CONSUMER ENGAGEMENT BEHAVIORS IN BRAND COMMUNITIES OF SOCIAL NETWORKING SITES

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ABSTRACT

Many companies have realized the enormous potential of social networking sites and have invested considerable resources in encouraging consumer engagement behaviors in brand communities of social networking sites. In this study, researcher attempt to propose a research model that explains how consumer engagement behaviors in brand communities of social networking sites affect brand loyalty. The research model is empirically tested with 203 Facebook users. The results provide supports to the research hypotheses and illustrate the importance of consumer engagement behaviors in social networking sites in building brand loyalty. Findings of this study are expected to provide useful insights for emarketers to develop brand loyalty through consumer engagement behaviors in online social networks as well as for researchers to better understand the relationship between consumer engagement behaviors in online brand community and consumer behavior.

Data were analyzed and evaluated by Univariate and Bivariate techniques. However, the main thing is the researcher want to identify that, Engagement behaviors positively (0.866) in influencing the online brand community commitment. The study considers engagement behaviors as independent variable with two appropriate dimensions (participation and promotion) and online community commitment as dependent variable. Eventually, this report recommends some actions for improving the role of engagement behaviors in influencing the online community commitment of "Facebook brand pages".

Other than that, online community commitment positively (0.647) in influencing the brand loyalty. This part considers online community commitment as independent and brand loyalty as dependent variable with three appropriate dimensions (brand commitment, WOM intention and purchase intention). Finally, this report recommends some actions for improving the online community commitment in influencing the brand loyalty of "Facebook brand pages".

Keywords: Social networking sites, consumer engagement behaviors, online brand community, brand loyalty, word of mouth, Facebook

Researcher

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