THE CONSEQUENCES OF CONSUMER ENGAGEMENT IN SOCIAL NETWORKING SITES

Master's Thesis

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Eskişehir, 2016

THE CONSEQUENCES OF CONSUMER ENGAGEMENT IN SOCIAL NETWORKING SITES

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MASTERS THESIS

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September, 2016.

JÜRİ VE ENSTİTÜ ONAYI

Abubakar LUJJA'nın "The Consequences of Consumer Engagement in Social Networking Sites" başlıklı tezi **23 Eylül 2016** tarihinde, aşağıdaki jüri tarafından Lisansüstü Eğitim Öğretim ve Sınav Yönetmeliğinin ilgili maddeleri uyarınca toplanan **İşletme (Pazarlama)** Anabilim Dalında, **yüksek lisans tezi** olarak değerlendirilerek kabul edilmiştir.

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ÖZET

SOSYAL AĞ SİTELERİNDE TÜKETİCİ BAĞLILIĞININ SONUÇLARI

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Tüketici bağlılığı artan bir şekilde rekabetçi ticaret ortamındaki önemli konulardan biri haline gelmektedir. Hem araştırmacılar hem de uygulamacılar farklı kanallar aracılığı ile tüketici bağlılığının nasıl geliştirilebileceğine odaklanmaktadırlar. Sosyal ağların ortaya çıkması tüketici davranışlarında ve marka ilişkilerinde önemli derecede değişime neden olmuştur. Eşsiz özellikleri ve yapısı ile Sosyal Ağ Siteleri, tüketici ve marka ilişkisi ve anlık tüketici bağlılığı oluşturmak için üst düzey bir avantaj sunmaktadır. Araştırmacılar ve uygulamacıların tüketici bağlılığına çok önem vermesine ragmen, hala bağlılığın tüketici davranışlarını nasıl etkilediğinin anlaşılmasına ihtiyaç vardır.

Bu yüzden, bu araştırma SNS'de tüketici bağlılığının sonuçlarını belirlemeyi amaçlamaktadır. Ayrıca araştırma tüketici bağlılığını davranışsal, bilişsel ve duygusal boyutları kapsayan çok boyutlu bir kavram olarak incelemektedir ve bu bağlamda tüketici bağlılığının bu üç boyutunun marka sadakati, tatmin, taahhüt ve güven gibi biresel sonuçları nasıl etkilediğini belirlemek amaçlanmaktadır. Araştırmada nicel araştırma deseni kullanılmakta ve araştırma için geliştirilen hipotezlere dayanan bir model geliştirilmiştir. Veri toplamak için anket kullanılmıştır ve anket. Anadolu Üniversitesi yaz okulu öğrencilerine uygulanmıştır. Bu araştırmada durum olarak Facebook seçilmiştir. 400 anket ile very toplanmış ve 387 geçerli anket analize tabi tutulmuştur. Araştırma verileri SPSS versiyon 20.0 ile analiz edilmiştir.

Sonuçlar göstermektedir ki, duygusal ve davranışsal tüketici bağlılığı boyutları marka sadakati için; duygusal tüketici bağlılığı tatmin için; bilişsel ve davranışsal tüketici bağlılığı taahhüt için; davranışsal ve duygusal bağlılık boyutları ise güven için önemli göstergelerdir. Özet olarak çalışma marka sadakati, tatmin, taahhüt ve güvenin Facebook gibi bir online platforda tüketici bağlılığının muhtemel sonuçları olduğunu göstermektedir.

Anahtar Kelimeler: Tüketici Bağlılığı, Sosyal Ağ Siteleri, Sadakat, Güven, Tatmin, Taahhüt.

ABSTRACT

THE CONSEQUENCES OF CONSUMER ENGAGEMENT IN SOCIAL NETWORKING SITES

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Consumer engagement is increasingly becoming one of the important issues in the competitive business environment. Both researches and practitioners are focusing on how consumer engagement can be enhanced through different channels. The emergence of social networks has significantly caused a shift in consumer behaviors and brand relationships. With its unique features and structure, Social Networking Sites (SNS) offer an upper advantage to build consumer brand relationships and instant consumer engagement. Although researchers and practitioners are giving so much importance to consumer engagement, there is still a need to understand how engagement affects consumer behavior.

Therefore, this study set out to determine the consequences of consumer engagement in SNS. It further viewed consumer engagement as a multi-dimensional concept comprising behavioral, cognitive and emotional dimensions and as such the hypotheses were aimed at determining how each of the three dimensions of consumer engagement affect the individual consequences of consumer engagement such as brand loyalty, satisfaction, commitment and trust in SNS. The study used a quantitative research design and developed a model that was based on the hypotheses developed

for the study. It used a questionnaire survey to collect data from Anadolu University students in summer school. Facebook is chosen as a case for this study. 400 questionnaires were collected and the analyses were conducted with the 387 valid questionnaire. The research data was analyzed by SPSS program 20.0 version.

The results suggest that emotional and behavioral consumer engagement dimensions were significant predictors for brand loyalty; emotional consumer engagement for satisfaction, cognitive and behavioral consumer engagement for commitment, while behavioral and emotional engagement dimensions were found to be significant predictors for trust. In sum, the study suggests brand loyalty, satisfaction, commitment, and trust to be possible consequences of consumer engagement in an online platform such as Facebook in our case.

Keywords: Consumer Engagement, Social Networking Sites, Loyalty, Trust, Satisfaction, and Commitment.

ACKNOWLEDGEMENT

This research would not have been successful without the grace and mercy of Allah. I thank Allah who has enabled me to finish this research successfully. Special thanks go to my supervisor Asst. Prof. Dr. F. Zeynep Özata for her untiring efforts, guidance and encouragement throughout my research time. I really thank her for the time she spared for my research.

This academic struggle would not also have been possible without the help of my courageous lecturers and professors whom am highly indebted for their academic knowledge they imparted in me. I especially wish to extend my gratefulness to Prof. Sevgi Ayşe Öztürk, Prof. Zafer Erdoğan, Prof. Gulfidan Baris, Prof. Alper Tolga Kumtepe among others.

I also would like to thank my parents Mr. Issa L. Kamubeere and my lovely mother Mrs. Khasifa N.M. Kamubeere for their support always. I also wish to thank my relatives Hajj Abdul Malik Koire, Mr. Abdul Rahman L. Wasige, Hajj Muhammad Walujo, Hajj Adnani Koire, Hajj Ahmad Lujja, Hajj Abubakar Kigongo Kambagire, Mr. Ali Matambye, Engineer Ismail Hamba, Dr. Guloba Umarashid, Asiyah Namugosa, Halimah Kamubeere, Nusula Nemwa, Abdallah Walujo, Hajj Habib Wasige, Musa Guloba, Koire Ibrahim Isa, and my little sister Fatuma Isa Kamubeere. I cannot also forget to thank my wife Mrs. Namutebi Shamirah and my son Shaheem Omar R. Kamubeere for their inspiration and love.

I also thank my friends Serhat Özer, Hatice Ozbas, Talha Bayır, DiLara DirLik, Mohammed Abdulsalam Abbas, Menya Idd Sirajudden, Byango Abubakar Kudi, Sayiya Burhan, Muhamad Bageya Abubakar, Muzafalu Katamba, Swalehe Masoud, Ibrahim Bashir Kamal, Cemalettin Terzi, Sultan Almarwani, Ünal Solmaz, and Abdurrahman Terzi among others whom we shared academic and non-academic knowledge.

Finally, I also extend my gratefulness to all my friends and relatives who in one way or the other supported my research and masters studies while in Turkey at Anadolu University. I thank you all.

23./...9.../20..16

ETİK İLKE VE KURALLARA UYGUNLUK BEYANNAMESİ

Bu tezin bana ait, özgün bir çalışma olduğunu; çalışmamın hazırlık, veri toplama, analiz ve bilgilerin sunumu olmak üzere tüm aşamalardan bilimsel etik ilke ve kurallara uygun davrandığımı; bu çalışma kapsamında elde edilemeyen tüm veri ve bilgiler için kaynak gösterdiğimi ve bu kaynaklara kaynakçada yer verdiğimi; bu çalışmanın Anadolu Üniversitesi tarafından kullanılan "bilimsel intihal tespit programı"yla tarandığını ve hiçbir şekilde "intihal içermediğini" beyan ederim. Herhangi bir zamanda, çalışmamla ilgili yaptığım bu beyana aykırı bir durumun saptanması durumunda, ortaya çıkacak tüm ahlaki ve hukuki sonuçlara razı olduğumu bildiririm.

Abubakar Lüjja

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1. INTRODUCTION

Social networking is a phenomenon, which has existed since society began (Barabasi, 2002). This is because human beings have always sought to live in social environments. Serious attention regarding social networks has however grown rapidly over the past 30 years (Xevelonakis, 2012:99). Social Networking Sites (SNS) such as Facebook, Twitter, LinkedIn, Pinterest, and Flickr have attracted tens of millions of users, many of whom have integrated these sites into their daily practices. They have now grown from a niche to a mass online activity with a lot people now connected on the Internet (Lenhart and Madden, 2007).

In addition to the above, formerly, the companies paid more attention on the business sales with prime focus on earnings such as super profits. Consumers were therefore receivers of value added products and services and nothing beyond that. There is a paradigm shift from concentrating on a product and service offerings as a major way to earn company huge revenues and growth and survival to a more relationship perspective of embracing the role of a consumer in terms of building a mutual business relationship (Gronroos, 1994).

The rising acceptance of social Networking Sites (SNS) has created a new social platform (Cheung and Lee, 2012). Additionally, these social media tools have globally influenced communications, interactions, and relationships for personal, business and organizational reasons (Chen et al., 2010, Ou et al., 2010). This has resulted in more and more brands to embrace the new media as another way to engage their consumers at a more or less personal level through virtual brand communities more especially SNS.

SNS are online communities that attract members with similar interests (Singh and Cullinane, 2010). They offer a more effective and efficient platform for consumers and brands to interact with each other (Ellison, Heino, and Gibbs, 2006).

Marketers use SNS to promote their brands and build consumer-brand relationships (Chen et al. 2011) through involving in a two-way communication and

collaboration (Tuten and Solomon 2012). Brands like Coca-Cola, Nike, Samsung, and McDonalds actively use online SNS as forums for consumer engagement.

SNS are believed to add publicity to businesses as well. This is due to the high population adoptability and usage of such sites among consumers (Hampton et al., 2011). The feedback is spontaneous and costs are extremely low compared to the traditional media.

Through brand pages, consumers are able to interact with not only the brands but also with fellow brand loyalists and brand managers. This can be through comments, questions, shares and stories about the brand (Singh and Cullinane, 2010). This kind of relationship in the current business environment is gaining much more relevance and has become more appropriate in gaining competitive advantage and economic benefits that arise from customer retention (Verhoef, 2003).

Brand pages therefore offer an alternative to brands and companies to promote their product brands and services by tapping into the online brand community. By setting up SNS brand pages, companies can engage with customers by posting information, organizing activities, and replying to comments.

Brand followers in SNS are able to engage with the company by commenting, sharing, forwarding, and liking brand posts. With the influence of SNS, brand pages are believed to be influential tools for companies to communicate all about their brands, and promote an online or virtual relationship with their consumers (Wing and Si, 2015).

According to Laroche et al. (2013), brands in SNS improve consumer-brand relationships and this is considered to be a factor that enhances brand trust due to the availability of an interactive platform between a brand and a consumer. Brand trust is believed to lead customer loyalty, reduce consumers from switching to other brands even when the other competitors have newer brand offers.

It is high time firms recognized the concept of consumer engagement as a way to foster loyalty, trust, and satisfaction with the customers. According to Brodie et al., (2013), the consequences of consumer engagement are suggested to include trust (e.g. Laroche et al., 2012), satisfaction (e.g. Wirtz et al., 2013), commitment (e.g. Jahn and Kunz, 2012; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013:234), and brand loyalty (e.g. Brodie et al., 2013).

Customer engagement (CE) is still a recent research topic (Malciute, 2012) that has received considerable growing attention from among academicians, managers and practitioners. Popular Brands have also taken up consumer engagement to online brand communities through SNS such as Facebook, Instagram, Pinterest, Twitter, among others. This online consumer engagement that embraces an interactive two-way customer-brand communication is considered to replace the traditional one-way platforms such as television, radios, billboards and print. Brodie et al., (2011) considers consumer engagement to play a strategic role in the success of a brand.

Consumer engagement in SNS draws much attention of scholars and practitioners due to the fact that it facilitates a new way engaging with consumers through faster and spontaneous interactions between brands and consumers and also among consumers themselves (Ellison et al., 2007). SNS can therefore be used to create, sustain and develop new and existing relationships (Trusov et al., 2009).

To this end, therefore, brand companies use SNS to strengthen virtual consumer-brand relationships in specific brand communities (Kaplan and Haenlein, 2010). This study aims to find out the consequences of consumer engagement in certain brand pages of SNS. It is therefore believed that C.E in SNS has a probable consequence on brand loyalty, trust, satisfaction and commitment, which is believed to enhance company growths and brand popularity. The study believes that brand presence in SNS increases consumers' tendency to engage more with brands, which is said to enable consumers, and prospects to be constantly in touch with their brands (Harter et al., 2010).

The study is organized in five chapters. Chapter one discusses the main study of the problem, purpose and its significance. In chapter two, recent literature is reviewed related to social media and its platforms, brand communities and brand pages in SNS, dimensions of C.E, trust, commitment, satisfaction and brand loyalty concepts. Chapter three explains the methodology of the research discussing the research design, research model, sample, and data collection tools. Chapter four discusses data analysis and findings while in chapter five discussions and conclusions are made from the study.

1.1. Problem of the Study

The Internet has upended how consumers engage with brands. According to Internet world stats 2015, out of the estimated world population of 7,259,902,243, an estimate of 3,366,261,156 is the penetration rate for Internet users. It is therefore transforming the strategic rules of marketing especially in the fields of advertising, brand promotions, and consumer relationship management and replacing the traditional marketing strategies. Nowadays it is hard to find an organization that doesn't have a web presence (Kotler and Armstrong, 2012: 533).

And where as companies and organizations have been actively involved in vigorous marketing campaigns and customer relation drives through traditional methods of television, radios, newspapers and journal magazines among others, there is a shift in the way to relate with the consumers and prospects through the adoption of a two-way digitalized channel (Hudson, Roth and Madden, 2012; Singh et al., 2008).

Consumer engagement is seen by many academicians as one of the ways leading to customer relationships (e.g. McEwen, 2004), trust (e.g. Laroche et al., 2012; Brodie et al., 2013), satisfaction (e.g. Gummerus et al., 2012; Wirtz et al., 2013) and brand loyalty (e.g. Malciute, 2012; Bowden, 2009; Madupu and Cooley, 2010) since consumer engagement embraces a two way communication platform where by the consumer has a platform to express or share view about a given brand or product through a given platform directly to the brand or producer. Because consumer engagement is still a new but growing concept (see Sashi, 2012:253; Malciute, 2012:1),

it has attracted the attention of researchers, practitioners and companies worldwide to study the concept more. Consumer engagement in social networking sites is now replacing the traditional tools such as TV, billboards, radio and print media with the new social media platforms seen as more effective in enhancing business related relationships (Singh et al., 2008:283).

While recent academic and commercial studies have investigated the phenomenon of social network sites (e.g. Marsden, 2010a), there is more need to conduct more research on Consumer Engagement in SNS. This is also supported by the calls for more research on the subject by the Marketing Science Institute (cited by Brodie, Bilijana Juric and Hollebeek, 2013; Malciute, 2012). This research attempts to fill existing knowledge gap in the literature by exploring the consequences of Consumer Engagement in SNS.

This study intends to find out the consequences of C.E in SNS. In other words, the main problem to be addressed in this study is to determine the outcomes or consequences of consumer engagement in SNS. Although there seem to be a general agreement on some consequences of C.E for example on brand loyalty (Brodie et al., 2013; Malciute, 2012; Bowden, 2009; Casalo, Flavian and Guinaliu, 2007; Shang, Chen and Liao, 2006; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013), there is a sharp disagreement on some other considered consequences of C.E for example Malciute (2012) considered satisfaction as an antecedent of C.E, while Sashi (2012) and Brodie et al., (2013) considered it to be an outcome of C.E. Malciute (2012) considered commitment as an antecedent of C.E while Vivek et al., (2012) and Sashi (2012) considered it as a consequence of C.E. Therefore, this disagreement in such a new field of research has prompted the researcher to conduct a further study to try to exactly determine the consequences of CE.

1.2. Purpose of the Study

The main objective of the study is to understand the consequences of consumer engagement among brands that maintain an online presence through social networking

sites such as Facebook. Consumer engagement is a multi-dimensional construct. So this study views C.E in terms of cognitive, emotional, and behavioral dimensions (Bowden 2009; van Doorn et al., 2010; Schaufeli et al., 2002:74). It further seeks to find out variables that are believed to be the consequences of the dimensions of C.E.

In the literature, there are some seminal researches related to investigate the consequences of consumer engagement. Brand loyalty, satisfaction, commitment and trust are mostly aforementioned outcomes of consumer engagement.

So this study intends to explore if cognitive, emotional and behavioral engagement in SNS affect brand loyalty, brand satisfaction, brand commitment and trust on brand.

1.3. Significance of the Study

The findings of this study will be useful to the academia, industry managers, practitioners and policy makers and to the general public in the following ways:

Academia: This study aims to broaden past study findings on consumer engagement and its consequences. In most studies conducted in the area of consumer engagement, both antecedents and consequences are considered. On the other hand, most studies consider engagement as a uni-dimensional construct. This study aims to broaden the theory by considering consumer engagement as a multi-dimension construct and also testing the effects of each dimension on the consequences of engagement. Findings will be able to show which dimension of consumer engagement is more effective on the consequences, which dimension should be considered more seriously to increase brand loyalty, satisfaction, commitment and trust (Cheung et al., 2011; Zheng et al., 2015; van Doorn et al., 2010; Bijmolt et al., 2010; Bowden et al., 2009; Patterson et al., 2006; Gummerus et al., 2012; Wirtz et al., 2013).

The Marketers and sales executives will also use the findings to improve their qualities of modernizing marketing and communication towards consumers and

prospects. By this way, the marketing managers will be able to focus on the right engagement dimension related to their social media campaign objectives.

1.4. Limitations of the Study

- First of all, this study was geographically limited to the students of Anadolu University, which is located in Eskisehir city in Turkey. On the other hand, convenience sampling is preferred so as to utilize its advantages (such as easy and cheap way of finding samples etc.). But these preferences also lead to a limitation of generalizability of the findings.
- Secondly, there are many dimensions of engagement as mentioned in the literature review, but only three dimensions were considered for this study; Cognitive, Emotional and Behavioral. Furthermore, the study considered only the constructs that are mentioned in the literature as possible consequences of CE such as commitment, satisfaction, trust, and brand loyalty. Therefore, results of this study should be put in consideration of these factors.
- And finally, this study contains only Facebook brand pages and findings related to engagement and its consequences is only limited with this SNS.

1.5. Operational Definitions of Key Terms

For the purpose of this research study, the following terms are defined:

Social Networking Sites (SNS): This refers to Internet enabled services that allow people to form an interactive communication.

Consumer Engagement: This involves purposeful interactions between consumers and brands and or other members of within the community.

Brand Community: This refers to specific non-geographically bound community that focuses social interactions and relationships among admirers of a brand.

Social Media: This refers to communication tools that have Web 2.0 attributes of interactions among users.

Brand Loyalty: This refers to a deeply held commitment to repeatedly purchase a preferred brand product or service despite situation and brand competitor influences.

Brand Commitment: This refers to the desire to maintain a given attachment with the brand.

Brand Satisfaction: This is the degree to which a particular brand matches up the expectations of a consumer.

Brand Trust: This refers to the willingness of consumer to rely on the ability of the brand to perform its declared task.

2. LITERATURE REVIEW

2.1. Social Media

Social media are online platforms, aimed at enabling participative interactions, collaborations and the sharing of content (Richter and Koch, 2007). They include weblogs, social blogs, micro blogging, wikis, podcasts, pictures and video sharing sites, etc. Individuals, companies and government institutions not only for communication purposes but also for advertising and marketing use social media.

Kaplan and Haenlein, (2010:61) defined social media as ‘a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user generated content.’

Brake (2009) considered social media as referring to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Social media is characterized by a kind of new Internet content based on participation. Social media contributes to sharing information, feedbacks and interactions among individuals sharing same values or interests. (Mayfield, 2008)

Tools and services of Web 2.0 provide the technical base for social media (Hettler, 2010). Web 2.0 offers an interactive and quicker two-way communication ability to brand companies to initiate, sustain, direct and manage conversations with users which in one way promotes effective marketing strategies. Web 2.0 tools include corporate websites, social networks, blogs, forums, and podcasts. Therefore, with such user-friendly tools, the company or brand is able to develop an online relationship with consumers and brand admirers. This is because through such an enabling environment, consumers are effectively engaged which generates consumer opinions and experiences about a product or brand or a company.

Berthon et al., (2012:262) defined web 2.0 as ‘the technical infrastructure that enables the social phenomenon of collective media and facilitates consumer generated

content.' Constantinides and Fountain (2007:232) defined it as a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes.

Though web 2.0 and social media seem related they are different in that the former enables the creation and distribution of the content, the later focuses on content and consumer generation of that content (Berthon et al., 2012). Web 2.0 enhances brand – consumer engagements that are active participators in specific online or virtual communities through social networks. This has resulted in a significant shift from traditional one-way marketing communication to a digital two-way communication.

Web 2.0 has also led to creative consumer (Berthon et al., 2012), who produce much of the value-added content in social media and it is through their networks of friends and associates that constitute the social. With the advancement of social media platforms such creative consumers are more than ever involved in promotion, or demotion of brands, through self-created advertising videos (Berthon, Pitt and Campbell, 2008), product or service innovations and distributions (Berthon t al., 2012). Web 2.0 and social media are therefore supportive of one another

According to Constantinides and Fountain (2007:233), web 2.0 classification based on application types can be divided into five main categories. This classification is based on the fact that the user is a vital factor for all categories of web 2.0 applications not as a consumer but mainly as a content contributor:

Blogs: These are web logs. They include podcasts (digital audio or video that can be streamed or downloaded to portable devices. A good example can be www.gizmodo.com, www.boingboing.net

Social networks: These are applications that allow users to build personal websites that are accessible to others for purposes of sharing information, discussions and content exchange. Examples include www.facebook.com

Communities: These are websites organizing and sharing of content for group consumption. Examples include www.Youtube.com

Forums: These sites exchange ideas, opinions and information to groups of special interests. Examples include; www.epinions.com

Content aggregators: These are applications allowing users to fully customize the web content they wish to access. They use Real Simple Syndication (RSS) technique. Examples include, www.google.com/ig

Social media enhances consumer-brand communications directly, timely manner and cheaply (Kaplan and Haenlein, 2010), thereby influencing customer perceptions and behaviors (Williams and Cothrell, 2000). This possibility has seen traditional marketing strategies become less effective, inefficient and unproductive forcing many companies and brands to shift to embracing social media (Williams and Williams, 2008).

According to Kim and Ko (2010a), social media has a significant impact on a brand's reputation. This is due to the power it generates through electronic word of mouth, spontaneous consumer feedbacks and brand experience comments. According to the study by DEI Worldwide (2008), companies that lag behind consumer engagement through virtual brand communities enabled by social media platforms would actually miss out an opportunity to reach out to their consumers. Brands and companies need to incorporate engagement of consumers as a way to manage consumer relationships, built and maintain brand loyalty, enhance trust, commitment, satisfaction and also realize brand reputation which will impact on the profit earnings of the brand and company.

2.1.1. Social networking sites

Social networking sites are among the most used social media platforms for consumer engagement. According to Boyd and Ellison (2007), social networking sites (SNS) are Internet enabled services that enable people to form personal and public profiles for social interactions. SNS can also be defined as ‘‘web-based services that allow

individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system'' (Boyd and Ellison, 2008).

It is that cyber-environment that permits a person to create a personal profile, share posts in form of text, video, photographical and non-photographic contents, and to link other members or friends on the online through tools and applications supported by the availability of the Internet (Boyd and Ellison, 2008). SNS have an intermediating effect between individual and society in the virtual world (Wasserman and Faust, 1994).

SNS provide an active and influential platform for consumers. This enables them to build a social network, develop interpersonal interactions (Lenhart and Madden, 2007). With no geographical, physical and time restrictions, consumers find it easier to quickly exchange brand and product-related information and opinions with their personal contacts (Graham and Havlena, 2007) and have the potential to reach global audiences who share common interests about the product or brand.

SNS not only boost consumers' online experiences, but also affect their online expectations. For example, activities that are happening in SNS range from socializing with existing friends or making new people to exchanging information and experiences regarding products or brands.

SNS allows consumers and prospects to exchange their experiences and shared advice on particular products and brands through engaging in E-WOM (Electronic Word of Mouth), connect to a social network, and develop and maintain relationships with others (Kane et al., 2009).

SNS creates network for marketing communication among the user community. Consumers get exposed to various kinds of brand communication through this media (Mangold and Faulds, 2009). According to statista.com, Facebook, Twitter and Instagram are among the most used SNS's.

2.1.2. Facebook

Facebook is a company, a platform, a marketing tool, a brand, a phenomenon and a set of tools that give marketers a chance to attract people in an exciting way. It is one of the most used social networking sites and is available in 70 languages. It was founded in 2004. User actions on Facebook appear in the news-feed status, and every single friend is able to see them. Facebook enables users to form profiles and communicate with friends. The information on Facebook does not necessarily represent the true facts about and from the users that post (Treadaway and Smith, 2010). According to Internet World Stats 2015, there are 1,515,204,150 active Facebook users in the world and an estimate of 41,000,000 users of Facebook in Turkey.

Facebook is believed to be the most attractive social media platform to be used for marketing, in particular for Business to Customer businesses (www.statista.com). This is because of the high opportunities for companies to utilize the platform for marketing purposes such as Facebook Ads, Facebook Brand Pages, Social Plugins, Facebook Applications, and Sponsored Stories (Facebook, 2012b). Of all these, Facebook pages provide the largest number of engagement possibilities by direct interaction with the consumers through dialog.

A brand page normally contains fans or users as its followers and has no limit for followership, implying therefore that a brand page can have as many followers as possible. It is through a Facebook brand page that brand fans do engage with a company by posting content on the wall, commenting on the existing post shared by the moderator, or indicating interest in an existing post by pressing the ‘like’ button, and sharing the post on their profile wall. These actions appear as notifications on the wall of each of the fan’s Facebook friends. They are considered to represent an electronic word of mouth communication whose result forms the goal of viral marketing (Kirby and Marsden, 2005).

Through Facebook, brands and companies are able to identify consumer tastes, opinions, and experiences, which is essential in helping to create market segmentation,

targeting and positioning strategies (Treadaway and Smith, 2010). Brand and companies are able to get important information on the brands they produce and offer to their segments from the news feed statements that users post on their walls and pages (Casteleyn, Mottart, and Rutten, 2009), which can then be used for, direct marketing purposes.

Edelman (2007) argues that customers are embracing social networking sites usage like Facebook more than traditional media for information related to brands. This is because Facebook allows companies and brands to connect with bigger audiences. SNS also offer the best alternative to marketing brands at lower costs. This is so because costs of marketing communication are very low with Facebook and other social networking sites, thereby creating and enabling opportunity for brands to communicate effectively and efficiently with millions of individual customers (Palmer and Koenig-Lewis, 2009).

2.1.3. Twitter

Since its launch in 2006, Twitter gained fame as a micro-blogging tool in 2009, when it reached 58.5million users worldwide, (Schonfeld, 2009). The uniqueness of Twitter is its messages or tweets capacity that can have maximum 140 characters, with the default setting public. Therefore, events, news, opinions, or any related posts can be transmitted on a large scale across the network, instantaneously (Jansen et al., 2009).

Twitter is a form of electronic word-of-mouth communication (Jansen et al., 2009). This is so because word of mouth essentially is “the process of conveying information from person to person” and it is getting recognized as one of the most effective forms of marketing (Jansen et al., 2009:2169). It is mainly about conversation and interaction. Brands such as Samsung, Sony, Amazon use Twitter consistently to interact with its followers. Therefore, Twitter tracks engagement every time a tweet is clicked. Engagement can be replies, follows, favorites, links, cards, embedded media, and hashtags.

Additionally, there are different types of ads on Twitter, such as promoted Tweets, promoted accounts, and promoted trends. They are normally marked with a ‘promoted’ icon. Any consumer can interact with any promoted content in same way as organic content.

Companies and organizations can use Twitter to increase their marketing communications, brand recognition, reputation management, and attract new clients, and search engine optimization among others, which can position the brand to be closer to a customer.

2.1.4. Instagram

Instagram is a free photo-sharing network where the user can share pictures and short videos with others (Smith, 2014). The Instagram user can interact with its network by commenting on photos (Chan, 2011). Instagram is largely about sharing fun and life events and experiences with friends through a series of pictures.

Instagram focuses more on the images as a marketing tool than textual content. The composition of image (Smith et al., 2005), color designs and layout is crucial (Fahmy et al., 2014) in communication effect is believed to be an influencer in brand perceptions. Therefore, high imagery visual on Instagram would attract high attention and recall by users. Video content on Instagram is also on increase, useful and drives engagement (Walter and Gioglio, 2014) especially in telling a brand story by users.

Instagram allows brands to show a more personal side of users regarding product or service usage experience (Walter and Gioglio, 2014) thereby making communication between users and brand easier (Kahli et al., 2015). It is included as a SNS because it carries a social network or group that share similar or related interests, activities, backgrounds or real life connections. It is also user-generated content, which is one of the characteristics of SNS.

Social networks that share photos, like Instagram, offer an attractive platform to consumers if used in the right way by companies. Consumers are believed to interact

with the photo and symbol to form passion for the brands. Additionally, in an environment where companies are competing for a cost effective marketing platform, Instagram platform can also offer additional advantage to brands (Safko, 2012). Chan (2011) observes that brands and companies can use Instagram not only as a sales promotion tool but also to show the brands, their features and use. Social networks that concentrate more on photo sharing are increasingly becoming more effective and popular as a tool for Search Engine Optimizing (Chan, 2011). According to Smith (2014), 65% of the world's top 100 brands have Instagram accounts and 57% of them are active and post pictures or videos at least once a week.

Brands can use Instagram to post brand-related content, stimulate brand-consumer interactions as a way of encouraging customers to share photos related with their brands. For example, when companies share photos of their employees, office or other aspects about their businesses and brands, customers can become more personally engaged with them. It also presents the companies an opportunity to attract new customers. The fact that most brands use Instagram in conjunction with other social channels, it automatically pushes Instagram photos onto Twitter and Facebook. C.E on Instagram therefore involves users liking, commenting or following a brand and its posts as well as lurking (Chen and Chang, 2013; Crawford, 2009).

2.1.5. Brand pages in SNS as virtual brand communities

A brand page in SNS is a profile created and managed by a company (Wing and Si, 2015). It is usually used by managers, advertisers, marketers, and others to directly post brand related information to subscribing users for brand promotions.

Brand pages in SNS are very good examples of virtual brand communities (Wirtz et al., 2013) due to their online enabled participatory user interactions among a community of special interest (Moniz and O'Guinn, 2001). Muniz and O'Guinn (2001:412) described what brand communities are, they are "a specialized, none geographically bound community, based on a structured set of social relationships among admirers of a brand". Wirtz et al., (2013: 224) viewed brand community as

‘network of relations between providers and brand consumers who attach a certain value to engaging in a relationship with both the provider and with the brand’s other consumers. Muniz and O’Guinn (2001:413) further explained what a ‘community’ is, it refers to ‘a network of social relations marked by mutuality and emotional bonds.’

Therefore, Virtual Brand Communities can be referred to as those brand communities that are entirely online supported (Royo–Vela and Casamassima, 2011). These include social networking sites and brand pages. They promote brand feasibility online, relay updates about brands such as new launches, features, user guides, and maintenance support which keep brand community members in artificial relationship and closeness with the brand.

This therefore means that engaging consumers through virtual brand communities such as brand pages, act as a significant factor for electronic word of mouth (Malciute, 2012). Furthermore, this continued engagement behavior is anticipated to also result in brand satisfaction, trust and commitment (see Wirtz et al., 2013; Zheng et al., 2013; Sashi, 2012; Madupu and Cooley, 2010; Laroche et al., 2012).

Brand pages echo an existence of an online relationship with brand page followers (McAlexander, Schouten, and Koenig, 2002), broaden the brand–customer relationship (Muñiz and O'Guinn, 2001), and provide a source of information and social benefits to the members (Bagozzi and Dholakia, 2002). These facilitate consumer engagement in the way that brand pages provide an effective interactive platform for brands and consumers to communicate. Repeated interactions are believed to foster artificial brand-consumer relationships. This is because through brand pages, brands and companies are able to create and send regular brand posts on their brand pages yet at the same time are able to interact with brand followers for example responding to followers’ questions, inquiries, appreciations and other related comments.

This level of consumer engagement through an online social networks such as brand pages platform, no doubt results in brand loyalty (see Brodie et al., 2013; Malciute, 2012; Bowden, 2009), trust (Casalo, Flavian and Guinaliu, 2007; Laroche et al.

2012; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013), commitment (Wirtz et al., 2013; Brodie et al., 2013), and satisfaction (Gummerus et al., 2012; Brodie et al., 2013; Wirtz et al., 2013). Brand pages therefore, offer a great deal of marketing opportunities and enhanced customer relationship platform. This is because they are designed to create an environment that promotes products and services and or brands.

Virtual Brand communities are believed to contribute to increase in sales (Bagozzi and Dholakia, 2006) because they are another market space from which brands and companies can tap and retain new customers. Their high potential to foster brand-consumer relationships (Sicilia and Palazon, 2008) through brand pages in SNS is also an effective consumer engagement platform to use. Brand pages in SNS such as Facebook brand pages are therefore very instrumental tools for advertising and consumer-brand communication and this constant engagement with consumers is said to result in brand loyalty (Wirtz et al., 2013).

Table 1. *Selected Characteristics of Brand Communities*

Characteristic	Relevant Literature
Social interaction	Bagozzi and Dholakia (2002), Wang et al., (2016); Jang et al., (2008); Tsai (2011)
Consistent Brand Messages	Bagozzi and Dholakia (2002); Kim, Park and Jin (2008)
Communication Networks	Bagozzi and Dholakia (2002)
Loyal customers	Bagozzi and Dholakia (2002)
Independence	Bagozzi and Dholakia (2002)
Shared rituals and traditions	Habibi et al., (2014); Muniz and O'Guinn, (2001)
Shared consciousness	Habibi et al., (2014); Muniz and O'Guinn, (2001)
Obligations to society	Habibi et al., (2014); Muniz and O'Guinn, (2001)
Product focus	Bagozzi and Dholakia (2002)
Niche Brands	Bagozzi and Dholakia (2002)

2.2. Consumer Engagement

One of the early definitions of engagement within brand communities refers to it as consumer's intrinsic motivation to interact and cooperate with community members (Algesheimer et al., 2005).

Vivek (2009) defined C.E as the intensity of consumer's participation and connection with the organization's offerings, and or organized activities. Doorn et al., (2010) defined it as customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers.

Engagement may also be used as a measurement of the strength of a company or brand - customer relationships (McEwen, 2004). Engagement is therefore argued to include feelings of confidence, integrity, pride, and passion in a brand (McEwen, 2004).

Customer engagement can be defined with different views. These are some examples, which see customer engagement as a process, as a behavioral manifestation or as a psychological state:

C.E as a process: Bowden (2009) postulated customer engagement as a psychological process that leads to the formation of loyalty.

C.E as behavioral manifestation: Van Doorn et al., (2010:254) defined customer engagement as "the behavioral manifestation from a customer toward a brand or a firm which goes beyond purchase behavior".

C.E as psychological state: Patterson et al., (2006) drew on a variety of parent disciplines including social psychology and organizational behavior and defined customer engagement as a psychological state that is characterized by a degree of vigor, dedication, absorption, and interaction.

Brodie et al., (2013:107) defined C.E as involving specific interactive experiences between consumers and the brand, and/ or other members of the community.

The table 2 below shows selected definitions of Consumer Engagement and Consumer Brand Engagement from different authors.

Table 2. *Selected definitions of Consumer Engagement and Consumer Brand Engagement*

Vivek, Beatry and Mogan (2012: 133)	Consumer Engagement is the intensity of an individual's participation in and connection with an organization's offerings and or organizational activities, which either the customer or the organization initiate.
Brodie et al., (2011b:260)	Consumer Engagement a psychological state that occurs by virtue of interactive, co-creative customer experience with a focal agent/object (e.g a brand) in focal service relationships
Hollebeek (2011:790)	Customer Brand Engagement refers to the level of a customer's motivational, brand-related and context dependent state of mind characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions.
Patterson et al., (2006a)	Consumer Engagement is the level of a customer's physical, cognitive and emotional presence in their relationship with a service organization.
Van Doorn et al. (2010:254)	Customer Engagement refers to the behavioral manifestation from a customer toward a brand or a firm, which goes beyond purchase behavior.
Forester Consulting (2008)	Consumer Engagement refers to creating deep connections with customers that drive purchase decisions, interaction, and in participation over time.
Marketing Science Institute (2010:4)	Consumer Engagement refers to customers' behavioral manifestation towards a brand or a firm beyond purchase, which results from motivational drivers including word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews and other similar activities.

In this study, we build upon the conceptual foundation of engagement and various definitions above, and derive a working definition of customer engagement in an online social platform.

The conceptualization of engagement embraces three dimensions; cognitive, emotional, and physical (Bowden, 2009; Schaufeli et al., 2002:74; Van Doorn et al., 2010). Therefore, in this study C.E in an online social platform is defined as the level of a customer's physical, cognitive, and emotional presence in connections with a particular online social platform.

Physical (Vigor) refers to the level of energy and mental resilience while using an online social platform, willingness to invest time and effort in one's role as a customer, (Cheung, Lee and Ling Jin, 2011:3), a good example is a person's ability to use an

online social platform for a very long period at a time or to devote a lot of energy on online social platform (Salanova et al., 2005).

Cognitive (Absorption) refers to being fully concentrated and deeply engrossed in an online social platform, (Cheung, Lee and Ling Jin, 2011:3). For example, forgetting about something else while using an online social platform or when one realizes that time moves so fast because is using online social platform (Salanova et al., 2005; Schaufeli et al., 2002; Rich et al., 2010).

Emotional (Dedication) refers to a sense of significance, enthusiasm, inspiration, pride, and challenge towards an online social platform, (Cheung, Lee and Ling Jin, 2011:3). For example, when one feels interested, excited, proud and inspired while using online social platform (Schaufeli et al., 2002; Rich et al., 2010; Salanova et al., 2005).

There are also some other potential dimensions of C.E and they are summarized in Table 3 below with their conceptual definitions.

Table 3. *Potential Dimensions of C.E*

Dimension	Conceptual definition	Relevant literature
Identification	The degree of a consumer's perceived oneness with or belongingness to the brand (Bhattacharya et al., 1995)	Hollebeek, 2009; Bakker et al., 2008; Macey and Schneider, 2008; Demerouti and Bakker, 2008; Gonzalez-Roma et al., 2006.
Attention	The degree of attentiveness, focus and connection that a consumer has with the brand.	Hollebeek, 2009; Rothbard, 2001; Vivek 2009.
Enthusiasm	The degree of excitement and interest that a consumer has in a brand (Vivek, 2009).	Harter et al., 2002; Macey and Schneider, 2008; Patterson et al., 2006; Schaufeli et al., 2002b; Vivek, 2009; Salanova et al., 2005.
Absorption	A pleasant state which describes the customer as being fully concentrated, happy and deeply engrossed while	Hollebeek, 2009; Patterson et al., 2006; Schaufeli and Bakker, 2004;

	playing the role as a consumer of the brand (Patterson et al., 2006)	Rothbard, 2001; Schaufeli et al., 2006.
Interaction	A customer's online and offline participation with the brand organization or other customers outside of purchase.	Bijmolt et al., 2010; Erat et al., 2006; Patterson et al., 2006; Marketing Science Institute, 2010; van Doorn et al., 2010; Verhoef et al., 2010; Wagner and Majchrzak, 2007.

Although there is no consensus regarding the dimensions of C.E as seen from table 3, for purposes of this research, this study adopts the three dimensions for its theoretical framework as illustrated in figure 3 (Behavioral, Emotional and Cognitive). The goal of C.E is to create a meaningful consumer impact and generate either a change in behavior or attitude.

2.3 Consequences of Consumer Engagement

Through the literature review process, the customer-based perspective has been chosen and only the consequences related to the customer are taken into consideration as these variables have an inherent effect on the ultimate business performance (Kumar et al., 2010). We discovered four consequences of consumer engagement: Brand loyalty (Gummerus et al., 2012; Cheung et al., 2012; Bowden, 2009; Malciute, 2012; Madupu and Cooley, 2010; Wirtz et al., 2013), trust (Brodie et al., 2013; Casalo, Flavian and Guinaliu, 2007; Laroche at al., 2012; Vivek, Beatty and Mogan, 2012), satisfaction (Sashi, 2012; Wirtz et al., 2013; Gummerus et al., 2012; Brodie et al., 2013) and, commitment (Jahn and Kunz, 2012; Wirtz et al., 2013; Brodie et al., 2013).

2.3.1. Brand loyalty

Brand loyalty is a very important factor (O'Brien and Jones, 1995) to businesses due to its influence to build relationships and develop the company through word of mouth (Oliver, 1999). Chaudhuri (1999:137) defines brand loyalty as "a customer's preference to buy a single brand name in a product class". Chaudhuri (1999)

emphasized the fact that not the price but the perceived quality of the brand that forms the customer's preference to such repeats purchases.

According to Jacoby and Chestnut (1978), brand loyalty is a two-dimensional concept that concerns behavioral and attitudinal aspects. Behavioral is concerned with repeat purchases while attitudinal is largely concerned with some unique value association with a given brand (Chaudhuri and Holbrook, 2001:82). This therefore means that behavioral brand loyalty normally results in repeat purchases while attitudinal brand loyalty pushes the brand to the consumer closer and more committed to the brand (Chaudhuri and Holbrook, 2001:83).

In respect of the above categorization of brand loyalty, brands and companies need to focus on how to increase a brand relationship with consumers which is believed to be the one of the factors to retain brand and company strength.

This is because brand loyalty is believed to result in many benefits to the company, specifically in terms of growth rate and increased company stability (Grönroos, 1994). This is so because loyalty is considered to be a key factor in attaining increased company earnings, and brand or company long success (Casalo et al., 2007). It also leads to increased word-of-mouth (Hallowell, 1996), lower price sensibility (Lynch and Ariely, 2000), reduced marketing costs (Griffin, 2002), and lower rates of customers switching to competitors (Yi and La, 2004).

According to Chaudhuri and Holbrook (2001:95), interactions, and promotions of a brand through word of mouth would result in brand loyalty especially if the interactions are within a specific brand community. It can therefore be added that social networking sites as platforms for online brand community would foster greater interactions and promote electronic word of mouth due to their abilities to engage with a large online brand community.

According to Malciute (2012:47) brand loyalty is considered to be a consequence of consumer engagement due to its interactive nature with consumers (Brodie et al., 2013:107) in a given brand community. This view is also supported by findings of many

studies and researches such as Gummerus et al., 2012; Cheung et al., 2012; Bowden, 2009; Madupu and Cooley, 2010; Wirtz et al., 2013. Consumer engagement contributes to brand loyalty through customer repeat purchases; retentions and brand experience, which enhances brand loyalty behaviors (Hollebeek, 2010; Verhorf et al., 2010). Therefore, the more consumer engagements in brand communities are promoted the stronger the brand loyalty can be achieved (McAlexander et al., 2002 cited by Wirtz et al., 2013:235).

2.3.2. Brand trust

Thomas (2009: 346) defined trust as “an expectancy of positive outcomes, outcomes that one can receive based on the expected action of another party”. Trust is important in reducing risk perceptions from consumers regarding a brand or product.

Brand trust is “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri and Holbrook 2001:82). Repeated brand interactions and perceived relationships are important factors in building trust (Wang and Emurian, 2005).

Size and reputation considered to be the predictors of consumer trust (Grazioli and Jarvenpaa, 2000; Jarvenpaa and Tractinsky, 1999; Kim, Xu and Koh, 2004. For example, larger companies are more likely to live longer and more reputable companies or brands more likely to be more trusted by customers.

Brand trust was considered to be a result of repeated interactions and mutual brand-customer relationships (McAlexander et al., 2002; Laroche et al., 2013:80) that in a given brand community (Laroche et al., 2012:1759; Laroche et al., 2013:78) and it is also believed that brand trust plays a significant role in minimizing risk perceptions associated with the brand (Chaudhuri and Hollbrook, 2001) especially when consumers are engaged.

Brand trust was considered to be an outcome of consumer engagement (see Brodie et al., 2013; Casalo, Flavian and Guinaliu, 2007; Laroche et al. 2012; Vivek, Beatty and Morgan, 2012). This is because brand trust in brand community rotates around the level of engagement with the consumers in a given social platform (Habibi et al., 2014:155).

It is through consumer engagement especially through SNS such as brand pages that brand to customer; customer to customer; interactions are enhanced. The more such engagement behaviors are exercised in a given brand community, the more it builds and results in brand trust, (Habibi et al., 2013:159).

2.3.3. Brand satisfaction

Roberts-Lombard (2009:73) defined customer satisfaction as the degree to which a business's product or service performance matches up to the expectation of the customer. If the performance matches or exceeds the expectations, then the customer is satisfied, if performance is below par then the customer is dissatisfied". Customer satisfaction is influenced by expectations, perceived service and perceived quality (Hu, Kandampully and Juwaheer 2009:115–116).

Chinomona (2013:1305) cited Grisaffe and Nguyen (2011) in defining brand satisfaction to refer to consumer's evaluation based on consumer's total purchase and experience with a brand of a product or service'. This definition recognizes the consumers' brand experiences with the brand in forming a brand satisfaction.

High customer satisfaction is believed to increase customer loyalty, lower customer switching behaviors, lower customers' price sensitivity, and improve business or brand reputation (Fornell, 1992). It is also an important factor in fostering customer retention (Gil, Hudson and Quintana, 2006:47), as it can affect a buyer's decision to continue a relationship with the organization (Ndubisi, Malhotra and Chan 2009:8).

A customer's perception about the quality of service is believed to be a significant factor in determining customer satisfaction (Zeithaml and Bitner, 1996). Service quality is the customer's satisfaction or dissatisfaction formed by their experience of purchase

and use of the service (Parasuraman, Zeithaml, and Berry, 1988). Customers are always aiming to get maximum satisfaction from the products or services that they buy. Winning in today's marketplace entails the need to build customer relationship and not just building the products; building customer relationship means delivering superior value over competitors to the target customers (Kotler et al., 2002:391). Whether an organization provides quality services or not will depend on the customers' feedback on the satisfaction they get from consuming the products, since higher levels of quality lead to higher levels of customer satisfaction (Kotler and Keller, 2009:169)

Researchers such as Gummerus et al., (2012) and Brodie et al., (2013) define brand satisfaction as an outcome of consumer engagement. This is mainly due to the effective roles of trust consumers may have in a brand. By recommending others to the brand and expressions of satisfaction could trigger higher confidence levels in a brand hence fostering brand satisfaction (Brodie et al., 2011:7; Brodie et al., 2013). Consumer engagement therefore can be considered to be an important factor leading to brand satisfaction because it enables consumers and brands to interact in a given platform. Additionally, the more value a consumer anticipates and receives from the brand, the higher the levels of brand satisfaction (Wirtz et al., 2013:235).

However, some studies such as Malciute (2012:19) and Doorn et al., (2010:256), present satisfaction as an antecedent of CE. According to these studies satisfaction is an antecedent of consumer engagement and it depends on whether the customer is new or old (Hollebeek, 2011b cited by Malciute, 2012:18).

2.3.4. Brand commitment

Rauyruen and Miller (2007:3), defined commitment as "a psychological sentiment of the mind through which an attitude concerning continuation of a relationship with a business partner is formed". Brand commitment refers to an emotional sense of attachment to a brand (Beatty and Kahle, and Homer, 1988).

Customer commitment is crucial to long term relationships (Garbarino and Johnson, 1999). Committed customers normally have a feeling of brand relationship, which in most cases bonds them to that brand or company (Moorman et al., 1993) because of those brand relationships are easy to sustain with the presence of a right engaging platform.

Relationship, quality, and commitment are further regarded as influencers of repeat purchase behavior (Liang and Wang 2005:71). Customers who are committed to a relationship might have a greater chance to act because of their need to remain consistent with their commitment.

Brand commitment is considered to be a consequence of consumer engagement (Brodie et al., 2013; Jahn and Kunz, 2012; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013:234) that also active in the engagement cycle (Sashi, 2012).

Engaged consumers are most likely to be committed to a given brand due to the constant patronage and interactions with the brand especially if the right engagement platform is used. Therefore, it can be argued that consumer engagement in virtual or online brand communities such as SNS could result in more brand commitment behaviors by the consumers.

Some researchers however view brand commitment as an antecedent of consumer engagement (Doorn et al., 2010; Malciute, 2012:19).

2.4. Theoretical Framework

The concept of engagement comprises the expressions of emotional, behavioral and cognitive engagement. A conceptual model of customer engagement in SNS was developed as seen from Figure 1. In principle, the structure of the framework relates to Cheung, Lee and Jin (2011) conceptual model with adoptions of some other considered consequences of consumer engagement.

This study considers brand loyalty, trust, satisfaction and commitment as consequences of consumer engagement based on the literature review, even though

there seem to be a disagreement on some consequences such as trust, satisfaction and commitment (see Malciute, 2012:18).

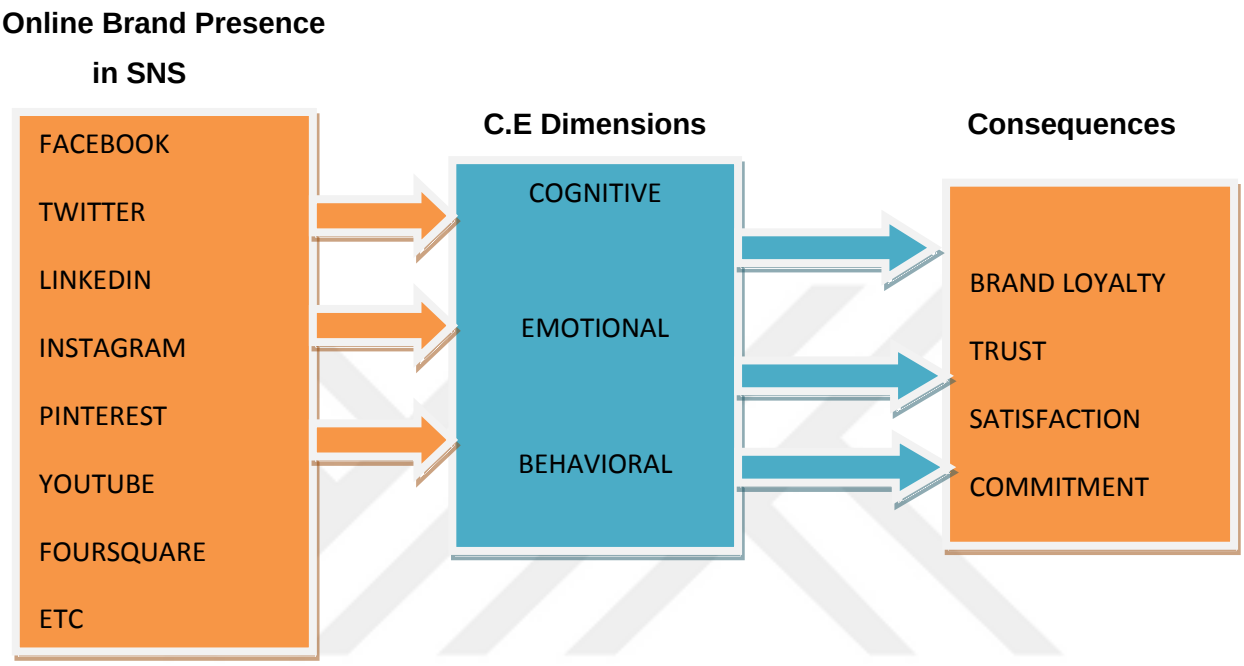


Figure 1. *Conceptual Model of C.E in SNS*

3. METHODOLOGY

In this chapter, the research design and the research model will be discussed. A quantitative research design will be explored which will be followed by research hypotheses that are explained in the research model.

3.1. Research Design

This research adopts the quantitative research design in order to be able to systematically investigate the data and their relationship. This will also help in measuring the research model and hypothesis pertaining to the study. It is also an ideal research design to examine the cause-effect relationships and therefore suits to be used to describe and test relationships and hypotheses.

The method used in this research included two main phases; first phase was reviewing relevant literature and proposed research model and in the second phase conducting questionnaires to explain and test whether or not the developed and proposed model has relevancy to the model.

3.2. Research Model

A research model also explained in the literature part is developed after reviewing various literature and secondary data. The model aims to test if consumer engagement affects brand loyalty, commitment, satisfaction and trust. Based on the Cheung, Lee and Jin (2011) model, our model also depends on the three dimensions of consumer engagement cognitive, behavioral and emotional with each variable having a probable effect on brand loyalty, commitment, satisfaction and trust. As such we argue that consumer engagement has a measurable effect on the constructs as follows:

H1 = Consumer engagement positively affects Brand Loyalty

H2 = Consumer engagement positively affects Satisfaction

H3 = Consumer engagement positively affects Commitment

H4 = Consumer engagement positively affects Trust

The primary focus of this research is to investigate the effect of consumer engagement in SNS on brand loyalty. Consumer engagement literature shows that engagement has an effect on loyalty (Brodie et al., 2013; Malciute, 2012; Bowden, 2009; Casalo, Flavian and Guinaliu, 2007; Jahn and Kunz, 2012; Gummerus et al., 2012; Hur, Ahn and Kim, 2011; Laroche et al., 2012; Madupu and Cooley, 2010; Zheng et al., 2013; Shang, Chen and Liao, 2006; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013). Consumer engagement construct has behavioral, cognitive and emotional dimensions (Malciute, 2012; Brodie et al., 2011a; Cheung, Lee and Jin, 2011; Patterson et al., 2006). In this study therefore, we hypothesize that:

H1.1 = Behavioral consumer engagement positively affects Brand Loyalty

H1.2 = Cognitive consumer engagement positively affects Brand Loyalty

H1.3 = Emotional consumer engagement positively affects Brand Loyalty

Satisfaction is another important construct that is related to consumer engagement. In some articles, it is seen that satisfaction is considered as an antecedent of consumer engagement (Doorn et al., 2010; Malciute, 2012). But on the other hand in some articles it is anticipated that satisfaction is an output of consumer engagement (Gummerus et al., 2012; Brodie et al., 2013; Wirtz et al., 2013). Sashi (2012) emphasizes that consumer engagement; commitment and satisfaction are shaped in a cycle so each will produce each other. So in this study, based on the literature it is hypothesized that:

H2.1 = Behavioral consumer engagement positively affects Satisfaction

H2.2 =Cognitive consumer engagement positively affects Satisfaction

H2.3 = Emotional consumer engagement positively affects Satisfaction

As mentioned above, commitment is also another construct that is produced in the engagement cycle (Sashi, 2012). Many articles emphasize (Brodie et al., 2013;

Jahn and Kunz, 2012; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013) that consumer engagement positively affects commitment. Even if there are studies that propose commitment as an antecedent of engagement (Doorn et al., 2010; Malciute, 2012), we believe that in the engagement cycle consumer engagement concept also affects commitment. So we hypothesize that:

H3.1 = Behavioral consumer engagement positively affects Commitment

H3.2 = Cognitive consumer engagement positively affects Commitment

H3.3 = Emotional consumer engagement positively affects Commitment

Chaudhuri and Holbrook (2001) explored the role of brand trust in fostering brand loyalty; loyal customers are believed to be having considerable trust in the brands. This is because brand trust reduces a perceived risk that in turn strengthens their brand attachment and increased loyalty (Zhao and Smith, 2006) especially if the customers are engaged through right platforms. The literature also supports that consumer engagement affects trust (Brodie et al., 2013; Casalo, Flavian and Guinaliu, 2007; Laroche et al. 2012; Vivek, Beatty and Morgan, 2012).

Therefore, in respect to consumer engagement dimensions, we hypothesize that:

H4.1 = Behavioral consumer engagement positively affects Trust

H4.2 = Cognitive consumer engagement positively affects Trust

H4.3 = Emotional consumer engagement positively affects Trust

Figure 2: Consumer engagement dimensions and consequences of engagement in Face book Brand Pages

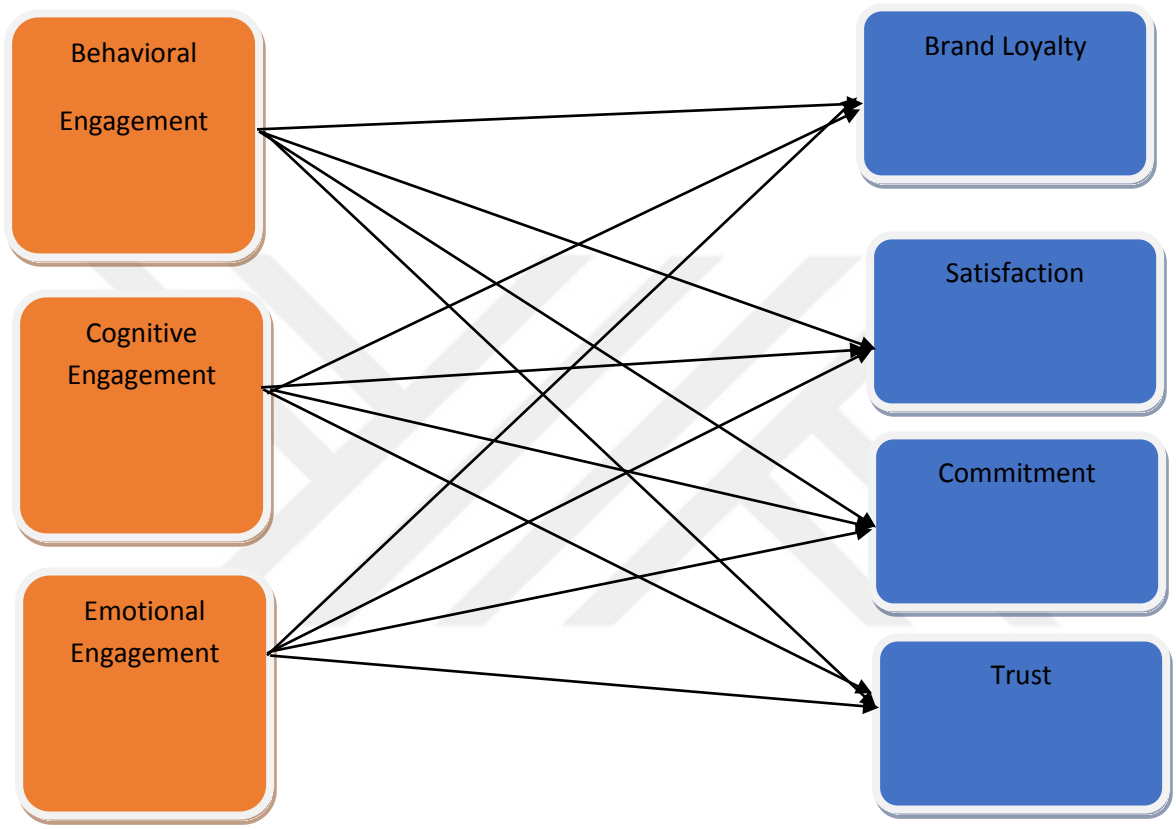


Figure 2: Research Model

Facebook brand pages are chosen as an example of the virtual community in SNS because Facebook stands out as the mostly used social networking site (see Atabek, 2013:21; Özata and Er, 2015; Argan and Akyıldız, 2012) and due to its enormous engaging capability and usability in Turkey. According to internetworldstats.com, as of November 2015, out of the estimated 77,000,000 (77million) people in Turkey, the Internet users were estimated to be 46,000,000 (46millions) and Facebook users estimated to be 41,000,0000 (41millions) people. Facebook is also much more used due to its wide range, the tools and applications such as its entertainment, communication (see Özata and Er, 2015:265) and educational (Argan and Akyıldız, 2011) purposes.

3.3. Sample

A sample is the complete collection of the elements that are of interest in a given investigation. The universe of research was University Students from Anadolu University in Eskişehir. This sample was chosen because they form the most social media-using group and they form the most engaging part of the population (Argan and Akyıldız, 2011). This is because most youth and students are more ambitious, energetic, explorative, cooperative and participative population.

The method of sampling was convenience sampling. Convenience sampling is a non-probability sample that selects the participants that are readily available for the study (Wimmer and Dominick, 2003; Henry, 2009). The sample population was also chosen for it offers the most convenient area for the researcher in terms of accessibility, familiarity and easiness since during data collection students were readily available especially for those students who had summer schools at the university. A total of 400 students were used as a sample size.

3.4. Research Instrument

A questionnaire was conducted to test the hypothesis. Our questionnaire was consisting four parts. In the first part we emphasized the aim of the research and also give details about the research. In the second part we asked participants to define if they have a Facebook account or not. If the participant has no Facebook account, they did not fill the questionnaire. If the respondent has a Facebook account, they are asked if they liked a Facebook brand page or not. The participants who said that they didn't ever like a Facebook brand page also did not answer the questionnaire. Then we asked the respondents to define 3 Facebook brand pages they have liked and choose one of them (most followed and engaged). The full list of the brand names is shown in the Appendix 1. In the third part respondents are required to answer scale items related to the constructs considering the Facebook page they have chosen. In the fourth part we asked questions related to their demographic profile and social media usage. The questionnaire contained a total of 53 questions and it took 5-7 minutes to answer.

3.5. Data Collection Tool

3.5.1. Measurement scales

To measure the constructs in the model, items were drawn from relevant scales. Table 4 shows the scales used to measure the constructs in the model. Various items as shown below used to measure each variable.

Consumer engagement was measured in regards to three dimensions of behavioral, emotional, and cognitive. The behavioral dimension contained six items adopted from scales used by Cheung, Lee, and Jin, (2011), and Malciute, (2012) relating to brand followers' observable attitude towards the brand like sharing, commenting or frequency levels of following up brand posts. The emotional dimension had five items adopted from Cheung, Lee, and Jin, (2011), and Malciute, (2012), concerning the extent to which brand followers were interested in the brand pages' posts. The cognitive dimension was measured with six items adopted from Cheung, Lee, and Jin, (2011), and Malciute, (2012) concerning the attention to which consumers gave their brands on brand pages.

The consequences of consumer engagement were brand loyalty, commitment, satisfaction and trust. The brand loyalty variable was measured using scales adopted from Vivek (2009); Reitz (2012); Malciute (2012); Chaudhuri and Holbrook (2001) and it contained six items concerning repurchase of a given brand in future, encouraging and recommending friends on the same brand. The commitment variable had three items adopted from the scale of Vivek (2009) concerning individual closeness and attachment to the brand. The satisfaction variable had three items adopted from Malciute (2012); Gustafsson et al., (2005), relating to expectations and performance of the brand. The trust scale had four items adopted from the scale of Malciute (2012); Chaudhuri and Holbrook, (2001) which related to how consumer perceived the brand to be safe and secure.

Table 4: Measures and scales

Variable	Meaning	Reference (s)	No. of Items
Behavioral Dimension	Refers to the level of energy and mental resilience while using an online social platform, willingness to invest time and effort in one's role as a customer.	Cheung, Lee, and Jin, 2011, Malciute, 2012	**6**
Emotional Dimension	Refers to a sense of significance, enthusiasm, inspiration, pride, and challenge towards an online social platform.	Cheung, Lee, and Jin, (2011); Malciute, 2012	**5**
Cognitive Dimension	Refers to being fully concentrated and deeply engrossed in an online social platform.	Cheung, Lee, and Jin, (2011:3); Malciute, 2012	6
Brand Loyalty	Refers to a deeply held commitment to re-buy a preferred product of service consistently in the future despite situation influences and marketing efforts aimed at causing a switching behavior. And also refers to verbal communications (either positive or negative) between groups such as product provider, family and friends, and potential or actual consumer.	Vivek 2009; Reitz 2012; Malciute (2012); Chaudhuri and Holbrook (2001)	6
Affective (Commitment)	Refers to an effective attachment and an intention to develop and maintain long term relationships with exchange partners.	Vivek 2009	3
Satisfaction	Refers to the degree to which a business's product or service performance matches up to the expectation of the customer.	Malciute 2012; Gustafsson et al., 2005	3
Trust	Refers to the willingness of the average consumer to rely on the ability of the brand to perform its stated function.	Malciute 2012; Chaudhuri and Holbrook, 2001	4

3.5.2. Validity

Validity refers to the appropriateness of the instruments. The questionnaire was planned and prepared for students in the University to find out the engagement levels of students (respondents) with their brands, their rate of following the brand pages, how they communicate with and appreciate the brand pages' communications, the satisfaction, commitment, involvement, trust levels and the emotional and physical loyalty attachments of respondents in SNS.

In determining the credibility of research findings, validity and reliability are important criteria. They are the basic criteria for evaluating the accuracy of the research. Measurements must be valid, accurate, verifiable and reliable that is the same results or observations could be obtained or made by different researchers on different occasions (Saunders et al., 2006; Sekaran, 2003).

Since the researcher applied a personally administered questionnaire, before, during and after collecting the data many procedures were undertaken to ensure validity and reliability of study findings, which shall be explained in next sections.

In this study, to ensure high validity of data collection method adopted, many procedures were undertaken:

- Many questions were asked in the questionnaires to ensure most of the areas important in the researcher's study were covered. The research provided ample time to respondents to give their understanding of the questions as they relate to their personal experiences with the brands.

- To meet some of the validity requirements, an extensive literature review was undertaken to define and clarify the scales and measures used in this research. Many items and scales used in this research were adopted from several studies. Sekaran (2003) asserts the need to use already developed measures and scales since their reliability and validity have been established by their developers and reputed to be good.

- The questionnaire items were scrutinized by a set of academic experts to provide views and comments on the contents and face validity of the questionnaire. This process ensured that the content validity of the questionnaire was established.
- Pilot testing of survey questionnaire and having conversations with friends who are knowledgeable in the field.

3.5.3. Content validity

To ensure content validity of the research instrument, a review of research instrument to see how other researchers and studies measured the concept, was undertaken. And different sources of evidence were used for example factor analysis was done. In addition, experts and postgraduate students (Masters and Doctorate students) who were specialists on the subject were used to evaluate the questionnaire, on the scope, content, wording, clarity, readability and relevancy of the questions. This was in line with Doğan's (2013:74) and Christensen's (2011:146) suggestions.

3.5.4. Reliability

Reliability can be defined as a condition whereby scales show a satisfactory level of internal steadiness and uniformity. Reliability of a measure indicates the extent to which it is without bias and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran, 2003; Hair et al., 2014). The internal consistency or reliability of scales was analyzed using Cronbach's alpha coefficient. Reliability for Cognitive Consumer engagement was 0.930, Behavioral Consumer engagement was 0.865, Emotional Consumer engagement was 0.808, Trust was 0.936, Brand Loyalty was 0.890, Commitment was 0.896 and Satisfaction was 0.861. Cronbach's alpha varies from 0 to 1 and a value of 0.6 or less generally indicated unsatisfactory internal consistency reliability (Malhotra and Peterson, 2006:274). In this study none of the Cronbach's alpha value was below 0.8, which signifies a good internal consistency. These analyses are explained in detail in the next chapter.

3.6. Data Gathering Procedures

The following procedures were also followed in the survey used, in addition to the secondary data represented in published studies and journal articles related to the research topic:

- The questionnaire contained a formal request to the respondents clearly explaining the purpose of the survey and a request for their contributions by objectively and carefully filling the surveys.
- More than enough questionnaires were printed for distribution to cater for spoilages in this case 500 copies were printed.
- The researcher used summer school students who were in various classes and obtained permission to access classes from respective class teachers.
- The researcher also distributed surveys to students in various places like library hall and around the campus premises.
- The respondents were requested to answer completely and not to leave any part of the questionnaires unanswered.
- On retrieval, all returned questionnaires were checked if answered to ensure accuracy, consistency, reliability and most importantly credible findings.
- Data was collected from mid to the end of July 2016 in Anadolu University. 400 valid questionnaires were collected. But in the analysis phase, 13 were removed as these indicated that they don't like any Facebook brand pages.
- The data gathered thereafter was collated, coded into the computer and statistically treated using the Statistical Package for Social Sciences (SPSS).

3.7. Data Analysis

To test the discriminant validity and reliability, the researcher conducted factor analysis and Cronbach alpha values. Also we used correlation and regression analysis to test our hypothesis. We used SPSS version 20 program to conduct our analysis. Detailed analysis of data is discussed in the next chapter.

3.8. Ethical Considerations

To ensure confidentiality of the information provided by the respondents and to ascertain ethical conduct in this study, the researcher implemented the following activities:

- The researcher obtained a data collection permission letter from the ethical committee of Anadolu University to ensure that all procedures followed the ethical rules (Appendix 3).
- The questionnaire design was such that it did not seek the names, addresses and contact details of the respondents, which was a good measure to protect privacy of the respondents (Appendix 2).
- Acknowledged authors quoted in this study through citations and referencing.
- Presented the findings as were reflected on the questionnaires to ensure honesty.

4. DATA ANALYSIS AND FINDINGS

In this chapter, after indicating the demographic profile of the respondents, the analysis and findings of reliability, factor, correlation, and regression analysis are presented.

4.4. Demographic Profiles of Respondents

Descriptive analyses were conducted with a total of 387 questionnaires after removing 13 respondents' questionnaire, which indicate they don't like any Facebook brand page. Table 5 shows the details of Facebook brand page usage.

Table 5: *Demographic profiles of respondents*

		Frequency	Percent	Cumulative Percent
Valid	Yes	387	96,8	96,8
	No	13	3,3	100,0
	Total	400	100,0	

Sample demographics are shown in Table 6. From the table 6, results show that out of the 387 respondents, 166 were female students representing 42.9% and 221 were male representing 57.1%, which showed generally balanced gender participation. The results further indicate that respondents between ages groups of 18-20 years represented a 9.6%, those between 21-22 years represented 20.2%, respondents between 23-24 years represented 30.3%, while respondents above 25years represented 39.9%. This age brackets sample indicated a generally young population.

Results from table 6 also show the distribution of the respondents according to their faculties with the faculty of economics and administrative sciences having the highest respondents at 237 respondents that represent a percentage of 61.2%, while respondents from other faculties of the university were 150 respondents, which represents 38.8%.

Table 6. *Sample demographics*

Characteristics	Frequency	Percent	Cumulative Percent
Gender			
Female	166	42.9	42.9
Male	221	57.1	100
Total	387	100	
Age			
18-20	37	9.6	9.6
21-22	152	20.2	29.8
23-24	117	30.3	60.1
>25	81	39.9	100
Total	387	100	
Faculty			
Faculty of Econ. And Adm. Sciences	237	61.2	61.2
Other	150	38.8	100
Total	387	100	

4.5. Social Media Usage Profile of Respondents

According to the results from table 7, the respondents whose use of social media was less than 30minutes were only 15 students representing 3.9%, respondents spending between 30minutes and 1hour were 51 students representing 13.2%, those that spent 1hours to 2hours were 120 students representing 31%, students who spend 2-3hours were 107 respondents representing 27.6% while 24.3% of students were a representation of respondents who spend more than 3hours per day. This implies that majority of the respondents spends more than 1hours on social media daily.

Table 7 also shows Facebook usage of the sample population where by 109 respondents spend less than 30 minutes daily on Facebook which translates to 28.2%, 136 respondents spend between 30 minutes to 1hour on Facebook which represents a percentage of 35.1%, 64 out of 387 respondents spend between 1 and 2 hours on Facebook daily which is 16.5%, 43 respondents spend between 2 to 3 hours which represents 11.1% and 35 respondents spend more than 3 hours daily which is 9%.

Results from table 8 shows the usage of social media. According to the results YouTube registered the highest usage among the respondents with a total of 299 students out of 387, which represented 77.3%. This was followed by Instagram with 296 respondents which was 76.5%, for Twitter, they were 264 respondents representing 68.2%, Google+ had 167 respondents representing 43.2%, Foursquare had 129 respondents which was 33.3%, Linkedin were 103 respondents representing 26.6%, Pinterest registered 70 students who responded to use it and this was 18.1%, Tumbler registered 37 representing 9.6%, Flickr were 19 respondents representing 4.9% and the least was Friendster who were 14 respondents representing 3.6%. In summary implies that the respondents are active social media users.

Table 7. *Social media and Facebook usage*

Characteristics	Frequency	Percent	Cumulative Percent
Use of Social Media (Daily)			
Less than 30 min.	15	3.9	3.9
30 min-1 hour	51	13.2	17.1
1-2 hours	120	31	48.1
2-3 hours	107	27.6	75.7
More than 3 hours	94	24.3	100
Total	387	100	
Use of Facebook (Daily)			
Less than 30 min.	109	28.2	28.2
30 min-1 hour	136	35.1	63.3
1-2 hours	64	16.5	79.8
2-3 hours	43	11.1	91
More than 3 hours	35	9	100
Total	387	100	

Table 8. *Other social media usage*

SNS	Frequency	Percent
Twitter	264	68.2
LinkedIn	103	26.6
Google+	167	43.2
Friendster	14	3.6
YouTube	299	77.3
Instagram	296	76.5
Flickr	19	4.9
Pinterest	70	18.1
Foursquare	129	33.3
Tumbler	37	9.6

4.6. Internal Consistency, Reliability and Exploratory Factor Analysis

Internal consistency reliability refers to the consistency of the results delivered in a test, ensuring that several items that propose to measure the same general construct produce consistent or similar scores or results (Christensen, 2011). Internal consistency is usually measured with Cronbach's alpha.

Cronbach's alpha value of 0.60 are unacceptable, while the values of 0.60-0.65 are undesirable, between 0.65-070 are minimally acceptable, values of 0.70-0.80 are respectable, values of 0.80 and 0.90 are very good results (DeVellis 2012, p.108). In this study, the coefficient alpha values are all above 0.80 for all constructs (Table 9).

Factor Analysis is a method of data reduction by exhibiting variables that may be mixed in another variable. In factor analysis, it is expected that each item to be loaded under its relevant factor and distinguished from other constructs. This therefore helps the researcher to sort out items loading in other variables. Eigenvalues that are greater than 1 are examined in the exploratory factor analysis and a minimum of 60% variance explained were required as criteria.

Table 9: *Descriptive statistics and factor analysis findings (n=387)*

Items			**Component**						
	Mean	**SD**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Factor 1: Cognitive Consumer Engagement									
CE_Cognitive_24	2.93	1.19	.860						
CE_Cognitive_23	2.97	1.17	.824						
CE_Cognitive_25	3.00	1.19	.788						
CE_Cognitive_22	2.96	1.18	.786						
CE_Cognitive_21	2.88	1.20	.771						
CE_Cognitive_20	3.17	1.08	.633						
Factor 2: Brand Loyalty									
Brand Loyalty_27	3.66	0.86		.821					
Brand Loyalty_26	3.62	0.86		.808					
Brand Loyalty_29	3.43	1.03		.748					
Brand Loyalty_28	3.55	0.98		.738					
Brand Loyalty_31	3.59	1.10		.724					
Brand Loyalty_30	3.29	1.12		.624					
Factor 3: Behavioral Consumer Engagement									
CE_Behavioral_10	2.56	1.21			.774				
CE_Behavioral_9	2.39	1.28			.736				
CE_Behavioral_11	2.35	1.29			.707				
CE_Behavioral_8	3.05	1.09			.627				
CE_Behavioral_5	3.44	0.88			.620				
CE_Behavioral_7	3.39	0.90			.590	.			
Factor 4: Trust									
Trust_46	3.93	0.85				.838			
Trust_44	3.83	0.90				.834			
Trust_45	3.82	0.92				.831			

Trust_43	3.90	0.87				.784			
Factor 5: Emotional Consumer Engagement									
CE_Emotional_16	3.64	0.88					.737		
CE_Emotional_18	3.57	0.91					.718		
CE_Emotional_14	3.64	0.86					.688		
CE_Emotional_15	3.33	1.17					.600		
CE_Emotional_17	3.31	1.04					.585		
Factor 6: Commitment									
Commitment_41	2.97	1.25						.786	
Commitment_42	3.05	1.24						.785	
Commitment_40	3.05	1.21						.751	
Factor 7: Satisfaction									
Satisfaction_33	3.67	0.85							.791
Satisfaction_32	3.69	0.83							.752
Satisfaction_34	3.81	0.85							.739
Eigenvalue			12.500	3.972	2.065	1.853	1.538	1.185	1.029
Variance Explained			37.878	12.036	6.257	5.614	4.659	3.590	3.118
Cronbach's alpha			.930	.890	.866	.940	.810	.928	.895
KMO Test	.926								
Bartlett Test	$\chi 2$=10015.983, df: 528 Sig.: 0,000								

Extraction Method: Principal Component Analysis
Rotation Method: Varimax with Kaiser Normalization

Table 9, shows the results of the factor analysis and descriptive statistics of the factors with Cronbah's alpha values. As seen, the factor analysis produced 7 factors eigenvalues greater than 1 (as expected), explaining %73 of the total variance, which meets the %60 criteria. Kaiser-Meyer-Olkin (KMO) test value of factors is another criteria to test whether data at hand is convenient enough to conduct factor analysis. The KMO

test value is 0.926, which is above the critical value of 0.50 (Field, 2000). Values greater than 0.90 are also labeled as marvelous. Bartlett's test of Sphericity is also significant ($p<0.05$) indicating that the data set is adequate for factor analysis. A factor loading is the correlation between a variable and a factor that has been extracted from the data. All factor loadings are above the minimum limit of 0.32 considered by Tabachnick and Fidell (2001). Factor loadings of respective variables should be at least 0.6. Loadings close to negative 1 or positive 1 indicate that the factor strongly affects the variable and those loadings that are close to zero show that the factor has a weak effect on the variable (Chin, 1998a; Malciute, 2012). In sum, it can be concluded that the data set is adequate for factor analysis and the exploratory factor analysis conducted can be considered highly valid.

Factor 1 is Cognitive Consumer Engagement, which refers to being fully concentrated and deeply engrossed in an online social platform. The eigenvalue is 12.50 and the factor explains 38% of the total variance. Cronbach's alpha value of the scale (consisting 6 items) is 0.930 and except the last item all the factor loadings are above 0.60. The scale is highly valid and consistent.

Factor 2 is Brand Loyalty, which refers to a deeply held commitment to re-buy a preferred product of service consistently in the future, and also refers to verbal communications (either positive or negative) between groups such as product provider, family and friends, and potential or actual consumer. The eigenvalue is 3.97 and the factor explains 12% of the total variance. Cronbach's alpha value of the scale (consisting 6 items) is 0.890 and all the factor loadings are above 0.60. The scale is highly valid and consistent.

Factor 3 is Behavioral Consumer Engagement refers to the level of energy and mental resilience while using an online social platform, willingness to invest time and effort in one's role as a customer. The eigenvalue is 2.06 and the factor explains 6% of the total variance. In the original questionnaire there are 9 items related to behavioral consumer engagement but in the factor analysis 3 items correlated with other

constructs. So these 3 items are excluded from the scale (CE Behavioral_6, CE Behavioral_12 and CE Behavioral_13) in order to get a better quality scale. After removing these items, the Cronbach's alpha value of the scale (consisting 6 items) is 0.866 that shows the scale is reliable. On the other hand, only one of the factor loadings is above 0.60 but meets the minimum requirements. With these results this scale can also be considered as highly valid and consistent.

Factor 4 is Trust, which refers to the willingness of the average consumer to rely on the ability of the brand to perform its stated function. The eigenvalue is 1.85 and the factor explains 5.6% of the total variance. Cronbach's alpha value of the scale (consisting 4 items) is 0.940 and all the factor loadings are above 0.60. The scale is highly valid and consistent.

Factor 5 is Emotional Consumer Behavior refers to a sense of significance, enthusiasm, inspiration, pride, and challenge towards an online social platform. The eigenvalue is 1.53 and the factor explains 4.6% of the total variance. In the original questionnaire there are 6 items related to emotional consumer engagement but in the factor analysis one item correlated with another construct. So this item is excluded from the scale (CE Emotional_19) in order to get a better quality scale. After removing this item, the Cronbach's alpha value of the scale (consisting 5 items) is 0.810 that shows the scale is reliable. As in the previous factor, only two factor loadings are below 0.60. But it is kept in the scale as removing these items doesn't increase the alpha value. With these results this scale can also be considered as highly valid and consistent.

Factor 6 is Commitment, which refers to an effective attachment and an intention to develop and maintain long-term relationships with exchange partners. The eigenvalue is 1.18 and the factor explains 3.5% of the total variance. Cronbach's alpha value of the scale (consisting 3 items) is 0.928 and all the factor loadings are above 0.60. The scale is highly valid and consistent.

Factor 7 is Satisfaction, which refers to the degree to which a business's product or service performance matches up to the expectation of the customer. The eigenvalue

is 1.03 and the factor explains 3.1% of the total variance. Cronbach's alpha value of the scale (consisting 3 items) is 0.895 and all the factor loadings are above 0.60. The scale is highly valid and consistent.

4.7. Correlation Analysis

To determine possible complications before regression, a correlation analysis is conducted. This is a standard diagnostic approach before performing regression analyzes. Prior to correlation, all variables were centered. For each variable, all the items contained in that variable were added together and the average was found. Correlation analysis was conducted with these values. The mean and standard deviation of all the variables are shown in Table 10.

Table 10. *Means and standard deviations of variables (n=387)*

	Mean	Standard Deviation
CE-COGNITIVE	2.99	1.00
CE_BEHAVIORAL	2.86	0.87
CE_EMOTIONAL	3.50	0.74
LOYALTY	3.52	0.80
SATISFACTION	3.72	0.77
COMMITMENT	3.02	1.15
TRUST	3.87	0.82

Table 11 shows the Pearson Correlations. As expected and hypothesized all dimensions of customer engagement (independent variables) are correlated with the dependent variables loyalty, satisfaction, commitment and trust. On the other hand, most studies in the area of loyalty show that loyalty, satisfaction, trust and commitment are also very related constructs.

Table 11. *Pearson correlations*

Correlations

		CE_ COGNITIVE	CE_ BEHAVIORAL	CE_ EMOTIONAL	LOYALTY	SATISFACTION	COMMITMENT	TRUST
CE_COGNITIVE	Pearson Correlation	1	.621**	.546**	.387**	.241**	.551**	.360**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	387	387	387	387	387	387	387
CE_BEHAVIORAL	Pearson Correlation	.621**	1	.505**	.401**	.257**	.581**	.398**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	387	387	387	387	387	387	387
CE_EMOTIONAL	Pearson Correlation	.546**	.505**	1	.384**	.365**	.412**	.456**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	387	387	387	387	387	387	387
LOYALTY	Pearson Correlation	.387**	.401**	.384**	1	.613**	.432**	.502**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	387	387	387	387	387	387	387
SATISFACTIN	Pearson Correlation	.241**	.257**	.365**	.613**	1	.337**	.563**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	387	387	387	387	387	387	387
COMMITMENT	Pearson Correlation	.551**	.581**	.412**	.432**	.337**	1	.483**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	387	387	387	387	387	387	387
TRUST	Pearson Correlation	.360**	.398**	.456**	.502**	.563**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	387	387	387	387	387	387	387

**. Correlation is significant at the 0.01 level (2-tailed).

4.8. Regression Analysis

In order to test the hypothesis in the research model, regression analyses were conducted. Regression analysis is a process for estimating the relationships between a dependent and one or more independent variables. Regression analysis tries to understand how a dependent variable changes when one of the independent variables change, while the other independent variables are held constant. To achieve this, significance test of R^2 is held. R^2 is the relative predictive power of a model and the closer this number is to one, the greater the model's predictively. Through this analysis the relative predictive importance of the independent variables was established by a comparison of beta weights.

4.8.1. Brand Loyalty

In this study it is hypothesized that behavioral, emotional and cognitive engagements affect brand loyalty. A linear regression test was run using behavioral, emotional and cognitive Engagement as independent variables and brand loyalty as dependent variable. This model is used in testing hypothesis 1.1, 1.2 and 1.3. The results are summarized in Tables 12, 13 and 14 below for the results of regression analysis.

ANOVA results (Table 13) show that the model is found to be significant (P=0.000). The model is capable of explaining %22 of the variance in brand loyalty (R square value in Table 12). Test of coefficients of independent variables (Table 14) shows that while behavioral and emotional engagement are found to be significant, but cognitive engagement is not found to be a significant predictor variable for brand loyalty.

Table 12. *Model summary (brand loyalty)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466[a]	.217	.211	.71532

a. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 13. *Anova (brand loyalty)*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.418	3	18.139	35.450	.000[b]
	Residual	195.973	383	.512		
	Total	250.391	386			

a. Dependent Variable: LOYALTY

b. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 14. *Coefficients (brand loyalty)*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.869	.180		10.399	.000
	CE_COGNITIVE	.119	.049	.150	2.439	.015
	CE_BEHAVIORAL	.193	.055	.209	3.505	.001
	CE_EMOTIONAL	.214	.061	.197	3.528	.000

a. Dependent Variable: LOYALTY

4.8.2. Satisfaction

In the second part, it is hypothesized that behavioral, emotional and cognitive engagements affect satisfaction. A linear regression test was run using behavioral, emotional and cognitive engagement as independent variables and satisfaction as dependent variable. This model is used in testing hypothesis 2.1, 2.2 and 2.3. The results are summarized in Tables 15, 16 and 17 below for the results of regression analysis.

ANOVA results (Table 16) show that the model is found to be significant (P=0.000). The model is capable of explaining %14 of the variance in satisfaction (R square value in Table 15). Test of coefficients of independent variables (Table 17)

shows that only emotional engagement is found to be significant, but cognitive and behavioral engagement are not found to be a significant predictor variable for satisfaction.

Table 15. *Model summary (satisfaction)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374[a]	.140	.134	.71795

a. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 16. *ANOVA (Satisfaction)*

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.203	3	10.734	20.825	.000[b]
	Residual	197.420	383	.515		
	Total	229.623	386			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 17. *Coefficients (satisfaction)*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.334	.180		12.939	.000
	CE_COGNITIVE	.012	.049	.016	.245	.806
	CE_BEHAVIORAL	.080	.055	.090	1.448	.148
	CE_EMOTIONAL	.323	.061	.310	5.310	.000

a. Dependent Variable: SATISFACTION

4.8.3. Commitment

It is hypothesized that behavioral, emotional and cognitive engagements affect commitment. A linear regression test was run using behavioral, emotional and cognitive engagement as independent variables and commitment as dependent variable. This model is used in testing hypothesis 3.1, 3.2 and 3.3. The results are summarized in Tables 18, 19 and 20 below for the results of regression analysis.

ANOVA results (Table 19) show that the model is found to be significant (P=0.000). The model is capable of explaining %40 of the variance in commitment (R square value in Table 18). Test of coefficients of independent variables (Table 20) shows that cognitive and behavioral engagement are found to be significant, but emotional engagement is not found to be a significant predictor variable for commitment.

Table 18. *Model summary (commitment)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632[a]	.400	.395	.90053

a. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 19. *Anova (commitment)*

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	206.888	3	68.963	85.039	.000[b]
	Residual	310.595	383	.811		
	Total	517.484	386			

a. Dependent Variable: COMMITMENT

b. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 20. *Coefficients (commitment)*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.266	.226		1.174	.241
	CE_COGNITIVE	.325	.062	.283	5.263	.000
	CE_BEHAVIORAL	.491	.069	.370	7.083	.000
	CE_EMOTIONAL	.110	.076	.070	1.441	.150

a. Dependent Variable: COMMITMENT

4.8.4. Trust

It is hypothesized that behavioral, emotional and cognitive engagements affect trust. A linear regression test was run using behavioral, emotional and cognitive engagement as independent variables and trust as dependent variable. This model is used in testing hypothesis 4.1, 4.2 and 4.3. The results are summarized in Tables 21, 22 and 23 below for the results of regression analysis.

ANOVA results (Table 22) show that the model is found to be significant (P=0.000). The model is capable of explaining %25 of the variance in trust (R square value in Table 18). Test of coefficients of independent variables (Table 20) shows that behavioral and emotional engagement are found to be significant, but cognitive engagement is not found to be a significant predictor variable for trust.

Table 21. *Model summary (trust)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498[a]	.248	.242	.71436

a. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 22. *Anova (trust)*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.349	3	21.450	42.033	.000[b]
	Residual	195.448	383	.510		
	Total	259.797	386			

a. Dependent Variable: TRUST

b. Predictors: (Constant), CE_EMOTIONAL, CE_BEHAVIORAL, CE_COGNITIVE

Table 23. *Coefficients (trust)*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.944	.179		10.834	.000
	CE_COGNITIVE	.050	.049	.061	1.012	.312
	CE_BEHAVIORAL	.185	.055	.197	3.370	.001
	CE_EMOTIONAL	.357	.060	.323	5.912	.000

a. Dependent Variable: TRUST

Table 24. *Summary of research hypothesis*

Hypothesis	Sub-Hypothesis and Description	Results
H1	H1.1 = Behavioral consumer engagement positively affects Brand Loyalty	**Supported**
	H1.2 = Cognitive consumer engagement positively affects Brand Loyalty	**Not supported**
	H1.3 = Emotional consumer engagement positively affects Brand Loyalty	**Supported**
H2	H2.1 = Behavioral consumer engagement positively affects Satisfaction	**Not supported**
	H2.2 = Cognitive consumer engagement positively affects Satisfaction	**Not supported**
	H2.3 = Emotional consumer engagement positively affects Satisfaction	**Supported**
H3	H3.1 = Behavioral Consumer engagement positively affects Commitment	**Supported**
	H3.2 = Cognitive Consumer engagement positively affects Commitment	**Supported**
	H3.3 = Emotional Consumer engagement positively affects Commitment	**Not supported**
H4	H4.1 = Behavioral consumer engagement positively affects Trust	**Supported**
	H4.2 = Cognitive consumer engagement positively affects Trust	**Not supported**
	H4.3 = Emotional consumer engagement positively affects Trust	**Supported**

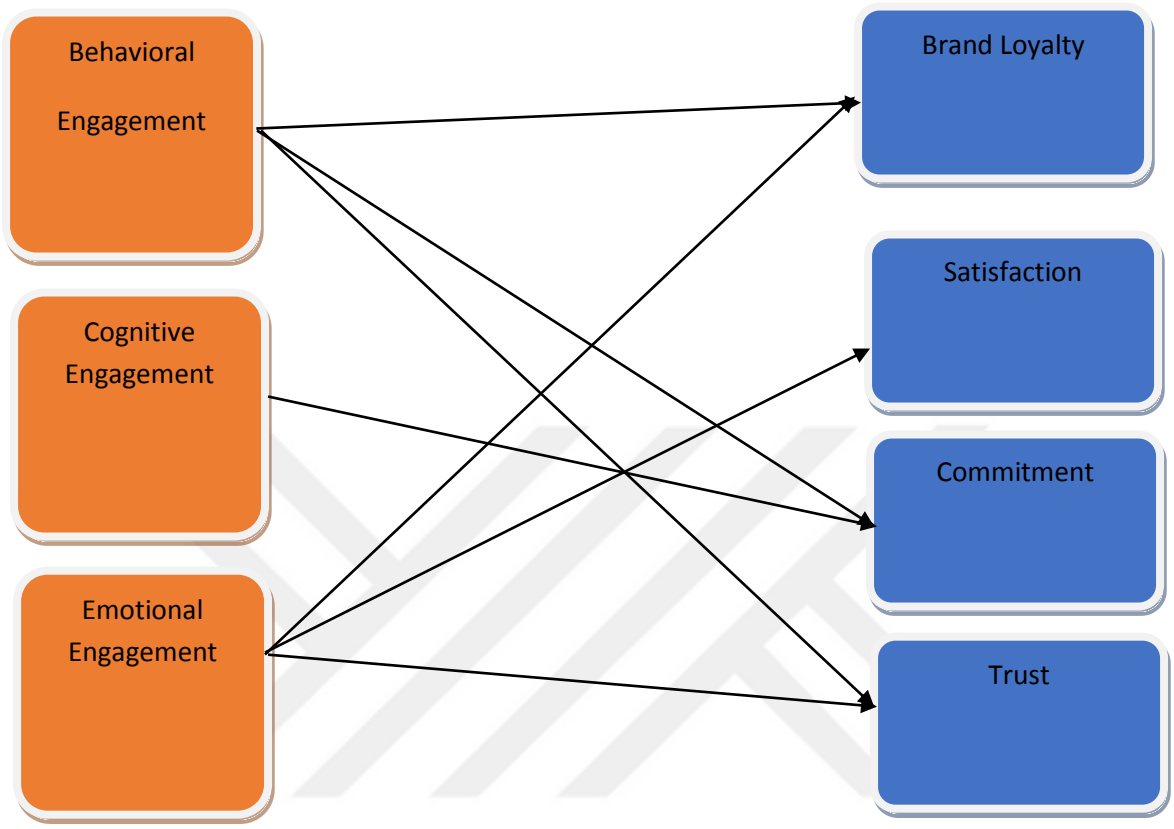


Figure 3: *Final model*

5. Discussions and Conclusions

5.4. Discussions

This part presents the summarized findings based on the study objectives, hypotheses, in context of previous findings.

In order to test the objective of consequences of consumer engagement on brand loyalty, commitment, satisfaction and trust, a questionnaire survey was conducted on the students of Anadolu University and they responded in the survey. The results indicated that the consequences of C.E were spread to include brand loyalty, commitment, satisfaction and trust with very good mean values.

According to the findings, brand loyalty had a 22% r square value, which indicates that consumer engagement affects brand loyalty positively. Trust had a 25% r square, satisfaction had 14%, while commitment had 40%. This study's findings suggest that, C.E is likely to have brand loyalty, trust, satisfaction, and commitment as possible outcomes similar to the findings of Malciute (2012); Brodie et al., (2013); Laroche et al., 2012; Vivek, Beatty and Morgan, 2012; Wirtz et al., 2013.

This study set out to determine the consequences of consumer and engagement. It further viewed consumer engagement as a multi dimension concept comprising of behavioral, cognitive and emotional dimensions and as such the hypotheses were aimed at determining how each of the three dimensions of consumer engagement affected the individual consequences of consumer engagement of brand loyalty, satisfaction, commitment and trust.

In the first hypothesis, it was hypothesized that behavioral, cognitive and emotional consumer engagement positively affects brand loyalty. According to the findings, behavioral ($p=0.001$) and emotional ($p=0.000$) consumer engagement dimensions were both found to be significant predictors for brand loyalty while cognitive ($p=0.015$) consumer engagement was not found to be significant. This explains why emotional factors such as exciting, interesting, and well designed contents in brand posts would lead to behavioral actions of regular shares, comments, visits, and active

interactions between brands and consumers and also among consumers and prospects as by Doorn et al., (2010:255) and Gummerus et al (2012:858). Whereas these kinds of emotional and behavioral engagement behaviors could be supported and enhanced, perhaps consumers do not stay long with brand pages in terms of the time they spend on brand pages and other online platforms. This perhaps explains why cognitive consumer engagement is not a significant predictor of brand loyalty and therefore was not supported (p=0.015). Therefore, in summary, factors that are associated with emotional and behavioral engagement dimensions would result in brand loyalty more than cognitive engagement factors.

The second hypothesis was that behavioral, cognitive and emotional consumer engagement positively affected satisfaction. According to the findings, emotional consumer engagement was found to be a significant predictor for satisfaction with p=0.000. Behavioral (p=0.148) and cognitive (p=0.806) consumer engagement dimensions were however found not to be significant predictors of satisfaction. This can be interpreted to mean that emotional consumer engagement offers an exciting, interesting and more entertainment relationship benefits which are believed to have an effect on the satisfaction levels of the consumer (Gummerus et al., 2012:858).

The third hypothesis was that behavioral, cognitive and emotional consumer engagement positively affected commitment. The results show that cognitive (p=0.000) and behavioral (p=0.000) consumer engagement was found to be significant predictors for commitment while emotional (p=0.150) was not found to be significant. It can be argued that online behavioral and cognitive actions such as regular online visits, spending a lot of time on brand pages through comments, shares, online brand – consumer interactions tend to result in more (affective) commitment behaviors because of the feeling of the sense of belongingness to the brand and a perception of an existence of a virtual brand relationship (Wirtz et al., 2013). It can therefore be concluded that among the three dimensions of consumer engagement, behavioral and cognitive consumer engagement dimension suggest having more effect on the consequence of commitment. It can also be added that since the r square of commitment construct was 40%, perhaps it could also add to the suggestions of the

earlier findings that commitment is an outcome of consumer engagement (e.g Wirtz et al., 2013; Brodie et al., 2011; Jahn and Kunz, 2012; Vivek, Beatty and Morgan, 2012) and therefore the more consumers are engaged online the more they become committed to the brand (Kim et al., 2008 cited by Wirtz et al., 2013:235) especially if engaged through the right platforms.

The fourth hypothesis was that behavioral, cognitive and emotional consumer engagement positively affected trust. The results show that behavioral (p=0.001) and emotional (p=0.000) consumer engagement dimensions were found to be significant predictors for trust while cognitive consumer engagement dimension was not. The emotional and behavioral actions represented through sharing brand related posts, provision of necessary online information either from the brand or from fellow consumers, online consumer interactions, inspiring and exciting contents develop and strengthen not only relationships (Habibi et al., 2014) but also enhance brand trust (Casalo et al., 2007; Hollebeek, 2011; Brodie et al., 2011).

According to the hypotheses therefore, all the three consumer engagement dimensions were found to be result in consequences of brand loyalty, satisfaction, commitment and trust. This finding is in line with earlier researchers such as Brodie et al., (2011).

Conclusions

This study attempted to find out the consequences of consumer engagement in social networking sites such brand pages with a broadened outlook of consumer engagement to be composed of three important dimensions of behavioral, cognitive and emotional consumer engagement. Consequently, the findings of the study suggest that brand loyalty, satisfaction, commitment, and trust are possible consequences of consumer engagement in social networking sites. And as a result of this study, it was also possible to determine the effect of each of the three consumer engagement dimensions on the probable consequences of C.E and therefore the findings have provided an important milestone to be able to determine which dimension of consumer

engagement is more effective and later on be treated more seriously to increase brand loyalty, satisfaction, commitment, and trust.

It is therefore hoped that the findings of this study will be useful not only to the academia through knowledge additions to the field of consumer engagement, but also to the managers and marketing practitioners. Managers will be able to determine which engagement platforms to use to achieve what.

Brand managers should engage more of their consumers and strengthen the interactive platforms with their consumers. They need to have an online brand presence in platforms that attract most people such as Face book, YouTube, Instagram, Twitter, Google+, Foursquare, Linkedin, Pinterest, Tumbler, Flickr, Friendster among others. This is because these new platforms act as new market spaces and opportunities due to the fact that they are not restricted to a specific geographical locality but they are global.

Companies and brand managers should also focus on both behavioral and emotional engagement because these two dimensions were found to be more significant for predicting brand loyalty. Therefore, to increase brand loyalty, this study recommends more focus on both behavioral and emotional engagement.

To improve on and achieve higher levels of consumer satisfaction, companies and brand managers should also focus on emotional engagement dimension. This is because it was found to be a significant contributor to consumer satisfaction.

To increase on both the commitment of consumers and develop a long term consumer brand commitment, this study recommends that companies and brand managers focus more on cognitive and behavioral engagement dimensions because they showed to be more significant factors leading to commitment. It should be noted that the more consumers are engaged the more they become committed to the brand. Therefore, brands should engage consumers more often to increase the commitment of their consumers.

Brands and companies need to take the issue of trust as a valuable factor to consolidate customers, strengthen brand loyalty, and enhance brand-consumer relationship. Brands they should develop and earn trust from their consumers. According to this study, behavioral and emotional engagement dimensions were found to have a greater significance in bringing about brand trust, It is therefore recommended that brands concentrate on these two dimensions.

To the companies and brands that intend to employ viral marketing or Internet marketing, consumer engagement in SNS offers an effective and conducive environment in the way that social media platforms that consumers use, are easily to engage customers from and be able to reap results.

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Appendix 1: *List of the Facebook brand pages*

Brand Name	Frequency
ACER	3
ADDAX	1
ADIDAS	12
AFRICA NEWS	1
AIESEC	1
ALFA ROMEO	1
ALO SPOR	1
ALVINA	1
ANADOLU UNIVERSITY	3
APPLE	12
ARADIK	1
ARCELIK	4
ASHLEY FURNITURE	1
AUDI	8
AVEA	2
AVON	6
BAJAJ	1
BOYNER	2
BCA GUNDEM	1
BENETTON	1
BERSHLED	1
BETS 10	1
BIM	4
BMW	10
BOILER ROOM	1
BURBERRY	2
CAN YAYINLARI	1
CASPER	1
CEDAR POINT	1
COCA COLA	2
COLINS	2

	CONVERSE	2
	COUCHROIL	1
	DENMED	1
	DORITOS	1
	EMPORIO ARMANI	1
	ESKISEHIR HABER	3
	ETI	1
	ETNIES	1
	FENERIST	1
	FENERIUM	1
	FORD	1
	FUJIFILM TURKIYE	1
	GAIA DERGI	1
	GALATASARY	4
	GIFT PORN	1
	GILLETTE	1
	GITTIGIDIYOR	2
	GOOGLE	2
	GRATIS	2
	GUCCI	4
	HABER TURK	1
	HAGA BASS	1
	HARLEY DAVIDSON	2
	HEPSIBURADA	4
	HM	1
	HONDA	4
	HURRIYET.COM.TR	1
	IKEA	4
	INCI SOZLUK	1
	INTEL	1
	IPEKYOL	1
	ISLAMIC LIFE STORE	1
	JEDBOING COLLECTIBLE	1
	KALEPIR 20	1
	KARAMELA SEPETI	1

KAWASAKI	1
KITAB YURDU	2
KITAP SEPETI	1
KIYI MUZIK	1
KOC	2
KARTAL YUVASI	1
KOTON	4
LEARNING ENGLISH	1
LG	3
LOREAL PARIS	1
LTB JEANS	1
MAC	1
MANGO	4
MAPEX DRUMS	2
MARKAFONI	6
MAVI JEANS	5
MCDONALDS	1
MEDIA MARKT	3
MERCEDES BENZ	4
MIGROS	2
MORPHIC	1
MORHIPO	1
MSI	1
MUDO CONCEPT	1
NATIONAL GEOGRAPHIC	1
NBA	1
NEW BALANCE	1
NIKE	28
NISSAN	1
NIVEA	4
NOKIA	2
NORTH FACE	2
OFFSIDE CLOTHES	1
ONEDIO.COM	2
OPEL	2

	ORIFLAME	2
	ORIGEN	1
	OTOMOVI	2
	OVERWATCH	1
	OXXO	4
	PAMUKKALE TURIZM	1
	PAYOTE	1
	PAZARLAMARKA	1
	PEGASUS AIRLINES	1
	PENTI	2
	PEPSI	2
	POLO	2
	PULL AND BEAR	1
	PUMA	4
	RANGE ROVER	1
	REAL MADRID	1
	REDBULL	2
	ROCKN ROLLA	1
	SAMSUNG	18
	SCORP	1
	SEFAMERVE	4
	SKYSPORTS	1
	SONY	4
	SPR PUB	1
	STARBUCKS	1
	SUPERONLINE TURKCELL	1
	SUPPLEMENT.COM	1
	SUPPLEMENTLER.COM	2
	SWACTH	2
	TAKSIM	1
	TASTY	2
	TEKNOSA	2
	TESLA MOTORS	1
	THE BODY SHOP	1
	THY	10

	TOSHIBA	1
	TOYOTA	2
	TOZLU	2
	TRENDYOL	21
	TSELUP	1
	TURK TELEKOM	3
	TURKCELL	4
	TWIST	1
	UNDER ARMOUR	1
	UYKASAZ	1
	VASELINE	1
	VODAFONE	4
	VOGUE	2
	WATSONS	6
	YAMAHA	2
	YEMEKSEPETI.COM	1
	YVES ROCHER	1
	ZARA	8
	ZIRAAT BANKASI	2
	Total	387

Appendix 2: *Questionnaire (final form)*

SOSYAL AĞ SİTELERİNDE TÜKETİCİ BAĞLILIĞININ SONUÇLARI

Değerli Katılımcı,

Bu çalışma Anadolu Üniversitesi Pazarlama Bölümü Yüksek Lisans programı kapsamında yürütülen bir tez kapsamında gerçekleştirilmektedir. Bu amaçla hazırlanan bu formdaki sorulara vereceğiniz cevaplar, araştırmanın doğru bulgularla sonuçlanması ve gelecekte yapılacak araştırmalara güvenilir bir şekilde öncülük etmesi bakımından büyük önem taşımaktadır.

Soru formunda yer alan ifadelerin bir doğru cevabı bulunmamaktadır. Önemli olan sizin kendi görüşünüzü belirtmenizdir. **Lütfen ifadelerin her birini okuduktan sonra, sizin için en uygun seçeneği işaretleyiniz ve yanıtsız madde bırakmayınız.**

Sorulara vereceğiniz cevaplar sadece bilimsel amaçlı kullanılacak ve kesinlikle gizli tutulacaktır. Ayrıca, toplanan veriler bireysel olarak değil, tüm cevaplayıcılar için topluca değerlendirilecektir. Ayırdığınız zaman, gösterdiğiniz ilgi ve katılımınız için şimdiden teşekkürler. Sorularınız için aşağıdaki elektronik posta adresinden bana ulaşabilirsiniz.

Saygılarımla
Abubakar Lujja
abbysa9@outlook.com

1	Facebook hesabınız var mı?	☐ Evet ☐ Hayır
2	Facebook üzerinde beğendiğiniz ya da takip ettiğiniz bir marka sayfası var mı? **Not:** Facebook marka sayfaları bir ürünü, markayı, şirketi, kuruluşu veya yerel işletmeyi tanıtmak için hazırlanmış kamuya açık Facebook profilleridir. Kullanıcılar "Beğen" butonu ile bu sayfaları takip etmeye başlarlar. Bu sayfada paylaşılan içerik takipçilerin ana sayfa akışı içinde görüntülenir.	☐ Evet ☐ Hayır
3	Takip ettiğiniz **markalara ait Facebook** sayfalarını belirtiniz.(En fazla 3 marka belirtiniz)	1. ..... 2. ..... 3. .....
4	Bunlar içinden **en çok takip ettiğiniz ve katılımcısı olduğunuz markanın** sayfasını belirtiniz.	
Sonraki soruları belirtmiş olduğunuz bu Facebook sayfasını dikkate alarak cevaplayınız.		

Bu Facebook sayfasında aşağıdaki işlemleri ne sıklıkla gerçekleştiriyorsunuz?		**Hiç**	**Nadiren**	**Ara sıra**	**Sık sık**	**Her zaman**
5	Bu Facebook sayfasını hangi sıklıkla ziyaret ediyorsunuz?	1	2	3	4	5
6	Bu Facebook sayfası tarafından yapılan gönderiler ne sıklıkla dikkatinizi çekiyor?	1	2	3	4	5
7	Bu Facebook sayfasının gönderilerini ne sıklıkla okuyorsunuz?	1	2	3	4	5
8	Bu Facebook sayfasının gönderilerini ne sıklıkla beğeniyorsunuz? (Like)	1	2	3	4	5
9	Bu Facebook sayfasının gönderilerine ne sıklıkla yorum yapıyorsunuz?	1	2	3	4	5
10	Bu Facebook sayfasının gönderilerini ne sıklıkla arkadaşlarınızla paylaşıyorsunuz?	1	2	3	4	5
11	Bu Facebook sayfasında ne sıklıkla kendiniz paylaşımda bulunuyorsunuz?	1	2	3	4	5

Aşağıdaki ifadelere ne oranda katıldığınızı ya da katılmadığınızı belirtiniz.

		Kesinlikle Katılmıyorum	**Katılmıyorum**	**Ne Katılıyorum Ne Katılmıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
12	Bu Facebook sayfasında bir seferde uzunca bir süre gezinebilirim	1	2	3	4	5
13	Bu Facebook sayfasında çok fazla çaba harcayabilirim	1	2	3	4	5
14	Bu Facebook sayfasını takip etmeye istekliyim	1	2	3	4	5
15	Bu Facebook sayfası bana ilham veriyor	1	2	3	4	5
16	Bu Facebook sayfasını anlamlı ve işe yarar buluyorum	1	2	3	4	5
17	Bu Facebook sayfasında gezerken ve etkileşimde bulunurken heyecan duyuyorum	1	2	3	4	5
18	Bu Facebook sayfasına ilgi duyuyorum	1	2	3	4	5
19	Bu Facebook sayfasını takip etmekten dolayı gurur duyuyorum	1	2	3	4	5
20	Bu Facebook sayfasında gezinirken zaman akıp geçiyor	1	2	3	4	5
21	Bu Facebook sayfasında gezinmek öylesine sürükleyici ki diğer her şeyi unutuyorum	1	2	3	4	5
22	Bu Facebook sayfasında gezinirken dikkatim nadiren dağılıyor	1	2	3	4	5
23	Bu Facebook sayfasında gezinirken kendimi tamamen	1	2	3	4	5

	bu işe veriyorum					
24	Bu Facebook sayfasında gezinirken aklımı tamamen sayfaya veririm	1	2	3	4	5
25	Bu Facebook sayfasına tüm dikkatimi veririm	1	2	3	4	5

Sonraki kısımda yer alan sorular, yukarıda Facebook sayfasını en çok takip ettiğinizi belirttiğiniz marka ile ilgili soruları içermektedir. Aşağıdaki ifadelere ne oranda katıldığınızı ya da katılmadığınızı belirtiniz.

		Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
26	Sonraki alışverişlerimde de bu markayı tercih edeceğim	1	2	3	4	5
27	Bu markayı satın almaya devam etme niyetindeyim	1	2	3	4	5
28	Bu markanın sadık bir müşterisiyim	1	2	3	4	5
29	Arkadaşlarımı bu markayı almaları için teşvik ederim	1	2	3	4	5
30	Paylaşım ve yorumlarımla arkadaşlarıma bu markayı almalarını öneririm	1	2	3	4	5
31	Bu marka hakkında diğer kişilere olumlu şeyler anlatırım	1	2	3	4	5
32	Bu marka beklentilerimi fazlasıyla karşılıyor	1	2	3	4	5
33	Bu markanın performansı ideale çok yakın	1	2	3	4	5
34	Genel olarak bu markadan memnunum	1	2	3	4	5
35	Genel olarak bu markaya fazlasıyla ilgi duyuyorum	1	2	3	4	5
36	Bu marka benim için çok önemli	1	2	3	4	5
37	Bu marka benim için çok şey ifade ediyor	1	2	3	4	5
38	Diğer insanlar bu marka hakkında konuşmaya başladığında sıkılıyorum	1	2	3	4	5
39	Bu marka bana uygun	1	2	3	4	5
40	Bu markayla aramda duygusal bir bağ hissediyorum	1	2	3	4	5
41	Bu marka sayesinde kendimi sanki bir ailenin parçasıymış gibi hissediyorum	1	2	3	4	5
42	Bir anlamda bu markaya karşı aidiyet hissediyorum	1	2	3	4	5
43	Bu markaya güveniyorum	1	2	3	4	5

44	Bu markaya inanıyorum	1	2	3	4	5
45	Bu markanın dürüst olduğunu düşünüyorum	1	2	3	4	5
46	Bu markayı kullanmanın güvenli olduğunu düşünüyorum	1	2	3	4	5

47	Facebook dışında hangi sosyal medya platformlarını kullanıyorsunuz?	☐ Twitter ☐ LinkedIn ☐ Google+ ☐ Friendster ☐ YouTube ☐ Instagram ☐ Flickr ☐ Pinterest ☐ Foursquare ☐ Tumblr ☐ Diğer (Lütfen belirtiniz): _____ ☐ Hiçbiri
48	Sosyal medya platformlarında günlük ortalama ne kadar süre harcıyorsunuz?	☐ Yarım saatten az ☐ 30 dk-1 saat ☐ 1 saat-2 saat ☐ 2 saat-3 saat ☐ 3 saatten fazla
49	Bu zamanın ne kadarını Facebook'ta geçiriyorsunuz?	☐ Yarım saatten az ☐ 30 dk-1 saat ☐ 1 saat-2 saat ☐ 2 saat-3 saat ☐ 3 saatten fazla
50	Yaşınız	
51	Cinsiyetiniz	☐ Kadın ☐ Erkek
52	Fakülteniz ve Bölümünüz	
53	Sınıfınız	

Appendix 3: *Permission letter for data gathering from Anadolu University students*

Ana. Üni. Evrak Tarih ve Sayısı: 12/07/2016-E.68319

T.C.
ANADOLU ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 66166206-050.99
Konu : Etik Kurulu Kararı hk.

Sayın Abubakar LUJJA

Dilekçeniz ile istenilen, "Sosyal Ağ Sitelerine Müşteri Katılımının Marka Sadakati ve Müşteri Tatmini Üzerine Etkisi" başlıklı yüksek lisans tez çalışmasına ilişkin talebiniz Etik Kurulu tarafından değerlendirilmiş olup konuya ilişkin karar yazımız ekinde gönderilmektedir.
Bilgilerinizi rica ederim.

e-imzalıdır
Doç. Dr. Fatih TEMİZEL
Müdür a.
Müdür Yardımcısı

Ek:Etik Kurulu Kararı

RESUME

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