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EFFECTS OF ROLE OF SOCIAL MEDIA MARKETING ON BRAND FAN PAGES

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Abstract

Social media is a significant vehicle for making interaction with customers. By creating fan pages on social media companies can relate to their customers by means of sharing brand posts including pictures and videos. Customers show their interest on the brand posts by liking or commenting on them. In this article we investigate the effective role if social media marketing on brand fan pages. The number of likes and comments on brand posts. We distributed 385 questionnaires among students of Molana University who use social media in order to analyze. Result show that the more contents are entertaining and informational the more comments and likes will be on the posts. Also interactivity position and vividness of the posts leads to higher number of comments and likes. Brand managers can be guided by this research in order to decide which kind of contents to place on their brand posts.

Index Terms— Social media, Social networking sites, Marketing Communications, Relationship marketing

I. INTRODUCTION

In 2011, greater 50% of social media users follow brands on social media (Van Belleghem, Eenhuizen, and Veris 2011) and companies are more and more investing in social media, indicated by worldwide marketing spending on social networking sites of about $4.3 billion (Williamson, 2011). Managers empower in social media to encourage relationships and interact with customers (SAS HBR 2010). One way to understand this aim is to create brand communities in the figure of brand fan pages on social net labor sites where customers can interact with a firm by desire or commenting on brand mails (McAlexander, Schouten, and Koenig 2002; Muñiz and O'Guinn 2001). Buyers who become fans of these brand fan pages be apt to be loyal and committed to the company, and are further open to be given information around the brand (Bagozzi and Dholakia 2006). Besides, brand fans tend to call the shop more,

cause more positive word-of-mouth, and are more emotionally fond of to the brand than non-brand fans (Dholakia and Durham 2010). Management oriented studies around brand post amicability are mostly descriptive; they pro- vide no abstract foundation and do not formally trial which pursuits actually better brand post popularity. For instance, these learning offer that companies should experience with different brand post specifications, so as videos, images, version, or inquiry (Brookes 2010; Keath et al. 2011).

The target of this research is to empirically check what factors steer brand post popularity. We expand a conceptual sample that is deep stated upon findings from the flag and advertising letter, also the word-of-mouth communication literature. We bring up brand email characteristics (e.g., vividness, interactivity), relive of the brand post (e.g., witting, entertainment), station of the brand post, and the capacity of comments on the brand post put in writing by mark fans.

The movement of this essay is as follows: earliest, we describe brand fan pages and brand post popularity, and then expand the conceptual substructure and hypotheses. That beginning section is com behind by a description of the reading design. The tentative results are then report and discussed. We finish with implications for directors, and suggest some limitations that give opportunities for give research priorities.

Brand Fan Pages and Brand Post Popularity

In only a few years, social networking place have flatter extremely will be liked: Facebook, for example, assertion to have engrossed over 800 million energetic members (as of fall 2011) when starting in 2004 (www.facebook.com). Social networking sites canister stand described as networks of friends to social or handicraft interactions (Trusov,

Bucklin, and Pauwels 2009). Parts from social networking sites can suit friends by other members, however they can as well as become fans from brands on proprietary brand fan pages. Brand fans can stock their enthusiasm at the brand on these dedicated pages and stand unified by their joint interest in the brand (Kozinets 1999). Brand fan pages' mirror sector of the customers' interaction with the brand (McAlexander, Schouten, and Koenig 2002), enlarge the brand–customer relationship (Muñiz and O'Guinn 2001), and furnish a source of data and public materials to the members (Bagozzi and Dholakia 2002; Dholakia, Bagozzi, and Pearo 2004). On these brand fan pages, companies can make brand posts comprising anecdotes, photos, videos, or next material; brand fans can at that time interact by these brand posts via desire or commenting on them.

But these margins between flags and brand posts, agents that compel people to tick on a banner may as well as be applicable to what people interact by brand posts. Proverbially, banners and brand posts demand special characteristics or features that structure them salient of the context and take customers' notice (Fennis and Stroebe 2010, p. 51).

Brand posts with from banners on other aspect as good: the likes and comments on the brand post mirror active statements in brand blowers and are dominant to others. By liking or commenting upon a brand post, brand fans state their opinion publicly. Tendency and commenting on a brand post is so similar at WoM communication. We therefore as well as benefit literature on WoM communication when communicate the factors that penetration brand post popularity.

II. CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

The imaginary framework to the determinants of brand point popularity is hand over in form1. We contend that vividness, inter- acting, the add-up of the brand post (data, entertainment), the upside position of a brand post, and the span of comments on a brand post are linked to brand post amicability (i.e., the number of likes and the number of comments). Also, we do rein to the day of the week the brand post is placed, word length of the brand post, and the crop category (see Figure 1).

-Vividness

One road of enhancing the salience of brand posts is to consist alive brand post characteristics. Vividness think about the richness of a brand post's solemn features; in other mots, it is the extent to which a brand post incites the several senses (Steuer 1992). Vividness can be get in the inclusion of running animations, (contrasting) colors, or pictures (Cho 1999; Drèze and Hussherr 2003; Fortin and Dholakia 2005; Goldfarb and Tucker.

Research be visible that very vivid banners are more successful with esteem to intention to tick (Cho 1999) and click-through prices (Lohtia, Donthu, and Hershberger 2003). There with, higher grades of vividness become visible to be most view at enhancing attitudes toward a website (Coyle and Thorson 2001; Fortin and Dholakia 2005). We propose that more vivid brand posts Serbian to a more affirmative attitude into the brand post. This affirmative attitude should then compel brand fans to like or remark on a brand post. Therefore, we formulate:

H1. The higher the level of vividness of a brand post, the more popular the brand post.

Interactivity

One more path of enhancing the relief of a brand post is interactivity. Interactivity is specific as "the grade to which two or more communication factions can doing on each other, on the communication whom, and on the messages and the grade to by so influences are synchronized" (Liu and Shrum2002, p. 54).

We propose the following supposition:

H2. There is a direct and positive relation between the level of interactivity of a brand page post and the popularity of that post.

-Content of Brand Posts: Information and Entertainment

Information-seeking is a main proof for people to employ social networking sites (Lin and Lu 2011), take part in a virtual meeting (Dholakia, Bagozzi, and Pearo 2004), and con- tribute in Facebook teams (Park, Kee, and Valenzuela 2009). Moreover, the pursuit from information describe why people consumer brand-related extent (Muntinga, Moorman, and Smit 2011).

H3. Informative brand posts are more popular than non- informative brand posts.

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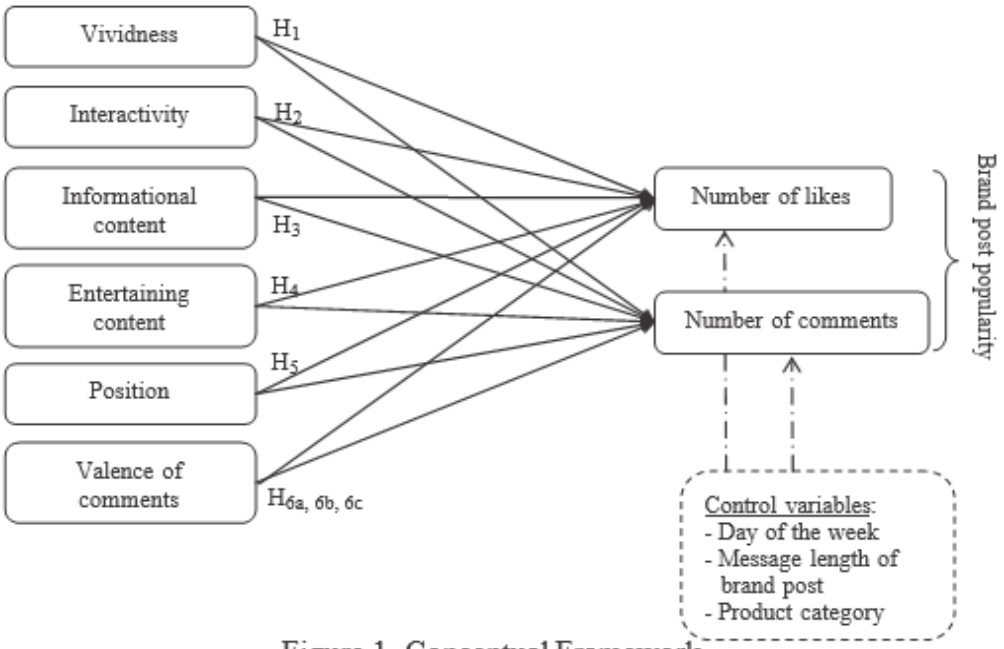

Figure 1. Conceptual Framework.

-Entertainment

Forefront people in consume, obtain or contribute in brand-related extent online (Muntinga, Moorman, and Smit 2011). Entertaining ads – ads that are realized to be fun, exciting, chilled, and flashy – do have a positive result on attitude into the ad (Taylor, Lewin, and Strutton 2011), viewpoint toward the brand, and the liking to reversal to the website (Raney et al. 2003).

H4. Entertaining brand posts are more popular than non- entertaining brand posts.

-Position of Brand Posts

Advertising inquiry shows that the location of a banner ad on a website has an affirmative effect on attention reward to the ad (Drèze and Hussherr 2003; Goodrich 2011). Therewith, last research on search advertising be visible that position drama an important figure for click-through price; to wit, ads on upside of the page generate rather clicks (Rutz and Trusov 2011).

H5. The position of a brand page post on top of the brand fan page has a direct relationship with brand page post popularity.

-Valence of Comments

This exchange from information and experiments among consumers has an affirmative effect on the perceptions from the cost of a product, the probability to recommend the product (Gruen, Osmonbekov, and Czaplewski 2006), and auctioneer (e.g., Chevalier and Mayzlin 2006; Chintagunta, Gopinath, and Venkataraman 2010). The affirmative comments on a brand mail might have complementary cost in the company's brand post (Bronner and de Hoog 2010) and so gain the attractiveness from the brand post.

H6a. Sharing positive comments on a brand page post has a positive relationship with brand page post popularity.

Anyway, brand fans can as well as comment negatively on a brand post. Hence, we as well as investigate the results of negative comments on brand post amicability. Many minus information appears into produce a nugatory effect on attitude than the ad and the brand (Eisend 2006). Negative consumer laps have a negative effect on buy intentions or auctioneer (e.g., Chevalier and Mayzlin 2006; Dellarocas, Zhang, and Awad 2007).

H6b. The share of negative comments on a brand post is negatively related to the number of likes on that brand post.

yij y1j or y2j; the number of likes per brand post j or the number of comments per brand post j, respectively,

vividfj dummy variables indicating whether the vivid characteristic f at brand post j is present or not (baseline category is no vividness),

iagj dummy variables indicating whether the interactive characteristic g at brand post j is present or not (baseline category is no interactivity),

infoj dummy variable indicating whether brand post j is in- formative (baseline category is no information),

entertainj dummy variable indicating whether brand post j is entertaining (baseline category is no entertainment),

positionj indicating the position of the brand post by the number of days the brand post j is on top of the brand fan page,

posj indicating the share of positive comments on brand post j, negj indicating the share of negative comments on brand post j (baseline category for both positive and negative comments are the share of neutral comments),

weekdj dummy variable if the brand post j is placed during weekdays,

textj indicating the number of words at the brand post j, pcb dummy variables for product category b (baseline

category is 'food'),

εij ε1j or ε2j; normally distributed error terms for dependent variable y1j and y2j respectively.

III. MATERIALS AND METHODS

Sample and data

In this study, we try to investigate the effects on number of likes and comments and brand posts. In order to get information, at first we recognized students who use social media in Molana university. Then we had a pretest of 44 students. After conducting same in the next step questionnaires were distributed to 700 students. Mistakes and errors lead to reduction of questionnaires to 614. 5 point Likert type scale was used in the questionnaires (Cronbach's alpha was 0.6 for this survey.)

Measures

In order to measure the variable constructs, for each variable 3 questions were asked from the participants. Likert type scale was used for all the questions.

Results

In order to test of Hypothesis, we conducted structural equation modeling (SEM) analyses. The model for these analyses included six exogenous latent factors, Entertaining content,

Informational content, Position, Interactivity, Valence of comments and Vividness. Finally, the hypothesized model also included two latent endogenous factors, Number of like and Number of comments. The fit of the models was assessed with the 2 statistic, the Goodness- of-Fit Index (GFI), and the root mean square error of approximation (RMSEA). In addition, we used the Comparative Fit Index (CFI), the Incremental Fit Index (IFI), and the Non-Normed Fit Index (NNFI). For each of these statistics, values of 0.90 or higher are acceptable (Hoyle, 1995), except for the RMSEA for which values up to 0.08 indicate an acceptable fit to the data (MacCallum, Browne, & Sugawara, 1996). Furthermore, we controlled for the 90% confidence intervals around the RMSEA. A narrow confidence interval is an indication for good precision of the RMSEA (MacCallum et al, 1996). As noted, all constructs were assessed using 5-point Likert type scales.

Descriptive Results, Measurement Model and Convergent validity

Means, standard deviations, and correlations between the variables, as well as the internal consistencies of the scales are presented in Table 1 and 2. As depicted in Table 1, the means of the constructs range from 3.155(for Number of like) to 3.541(for Number of Comments). The convergent and discriminant validity of the constructs were tested by confirmatory factor analysis using the ordinary Least Squares estimator of LISREL 8.73 (Joreskog & Sorbom, 1996). The discriminant validity of the scales was checked by the Fornell and Larcker's (1981) formula. As can be seen from Table 2, it can be seen that the values in the diagonals are greater than the values in their respective row and column thus indicating the measures used in this study are distinct. Composite reliability and average variance extracted to assess convergence validity (see table1). Composite reliabilities range from 0.909 (for Position) to 0.937 (for Number of like), which exceed the recommended level of 0.7, (see table 1), therefore, demonstrate a reasonable reliability level of the measured items. We used the factor loadings (see table2), the recommended values for loadings are set at > 0.5. From table 1 it can be seen that the results of the measurement model exceeded the recommended values thus indicating sufficient convergence validity.

Goodness of fit statistics

The primary method for model testing was structural equations modelling by means of LISREL 8.73 and the polychromic correlation matrix as input. Ordinary Least Squares was used as the model estimation method due to using ordinal scales for measurement (Joreskog & Sorbom, 1996). This testing confirms a model's goodness of fit, and the hypothesized paths. Results of SEM analysis showed that model fits well to the data, (Chi-Square=322.60, DF=159(χ^2/df=1.19), RMSEA=0.022, CFI=0.99, NFI=0.98, GFI=0.94) (see fig2).

Construct	AVE	CR	CA	Mean	items	Loading factors
Number of like	0.788	0.937	0.910	3.155	NOL1	0.907
					NOL2	0.890
					NOL3	0.877
					NOL4	0.876
Number of Comments	0.743	0.920	0.885	3.541	NOC1	0.875

					NOC2	0.861
					NOC3	0.855
					NOC4	0.856
Vividness	0.806	0.926	0.880	3.231	VIV1	0.906
					VIV2	0.906
					VIV3	0.882
Interactivity	0.802	0.924	0.877	3.169	INT1	0.881
					INT2	0.903
					INT3	0.902
Informational Content	0.813	0.929	0.885	3.456	IC1	0.906
					IC2	0.894
					IC3	0.905
Entertaining content	0.816	0.930	0.887	3.279	EC1	0.910
					EC2	0.900
					EC3	0.899
Position	0.770	0.909	0.850	3.454	POS1	0.899
					POS2	0.892
					POS3	0.898
Valence of comments	0.803	0.924	0.878	3.439	VOC1	0.857
					VOC2	0.905
					VOC3	0.869

Table 1: loading factors AVE, CR, CA and mean

Construct	EC	IC	INT	NOC	NOL	POS	VOC	VIV
Entertaining content	**0.903**							
Informational content	0.2452	**0.902**						
Interactivity	0.2463	0.276	**0.895**					
Number of Comments	0.3857	0.4423	0.3783	**0.862**				
Number of like	0.4035	0.394	0.3442	0.3425	**0.888**			
Position	0.3313	0.3175	0.3007	0.3331	0.3899	**0.877**		
Valence of comments	0.2487	0.3006	0.2303	0.3528	0.4012	0.3534	**0.896**	
Vividness	0.3391	0.4172	0.2977	0.414	0.5043	0.3544	0.3485	**0.898**

Table 2: Convergent Validity (Reliability and inter-construct correlations for reflective scales)

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The diagonal figures in bold indicate the average variances extracted (AVE) for constructs. The scores in the upper diagonal are Pearson correlations.

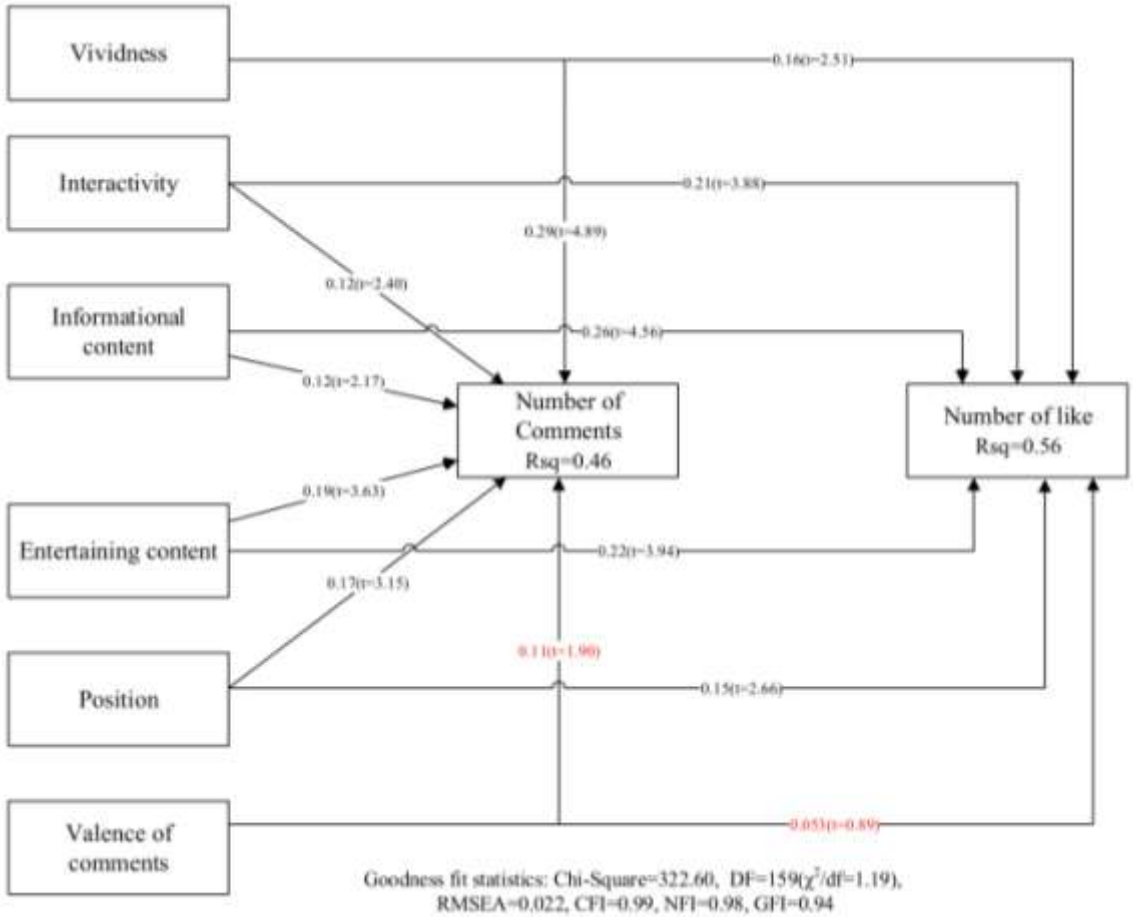

Fig 2 Research Model in Estimation and Significant situation

Structural Model

As shown in Table 3. To evaluate the structural models' predictive power, we calculated the R^2, R^2 indicates the amount of variance explained by the exogenous variables (Barclay et al.1995). Using a T-value technique with a sampling of 385, the path estimates and t-statistics were calculated for the hypothesized relationships. Two hypotheses were not supported in the testing (the effect of Valence of comments on Number of Comments and the effect of Valence of comments on Number of like). 6 hypotheses were supported in the testing at P<0.01 and 4 hypotheses were supported in the testing at P<0.05: As shown in Table 3 and fig 2, the path coefficients ant result of hypotheses. In this model, we have relied on the R^2 value, computed in LISREL to determine how closely our data conform to a linear relationship. So approximately, 54% of the Number of Comments is explained by Entertaining content, Informational content, Position, Interactivity, Valence of comments and Vividness. Approximately 46% of the Number

of like is explained by Entertaining content, Informational content, Position, Interactivity, Valence of comments and Vividness.

Hypothesis	Beta	t-value	R^2	Result	Sign
Entertaining content -> Number of Comments	0.22	3.94	0.54	Supported	+
Informational content -> Number of Comments	0.26	4.56		Supported	+
Interactivity -> Number of Comments	0.21	3.88		Supported	+
Position -> Number of Comments	0.15	2.66		Supported	+
Valence of comments -> Number of Comments	0.11	1.90		NS	
Vividness -> Number of Comments	0.16	2.51		Supported	+
Entertaining content -> Number of like	0.19	3.63	0.46	Supported	+
Informational content -> Number of like	0.12	2.17		Supported	+
Interactivity -> Number of like	0.12	2.40		Supported	+
Position -> Number of like	0.17	3.15		Supported	+
Valence of comments -> Number of like	0.053	0.89		NS	
Vividness -> Number of like	0.29	3.88		Supported	+

Table 3: Hypothesis Testing
$|t|>1.96$ Significant at $P<0.05$, $|t|>2.58$ Significant at $P<0.01$,

IV. CONCLUSIONS

Brand managers that operate brand fan pages can be guided by the results of this study. To decide which kind of content to place at brand posts. The present research indicates that the variables which are beneficial for increasing the number of likes do not have an effect on enhancing the number of comments. Managers who want to increase the number of comments should post interactive contents of brand post, such as a question. This result in a comment from the viewer on the post. Both shares of positive and negative comments are related to the number of comments. Positive and negative comments enhance a general interest in the brand post, which leads to more commenting. The result of the present research show that entertaining and informational contents leads to a more number of comments. Also interactivity and the position of the post increases the number of comments. Number of comments and likes are related to the vividness of the brand post. Also the result show that number of likes are positively related to entertaining and informational content, interactivity and the position of the post.

V. LIMITATIONS OF STUDY

The current study is based on questionnaire data sampling and has its own limitations. In this study sampling of University Students in Iran was undertaken and the results are according to their experiences and views in social media pages. Further researches would benefit from sampling other different populations in other countries and among different types of people. This study has used a quantitative method, and further researches would be conducted by other different methods of research.

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Questionnaire

In order to take data for the research we used a questionnaire consisting of 18 questions considering different variables and constructs covering the conceptual model and hypotheses. The participants were asked to answer each question with ranking of 1 to 5 (Disagree/Agree). Here are the questionnaire list of questions.

1. Vividness of a post leads to a higher number of likes.
2. The number of comments are related to the popularity of the post.
3. Information given about a post leads to a higher number of likes.
4. Entertaining posts lead you to introducing them to your friends.
5. The position of a post is related to the number of likes.
6. Negative comments of a post is related to the total number of comments.
7. Vividness of a post leads to a higher number of comments.
8. The number of likes are related to the popularity of the post.
9. Sufficient information about a post leads to its popularity.
10. Entertaining posts leads to having more comments.
11. The position of a post would make it popular.
12. Negative comments are related to the number of likes.
13. Vividness of a post leads to more attraction and interaction.
14. The interaction you make with a post leads you to have more motivation to purchase.
15. Information given in a post leads to a higher number of comments.
16. Entertaining posts leads to having more likes.
17. The position of a post is related to the number of comments.
18. The number of positive comments on a post is related to its popularity.