men are regarded...
as the typical profile of the early adopters of online shopping (Patricia et al., 2005). Thus, this study posits the following hypotheses:

\[ H7c(i). \] Age will moderate the influence of fan-page follow towards purchase intention.

\[ H7c(ii). \] Age will moderate the influence of fan-page engagement towards purchase intention.

A study on the Malaysian online consumers’ purchase intention explored the fact that income has as strong and indirect effect on online shopping intention (Narges et al., 2011). A study on Malaysian social media users found that the consumers that usually purchase goods online are young and earns ~RM2001 a month (Elisabeta and Ivona, 2014). Taking into account the results from the previous study, we hypothesise that:

\[ H7d(i). \] Income will moderate the influence of fan-page “follow” towards purchase intention.

\[ H7d(ii). \] Income will moderate the influence of fan-page engagement towards purchase intention.

Following previous research based on the classical concepts of CEB and CIT, this study explains how following a fan page might influence fan-page engagement, social media connectedness and purchase intention (Figure 1). We assume that the effect of follow and engagement towards purchase intention is different among different gender, age, and income with different level of trust. We assume that following a fan page may drive followers to be active, maintain social media connectedness and increase purchase intention. If users engage in a fan page of particular brand, they tend to purchase that product. Therefore, we developed the following model based on these assumptions.

3. Method
A survey on fan page followers was conducted to test the hypotheses in our research framework. We selected fan page followers as our respondents because they can provide information on fan page behavioural patterns and measure engagement metrics (Elliott, 2011). Four popular fan pages in Malaysia (Lenovo Mobile Malaysia, Samsung Malaysia, Zalora Malaysia and KFC Malaysia) that use fan page as a strong marketing tool and are active in fan pages with a large number of followers or high user growth rates were selected. We selected these firms based on judgment sampling (according to number of followers, PTA (people talking about) metrics, fan page growth rate).

Figure 1. Research model
A pilot study was conducted among 100 followers of the selected fan pages and the results of the reliability test shows that all the constructs have Cronbach \( \alpha \) more than 0.7, which is acceptable. The final survey questionnaire, along with the research objective and motivations were made accessible through a web-link to the followers of the four sample firms. In all, 150 active followers from each fan page were identified, and 100 respondents were selected randomly for the final survey.

The weblink of the questionnaires was personally emailed to the followers. Out of 400 questionnaires, 326 completed questionnaires were returned by the respondents, out of which 307 responses were found to be valid and complete, and thus used for the study. The respondents’ demographic profile is listed in Appendix 1.

3.1 Measurement instrument
The research model contains four constructs; fan page following, fan-page engagement, social media connectedness, and purchase intention (Figure 2). For the constructs of the research model, multi-item scales were adopted from the previous study and modified for the current research. Fan page following comprises six measured variables adopted from Chetna et al. (2016); “fan page engagement” comprises 13 items adopted from Linjuan and Wan-Hsiu (2013); He’lia and Maria (2014), “social media connectivity” comprises five items adopted from He’lia and Maria (2014); Chen (2014). Consequently, “Purchase Intention” comprises six items adopted from Chetna et al. (2016); Angella and Kim (2016) (see Appendix 2). Respondents were asked to rate the questions on five-point Likert scales, from 1 = strongly disagree, and 5 = strongly agree.

4. Data analysis
4.1 Reliability measurement
Internal consistency reliability of the items evaluated through Cronbach \( \alpha \) and the results show the \( \alpha \) value of each construct achieving a floor criterion of 0.7. The reliability results of the measured items are shown in Appendix 2. The factor-item composition was verified by undertaking exploratory factor analysis. Principal component analysis based factor extraction, together with Varimax Rotation, reinforced the factor-item composition. All the items (except two deleted items) achieved factor loadings above the criteria of 0.5 (Guadagnoli and Velicer, 1988). This study tested the research model using structural
equation modelling (Amos 19). We used maximum likelihood estimation method to analyse the data due to the good estimation result of this method with minimum variance that best represent the population (Chen, 2014). The AMOS programme has always a feature that allows Maximum Likelihood Estimation (Ferron and Hess, 2007). To analyse the data using AMOS, it is necessary that the univariate and multivariate of normality be checked. An examination of these values shows minimal indication of serious multivariate outliers.

4.2 Confirmatory factor analysis

Confirmatory factor analysis is a multivariate statistical procedure used to test how well the measured variables represent the number of constructs and able to confirm the validated measurements developed by previous research (Solutions, 2013).

4.2.1 Construct validity. Construct validity was determined by measuring the fit indices of the measurement model: root mean square of error approximation (RMSEA), goodness of fit index (GIF), comparative fit index, \( \chi^2/\text{degree of freedom} \) (RMSEA < 0.08, GIF > 0.90, CFI > 0.90, and CMIN/df < 3) (Table I). Also, uni-dimensionality is achieved, as all items have factor loading of > 0.05 (Solutions, 2013). In this study, two items were deleted as they did not meet the requirement. The individual construct with factor loading is shown in Figure 2.

4.2.2 Convergent validity. The following criteria satisfy the convergent validity: CR > 0.7, CR > AVE, and AVE > 0.5 (Hair et al., 2010). The \( \beta \) value for all the items were found to exceed 0.7, while the AVE of the constructs were found to be greater than 0.5 (Hair et al., 1998).

4.2.3 Discriminant validity. Discriminant validity is achieved when no redundant item in the model or the correlation between pairs of latent constructs is \( \leq 0.85 \) (Hair et al., 1998). The inter-construct correlation was less than 0.85 and shown in Figure 3.

To further verify the discriminant validity, maximum shared variance (MSV) and average shared variance (ASV) for each of the constructs have been measured, and the measurement model was established to be valid, as both the MSV and ASV of all four individual constructs were lower than their respective AVE statistics (Hair et al., 2010) (Table I). Therefore, these analyses proved discriminant validity. Based on the un-rotated factor statistics, the percentage variance account by the single factor was found to be 46 per cent below the mark of majority (i.e. 50 per cent). This established the absence of CMV in our study.

4.3 Analysis of the structural model

The structural model is estimated by examining the path coefficients (\( \beta \) weights), which indicate the strength of the relationship between the dependent and independent variables. From the five paths proposed in the model, four were found to be statistically significant and positively impact the predicted construct. The relationship between follow and connectedness was found to be significant with a little positive impact (\( \beta = 0.43, p < 0.05 \)), therefore accepting \( H1 \). The relationship between follow and engagement was found to be significant with a medium positive impact (\( \beta = 0.59, p < 0.001 \)), confirming \( H2 \). The effect of engagement to connectedness (\( \beta = 0.66, p < 0.001 \)) and engagement to purchase Intention (\( \beta = 0.87, p < 0.001 \)) was significant, which support \( H3 \) and \( H4 \), respectively.

<table>
<thead>
<tr>
<th>Indices</th>
<th>Recommended value (Hair et al., 2010)</th>
<th>Model fit indices</th>
</tr>
</thead>
<tbody>
<tr>
<td>GFI</td>
<td>&gt; 0.9</td>
<td>0.902</td>
</tr>
<tr>
<td>CFI</td>
<td>&gt; 0.9</td>
<td>0.984</td>
</tr>
<tr>
<td>Chisq/df</td>
<td>&lt; 5.0</td>
<td>4.609</td>
</tr>
<tr>
<td>Model fit indices</td>
<td>RAMSEA</td>
<td>&lt; 0.08</td>
</tr>
</tbody>
</table>

Table I. Model fit indices
Follow was a significant positive predictor of purchase intention ($\beta = 0.18$, $p < 0.05$), thus supporting $H5$. The structural model is shown in Figure 4. The hypothesis summary table is shown in Table III.

The results of the squared multiple correlations ($R^2$) shows that follow and engagement are able to explain 98 per cent of the variance in purchase Intention, which proves the
The importance of fan-page follow and engagement in predicting the purchase intention. In turn, follow and engagement are able to explain 96 per cent of the variance in connectedness, while Follow explains 34 per cent of the variance in the follower engagement.

<table>
<thead>
<tr>
<th>Construct</th>
<th>CR</th>
<th>AVE</th>
<th>MSV</th>
<th>ASV</th>
<th>Convergent validity</th>
<th>Discriminant validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow</td>
<td>0.794</td>
<td>0.510</td>
<td>0.396</td>
<td>0.304</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Engagement</td>
<td>0.962</td>
<td>0.660</td>
<td>0.562</td>
<td>0.497</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Connectedness</td>
<td>0.856</td>
<td>0.673</td>
<td>0.532</td>
<td>0.392</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>0.733</td>
<td>0.666</td>
<td>0.562</td>
<td>0.462</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Table II. Reliability and validity for individual construct

\[ \chi^2 = 502.437 \]
\[ df = 109 \]
\[ p = 0.000 \]
\[ RMSEA = 0.087 \]
\[ GFI = 0.902 \]
\[ CFI = 0.984 \]
\[ Ratio \chi^2/df = 4.609 \]

Figure 4. Structural model

<table>
<thead>
<tr>
<th>Path proposed (hypotheses)</th>
<th>Estimate</th>
<th>p-value</th>
<th>Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow → Purchase intention</td>
<td>0.18</td>
<td>0.03</td>
<td>Yes (H5)</td>
</tr>
<tr>
<td>Follow → Engagement</td>
<td>0.59</td>
<td>0.00</td>
<td>Yes (H2)</td>
</tr>
<tr>
<td>Follow → Connectedness</td>
<td>0.43</td>
<td>0.02</td>
<td>Yes (H1)</td>
</tr>
<tr>
<td>Engagement → Connectedness</td>
<td>0.66</td>
<td>0.00</td>
<td>Yes (H3)</td>
</tr>
<tr>
<td>Engagement → Purchase intention</td>
<td>0.87</td>
<td>0.00</td>
<td>Yes (H4)</td>
</tr>
</tbody>
</table>
4.4 Exploring the mediating effect of engagement

We tested the significance of the mediating effects using bootstrapping procedures. Unstandardised indirect effects were computed for 10,000 bootstrapped samples, and the 95 per cent bias-corrected confidence interval was computed. The two tailed and standardised indirect effects were found to be significant (\(p < 0.05\)). The results show that the relationship between follow and purchase Intention was mediated by engagement. The standardised regression coefficient between follow with engagement and engagement with purchase intention was statistically significant. The standardised indirect effect was (0.59) (0.87) = 0.51. Moreover, the relationship between follow and connectedness was mediated by engagement. However, the standardised regression coefficient between follow with engagement and engagement and connectedness was statistically significant. The standardised indirect effect was (0.59) (0.66) = 0.39. The results showed that engagement serves as a partial and positive mediator that establishes a strong relationship between the follow and purchase intention, which confirms the acceptance of \(H_6a\), while engagement is a partial mediator that establishes a strong relationship between follow and social media connectedness, which confirms the acceptance of \(H_6b\). Thus, the result led us to conclude that engagement is an important mediating factor to enhance the relationship of follow to purchase intention and social media connectedness. The direct and indirect the summary of this causal model is illustrated in Table IV.

4.5 Multi-group moderation analyses

Multi-group moderation analysis was conducted to determine the trust, gender, age, and income based variances in terms of hypothesised relationships as part of the proposed structural model. The significant moderating effects are evidenced by the hypothesised wise Z-score statistic. The outcomes of the analysis can be seen in Table V.

Respondents were asked to provide their positive or negative opinion about trust on their followed brand. About 66 per cent of the respondents provided a positive response on trusting their followed brand. To test the hypothesised moderation model in the SEM, two group models (trust–yes and trust–no) were tested. From the moderation analysis, trust is found as a significant moderator between the relationship of follow and purchase intention, confirming the acceptance of \(H_7a(i)\). Without trust (trust–no), follow have no significant impact (\(\beta = 0.07, p > 0.05\)) on purchase intention, while with trust (trust-yes), follow have a significant impact (\(\beta = 0.14, p < 0.05\)) on purchase intention. From the moderation test results, we also infer that trust, as a variable, moderates the relationship between engagement and purchase intention, which significantly supports the acceptance of \(H_7a(ii)\). The without trust (trust–no) engagement metric has little impact (\(\beta = 0.32\)) on purchase intention, while with trust (trust–yes) engagement metric shows a large impact (\(\beta = 0.89\)) on purchase intention. Findings indicating that follow and engagement activities in fan pages are largely affected by consumer trust on a particular brand to generate purchase intention.

As per the moderation analysis findings, \(H_1\) and \(H_5\) significantly differ across gender groups (males, females) confirming the acceptance of \(H_7b(i)\) and \(H_7b(ii)\). Among the

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Direct effect</th>
<th>Indirect effect</th>
<th>Result</th>
<th>Supported?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement mediating follow to purchase intention</td>
<td>0.18**</td>
<td>0.51***</td>
<td>Partial mediating effect</td>
<td>Yes ((H_6a))</td>
</tr>
<tr>
<td>Engagement mediating follow to connectedness</td>
<td>0.43**</td>
<td>0.39***</td>
<td>Partial mediating effect</td>
<td>Yes ((H_6b))</td>
</tr>
</tbody>
</table>

Note: **\(p < 0.05\); ***\(p < 0.01\)

Table IV. Mediating effect of fan-page engagement
Table V. Moderation output

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow→Purchase intention</td>
<td>0.14</td>
<td>0.07</td>
<td>0.2</td>
<td>1.1***</td>
<td>0.04</td>
<td>0.15</td>
<td>0</td>
<td>-1.2**</td>
<td>0.07</td>
<td>0.3</td>
</tr>
<tr>
<td>Engagement→Purchase intention</td>
<td>0.89</td>
<td>0.32</td>
<td>0</td>
<td>4.5***</td>
<td>0.34</td>
<td>0.79</td>
<td>0</td>
<td>2.2**</td>
<td>0.51</td>
<td>0.78</td>
</tr>
</tbody>
</table>

Notes: *p-value < 0.10; **p-value < 0.05; ***p-value < 0.01
respondents, 61 per cent of followers are females, and 39 per cent are males. In the case of female followers, a small impact ($\beta = 0.15, p < 0.05$) was found between the relationship of follow and purchase intention, while male followers did not show any significant relationship between the follow and purchase intention. In the relationship between engagement and purchase intention, the males showed a small impact ($\beta = 0.34, p < 0.05$), while females showed medium impact ($\beta = 0.79, p < 0.01$). Thus the findings indicate that female engaged followers are more likely to have purchase intention compared to their male counterparts.

In the age group moderation analysis (young (below 20), middle aged (20–40), adult (above 40)), a significant moderating effect is found between follow and purchase intention, which confirms the acceptance of $H7c(i)$. Moreover, no significant moderating effect has been found between the hypothesised relationship of $H5$, confirming the rejection of $H7c(ii)$. The respondent is 36 per cent young, 43 per cent middle aged and 21 per cent adults. Among the three age groups, the relationship between engagement and purchase intention, the middle-aged participants engaged followers are likely to have the most intensive purchase intention ($\beta = 0.79, p < 0.01$), followed by the young age group ($\beta = 0.51, p < 0.05$), and adults ($\beta = 0.47, p < 0.05$). In the context of the relationship between follow and purchase intention, only middle aged followers are likely to have purchase intention ($\beta = 0.19, p < 0.05$), while the young age group ($\beta = 0.07, p > 0.05$) and adults ($\beta = 0.05, p > 0.05$) lack any significant relationship between follow and purchase intention. The findings indicated that even though the young age group and adults follow fan pages, their purchase intention is not significant. The findings also confirm that all aged engaged followers possess purchase intention.

In terms of income (employed, unemployed), two groups differ significantly between the hypothesised relationship of $H1$ and $H5$, which confirms the acceptance of $H7d(i)$ and $H7d(ii)$. In total, 46 per cent of the respondents were employed, while 54 per cent were not.

The results show that the employed engaged followers are more likely to have purchase intention ($\beta = 0.78, p < 0.01$) compared to their unemployed counterpart ($\beta = 0.27, p < 0.05$). Moreover, the employed follower is more likely to have purchase intention ($\beta = 0.16, p < 0.05$), while the unemployed follower is more likely to lack any significant impact on purchase intention ($\beta = 0.08, p > 0.05$). Thus, the findings indicate income or employment status as an important moderating variable between follow and purchase intention and engagement and purchase intention.

5. Discussion

The main purpose of this study is to analyse the effect of following a company’s fan page on follower engagements, purchase intention, and connectedness. The results revealed that fan-page engagement have a strong impact on generating social media connectedness and purchase intention. Without engaging the users of the fan pages, fans will be little encouraged of getting involved in other sites suggested by particular fan pages. Moreover, followers who are less engaged on fan pages tend to exhibit less purchase intention. These findings are consistent with a previous study indicating that social media engagement infuses a sense of empowerment over social media activities (Kang, 2014). Marketers should engage clear engagement strategies specifying the appropriate content type, media type, and posting time to increase the level of engagement over moderator posts (Ublová, 2014). The results of fan-page engagement support others research findings on social media engagement in communication research, including Bruce and Shelley (2010), who called for a focus on engagement as “an umbrella term that covers the full range of an organization’s efforts to understand and involve participants in its activities and decisions” (p. 3). The results of this study revealed that even though Facebook “Likes” or follow is important, it only tell a part of the story, and marketers with a social media presence should focus on
brand engagement and sales lift as well. Marketers should simultaneously increase the number of followers and use strategy to increase followers’ activities in brand fan pages. Also, it is no longer enough to merely incorporate social media as standalone elements of a marketing plan (Richard et al., 2011), rendering the management of multiple online platforms a crucial issue.

This study also explored the moderating impact of trust, gender, age and income of fan page followers, and active users (engaged followers) on purchase intention. Without trust on a particular brand, fan page followers are discouraged from purchasing it. Although users might be engaged in a fan page, without trust, their purchase intention is also very low, as per (Grabner, 2002; Hoffman et al., 1999; Lil and Kim, 2007). To establish online trust, it was suggested that a long-lasting virtual membership be created via continuous interaction with users (Ridings, 2002). The results also indicated that Malaysian female followers tend to exhibit purchase intention consistent with previous findings suggesting marketers adopt a feminine marketing policy to encourage female participation (Chetna et al., 2016).

Although previous factors indicated age as an important moderating factor in the context of online settings (Patricia et al., 2005; Ernst and Young, 2014; Wong, 2014), this study reveals that the purchase intention of active users (engaged users) do not vary according to age, which differs from previous study arguing that age do effect purchase intention, consumer decision making style, and consumption pattern (Safiek, 2009). This study contributes new findings in the context of Malaysian users on the moderating role of age in the sector of fan page. The results show that followers’ income is a significant moderator between the relationship of following fan pages and purchase intention and engagement and purchase intention, which agrees with (Elisabeta and Ivona, 2014; Narges et al., 2011). The study confirmed that female users are the best potential target segment for e-marketers.

5.1 Research implication
5.1.1 Managerial implication. This research provides new knowledge for B2C companies for utilising fan page based on user categories. This work thus recommends that marketers improve their engagement with followers and marketers and use real time and content marketing strategies to realise this (Chetna et al., 2016). Firms should not merely use this platform to push their product, they must hear from users and “on the moment marketing” to provide marketers with plenty of opportunities to engage their audience (Jahn and Kunz, 2014; Linjuan and Wan-Hsiu, 2013). The evidence showed that the engagement actions on the fan pages not only impacts the users’ social media connectedness, it also affects purchase intention. Thus, if marketers regard fan page as an important marketing tool and is integrated with users on regular/frequent basis to keep them engaged, it will result in a substantial increase of sales for a business. Simultaneously, interactivity with users will also lead them to engage with other pages suggested by the fan pages, which might create a new opportunity for marketers to divert and attract existing consumers to another business page or new products’ page. Marketers can use fan page as a cost effective and less time consuming tool to promote new products or pages to existing consumers and utilise this platform for managing multiple social media platforms. It will help companies and brand representatives redirect certain problems to other channels or social connected platforms and subsequently satisfy customers (Schultz, 2016). Marketers should move consumers from a state of pre-attention to elaboration. This is important for consumers who are typically low on involvement due to their basic personal traits. Increasing the content of the fan page via explainer videos, slideshow, infographics, instructional slideshows, specialised creative briefs, video and sample ads, plus sample briefs, pro tips and the extended linked slideshow (connected with other related sites) increases the richness of the information (Sangeeta, 2017).
and attract new/existing followers to the connected sites. Media considerations, with highly interactive information kits with music/video and brochures will evoke high involvement/emotional appeal in consumer that will lead them to purchase the product. Moreover, one important aspect that should be highlighted is that the customer engagement dynamic is changing (Lyle, 2015). In today’s world, customers are now creating image of marketers by checking reviews from other social sites and looking up reputation from blog sites. Thus, marketers should always be present in all of the channels, take part in the conversation, find and answer every negative review, thank every positive one, and respond to every question. There are many customers in interconnected channels (e.g. Facebook, Twitter, WhatsApp, Sky TV, and Mumsnet), and whichever matters most to customer should also matter most to marketers (Lyle, 2015). In the current engagement dynamic setting, customers’ total experience of marketers is what marketers are to their social channels. Thus, marketers should update their channels in order to maintain prospects in their database and should also make sure the linked apps are easy to add/remove. In current engagement dynamic situation, customers are interactional instead of transactional. Therefore, marketers should meet customers in all linked social channels as a trusted friend instead of a salesman.

5.1.2 Theoretical contribution. Fan-page engagement is regarded as an important mediator in the relationship between follow and social media connectedness and follow and purchase intention. Finally, this study developed a theoretical framework in the area of fan page by combining CEB and CIT. The study signifies that involving in fan page have a positive impact on fan-page engagement, social media connectedness and purchase intention which support the “response involvement”, “communication involvement” and “commitment involvement”, concepts of CIT. It also improves and supplements literature of CEB in the area of social media by linking the concepts of fan pages’ engagement activities with social media connectedness and purchase intention. This study also attempts to modify and validate the scale of Fan page follow, fan-page engagement, and social media connectedness. This study proposes the application of an empirically tested framework to the fan-page follow actions. We argue that this framework can provide a useful foundation for future social commerce research. The results would help academics be aware of Facebook and its fan page, which will provide a new avenue of research.

5.1.3 Limitation and prospects for future research. Although this study explored a new area, there are limitations that created new avenues for future research. The current study shows the impact of engagement actions on purchase intention. In the future, it will be very effective if the direct impact of each engagement action upon multiple behaviours is identified. We also explored the impact of follow and engagement actions on purchase intention, and did not divide the purchase intention into online and offline categories, and as social media drive both online and offline sales (Cao et al., 2014), both can be researched in more detail. In addition, future research can measure the moderator effect of trust, gender, age and income on social media connectedness since there is a lack of research in this area.

In this study, we selected different types of fan pages (fashion, restaurant, and electronics) in order to increase selectable varieties for followers. Therefore, it is also possible to explore the impact of social media engagement and follow actions on purchase intention based on business categories. This study was conducted on fan pages, and it would be very helpful if the same empirical study be conducted on other social media platforms (e.g. twitter, YouTube), since social media reach consumers at different phases of the purchase process (Fulgoni and Lipsman, 2015). Overall, the study serves as a basic fundamental guideline for academics and researchers to interpret the concept of following fan pages and engagement actions and its effects on purchase intention, as well as opening a vast area of unexplored researches on the subject of social media.
6. Conclusion

It remains unclear how social and cognitive theories can be generalised to online networks, which differ from real-world social networks (Kang, 2015). We empirically tested the fan page following actions of actual active online participants and reported their social media connectivity actions and purchase intention. We study user behaviour by determining the direct effect of user's social media involvement action (follow) on their engagement action and purchase intention. We also explored the mediating impact of user engagement actions on their purchase intention and connectedness behaviour. We study the actual involved users' or follower's behavioural actions by applying a model that combines CIT and CEB theories, which provides a valuable source of information for marketers about the real-world social network. Thus, we bridged consumer involvement and consumer engagement actions to show their individual effect on media connectedness behaviour and purchase intention, which will help marketers pinpoint the importance of each selected variable and the mediating impact of user engagement. Besides, the moderating impact of users' demographic profile will assist e-marketers in designing their respective target market segment.

References


Chen, L. (2014), The influence of Social Media on Consumer Behavior, Aarhus University, China.


Further reading


Houston, M.J. and Michael, L.R. (1968), “A paradigm for research on consumer involvement”, working paper, University of Wisconsin, Madison, WI.

Maurer, C. (2016), Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook, ResearchGate.
Appendix 1. Respondents’ demographic data

<table>
<thead>
<tr>
<th>Variable</th>
<th>Response Categories</th>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>KFC Malaysia: 63</td>
<td>31</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 31</td>
<td>17</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Samsung Malaysia: 17</td>
<td>8</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Zalora Malaysia:  8</td>
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<td></td>
<td>7</td>
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<td></td>
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<td>119</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>KFC Malaysia: 51</td>
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<td>27</td>
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<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 43</td>
<td>34</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Samsung Malaysia: 34</td>
<td>60</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Zalora Malaysia: 60</td>
<td></td>
<td>32</td>
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<tr>
<td></td>
<td>Total</td>
<td>4</td>
<td>188</td>
<td>100</td>
</tr>
<tr>
<td>Age</td>
<td>Young (&lt;20)</td>
<td>KFC Malaysia: 29</td>
<td>38</td>
<td>26</td>
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<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 38</td>
<td>32</td>
<td>35</td>
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<td></td>
<td>Samsung Malaysia: 32</td>
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<td></td>
<td>Total</td>
<td>4</td>
<td>110</td>
<td>100</td>
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<tr>
<td></td>
<td>Middle aged (20–40)</td>
<td>KFC Malaysia: 32</td>
<td>43</td>
<td>24</td>
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<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 43</td>
<td>27</td>
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<td></td>
<td>Samsung Malaysia: 27</td>
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<td></td>
<td>Zalora Malaysia: 30</td>
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<td>Total</td>
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<tr>
<td></td>
<td>Adult (&gt;40)</td>
<td>KFC Malaysia: 13</td>
<td>17</td>
<td>20</td>
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<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 17</td>
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<td></td>
<td>Samsung Malaysia: 16</td>
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<td>Zalora Malaysia: 18</td>
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<td></td>
<td>Total</td>
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<td>100</td>
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<tr>
<td>Income</td>
<td>Employed</td>
<td>KFC Malaysia: 44</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Lenovo Mobile Malaysia: 31</td>
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<td>22</td>
<td></td>
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<td>Samsung Malaysia: 25</td>
<td>18</td>
<td>18</td>
<td></td>
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<td></td>
<td>Zalora Malaysia: 41</td>
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<td>29</td>
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<tr>
<td></td>
<td>Total</td>
<td>4</td>
<td>141</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>KFC Malaysia: 56</td>
<td>27</td>
<td>34</td>
</tr>
<tr>
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<td>Lenovo Mobile Malaysia: 27</td>
<td>23</td>
<td>16</td>
<td></td>
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<td>Samsung Malaysia: 23</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Zalora Malaysia: 60</td>
<td></td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>4</td>
<td>166</td>
<td>100</td>
</tr>
</tbody>
</table>
Appendix 2. Measurement items and reliability

Trust: (I trust the commitment of those brands that I follow in fan pages)
(1) YES (2) NO

<table>
<thead>
<tr>
<th>Construct</th>
<th>a</th>
<th>EFA b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fan Page Following/Joining (F) (Adapted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ F1: I joined to have direct interaction with the company.</td>
<td>0.768</td>
<td>0.716</td>
</tr>
<tr>
<td>▪ F2: I joined fan page to get my queries solved.</td>
<td>0.712</td>
<td></td>
</tr>
<tr>
<td>▪ F3: I joined fan page because I found those products unique*</td>
<td>0.789</td>
<td></td>
</tr>
<tr>
<td>▪ F4: I joined to know more about it from the contents of fan-page.</td>
<td>0.823</td>
<td></td>
</tr>
<tr>
<td>▪ F6: I joined fan page to interact with people like me on this fan page*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fan page Engagement (E) (Adapted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ E1: I am an integrated member of this fan-page community**</td>
<td>0.960</td>
<td>0.964</td>
</tr>
<tr>
<td>▪ E2: I am an engaged member of this fan-page community.</td>
<td>0.917</td>
<td></td>
</tr>
<tr>
<td>▪ E3: I am an active member of this fan-page community.</td>
<td>0.863</td>
<td></td>
</tr>
<tr>
<td>▪ E4: I am a participating member of this fan-page community.</td>
<td>0.921</td>
<td></td>
</tr>
<tr>
<td>▪ E5: I am an interacting member of this fan-page community.</td>
<td>0.932</td>
<td></td>
</tr>
<tr>
<td>Fan page Connectedness (C) (Self-administered) conceptualized from (Chen, 2014; He´lia, 2014)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ C1: I like to “follow” other social platforms (e.g. twitter, other related fan-pages) suggested by my followed fan pages.</td>
<td>0.917</td>
<td>0.798</td>
</tr>
<tr>
<td>▪ C2: I share the contents of fan page to other social platform through links of fan-page.</td>
<td>0.821</td>
<td></td>
</tr>
<tr>
<td>▪ C3: I like to click on Brand discussion board and/or company website from fan pages.</td>
<td>0.756</td>
<td></td>
</tr>
<tr>
<td>▪ C4: I often use same login id to logon different social media platform**</td>
<td>0.743</td>
<td></td>
</tr>
<tr>
<td>Fan page Purchase Intention (P) (Adapted) (Angella, 2016)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ P1: I purchased the same brand when required as I like it on FB Page.</td>
<td>0.918</td>
<td>0.761</td>
</tr>
<tr>
<td>▪ P2: I buy its products directly from FB when required.</td>
<td>0.917</td>
<td></td>
</tr>
<tr>
<td>▪ P3: I intend to purchase this product/brand in future as well.</td>
<td>0.754</td>
<td></td>
</tr>
<tr>
<td>▪ P4: I am loyal customer of the brand I “like” on Facebook.</td>
<td>0.802</td>
<td></td>
</tr>
<tr>
<td>▪ P5: I would consider buying the promoted products on fan page.</td>
<td>0.791</td>
<td></td>
</tr>
<tr>
<td>▪ P6: I consider my followed fan page information before buying.</td>
<td>0.745</td>
<td></td>
</tr>
</tbody>
</table>

Notes: aCrobach’s $\alpha$; bexploratory factor analysis. *Deleted after EFA; **deleted after CFA

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