

Branded Fan Pages and Brand Love: An Empirical Investigation

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Table of Contents

List of Figures	3
List of Table	3
Attestation of Authorship	4
Acknowledgements	5
Abstract	6
CHAPTER ONE: INTRODUCTION	8
1.1 Introduction	8
1.2 Overview of the research	8
1.3 Research background	9
1.4 Research gap and research questions	10
1.5 Justification for the research.....	11
1.5.1. Theoretical Justification	11
1.5.2. Practical Justification	12
1.6 Methodology	12
1.7 Outline of the thesis.....	13
1.8 Term and keywords	14
1.9 Conclusion.....	15
CHAPTER TWO: LITERATURE REVIEW	16
2.1 Introduction	16
2.2 Social media context	16
2.3 Research background	17
2.4 Online brand communities and social media.....	20
2.5 Consumers-brand engagement on social media-based brand's community.....	22
2.6 Young customers and their characteristics	26
2.7 The relationship between young customers and brand on social media and Facebook Fan page	27
2.8 Brand love	30
2.9 Dimensions of brand love.....	32
2.10 Antecedents of Brand Love	34
2.11 Brand loyalty	36
2.12 Theoretical framework and Hypothesis.....	38
2.12.1 The relationship between customers' perception of self-congruity with brand and customers' engagement.....	38
2.12.2 The relationship between customers' perception of self-congruity with brand and brand love.....	39

2.12.3	Consumers' engagement and brand love	40
2.12.4	Brand love and brand loyalty	41
2.13	Conclusion.....	41
CHAPTER THREE: METHODOLOGY		43
3.1	Introduction	43
3.2	Justification for methodology.....	43
3.3	Quantitative research method.....	45
3.4	Survey development	46
3.4.1	Survey design	46
3.4.2	Structure of the survey	46
3.5	Measurement scale	47
3.6	Data collection.....	49
3.7	Data analysis.....	51
3.7.1	Exploratory Factor Analysis	51
3.7.2	Structural Equation Modelling	54
3.8	Conclusion.....	55
CHAPTER FOUR: RESEARCH FINDINGS		57
4.1	Introduction	57
4.2	Profile of respondents.....	57
4.3	Descriptive statistics	59
4.4	Hypothesis testing	61
4.4.1	Exploratory Factor Analysis	61
4.4.2	KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity	68
4.4.3	Test of Reliability and Validity.....	69
4.4.4	Structural Equation Model (SEM)	71
4.5	Conclusion.....	80
CHAPTER FIVE: DISCUSSIONS AND CONCLUSION		82
5.1	Introduction	82
5.2	Research questions and hypotheses summary	82
5.3	Discussion of findings	83
5.4	Theoretical implications	86
5.5	Managerial implications	86
5.6	Limitations and Future research	87
5.7	Conclusion.....	88
REFERENCES.....		91

List of Figures

Figure 4.1 Scree plot for perception of self-congruity with brand.....	63
Figure 4.2 Scree plot for Reactions on branded Facebook Fan page.....	65
Figure 4.3 Scree plot for brand love.....	66
Figure 4.4 Scree plot for brand loyalty	67
Figure 4.5 The new theoretical framework	71
Figure 4.6 The measurement model.....	74
Figure 4.7 The structural model	75
Figure 4.8 Alternative structural model	79

List of Table

Table 2.1 Current studies investigate the relationship between young customers and brand.....	29
Table 2.2 Dimension of brand love.....	34
Table 3.1 Scale items and their sources	49
Table 4.1 Social media using habit of respondents.....	58
Table 4.2 Summary of respondents' top loved brands.....	59
Table 4.3 Descriptive Statistics of the Interval-scaled variables	60
Table 4.4 Pattern Matrix of EFA test for Perception of self-congruity with brand	62
Table 4.5 Pattern Matrix of EFA test for consumers' reactions on branded Fan Facebook page.....	64
Table 4.6 Pattern Matrix of EFA test for brand love	65
Table 4.7 Result of EFA test for brand loyalty	67
Table 4.8 The result of KMO measure of Sampling Adequacy and Bartlett's Test of Sphericity	68
Table 4.9 Table of Cronbach's alpha test for every construct	70
Table 4.10 Table of CR and AVE.....	71
Table 4.11 Summary of path proposed hypotheses and results based on SEM in Measurement Model.....	73
Table 4.12 Summary of path proposed hypotheses and results based on SEM in Structural Model.....	76
Table 4.13 Summary of proposed hypotheses and tested results.....	78
Table 4.14 Summary of path proposed hypotheses and results based on SEM in the alternative model.....	80

Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

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Abstract

Brand love is critical in building customer-brand relationships. In today's world where brands and its customers are connecting by social media channels, it is essential to understand how brand love is built on digital platforms. In this study, antecedents and influences of brand love branded Facebook Fan page will be investigated. The purpose of this study is to explore the influence of brand love on brand loyalty and e-loyalty on branded Facebook Fan page among young customers. Also, the study investigates if customers' intention to react to a brand using like, share and comment functions on branded Facebook Fan page can cultivate their love to that brand and how those intention to react to the brand is cultivated by customers' perception of self-congruity with brand.

Quantitative research is chosen using an online survey to collect data from the young customers. Participants are mostly students from AUT classrooms and the Facebook group of international students in Auckland. The collected data is analysed using Factor Analysis and Structural Equation Models (SEM).

From the data, it is found that there is a positive relationship between customers' perception of self-congruity with brand to their intention to share and comment on branded Fan page content while customers' perception of self-congruity with brand is found to have no impact on customers' intention to like the content on a branded Fan page. The study also confirms the positive relationship between customers' perception of self-congruity with brand and brand love as well as the relationship between brand love and brand loyalty. Interestingly, brand love is also confirmed to have an influence on e-loyalty, which is explained in this study as customers' intention to patronise the branded Fan page.

The main contribution of this study is proposing a new model in which customers' reactions including like, share and comment on branded Facebook Fan page is suggested as an antecedent of brand love on the online context. At the same time, the study also suggests the concept of e-loyalty in this brand love research field. Those findings provide updating knowledge for brand marketers to build an efficient plan to manage the branded Facebook Fan page. Interesting content is important for brands to communicate the message and trigger young customers' reactions on the posts. This can cultivate their love to the brand and in turn, encourage them to come back the page.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter presents the foundation of the study such as the background and the limitations derived from current studies on the same topic and comes up with the relevant research questions and methodology. The chapter also discusses the justification and the expected contribution of the study.

1.2 Overview of the research

Creating unique customer experiences and building strong brand-customer relationship have become the most important goal of business. One of the ways that firms build strong customer relationships is to cultivate customers' love toward the brand. Brand love explains the strong commitment and affection towards a brand (Carroll & Ahuvia, 2006) that can cultivate brand loyalty intention (Batra, Ahuvia, & Bagozzi, 2012). Indeed, brand love is not a new concept for scholars and marketers. The notion of brand love was developed from the notion of object love and first introduced in the research by Shimp and Madden in 1988. Since then, this concept has received many research attention in different industries (Albert & Merunka, 2013; Batra et al., 2012; Carroll & Ahuvia, 2006). Besides, brand love in the online context is also attracting scholars' research interest (Algharabat, 2017; Kudeshia, Sikdar, & Mittal, 2016; Vernuccio, Pagani, Barbarossa, & Pastore, 2015; Wallace, Buil, & de Chernatony, 2014). However, those current studies are more likely to investigate brand love on adult customers at a wide range of ages from 18 to more than 45 years old. The young customers are very social media savvy with a high level of purchasing power generation (Lissitsa & Kol, 2016). Hence, studying brand love in an online context is relevant to the young generation because they are the digitally savvy (Lissitsa & Kol, 2016). Such a notion suggests that the investigation of brand love and brand loyalty on young customers is

necessary. Therefore, this study aims to investigate the relationship between brand love and brand loyalty on a brand Facebook Fan page. By using an online survey, the research focuses on the social media activities of Auckland young users to explore whether brand love that is expressed on brands' Facebook Fan pages can encourage their brand loyalty intention which indicated by their re-purchase for the brand product or their patronage the site which is also known as e-loyalty.

1.3 Research background

In recent years, academic research has placed emphasis on the evolution of brand value from product dominance to service dominance (Merz, He, & Vargo, 2009). This shift recognises the customers' role in the customer-brand relationships. With the development of the Internet and social media, the customer's active role in value co-creation has been highlighted. Social media networks have become a useful platform where people can exchange information, creating a new way for businesses to build the brand-customer relationship. In this virtual community, users who share the same interests can join and enjoy the social benefit from this community membership (Vernuccio et al., 2015). For example, customers can freely connect and contact with others using the Facebook platform. On a Facebook page, they can share their idea in a particular topic under forms of writing content, videos or pictures as well as receive feedback and reactions from friends in the network. Consumers can also connect to brands' Facebook pages and free to express their reactions on brands' content. From the interactions on social media, not only the connection between community members but also the brand-customer relationship is strengthened. Facebook Fan pages have become a potential marketing tool for brands to reach new and existing customers. Facebook is now the most crowded social media platform with more than two million active users accessed daily (Statista, 2018, 2019). Statistics by Facebook also reveal that there are

around 80 million businesses all over the world are now using Facebook Pages (Facebook, 2018). In September 2016, it was found that the most popular type of content used by brands on social media were photos with a 65 percent share of all brand posts (Statista, 2018). These figures reveal the importance of social media in brand strategy building brand-customer relationships in the brand's Facebook Fan page, suggests a potential need to investigate in research of brand love on branded Fan page (Algharabat, 2017).

1.4 Research gap and research questions

The effects of brand love have been confirmed to influence on customers' brand loyalty and brand experience which can greatly support the positive relationship between brand and customers (Batra et al., 2012). Brand love in online communities since then received research attention from many scholars in the field. Brand love on the online community can be explained via brand liking by customers who subscribe to follow the page (Kudeshia et al., 2016). Research by Wallace et al. (2014) also highlights the role of self-expressive brand in cultivating customers' brand love in the online environment. This research also explores the influence of brand love on brand loyalty on the online context and many social media platforms (Wallace et al., 2014). While the influence of brand love on brand loyalty on the online environment has attracted much research attention, there is a lack of research work that focuses on younger people. This generation is the leading user group of most popular social media platforms including Facebook, Twitters, Instagram and YouTube (Nielsen, 2017). Therefore, such a phenomenon inspires the current research to put effort into learning the effect of social media-based brand love and brand loyalty specifies for young customers. Kudeshia et al. (2016) posits the Fan page liking action is one of symbol of brand love, however, this research was neglecting if later activities on the branded Fan page can encourage

fans' engagement, in turn, nurture their love to brand, intention to patronage the page or re-purchase brand's product. To sum up, the major limitation of current brand love research is that those studies are not paying attention to the brand love and brand loyalty of young customers on brand Facebook Fan pages.

To address those limitations, this thesis aims to investigate more on the cause and effect relationship of self-expressive brand and brand love. Also, the role of brand love in building brand loyalty among young customers on the brand's Facebook Fan page will be discussed in this research. Especially, the research attempts to introduce the new concept - e-loyalty, which describes the intention to patronage the brands' Facebook Fan page and how it is influenced by brand love. Those doubts will be answered by those following research questions:

- How can brand self-expression and the engagement on the brand's Facebook fan page encourage brand love?
- How can brand love that cultivated on brand Facebook Fan page influence brand loyalty and e-loyalty intention?

1.5 Justification for the research

1.5.1. Theoretical Justification

The research aims to fill those gaps by conducting an online survey where customers' love and loyalty intention that is drawn on the brands' Facebook Fan page via their Facebook posts will be presented. By bridging the above discussed gaps, the research expects to contribute to the knowledge of brand love in the online context. Also, it is critical to understand how commitment and passion that customers express on the branded Facebook Fan page can in turn encourage customers' loyalty intention not only by repeat purchase behaviors, but also by their behavior to patronise the Fan page. Such research findings can reaffirm brand love as potential antecedent of brand loyalty.

1.5.2. Practical Justification

Facebook Fan page is a useful tool for business to keep in touch and build a long-term relationship with their customers. Facebook Fan pages do more than just connect and communicate; they also build a community where a brand can learn and understand their customers' insights, which can help to direct marketing plans to improve customers' experience and passion for the brand. Therefore, this research is useful for business in gaining a deeper understanding of the nature of brand love and brand loyalty in the online environment. Such knowledge is expecting to bring business ideas to come up with a concrete Fan page management plan that can better trigger customers' engagement, which in turn can cultivate their love and loyalty intention to the brand. Understandings regard the primary role of brand love in the brands' Fan page in maintaining brand loyalty can also help business to manage strong and durable relationships with their customers using their Fan page platform.

1.6 Methodology

This thesis follows the research methodology for brand love online context used by Algharabat (2017), Vernuccio et al. (2015) and Wallace et al. (2014). This methodology is quantitative, and an online survey will be conducted to collect data for this study. According to the report of Nielsen in 2016, New Zealand youngsters are interacting daily with organizations on social media, much more so than the rest of the population (Boyte, 2017). Therefore, the data collecting will be narrowed to students at AUT University who are using social media such as Facebook as a mean of their daily communication. The gathered data will be analysed using SPSS and Structural Equation Models (SEM).

1.7 Outline of the thesis

There are five chapters in this thesis, which includes: introduction, literature review, methodology, research findings and discussion and the conclusion.

Chapter 1: Introduction. This chapter presents an overview of customer-brand relationship in the online community and how it is vital for businesses to engage with their customers on the online community. Also, the reason why this topic is worthy to be focused on and how the research can fulfil the limitations of previous research.

Chapter 2: Literature Review. In this chapter, the concept of online community, customers' engagement and motives of the engagement will be discussed. Then the concept of brand love and brand loyalty as its outcome will be presented next. Finally, the hypotheses will be presented based on the cause-effect relationships of those factors.

Chapter 3: Methodology. In this chapter, the research methodology that applies to the study will be discussed. The research will outline a suitable methodology and approach for the study which is the quantitative methodology under online survey form. Then the process of how the survey and the questionnaire are developed will be explained. Next, how all the items are measured, and the data collection processes will be described. Finally, the data analysis process using Exploratory Factor Analysis and SEM analysis will be presented.

Chapter 4: Research Findings. This chapter will describe how data will be analysed with the presentation of the result. This analysis will include Exploratory Factor Analysis and Structural Equation Model.

Chapter 5: Discussion and Conclusion. This chapter will discuss the research findings in comparison with other studies on this topic. Also, the implications for business and practice will be discussed. Then, a summary will be present as a conclusion of this

thesis. Some limitations and future research suggestions will also be presented in this final chapter.

1.8 Term and keywords

Social Media: is explained as the Internet-based platform that enables the creation and exchange of users generated content (Kaplan & Haenlein, 2010).

Facebook Fan page: Facebook Fan page is a Facebook page that was customised for business clients. Facebook Fan page contains functions that help business to easily approach, connect and manage the engagement of the followers better.

Perceived self-congruity with brand refers to the degree to which customers perceive a brand's characteristics congruent to their self-congruity.

Consumers' engagements: refers to several actions such as like, share, comment on branded Fan page content.

Brand love: is defined as "the degree of passionate, emotional attachment a satisfied customer has for a particular trade name" (Carroll & Ahuvia, 2006, p. 81).

Brand loyalty: describes the loyal conation of customers when they keep purchasing for a particular product of a brand (Carroll & Ahuvia, 2006).

e-loyalty is explained as customers' intention to support online business by engaging with that business continuously (Anderson & Srinivasan, 2003). This concept is built based on the concept of store loyalty, which expresses the patronage of customers to the webpage or the store (Corstjens & Lal, 2000). Therefore, in this study, e-loyalty is the term to describe the patronage of customers to their love branded Fan page.

1.9 Conclusion

A Facebook Fan page is a helpful platform for firms to encourage young people to engage with brands. This can, in turn, cultivate brand love and brand loyalty of the customers. While some research of brand love and brand loyalty are investigated in the online context, such studies are not paying attention to young customers – the digital native. Additionally, current researches more likely to discuss the relationship of brand love and brand loyalty in the social media platforms generally, while neglecting the brand official page such as Facebook Fan page. Therefore, to bridge those gaps, this research aims to explore the influence of brand love on brand loyalty of the young customers on Facebook Fan page. The current study also investigates on the effect of customers' perception of self-congruity with brand and the engagement, which are encouraged by brand content, on customers' love to the brand. The study will be conducted by quantitative research and an online survey. Data will be analysed using SPSS and AMOS. The finding of this study is expected to contribute to the knowledge regard brand love and brand loyalty of young customers while introducing the new concept of e-loyalty which is neglected in online brand loyalty research. Understandings of online brand love and its antecedents and consequences suggest businesses come up with strategic Fan page management to entice and maintain durable brand-consumer relationships.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

In this chapter, relevant literatures of social media and the motivation of customers to participate in the social media community, the theories of brand love and brand loyalty will be discussed. Then, the chapter provides typical characteristics of young customers which make sense their choice of enjoying the brand's official page. From those discussions, hypotheses to address the research questions will be presented. The chapter will start with the presentation of social media context and the research background. Then, literature reviews on the online brand communities, the motivations for customers to engage with brands on those communities. The study then describes the nowadays young people and their habits of using social media platform. At the same time, their desires to connect and engage with brands on Facebook Fan page will also be discussed. In the following section, the theories of brand love and brand loyalty will be discussed. Then, the theoretical framework will be presented with the hypotheses to test the research questions.

2.2 Social media context

Internet and social media have changed the communication not only between people but also between brands and customers (Hajli, 2014; Lorenzo-Romero, Constantinides, & Alarcón-del-Amo, 2011). Communicating functions facilitated by social media channels empower customers to co-create and contribute to the brand's value (Hollebeek, Glynn, & Brodie, 2014). Building brand using social media has become an essential strategy for companies to approach and keep in touch with customers (Park & Kim, 2014). Social network sites (SNS) such as Facebook have become a promising platform for brands (Chen, Papazafeiropoulou, Chen, Duan, & Liu, 2014). According to statistics by Fortune, 74% of their 100 companies have Facebook Fan pages with 94% of those are

regularly updated (Park & Kim, 2014). More than 20 million people are connecting to Facebook brand Fan pages every day (Chen et al., 2014). Facebook Fan pages are more and more adopted by organisations, businesses, brands to integrate and interact with their customers (Dholakia, Bagozzi, & Pearo, 2004). Many big companies have utilised their Fan Pages to carry out marketing and advertising activities and interact with customers (Wang, 2011). For example, Coca-Cola, Red Bull and Nike pages have the top highest follower fan pages in 2018 with the number of fans on each page reach to more than 40 million (Statista, 2018).

Indeed, status seeking is one of the reasons for young customers to join a Facebook group (Hollenbeck & Kaikati, 2012; Park, Kee, & Valenzuela, 2009). Young customers perceive their world as a materialistic society (Kim & Jang, 2014). They are not only purchasing products and brands that associated with their status but also trying to utilise brand image to enhance self-identity by connecting with brands on its social media pages (Park et al., 2009). The overlap image of the brand and customers' can be an important ingredient of brand love, which brings many positive outcomes for the brand including brand loyalty (Carroll & Ahuvia, 2006). This social phenomenon suggests a need to investigate how brands can create and utilise brand love from young customers to raise customers' loyalty intention. This study focuses on brand love and brand loyalty in the branded Facebook Fan page which is receiving inadequate research attention to date. Such inputs in this research field are expecting to expand the marketers and researchers' knowledge in brand love on online context; at the same time inspire and encourage later online marketing research to invest in this field.

2.3 Research background

A brand community is explained as a non-geographically bounded community includes individuals who share the same sympathy to a particular brand (Muniz & O'Guinn,

2001). It is a customer-centric community in which its existence and meaningfulness are inherently linked to customers' experience (McAlexander, Schouten, & Koenig, 2002). A brand community is distinguished from a traditional community for its commercial nature and the shared interest and passion of its members for a brand (Albert, Merunka, & Valette-Florence, 2008). Also, a brand community can provide information and practices functions on the behalf of a company such as: giving assistance to customers, connecting customers with brand elements (Habibi, Laroche, & Richard, 2014).

As discussed by Muniz and O'Guinn (2001), a brand community is based on three core components: shared consciousness, rituals and traditions, and a sense of moral responsibility. Consciousness is about how members feel about one another or the feeling of belonging to the group (Muniz & O'Guinn, 2001) which associated with collective sense (Wirtz et al., 2013). Rituals and traditions perpetuate the shared culture, history and consciousness of a community and sharp certain behavioural values and norms that typically stress on shared consumption experiences of customers with the brand (Wirtz et al., 2013). Finally, sense of moral responsibility is the sense of responsibility of community's members to contribute to that community as a whole (Wirtz et al., 2013) which produce the collective behaviours (Muniz & O'Guinn, 2001).

An online brand community is thus, a different version of the brand community due to the fact that customers and brands adopt the Internet and social media in their communication. An online brand community is explained as an online place where individuals that share a mutual interest about brands gather together (Chen et al., 2014) to exchange knowledge or information, or just to express their passion for brands (McAlexander et al., 2002) regardless the bound of physical geography (Dessart, Veloutsou, & Morgan-Thomas, 2015). Although the online brand community also embeds three core components of the traditional brand community, there are some

different characteristics. The connecting advance of the Internet facilitates the first difference between the online and traditional brand community. Online brand community allow people from everywhere to connect with brands and others in a very lost cost, compare to the cost of location, hospitality service that a traditional brand community requires for a gathering (Wirtz et al., 2013).

Additionally, the online world allows people to stay anonymous; hence, there is less chance that customers' identity will be revealed to others (Wirtz et al., 2013). By participating in the community anonymously, customers can interact with others in plenty of interaction forms and levels and either formal or informal, less hierarchical ways. This will reduce the degree of consciousness and moral responsibility involved in the relationship between members (Wirtz et al., 2013).

The rise of the internet allowing permanent access to information for everyone, the spread of brand-related content happens automatically. For many years, consumers have been limited to receive information from companies about products just to allow them to decide whether to purchase or not. The internet and especially social media sites drive radical changes in marketing communication enabling two-way as well as many-to-many conversations between various authors (customers, competitors, employees, observers) (Muniz & Schau, 2011)

Unlike brand-centric mode by traditional brand community where customers passively consume the content by brand, online community facilitate customer-centric mode where all the participants can create the content; hence enabling two-way as well as many-to-many conversations between various authors (customers, competitors, employees, observers) (Muniz & Schau, 2011). This active creation of content shapes the character of the community and determines the influences of participants on each other (Bagozzi & Dholakia, 2002). Such empowerment encourages customers to make

the most of their role as a content creator in the community. Also, with the ease of accessibility, customers can raise their voice and share opinion on the credibility of any brand or brand's products and service (Veer 2011). This enhance their power in practicing WOM in the online community; thereby, enhancing brand commitment and brand loyalty.

However, those conveniences of online brand community facilitated by the Internet do not always provide the perfect community. As revealed by (Wirtz et al., 2013), some members may only stay in the group to enjoy free content without any contribution; while in a traditional community, members can have much more chance to talk, help and be involved to brand's activities. This can better build a strong brand community in comparison to using tricks as online mini-games, lucky draw, incentives to trigger interactions of online fans.

2.4 Online brand communities and social media

Social media is explained as a group of Internet-based applications that are built on the Internet. The platform enables the creation and exchange of user-generated content (UGC) (Kaplan & Haenlein, 2010). Social media includes many types of platforms like creativities or self-created works sharing sites such as YouTube; social networking sites (SNS) such as Facebook, Twitter, blogs, forums, customer product or service booking and voting websites such as Agoda, Trivago (Mangold & Faulds, 2009). Of those, SNS is a notable application that attracts a vast number of using intention. SNS provides a virtual private space where users can create their profile, updates information in several formats including images, video clips, text making friends and sending messages under their control (Kaplan & Haenlein, 2010). The platform offers its users innovative ways to do networking on the Internet by creating and maintaining social connection, building relationships, exchanging information, generating pieces of content and catching social

trend through the Internet (Hajli, 2014; Lorenzo-Romero et al., 2011; Mangold & Faulds, 2009). Also, SNS encourages users who share the same interests to gather as a community (Dessart et al., 2015). Members of those online communities can share, exchange their views or support others' queries or needs (Dessart et al., 2015). This phenomenon suggests an opportunity for business to approach customers, get to understand and bond with them (Dessart et al., 2015). A study by (Dessart et al., 2015) has revealed different views of social media users on current social media platforms: Facebook allows self-presentation, Twitter provides users personal branding instrument, LinkedIn helps to portray professional profiles in workforce environment (Dessart et al., 2015).

The worldwide popularity of Facebook has attracted business' attention and inspired a wide range of marketing activities aimed at connecting with the users. Facebook allows business users to create their page on the platform called a Facebook Fan page (Kudeshia et al., 2016). Branded fan pages on Facebook are considered as a special type of online brand community, which gives marketing content on behalf of a brand, such as sharing information, culture, and stories of the brand (Azar, Machado, Vacas-de-Carvalho, & Mendes, 2016). Facebook Fan pages facilitate the communication for all users in many forms including physical, visual and acoustic contact (Kaplan & Haenlein, 2010). On the Fan page, firms can deliver interesting content including campaigns, brand's messages, product information and promotional activities (Borle, Dholakia, Singh, & Durham, 2013) to entice customers' attention. Those communities help brands to interact with customers and learn customers' insight from their behaviours, reactions and feedbacks (Kudeshia et al., 2016) towards any piece of brands, products related contents that are posted. Also, by engaging with customers branded fan pages can be humanized in customers' perception, and it becomes easier to

make friend with them in a close circle of relationship (Su, Mariadoss, & Reynolds, 2015). Such a personal level of communication is believed to be more favourable to customers and offer strong enhancement of customer-brand relationship (Su et al., 2015). For example, it could be difficult for a global brand to connect with their customers from different places. However, by building an online brand community, Nike has successfully connected their fans from around the world. This community focus on the lifestyle of customers and the content is created by the members themselves by sharing and interacting on the social media channels. Nike community motivates members to actively connect with each other, which further leads to strengthening the connection between the brand and its fans. The platform encourages members to post photos of their workout on different social media sites by offering templates and animating hashtags. In that way, every member can share their goals, struggles and achievements with either friends or strangers; thus, contribute vivid brand-related content on social media. Additionally, brand community members can spread information about Nike and its products and act as brand ambassadors. Particularly on the brand Fan page, Nikes' brand community members transfer their experiences in form of individual images under designed hashtags. Thereby, they express their commitment to not only the brand but also the brand community. Such strong commitment of Nike members in the brand community is the antecedents of their love and loyal to the brand.

2.5 Consumers-brand engagement on social media-based brand's community

Since the development of the social media-based community, engagement is thus an expanding term that attracts many research attentions. Its definitions have been proposed and argued by many scholars in the field (Brodie, Ilic, Juric, & Hollebeek, 2013; Heinonen, 2011; Sashi, 2012). Consumers' engagement is defined as "the level of

an individual's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions" (Hollebeek, 2011, p. 790). Consumers' engagement embodies their experiences about the brand and all the brands' involvements (Brodie et al., 2013). The term relates to the involvement of customers and an organisation's content created on social media which is related to the brand name, the company's products or services (Parent, Plangger, & Bal, 2011). The term engagement is not only expressed by customer-to-brand reactions but also customer-to-customer connections and communication (Gummerus, Liljander, Weman, & Pihlström, 2012), suggests the importance of co-created value via multi-way communication between brands and its stakeholders (Hollebeek, 2011). According to Dholakia et al. (2004), there are five motives that encourage customers' engagement with a brand: information motive, social influence motive, personal identity motive, entertainment motive and reward.

Information seeking seems to be one of important motive for customers to engage with a brand. Consumers can benefit from the sharing function of social media-based community where they can either share or receive knowledge and experience from other users (Dholakia et al., 2004; Madupu & Cooley, 2010). Consumers are free to share and debate all the information about brands include their experience using brand's products or services, suggestions or recommendation, answer or explain others' inquiries relate to brand as well as contribute to the enhancement of brand's value (Heinonen, 2011). By posting questions and reading other members' posts, customers can also learn about the brand and the consumption aspects of the brand (Madupu & Cooley, 2010). Such information shared on the SNS community can be a useful source of information in customers' purchase decision-making process (Muntinga, Moorman, & Smit, 2011).

Besides, customers also reap social benefits when engaging with a brand online. Social benefits are offered via platform's function of connecting individuals to their favorite brand and also to other customers who shared the same sympathy to that brand (Dessart et al., 2015; Gummerus et al., 2012; Heinonen, 2011; Jahn & Kunz, 2012; Muntinga et al., 2011). In SNS-based brand community, individuals can access to know who and how many of their friends are current members of a community (Coulter & Roggeveen, 2012). In most of the case, they would join this brand community as well to fulfill their desire of complying with their peers (Girona & Korgaonkar, 2014; Muntinga et al., 2011; Sofia Martins & Patrício, 2013), so that they can feel belong to a social group (Coulter & Roggeveen, 2012). Usually, in this case, they will try to contribute as much information such as recommendations, product-related or brand-related information to be recognised and accepted by other members; hence earn good impression from the social (Akrimi & Khemakhem, 2012). This motivates them to contribute more brand-related information and recommendations to be more recognised for their helpfulness, be accepted and needed in that community (Gummerus et al., 2012).

Self-expression is one of individual desire when joining any SNS platform. Similarly, consumers join brands communities to identify themselves with brands so that their social needs of being identified as a one with appropriate self-identity are met (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). Customers search for the symbols or signs in the communities which help them decipher who they want to be and how they want to be identified by other members in the community (Laroche et al., 2012). On online community, self-identity is expressed through customers' descriptions of themselves, and how they connect with other members in the community (Schau and Gilly, 2003). As argued by Hollenbeck and Kaikati (2012), any social signaling such as hitting like, share, comment or posts that customers contribute to the online community

content is represent their self-image which they want to be identified by others with in the network.

The most common entertainment activities listed are playing games, listening to music, and viewing videos (Sofia Martins & Patrício, 2013) which are functions of SNS platform that attract individual to participate in the community (De Vries, Gensler, & Leeflang, 2012; Rohm, Kaltcheva, & Milne, 2013). Customers would wish to become members of any community that is exciting and appealing to them (Coulter & Roggeveen, 2012). Some users also enthuse to contribute fun by talking about the brand and upload brand related pictures (Muntinga et al., 2011).

Reward is another motivation for customers to join SNS-based brand community. Those rewards can be promotional deals, discounts, gifts that customers can receive for their contribution to the brand's activities on their page. Such benefits are the key driver of fans' engagement on brand Fan pages (Gummerus et al., 2012).

Brand use SNS page to keep in touch and communicate with customers via their posts under many forms such as text, video, picture, polls. Hence, customers can engage with the brand by reading those contents, giving reactions, comments or spread out the contents by share function of the SNS platforms (Tsai & Men, 2013). Even the simple gesture as hitting 'like' button on an SNS page can also be interpreted as a form of engagement (Wallace et al., 2014). Those engagements mean customers' responses to brands' contents from which, the company can gain customers' insights about the brand. Such engagement represents customers' cognitive and affective commitment to an active relationship with the brand in the online setting (Mollen & Wilson, 2010). On Facebook, the number of likes, shares, or comments on branded Fan pages represent customers' engagement to brand (Chauhan & Pillai, 2013; Hoffman & Fodor, 2010).

Additionally, customers can give feedbacks, reviews and add their ideas, which are recognized as forms of engagement, to contribute to businesses and brands (Hajli, 2014; Sashi, 2012)

2.6 Young customers and their characteristics

This study mainly focusses on young customers that belong to the Millennial cohort group. The Millennials or Generation Y is the term to describe young people who were born from around 80s to 2000s and reaching their adulthood in the current years. This generation is the children of the Baby Boomer (McCorkindale, DiStaso, & Sisco, 2013) and follows the generation X. The age of this cohort group is discussed differently in many works of literature; however, this research defines this generation are young people who were born from 1980 to 2000 (Gurău, 2012; Lissitsa & Kol, 2016). In other words, this study focuses on young customers aged from 18 to 30 who are now university students and workforce members.

This young generation is well educated (Wolburg & Pokrywczynski, 2001), optimistic and confident (Lazarevic, 2012). The typical characteristic of this generation is digital-driven. This generation grew up during the boom of the Internet and social media. Such exposure makes them a technologically sophisticated generation (Crampton & Hodge, 2009). Those young people embrace most daily activities from the Internet and social media such as social interactions, friendship, and hobbies (Lissitsa & Kol, 2016) and find no other way of life without Internet (Palfrey & Gasser, 2011). This cohort is recognised as the leading user group of the most popular social media platforms (Nielsen Report, 2017). On average, a young person spends 1,062 minutes to access both apps and webs via their mobile (Nielsen Report, 2017). Specifically, in 2017, worldwide youth at college ages spend approximately 223 minutes per day surfing

Internet sites on their mobile devices, showing an increase in comparison to 188 minutes a day in 2016 (Statista, 2018).

Young people are used to a wide range of social media platforms such as YouTube, Facebook, Twitter, Instagram or media channel such as blogs, forum (Nielsen, 2017). Those digital systems are places where people can openly express their interests and feelings (Hershat & Epstein, 2010). Indeed, interacting with others is the main reason for them to join social media (Palfrey & Gasser, 2011) since they have a very strong desire to stay connected (Rawlins, Simeon, Ramdath, & Chadee, 2008). Not just to keep in touch with peers, those digital natives also master the use of social media for information seeking, entertainment and leisure (Park et al., 2009) and making sense of the community (Peter & Valkenburg, 2006).

Young customers visualise their world as a materialistic society (Kim & Jang, 2014) where all the judges for themselves from surrounding people are so much important (Bolton et al., 2013). This explains their obsession with building good self-image (Bolton et al., 2013) and the way others perceive them (Bolton et al., 2013; Markow, 2005; Parment, 2013). Such perception plays a key role in their consumption decision making since only products that in line with their self-image and personality are purchased by young customers (Caplan, 2005).

2.7 The relationship between young customers and brand on social media and Facebook Fan page

Rather than just common purposes as discussed earlier, status-seeking is also a big motivation for young people when joining the online community. Young people strongly desire to build up their self-image in the online world due to their Internet-immersed daily life (Liu, Wang, Chiu, & Chen, 2018). This notion was confirmed by the research of Park et al. (2009) which has found that self-status seeking is among the

reason young customers participate in the Facebook community (Park et al., 2009). Focus group interview in the study by Vorvoreanu (2009) also revealed that young customers desire to become fans of an organisation that can be best to contribute to their self-image. They also believe that being members of the Facebook community that can help others to visualise their personality and lifestyle is the best way to show-off themselves to the public. Those conclusions suggest that young customers use brands to communicate their self-concept (Nowak, Thach, & Olsen, 2006) and willing to create a strong bond with brands that are right for them. Young customers-brand relationship has been investigated by many scholars recently (Balakrishnan, Dahnil, & Yi, 2014; Hwang & Kandampully, 2012; Liu et al., 2018; Nowak et al., 2006) however, very few research has paid attention to that relationship on online context, especially on the brand's official Fan page. Current researches that focus on young customer-brand relationships on social media have been summarised in table 2.1. Algharabat (2017) has pointed out customers' motives to connect with a brand on Facebook Fan page including the desire to connect with other customers' and benefit from their reviews, seeking information about brand and products, ask brand or product-related questions; or even to express their self-identity (Algharabat, 2017). This phenomenon has been suggested as the chance for brands to connect and build a strong relationship with young customers including nurturing brand love and brand loyalty.

Table 2.1 Current studies investigate the relationship between young customers and brand

Author	Method	Source of research sample	Area of field work	Independent Variables	Dependent Variable	Findings
Balakrishnan, Dahnil, & Yi, 2014	Online survey	University students in Malaysia	company official sites and social media channels	e- Word-of-mouth Online Communities Online Advertisement	Brand loyalty Purchase Intention	e-Word-of-mouth, online community and online advertisement on social media channels have a positive influence on young customers' purchase intention and brand loyalty
Liu et al., 2018	Pilot study	Taiwan young guests of the JJ-W Hotel	Hospitality and Tourism	Brand Reputation Customers' perception of novelty and hedonism	Brand love Brand loyalty and Word-of-mouth	Young customers' perception of hedonism, novelty and the reputation of a brand can cultivate their love to that brand. Strong brand love encourages the customers to revisit the hotel and giving positive word-of-mouth for the loved brand.
Nowak et al., 2006	Survey	Young customers aged from 18 to 26 who visited wine tasting room	Wine industry	Positive emotion and tasting experiences gained products and service	Brand loyalty Patronage the wine tasting room	Positive emotions and experience associated with wine tasting service have a positive relationship with young customers' patronage and loyalty intention.
Hwang & Kandampully, 2012	Online survey	College students	Luxury brands	Self-concept	Brand love and emotional attachment, Brand loyalty	Self-concept connection enhances customers' brand love and emotional attachment. Emotional attachment has the most significant influence on brand loyalty, with self-concept connection and brand love come after.

2.8 Brand love

Love is a familiar concept in our daily life that is usually used to express person-to-person emotion. In 1988, Shimp and Madden were pioneers in presenting object love (including brand love) in customer research. Since then, the concept of brand love has been widely accepted in both practical and academic marketing. This theory has enticed many research interests of scholars (Albert & Merunka, 2013; Batra et al., 2012; Carroll & Ahuvia, 2006).

Brand love was initially explained as the high degree of preferences and commitment that customers give to products, brands, and stores (Shimp & Madden, 1988). By adopting the love theory by Sternberg's (1986), Shimp and Madden, (1988) also strongly emphasised the analogy between brand love and interpersonal love in nature. Fundamental dimensions for brand love has been constructed including intimacy (connectedness and closeness); passion (physical attraction, and sexual consummation) and commitment (the decision to love in short-term and intention to maintain the love in the long-term) (Sternberg, 1986). Based on those dimensions, different types of brand love have been constructed from lowest (nonlove) to the highest emotional level (complete love). Lately, this notion about the analogy between interpersonal love and brand love was acknowledged by many researchers (Albert, Merunka, & Valette-Florence, 2009; Whang, Allen, Sahoury, & Zhang, 2004). In 2006, Carroll and Ahuvia (2006) carried out a study about brand love and explained it as "degree of passionate, emotional attachment a satisfied customer has for a particular trade name" (p.81). This definition then received support in later research works as Albert et al. (2008), Bergkvist and Bech-Larsen (2010), Albert and Merunka (2013), Ismail and Spinelli (2012), Roy, Eshghi, and Sarkar (2013). Batra et al. (2012, p. 2) also defined brand love as "a higher-order construct including multiple cognitions, emotions, and behaviours, which customers organize into a mental prototype" and this emotion reaches to high

degree satisfaction, passion and attachment and the resulted relationship is perceived as deep, enduring and irreplaceable (Albert & Merunka, 2013).

Research on brand love by Carroll and Ahuvia (2006) posits that there are some fundamental similarities between interpersonal love and brand love in customer contexts. This notion has become a controversial topic that attracted a lot of arguments which both agree (Thomson, MacInnis, & Park, 2005; Whang et al., 2004) and disagree (Batra et al., 2012; Langner, Schmidt, & Fischer, 2015). Later scholars have shown the differences between brand love and interpersonal love. In interpersonal love, customers only consider what they have received or what a brand gave to them rather than what they could do for that brand (Batra et al., 2012). When customers give love a brand, they note that the brand cannot give expected caring behaviours back to them (Batra et al., 2012). This kind of love is considered as unidirectional, and no way to be similar to bi-directional interaction in interpersonal love (Whang et al., 2004). Therefore, it is inappropriate to apply the same conceptualisation to those two states of love (Batra et al., 2012; Langner et al., 2015). Notably, the emotion to the brand is not always come along at high level (Huber, Meyer, & Schmid, 2015) but concludes two poles with a wide range of intensity level from low to high (Carroll & Ahuvia, 2006). At the lowest level, customers do not love the brand at all (Huber et al., 2015) or even hate the brand (Carroll & Ahuvia, 2006). Conversely, at a high level, customers' satisfaction reaches the highest rank, and they are willing to declare the love to brand (Carroll & Ahuvia, 2006). Besides, brand love was more to conceptually distinct construct rather than an intense form of emotional liking response (Carroll & Ahuvia, 2006) or the love emotion (Batra et al., 2012). When customers are just simply like a brand, they usually use positive emotional terms when talking about their brand as "I like wearing Nike (Langner et al., 2015), meanwhile, far more emotional words would be used to describe the brand if customers really love it, such as "I love it because it is super!" (talking

about Esprit product) (Langner et al., 2015). Indeed, a study by Langner, Bruns, Fischer, and Rossiter (2016) has revealed that the “like” emotion is the initial feeling that nurtures love in customers’ mind to a brand.

Batra et al. (2012) also point out the limitation of recent literature which is paying no attention to distinguish the love relationship to the love emotion. Love emotion is a single feeling that is barely equivalent to the affection that happens in the short time (Batra et al., 2012) while the love relationship expresses a long-term and enduring love that involves in ranges of cognitive, affection and behavioural experience (Batra et al., 2012). Love relationship lasts longer than love emotion and constituted by different psychological and behavioural experiences (Batra et al., 2012)

Although different descriptions of brand love have been posited over last decades, those definitions all include states to express the emotion such as “passion”, “attachment” “positive emotion” that customers give to a brand and their “willingness to declare” those emotions. When describing the love to a brand, the perseverance state of emotion such as happiness when thinking about the brand, anxiety about possibly losing the loved brand are more likely to be discussed rather than episodic emotion (Batra et al., 2012). This constructs a long-term and persistent relationship between brand and customers (Batra et al., 2012).

2.9 Dimensions of brand love

Several brand love dimensions have been suggested by scholars in the field. Dimensions for brand love has been originally constructed including intimacy (connectedness and closeness); passion (physical attraction, and sexual consummation) and commitment (the decision to love in short-term and intention to maintain the love in the long-term) (Sternberg, 1986). Since then, the growing of complex and multidimensions of brand love concept; however, may fail to scope in current unidimensional measurement built

from the beginning. Fournier (1998), has added three more dimensions as self-connection (the facet to which brand express customers' selves), inter-dependence (how frequent customers interact with a brand) and brand-partner quality (how customers evaluate brand as a partner role) which constructed a better intensive structure of brand love measurement. Those dimensions play a fundamental basic role for Carroll and Ahuvia (2006) explained brand love with the following dimensions as passion, attachment, positive evaluation, positive emotions in response to the brand, and declarations of love for the brand to develop the scale of brand love. Meantime, Albert et al. (2008) developed another dimension structure with ten items including passion, duration of the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust and declaration of love. Those dimensions have covered all criteria to evaluation customers' love to brands in both hedonic and utilitarian product categories. Later development by Albert et al. (2009) divided the dimensions into two orders include idealization (importance of the brand-customer relationship), intimacy (closeness in customer-brand relationship), pleasure (pleasure to use the brand), dream (desire to possess the brand), memories (how brand provoke customers' memories), unicity (how unique the brand is) and passion and affection. Batra et al. (2012) finally constituted seven dimensions to scale customer's brand love: perceived functional quality (compliments about the quality of products by brand); Passionate desire and a sense of natural fit. (perception of the extent brand image over-lap customers' self-identities); positive affect (customers' experience with a brand is described with positive emotional terms); Strongly held values and existential meaning (brand meaning connected to personal values of customers); satisfaction; attitude strength; and loyalty. This measurement is highly appropriated since it considers the intensity of different brand love aspects and at the same time, allow researchers to distinguish various forms

of brand love (Ahuvia, Batra, & Bagozzi, 2014). Summary of brand love definitions and dimensions are shown in table 2.2.

Table 2.2 Dimension of brand love

Authors	Definitions	Dimensions
Shimp and Madden, 1986	“high degree of preferences and commitment that customers give to products, brands, and stores” (Shimp & Madden, 1988)	Intimacy Passion Commitment
Carroll and Ahuvia (2006)	“degree of passionate emotional attachment a satisfied customer has for a particular trade name” (Carroll and Ahuvia, 2006)	Passion Attachment Positive evaluation Positive emotions Declarations of love.
Albert et al., 2009	Adopt the definition proposed by (Carroll and Ahuvia, 2006)	First-order: idealisation, intimacy, pleasure, dream, memories, unicity Second-order: passion, affection.
Batra et al., 2012	"a higher-order construct including multiple cognitions, emotions, and behaviours, which customers organise into a mental prototype" (Batra et al., 2012)	Perceived functional quality, Passionate desire and sense of natural fit, Emotional bonding and anticipated heartbreak, Strongly held values and existential meaning, Length of brand experience, Frequent thought and use, Willingness to invest.

2.10 Antecedents of Brand Love

Brand love has been argued to be constituted by both experiences based and non-experience based antecedents including customers’ brand-based experience, individual trait and belief and non-experience based factors (Roy et al., 2013). However, self-

expressive seems to be the most notable antecedent that leads to brand love of young customers. As discussed earlier, young people are utilizing brands to build up their self-image (Liu et al., 2018). Therefore, only brands are in line with their self-concept can be adopted on the social media environment (Algharabat, 2017). Customers' self-expressive brand refers to the degree to which customers perceive their self-concept fit to the brand's image (Roy et al., 2013; Sallam, 2014). Customers' self-concept relates to both inner-self (customers' self-identity) and social-self (sense of surroundings and the feel of belonging to group/community) (Carroll & Ahuvia, 2006; Vernuccio et al., 2015; Wallace et al., 2014). Customers would find easier to fall in love with a brand that not only greatly shapes their self-identity (Carroll & Ahuvia, 2006; Ismail & Spinelli, 2012) but also is congruent to their social concept (Roy et al., 2013). The higher degree of fit, the stronger love customers would have for a brand (Unal & Aydın, 2013). Customers' social self-desire can be satisfied when they have the belonging feeling to a social group (Vernuccio et al., 2015). And that desire encourages them to love the brand that they believe members of their reference would also love it (Karjaluoto, Munnukka, & Kiuru, 2016).

Young people are highly hedonistic (Babin, Darden, & Griffin, 1994). Therefore, entertainment and relaxed content on Facebook are more likely to attract their attention, including the brand content that can bring them hedonistic experience. Such exposure can, in turn, cultivate the feeling of love to that brand (Batra et al., 2012; Carroll & Ahuvia, 2006). Experience derived from the customer-brand relationship is usually involved with excitement and emotional connection (Albert & Merunka, 2013). In a social media-based environment, reactions such as "like" and "share" on a Facebook Fan page are argued to be a symbol of brand affection (Kudeshia et al., 2016). Such positive reactions such as "like" and "share" actions are argued as a declaration of love and customers' idea of self-expression (Belk, 2013; Vernuccio et al., 2015; Wallace et

al., 2014). Also, by clicking “like” a brand fan page, customers are declaring their love for that brand and its community (Kudeshia et al., 2016; Wallace, Buil, & De Chernatony, 2012). Adopting these notions, this study assumes that the reactions such as giving reactions (like, love), shares and comments are considered as the form of brand love expression in brand official Facebook Fan page (Kudeshia et al., 2016; Vernuccio et al., 2015; Wallace et al., 2012).

2.11 Brand loyalty

Brand scholars have indicated a strong positive relationship between brand love and affective commitment (Albert & Merunka, 2013; Batra et al., 2012; Garg, Mukherjee, Biswas, & Kataria, 2015). Such commitment refers to the emotional involvement, and the feel of trust, loyalty to a brand that triggers the desire of continuous relationship with their loved brand (Albert & Merunka, 2013; Batra et al., 2012; Garg et al., 2015). Brand loyalty is explained as the loyal conation of customers when they keep repurchasing for a certain brand’s product (Carroll & Ahuvia, 2006). It is argued as the foreseeable outcome of brand love (Albert & Merunka, 2013; Batra et al., 2012; Carroll & Ahuvia, 2006; Roy et al., 2013). Also, brand loyalty can be anticipated by brand marketing activities on their Fan page.

The concept of brand loyalty can be further explained with two conceptualised dimensions: attitudinal loyalty and behavioural loyalty (Hwang & Kandampully, 2012) rather than just the repurchase intention that is discussed in many pieces of literature. Attitude-based loyalty refers to customers’ intention to established high degree of commitment with the brand they love (Chaudhuri & Holbrook, 2001) while behavior-based loyalty refers to customers’ actions that expresses their loyal intention such as repeat purchasing a brand all over again (Chaudhuri & Holbrook, 2001), without considering available alternatives (Sarkar, Ponnamp, & Murthy, 2012) or even with the

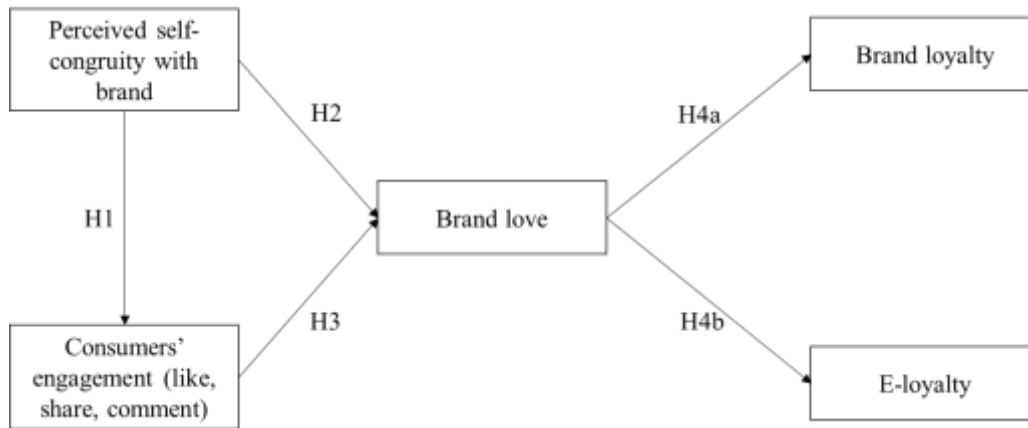
premium price (Albert & Merunka, 2013; Batra et al., 2012; Garg et al., 2015). Attitudinal loyalty intention is an immediate emotional response of brand lovers (Hwang & Kandampully, 2012). Such a strong commitment to the beloved brand can convince their tolerance to brands' practice of premium price without any consideration (Batra et al., 2012; Garg et al., 2015). Thus, it is concluded that behavioural loyalty results in greater market share due to the high degree of purchasing frequency while attitudinal loyalty maintains sales at the premium (Chaudhuri & Holbrook, 2001). Also, the previous study has worked on the relationship between of attitude and behaviour loyalty and confidently confirm the positive effect of attitudinal loyalty on behavioural loyalty (Bandyopadhyay & Martell, 2007), the commitment to a brand might hardly predict repurchase intention since this behaviour more depends on customers' financial state and their affordability. Research by Foscht, Schloffer, Maloles III, and Chia (2009) has revealed that brand loyalty to young customers merely is expressed by the repeat purchase behaviours. Therefore, only behavioural loyalty is focused on this study.

However, since this study is trying to comprehend young customers brand loyalty on online context, behavioural loyalty does not limit at repeating purchase behaviour, but the patronage to brand Fan page or e-loyalty. E-loyalty is explained as customer's supportive attitude towards online business, resulting in continuous engagement with that business (Anderson & Srinivasan, 2003). The concept of e-loyalty is built beyond the concept of store loyalty, which expresses the patronage of customers to the webpage or the store (Corstjens & Lal, 2000). Store patronage is argued as a positive result of brands and in-store experience (Oliver Richard, 1997). In the online setting, fans of brand fan pages tend to be committed and loyal to that company; hence, more open to giving continuous engagement to the brand on its Fan page (Bagozzi & Dholakia, 2006). Therefore, in this study, Fan page patronage including the willingness to

continuously engage with brand content is argued as e-loyalty behaviour (Chen et al., 2014) of brand lovers.

2.12 Theoretical framework and Hypothesis

Figure 2.1 Theoretical framework



2.12.1 The relationship between customers' perception of self-congruity with brand and customers' engagement

Customers' engagement with a brand expresses their cognitive and affective commitment to an active relationship with the brand in the online setting (Mollen & Wilson, 2010). On Facebook, the number of likes, shares, or comments on a branded Fan page represent customers' engagement to brand (Chauhan & Pillai, 2013; Hoffman & Fodor, 2010). The button "like" is argued to express insight of customers' engagement (Hoffman & Fodor, 2010). However, the reaction "like" is influenced by fans' perception of self-congruence to brands' content and performance on their Fan pages (Wallace et al., 2014). As argued by Jensen Schau and Gilly (2003), personal web-based content is a presentation of an individual who inputs on that piece of content. Therefore, in this research, brand's fan page content is argued as an expression of brand's characteristics, and such content plays a vital role in stimulating customers' perception of self-congruence (Wallace et al., 2014). The higher degree of congruence between brand's characteristics and customers self-expression that customers perceive

while joining brand's Fan page, the more chance they engage positively to brand's Fan page activities (Jahn & Kunz, 2012). Hence it is hypothesised as:

H1: Consumers' perception of self-congruity with brand positively influences their positive engagement on that brand's Fan page, include like, share and comment on every piece of content.

2.12.2 The relationship between customers' perception of self-congruity with brand and brand love

Consumers are more likely to like a brand that helps to define themselves (Malär, Krohmer, Hoyer, & Nyffenegger, 2011). By going along with those brands, customers are trying to integrate the brands' characteristics into their personality (Becerra & Badrinarayanan, 2013). Hence, customers treat brands as a mean of their self-expression (Hollenbeck & Kaikati, 2012). Consumers' self-expressive is explained as the extent that customers perceive brands' image overlap their self-image (Roy et al., 2013; Sallam, 2014). Customer's perception of self-concept relates to both inner-self (customers' self-identity) and social-self (sense of surroundings and the feel of belonging to a group or community) (Carroll & Ahuvia, 2006; Vernuccio et al., 2015; Wallace et al., 2014). The social-self perception satisfies customers' by giving them a feeling of belonging to a social group (Vernuccio et al., 2015). And that desire encourages them to participate in the community of the brand that they believe members of their reference would also love it (Karjaluoto et al., 2016). Customers' inner-self will be expressed by the term customers' perception of self-congruity with brand. In this study, only customers' perception of self-congruity with brand will be discussed further to examine the influence of the brands' Facebook content on their Fan page on customers' perception of self-congruity with brand, in turn, drive their love to that brand. Consumers would find easier to fall in love with a brand that not only greatly

shapes their self-identity (Carroll & Ahuvia, 2006; Ismail & Spinelli, 2012) but also congruent to their social concept (Roy et al., 2013). The overlap between brand characteristics and customers' self-identity provokes greater love of customers to brand. The higher degree of one's perceived self-congruity with brand to brand Fan page content characteristics; the stronger love customers would have for a brand (Unal & Aydın, 2013).

H2: Congruence between customers' perception of self-congruity with brand and content on brand Facebook Fan page positively influence on customers' love to that brand.

2.12.3 Consumers' engagement and brand love

Consumers may love a brand due to "self-image motives and self-esteem motives" (Albert et al., 2008, p. 73). As stated by Carroll and Ahuvia (2006), self-expressive brands had a positive effect on brand love. Also, in a study of young people, Hwang and Kandampully (2012) found that self-concept connection increases brand love. When customers are impressed by a brand, they can hit "like" that brand's Facebook Fan page to follow the brand's stories. That "like" action, discussed earlier, is argued as a declaration of love and customers' idea of self-expression (Vernuccio et al., 2015; Wallace et al., 2012). In a social media-based environment, reactions such as "like" and "share" on a Facebook Fan page are argued to be a symbol of brand affection (Kudeshia et al., 2016). Also, by clicking "like" a brand fan page, customers are declaring their love for that brand and its community (Kudeshia et al., 2016; Wallace et al., 2012).

H3: Consumers' like, share and comment reactions on a brand Fan page content positively influence their love to that brand

2.12.4 Brand love and brand loyalty

Brand love can enhance both brand loyalty intention (Albert & Merunka, 2013). Brand loyalty is the motivation for customers to purchase their loved brand products at a premium price (Albert & Merunka, 2013; Batra et al., 2012; Garg et al., 2015). Also, the enhancement of brand loyalty is expressed by repurchasing practice of customers (Albert & Merunka, 2013; Batra et al., 2012; Carroll & Ahuvia, 2006). Also, when staying loyal to a brand, customers are more likely refuse to purchase for other alternatives (Sarkar et al., 2012), even in out-of-stock case happens to their beloved brand (Carroll & Ahuvia, 2006).

As explained by Fournier (1998), if a customer responds favourably toward a company's related content through social media, then a relationship will begin to develop between the customers and that brand and, consequently, the strong customer-brand relationship in social media will lead to brand loyalty (Wallace et al., 2012). Indeed, brand love also encourages the patronage of customers to brand fan pages (Chen et al., 2014).

H4: Brand love has a positive influence on brand loyalty including the intention to repurchase products (H4a) and patronage the brand's Fan page (H4b)

2.13 Conclusion

Brand love is explained as the affection that one might give to a particular trade name. Such love can nurture a better brand-customers relationship by enhancing customers' loyalty intention. Nowadays, brands can easily to connect and entice customers' love utilising the advance of the Internet and social media networks, especially to connect with young people – the digital natives. Young customers join a brand community for many reasons, however, staying connected, defining self-concept to others and reaping benefit from brand and product related information is the main reason for them to

become members on a brand Facebook Fan page. Young customers are not solely bonding with brand for their information and reward benefits, but also to communicate their self-concept. Those congruences between brand Fan page to young people's perception of self-congruity with brand can encourage their willingness to engage with brand on the Fan page. Such engagement forms are augured to be the symbol of brand love. By putting all those notions together, this current study aims to explore four phenomena on the Facebook Fan page. The first one is the influence of young customers' perception of self-congruity with brand on their willingness to engage with brand. The next are the influence of young customers' perception of self-congruity with brand and their engagement on their love to a brand and finally, the influence of brand love to brand loyalty intention as well as e-loyalty intention. Those research intentions are presented in four hypotheses which are going to be tested in the next section.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

This chapter discusses the methodology of the study. First, in the justification for methodology, the explanation for the adoption of the positivism and deductive approach will be given. Then the quantitative research method will be presented, followed by the process of how the survey will be developed, its design and structure, followed by the source of scale of measured variables. Next, the process of participant recruitment will be presented. Finally, a summary of the statistical measurements of Factor Analysis and Structural Equation Model (SEM) will close this chapter.

3.2 Justification for methodology

Philosophy of Science refers to the system of belief and assumption about knowledge development (Saunders, Lewis, & Thornhill, 2016). In business and management studies, there are five research philosophies: positivism, critical realism, interpretivism, postmodernism, and pragmatism (Saunders et al., 2016). Positivism research philosophy has its ontology that there is only one reality which can be observed and measured (Saunders et al., 2016). Hence, it is based on the facts that are observable and measurable by researchers as a basement to develop knowledge (Saunders et al., 2016). The positivist approach usually explains the observed phenomenon by investing the cause-effect relationships in the collected data (Saunders et al., 2016). This scientific philosophy is more likely to emphasise the value of observed and measured facts that are derived from the data than the value interpreted from that data set. Importantly, positivism researchers always keep themselves detached with a neutral objective stance to the research. This study adopts positivism as the core philosophy to study the relationship between, brand love on the branded Facebook Fan page and brand loyalty. The reason for this selection is that positivism

philosophy is usually employed in quantitative method with a large sample size which is perfectly matched the case of this research. Also, this scientific philosophy can perfectly connect the qualitative method and the deductive research approach (Bryman & Bell, 2011). Such compatibility is the most crucial factor in the selection of positivism in this study.

There are three approaches in scientific research: inductive approach, deductive approach and abductive approach. The inductive approach begins with the observations and comes up with findings then finally, derive the theory (Bryman & Bell, 2011). Contrastingly, the deductive approach begins with a theory, followed by observations and findings are finally derived (Bryman & Bell, 2011). The combination of those two approaches makes up the abductive approach. This approach concentrates on seeking explanations for a phenomenon from the collected data. Such results then become the foundation for modification of an existing theory or the creation of a new one; which will be examined by another data collection process (Saunders et al., 2016). In this study, the deductive approach will be adopted.

Deductive approach is well-suit to researches that employ positivism philosophy. Such compatibility, as discussed earlier, is the decisive factor for the adoption of the deductive approach. This approach is launched with existing theories that were found in other literature reviews, then researchers' viewpoint will be presented by hypotheses stemmed from those theories, subsequently it is tested follow the testing strategy suggested by researcher and end with either verification or falsification of theory under current research circumstance (Saunders et al., 2016). Such approaches match with the current study since it begins with the theory of brand love and brand loyalty on social media pages which have discussed in many previous works of literature and researches, then the hypotheses are made based on those theories and

then tested with new data collected to see whether it can confirm or reject the theories. Finally, data analysis in deductive approach relies on computer software; hence it reduces workload for researchers while still can come up with various meaningful conclusions.

3.3 Quantitative research method

The research method is another consideration for this study. There are two research methods: qualitative research and quantitative research. Qualitative research deals with description and language (Lee, 1992) rather than numbers and it is designed to explore the inductive relationship between the theory and the research (Bryman & Bell, 2011). In contrast, quantitative research is about figures and statistics (Lee, 1992) through which the deductive relationship between theory and research will be revealed (Bryman & Bell, 2011). In this study, quantitative research methods will be utilised. There are many ways to collect data for quantitative research such as questionnaire, survey (Bryman & Bell, 2011). The ontological assumption of the quantitative approach is objectivity where researchers see themselves as outsiders and have detach relationship with the respondents (Lee, 1992). The quantitative inquiry is universality, or it aims to conclude a theory based on an observable phenomenon which is acknowledged by the population. Surveys or questionnaire is more likely to used to examine most topics, and multivariate statistical technique is applied to analyse those data.

This study is about understanding how most people react on social media; hence it deals with a vast number of people; therefore, the quantitative research method seems to be the best choice. Furthermore, the quantitative method can help to reach a large sample size within a very short time. With this method, an online survey is adopted as

the most effective tool to reach social media users who are the target audience of this study.

3.4 Survey development

3.4.1 Survey design

Online survey facilitates a quick and convenient way to reach to a mass audience from a distance. Therefore, this research uses an online survey as the data collecting tool. In this survey, several scales need to be measured: brand love and brand loyalty. Questions to access those two variables will follow the current studies about brand love on the online environment by Vernuccio et al. (2015) and Wallace et al. (2014).

The survey will be placed on Qualtrics – a web-based survey tool to conduct survey research, evaluations and other data collection activities. The link will be spread out by flyers which are sent to AUT students and social media platforms. The survey was built with self-completion questions, so respondents can easily access the link, complete the survey and submit it back by themselves. This distribution mode is a means to approach young and potential Facebook user respondents – who is the target group of this study.

3.4.2 Structure of the survey

The survey consists of three parts: the screening questions, the main body and the demographic questions. The screening part is the compulsory section to enter the main survey, and the main parts will explore participants' feeling and affection about a brand. The main part includes three sections with 16 questions to measure different variables. Most questions in the main part are Likert scale questions in which there are several items for participants to rate to what extent they agree or disagree with the description in each item.

In the first part, participants' habit of using Facebook will be examined. In this section, researchers can learn about what are the most common reaction that participants are more likely to express to the Fan page of their favourite brand. In the next part, participants will need to share their feelings about the brand they love. Throughout those ratings, researchers can understand how much affection participants are giving to that brand and how willing they declare that love. Finally, participants need to express how loyal they will be with this brand by rating their buying behaviour for the products of that brand and how frequent they access or interact with that brand on their Fan page. Those ratings suggest the loyal intention of participants to the brand they declare love; therefore, support researchers to find out the relationship between brand love and brand loyalty. In the final part, participants will be asked about some questions about their demographic and Facebook using habits which can bring researchers better understanding on their answers.

3.5 Measurement scale

Likert scale questions are usually used to study people beliefs, attitudes and opinion (DeVellis, 1991). A Likert scale questions can be a powerful tool to investigate respondent attitudes towards two poles of a statement: positive and negative by a multi-step scale (Bryman & Bell, 2011). Therefore, it can be used appropriately in this study to explore the opinions and belief about the brand and their purchase attitude. However, the drawback of this type of question is that participants can only choose and rate for given responses. Limited answers might not fully express respondent opinions, beliefs and attitude; hence limit the chance to found new findings.

In this study, however, the items that used in the Likert scale questions is also the measure of the variables; hence the use of those measurements as questions items can support to yield satisfactory responses as well as confirm the true brand love. In term

of measuring the attitude, the 7-point scale can be better to distinguish three levels of attitude intensity (disagree, neutral, agree); hence conveys more available alternatives to describe participants' state of attitudes for a phenomenon or behaviour (Alwin, 1997). Also, by adopting the questionnaire from previous literature by Vernuccio et al. (2015) and Wallace et al. (2014) in which 7-point scale answer was utilised, the questionnaire in this study will also apply this seven categories scale answer. The questionnaire requires respondents to respond to statements from 1 to 7, 1= strongly disagree, 2= disagree, 3= somehow disagree, 4= neutral, 5= somehow agree, 6= agree and 7= strongly disagree.

From the above description of questions, there are four variables and its measurement as below. The explanation of items and scales are presented in table 3.1

Table 3.1 Scale items and their sources

Variables	Items	Wording
Perception of self-congruity with brand <i>Carrol and Ahuvia (2006)</i>	IS1	This brand symbolises the kind of person I really am inside
	IS2	This brand reflects my personality
	IS3	This brand is an extension of my self-identity
	IS4	This brand mirrors the real me
Reaction on the Facebook Fan page <i>(Schivinski et al., 2016)</i>	REA1	To add brand-related videos to favourite
	REA2	To click on brand-related ads
	REA3	To comment on brand-related pictures/graphics
	REA4	To comment on brand-related posts
	REA5	To comment on brand-related videos
	REA6	To engage in brand-related Conversations
	REA7	To “like” brand-related fan pages
	REA8	To “like” brand-related pictures/graphics
	REA9	To “like” brand-related posts
	REA10	To “like” brand-related videos
	REA11	To participate in online contests/drawings sponsored by a brand
	REA12	To rate brand-related products
	REA13	To share brand-related pictures/graphics
	REA14	To share brand-related post
	REA15	To share brand-related videos
	REA16	To take part in brand-related online events
Brand love <i>Carroll and Ahuvia (2006)</i>	LOVE1	This is a wonderful brand.
	LOVE2	This brand makes me feel good.
	LOVE3	This brand is totally awesome.
	LOVE4	I have neutral feelings about this brand (–)
	LOVE5	This brand makes me very happy.
	LOVE6	I love this brand!
	LOVE7	I have no particular feelings about this brand (–)
	LOVE8	This brand is a pure delight.
	LOVE9	I’m very attached to this brand.
Brand loyalty <i>Carroll and Ahuvia (2006), Bagozzi and Dholakia, (2006)</i>	LOY1	This is the only brand of this product that I will buy.
	LOY2	When I go shopping, I don’t even notice competing brands.
	LOY3	If my store is out of this brand, I’ll postpone buying or go to another store.
	LOY4	I’ll ‘do without’ rather than buy another brand
	LOY5	I spend more time at this Facebook page compared to others
	LOY6	I visit this Facebook page more often compared to others
	LOY7	I respond more to this Facebook page compared to others

3.6 Data collection

To collect the data, the researcher came to some Marketing classrooms of Auckland University of Technology to introduce and recruit participants. Besides, in order to get the right people to participate in the study as well as to get a sufficient respondent rate

this study used snowball sampling. This technique can work efficiently in the case that the participants are not easy to approach (Dillman, 2011). The participants are encouraged to recommend their friends to join the study; hence it would be easier to get the right participants who have the same Facebook using habits. Additionally, the survey was also spread out across the Facebook groups such as the group of Asian in Auckland, the group of International students in Auckland, Vietnamese students in Auckland. This non-probability sampling technique can save an amount of time and effort to reach a large sample size.

A self-administered questionnaire is the one that respondents will complete it themselves once they received (Bryman & Bell, 2011). Researchers can benefit this questionnaire for its convenience. It can be distributed by postal, or Internet; hence help to save time. There are some disadvantages when utilizing this questionnaire such as low response rate, high incompleteness rate and lack of chance to collect additional data (Bryman, 2008). In this study, the timing and convenience are the priority deciding factor; hence, the self-administered questionnaire is utilised. Furthermore, this research follows the researches of Vernuccio et al. (2015) and Wallace et al. (2014) which also spread out the research survey via the Internet. Therefore, self-administered questionnaire is the most appropriate choice to collect data by Internet for this research.

This study focuses on human behaviours; therefore, ethical values should be concerns. To be a part of this study, the participants are current Facebook users who need to be over 18 years old. To get into the survey, they must read through the information sheet and agree to give consent to participate in the study. The ethical approval form as approved by the Auckland University of Technology Ethics Committee for the study is attached in Appendix

3.7 Data analysis

Quantitative data collected from the online survey will be compiled and processed to meaningful information before entering interpretation and analysis. IBM SPSS and AMOS are two useful statistical software programs to manage data and perform the analysis to addressing research questions. Those are two powerful statistical software to manage data and perform analysis to solve research questions. The process of compiling data begins with importing raw data from Qualtrics to SPSS where data will be coded automatically to the accordance designed Likert scale. Every item in the questionnaire will be assigned with a unique abbreviated name according to its meaning in the research. To address the proposed research questions of this study, both exploratory factor analysis and confirmatory factor analysis will be conducted to find out the relationship between all the variables.

3.7.1 Exploratory Factor Analysis

The purpose of EFA is to “explore the data and provide the researcher with information about how many factors needed to best represent the data” (Hair, Black, & Babin, 2010, p. 602). In other words, it “provides information about the number of common factors underlying a set of measures” (Fabrigar & Wegener, 2011, p. 4). This analysis technique is usually used in the large set of data to reduce the number of variables and gather them to a comprehensible representative factor (Pallant, 2010). In the beginning, it is essential to check for the fitness of this analysis applies to this data set. The measurement for fitness between the analysis technique and dataset includes the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s Test of Sphericity (Pallant, 2010). The Kaiser-Meyer-Olkin (KMO) measures the adequacy of the sample or the fitness of this analysis to the current data set. This measurement ranges from 0 to 1. The variables with values that greater than 1 must be retained (Marôco, 2010); however, factors with values lower than 1 can also explain a great

percentage of variance. Therefore, it is clarified that the values between 0.6 and 1 indicate the great fitness and appropriateness of factor analysis (Pallant, 2010). Bartlett's Test of Sphericity is another value that should be considered in testing the validity of Factor Analysis. According to Hair et al. (2010), this value should be significant with $p < 0.5$ to prove the best validity of the analysis.

In the next step, factor extraction should be presented. Principle Axis Factoring and Promax rotation method will be applied in this analysis. Promax rotation is usually applied to the large sample size but lower than 150. According to Gerbing and Anderson (1988), Principle Axis with Promax (Oblique) can better reflect the data construct in compare to Principal Components with Varimax (Orthogonal). Also, in this step, variables that correlate to one another will be detected and extracted to a factor that can perform the best relationship between them. This relationship is represented by the factor loadings value, and the factor loading that is lower than 0.50 (< 0.50) indicates a weaker correlation to other items. Hence it will be eliminated one by one until the best result come out. In this study, all the items will be controlled to have no cross-loadings to ensure the best result. Finally, the remaining items will go through the Confirmatory Factor Analysis (CFA).

CFA is an analysis technique that especially deals with the measurement of models. CFA helps to investigate the relationships between observed indicators or measures and latent variables or factors (Brown & Moore, 2012). Unlike EFA, CFA is a theory-driven technique (Schreiber, Nora, Stage, Barlow, & King, 2006) that relates to confirmation of the factorial information that already exists. CFA "verifies the number of underlying dimensions of the instrument (factors) and the pattern of item-factor relationships (factor loadings)" and "assists in the determination of how a test should be scored" (Hoyle, 2012, p. 362)

Hoyle (2012) describes CFA as a “precursor” step that should be employed before entering Structural Equation Models (SEM). This step can help to specify structural relationships among the latent variables (Hoyle, 2012) and ensure that the data is good enough in term of reliability and validity to through SEM. Reliability refers to the “assessment of the degree of consistency between multiple measurements” (Hair et al., 2010, p. 123). The measurement of reliability includes Composite Reliability (CR) and Average Variance Extracted (AVE) (Hair et al., 2010). CR will be calculated with factor loading derived from EFA. CR is a better choice to check for reliability in comparison to Cronbach’s Alpha due to its ability to draw on the standardised regression weights and measurement correlation errors for each item while assuming all items have equal contribution to reliability (Bollen, 1989). According to Hair et al. (2010), CR should exceed 0.7 to ensure the reliability of the data set.

Validity measures the degree to which the set of measures can accurately represent the concept of interest (Hair et al., 2010). It is accessed by convergent validity and discriminant validity. Convergent validity refers to the degree to which two variables of constructs that supposed to related, are in fact related and discriminant validity refers to the degree of difference of two measures in constructs (Hair et al., 2010). The convergent validity is measured by Average Variance Extracted (AVE), which is “the mean variance extracted for the items loading on a construct” (Hair et al., 2010, p. 619). This value should be greater than 0.5 and lower than CR (Hair et al., 2010). Discriminant Validity is confirmed when the variance extracted value is higher than the squared correlation of any two constructs (Hair et al., 2010). Discriminant validity is confirmed when “AVE estimates for two factors also should be greater than the square of the correlation between the two factors” (Hair et al., 2010, p. 605).

When those measures adapt the condition, it indicates that there is a correlation between variables in the same constructs, or the latent variables are well explained by the observable variables. Then, the data set is ready for SEM analysis.

3.7.2 Structural Equation Modelling

Structural equation modelling (SEM) is a multivariate technique that helps to “examine a series of interrelated dependence relationships among the measured variables and latent constructs (variables) as well as between several latent constructs” (Hair et al., 2010). SEM can be seen as the combination of both exploratory factor analysis and multiple regression (Ullman & Bentler, 2012). It is expressed by two components the measurement model and the structural model. Measurement model describes the specific number of factors and how those relate to various indicators, and the relationship between indicator errors. Structural model expresses the relationship among various factors.

SEM examines the degree to what extent the data set fits the hypothesised model. The goodness of fit will be presented by Model Fit Indices. Model fit “compares the theory to reality by assessing the similarity of the estimated covariance matrix (theory) to reality (the observed covariance matrix)” (Hair et al., 2010, p.665). There are many indices that are common in considering for the fitness in SEM such as Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Goodness of Fit Index (GFI) and Adjusted Goodness of Fit Index (AGFI), RNI and Standardized Root Mean Square Residual (SRMS). Those measurements represent different facets of fit such as absolute fit, incremental fit, goodness-of-fit and badness-of fit. According to Marôco (2010), those indexes should be greater than 0.90 to indicate good fit. However, if those indexes fall to the range from 0.80 to 0.90, it can be tolerably accepted while the indexes that are lower than 0.8 indicate bad fit. Two other

indexes to evaluate the SEM model are Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Residual (SRMR). According to Marôco (2010), those two measurements should be lower than 0.05 to indicate good fit. However, it can be tolerably accepted in the range from 0.05 to 0.10. Indexes that higher than 0.10 reveal bad fit. Additionally, CMIN/df is also another index to evaluate the fitness of data to the designed model with CMIN or the chi-square (χ^2) is the test of “difference between matrices in SEM” and df or degree of freedom quantifies “the amount of mathematical information available to estimate model parameters” (Hair et al., 2010, p.577). The logic to CMIN/df is the smaller, the better. It should be closer to 1 to indicate good fit. The CMIN/df that higher than 5 indicates bad fit. Usually, this index will fall into the range of 2 to 3 which means the value is acceptable. In case model fit indices from SEM fail to adapt the criteria, it can be concluded that there are measurements portions misspecified structural component and hence, causing the poor fit between the hypothesised model and data set (Hair et al., 2010).

3.8 Conclusion

The current study adopts positivism as the core philosophy to study the relationship between brand love and brand loyalty on Facebook Fan page. By employing this scientific philosophy, the research employs a quantitative research method and uses an online survey to collect data. The survey will be placed on Qualtrics so that the participants can access it and complete the survey themselves. Participants are recruited from the Marketing classes of AUT. The snowballing technique is also applying in order to approach to larger sample size easily. Likert scale questions will be used in this survey. Such type of questionnaire is suitable for researchers to study people opinions, attitude and beliefs, hence well-suit to apply in this study to understand customers’ attitude toward brand love and brand loyalty. The collected data will be analysed using SPSS and AMOS. The process to interpret the data

including Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and the Structural Equation Modelling (SEM). During the analysis, statistical measurements will be examined following common criteria in quantitative researches suggested by Hair et al., (2010).

CHAPTER FOUR: RESEARCH FINDINGS

4.1 Introduction

This chapter will present the research findings which can reveal if the proposed hypothesis is accepted or rejected. The profile of the respondents will be first presented. In the next part, the descriptive statistics will be shown to give a deeper understanding of social media using habit of respondents. Then the Exploratory Factor Analysis will be applied to each variable to test for the capability of items in each construct. Finally, those constructs will be analysed through AMOS analysis for the SEM test. In this final step, both measurement and structural models will be presented along with the model fit and hypothesis test results.

4.2 Profile of respondents

The study received a total of 112 responses. Of those, there are six have been disregarded due to the incomplete answers. Therefore, there are 106 valid responses which make up 94.6% of the sample. Most respondents belong to the aged group from 18 to 28 and some aged 27 or older.

The most answers for the question that asks if respondents spend time on Facebook daily is yes. Unsurprisingly, people have spent more than 2 hours a day on surfing Facebook. Notably, respondents aged from 21 to 23 are spending more than 2 hours a day surfing Facebook. As revealed from collected data, Facebook is not a social media option to respondents aged from 18 to 20 who inherently are social media addicts.

Table 4.1 Social media using habit of respondents

Characteristics	Measuring years	No. of Valid responses	Percentage of Valid responses
Age	18 to 20	13	12.3%
	21 to 23	52	49.1%
	24 to 26	28	26.4%
	27 and older	13	12.3%
	Total	106	100%
Daily time spend on Facebook	1 to 2 hours	15	14.2%
	15 to 30 minutes	5	4.7%
	30 minutes to 1 hour	18	17.0%
	Less than 15 minutes	29	27.4%
	More than 2 hours	39	36.8%
	Total	106	100%
Frequency to access favourite brand Fan page	Not very often	11	10.5%
	Not often	3	2.9%
		3	2.9%
	Neutral	11	10.5%
		22	21.0%
	Often	47	44.8%
	Very often	8	7.6%
	Total	105	100%

Most respondents giving the yes answer when being asked if they are following at least one Facebook Fan page and with the time frame over six months. Only two answers say no to the question if they are members of any Fan page for greater than six months. Therefore, the responses can be good to describe customers' attitude toward the brand on Facebook. Most participants agree that they access to their favourite brand Fan page often while only 6 participants reveal that they do not access their loved brand Fan page very much. Fashion, Sport and Sports wear and Hi-tech brands are the top subscribed brand category in this study.

Table 4.2 Summary of respondents' top loved brands

Brands	Number of fans (in this study)	Percentage	Cumulative percentage
H&M	16	15.1%	15.1%
Nike	13	12.3%	27.4%
Christine Dior	11	10.8%	38.2%
Michael Kors	11	10.1%	48.3%
L'Oreal Paris	9	8.7%	57.0%
Sony	8	7.2%	64.2%
Victoria's Secret	6	5.8%	69.9%
Porsche	6	5.8%	75.7%
Tesla	4	3.6%	79.3%

4.3 Descriptive statistics

Descriptive statistics give an overall view of the central tendency and dispersion of the interval-scaled variables. The mean of independent variables falls into the range from 3.91 to 5.75, and the standard deviation falls from 0.799 to 1.818 in the 7-point Likert scale. The mean of dependent variables ranging from 1.81 to 5.77 with the standard deviation ranging from 0.916 to 1.995 in the same measurement scale. The descriptive statistics including mean and standard deviation are presented in table 4.3.

Table 4.3 Descriptive Statistics of the Interval-scaled variables

Construct	Measure Variables	N	Mean	Std. Deviation
Perception of self-congruity with brand	This brand symbolizes the kind of person I really am inside	106	4.64	1.296
	This brand reflects my personality	106	4.68	1.239
	This brand is an extension of my self-identity	106	4.78	1.095
	This brand mirrors the real me	106	4.65	1.414
Reactions to brand Fan page content	To add brand-related videos to favorite	106	4.54	1.494
	To click on brand-related ads	106	4.75	1.525
	To comment on brand-related pictures/graphics	106	4.54	1.353
	To comment on brand-related posts	106	4.65	1.713
	To comment on brand-related videos	106	4.74	1.681
	To engage in brand-related conversations	106	4.48	1.843
	To “like” brand-related fan pages	106	5.44	1.295
	To “like” brand-related pictures/graphics	106	5.75	0.863
	To “like” brand-related posts	106	5.68	0.799
	To “like” brand-related videos	106	5.65	0.895
	To participate in online contests/drawings sponsored by a brand	106	3.91	1.818
	To rate brand-related products	106	4.73	1.659
	To share brand-related pictures/graphics	106	4.53	1.623
	To share brand-related post	106	4.54	1.725
	To share brand-related videos	106	4.52	1.513
	To take part in brand-related online events	106	4.00	1.740
Brand love	This is a wonderful brand.	106	5.77	.918
	This brand makes me feel good.	106	5.58	1.178
	This brand is totally awesome.	106	5.54	1.148
	I have neutral feelings about this brand. (–)	106	1.83	1.100
	This brand makes me very happy.	106	5.41	1.161
	I love this brand!	106	5.65	0.916
	I have no particular feelings about this brand. (–)	106	1.81	1.147
	This brand is a pure delight.	106	5.28	1.201
	I’m very attached to this brand.	106	5.25	1.258
Loyalty Intention	This is the only brand of this product that I will buy.	106	4.43	1.995
	When I go shopping. I don’t even notice competing brands.	106	4.08	1.863
	If my store is out of this brand. I’ll postpone buying or go to another store.	106	4.58	1.831
	I’ll ‘do without’ rather than buy another brand	106	4.58	1.932
	I spend more time at this Facebook page compared to others	106	4.12	1.590
	I visit this Facebook page more often compared to others	106	4.22	1.621
	I respond more to this Facebook page compared to others	106	4.51	1.714

4.4 Hypothesis testing

4.4.1 Exploratory Factor Analysis

Exploratory factor analysis will be applied to every variable separately to examine if the items of each variable are appropriate to support these dimensions. This step is essential to conduct to ensure that all the variables and its items are qualified to enter the SEM step.

In this EFA test for each variable, the study is trying to focus on the screening if the items represent the variables while trying to keep as many items as necessary to best describe the variable. Statistical values that are focused in this test including the factor loadings, the communalities, the percentage of variance and the eigenvalues. Factor loading represents the correlation between each variable and the factor. According to Hair et al. (2010), items with factor loadings value equal or exceed 0.50 are practically significant; hence good to be preserved. Factor loadings that from 1.7 or greater indicates are defining a well-defined and meaningful structure. This study seeks for the factor loadings that are above 0.50 while the factor loading value that lower than 0.50 will be eliminated. Communality of each variable represents the level of explanation of that variable to the factor. This is another approach besides the factor loading to examine if the variables can explain the factor they are accounted for. Hair et al. (2010) suggest that the communality value should be higher than 0.50 to indicate an acceptable explanation. Percentage of variance is the cumulative percentage of total variance extracted by the successive factors. When derived factors are explained by a sufficient amount of variance, it can be concluded that the factor is significant. This approach helps to ensure there is enough number of variables that can fully describe the factor. Hair et al. (2010) suggest that researchers should retain enough number of factors to achieve a percentage of variance explained from 60% or higher. Finally, the eigenvalue is another approach that provides cutoff criteria to achieve a sufficient number of

factors. Hair et al. (2010) suggest that factors with eigenvalues exceed 1.0 should be retained. All those approaches should be alternatively applied to the EFA for variables and factors selection to come up with the best structure (Hair et al., 2010).

4.4.1.1 Exploratory Factor Analysis for perception of self-congruity with brand

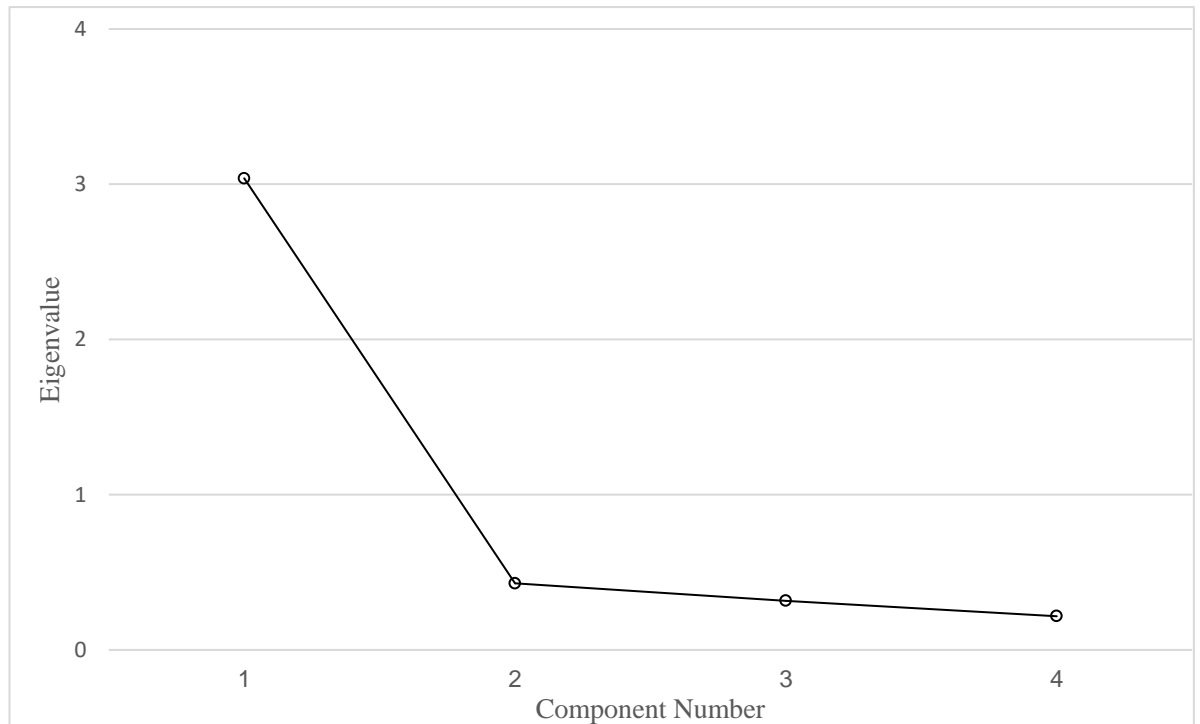
The result indicates that all four items are engaged with the variable perception of self-congruity with brand. Factor loadings of items fall around 0.857 and above which indicates significant result for all the items. Percentage of variance is 75.94% which adapts the criteria for percentage of variance proposed by (Hair et al., 2010). This result indicates that variables can explain 75.94% of the factor. The eigenvalue is 3.038 which also adapts the proposed criteria. From the scree plot, it is clear that there is one factor that is identified from this test.

Table 4.4 Pattern Matrix of EFA test for Perception of self-congruity with brand

Construct	Items	Factor loadings	Communality
		1	
Perception of self-congruity with brand	This brand symbolizes the kind of person I really am inside	0.879	0.77
	This brand reflects my personality	0.876	0.77
	This brand is an extension of my self-identity	0.874	0.76
	This brand mirrors the real me	0.857	0.73
Percentage of variance (%)		75.94	Total
Eigenvalues		3.038	75.94 3.038

Note: Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
n=106

Figure 4.1 Scree plot for perception of self-congruity with brand



4.4.1.2 Exploratory Factor Analysis for Consumers' reaction to the branded Fan page.

Generally, factor loadings of all the items in this test for Consumers' reaction to branded Fan page are significant. Most factor loadings are above 0.80 which indicates a very high correlation between the variables and factor. During the test, two items were eliminated due to the low factor loadings. At the end of the test, there are four factors that have been found in the Consumers' reaction to the branded Fan page. Those factors are named according to the meaning of the items that are representing those factors. Three first factors are describing the willingness to comment, share and like the content of branded Fan page. Therefore, those factors will be named accordingly as "comment", "share" and "like" respectively. The final factors describe the willingness to participate in online events or contest by brand or sponsored by the brand. This factor will be named as "Join brand-related event". Communalities are all exceeded 0.50 which supports the significance of all the variables. Cumulative percentage of variance of all four factors is 75.50 which indicates 67.68% the four factors can be explained by

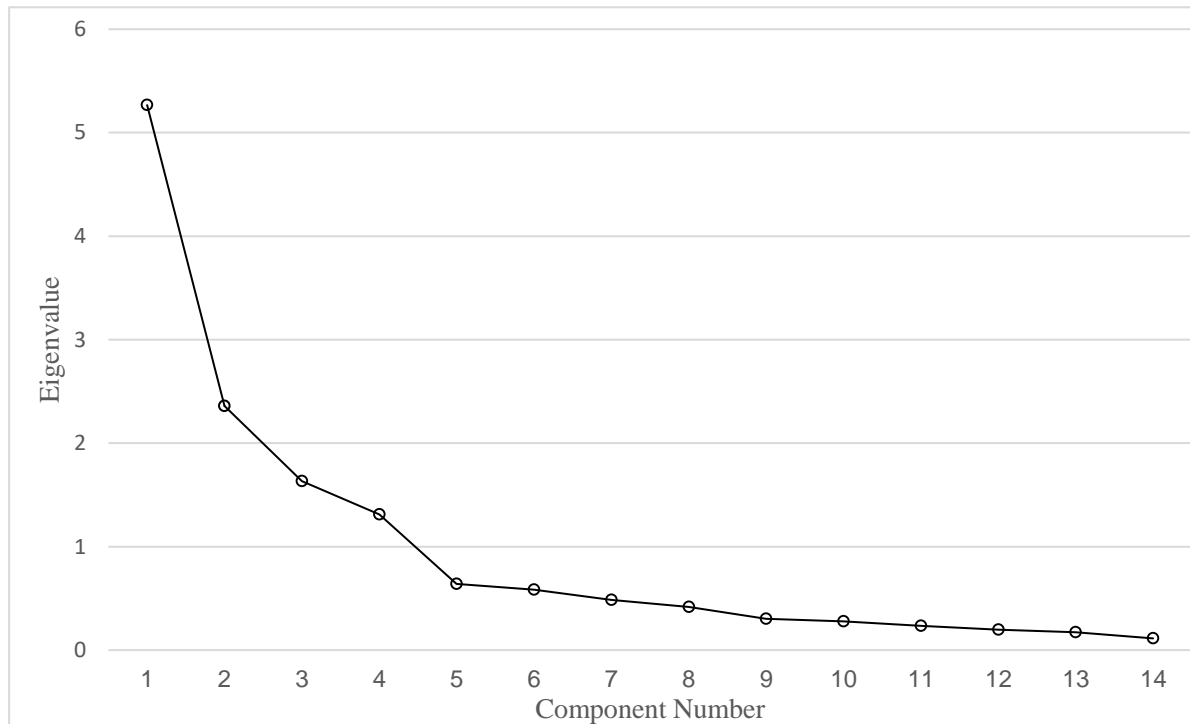
variables that belong to them. The eigenvalue of each factor is all exceeded 1.0 which adapt the proposed criteria by Hair et al. (2010).

Table 4.5 Pattern Matrix of EFA test for consumers' reactions on branded Fan Facebook page

Construct	Items	Rotated Pattern Matrix				Communalities
		1	2	3	4	
Reactions on branded Facebook Fan page	To engage in brand-related conversations	0.946				0.80
	To comment on brand-related posts	0.927				0.82
	To comment on brand-related videos	0.872				0.68
	To rate brand-related products	0.761				0.70
	To comment on brand-related pictures/graphics	0.692				0.78
	To share brand-related videos		0.977			0.86
	To share brand-related post		0.938			0.86
	To share brand-related pictures/graphics		0.861			0.86
	To "like" brand-related posts			0.870		0.70
	To "like" brand-related videos			0.803		0.66
	To "like" brand-related pictures/graphics			0.790		0.69
	To "like" brand-related fan pages			0.675		0.60
	To take part in brand-related online events				0.886	0.89
	To participate in online contests/drawings sponsored by a brand				0.827	0.83
	Percentage of variance (%)	37.62	16.85	11.65	9.38	Total 75.50
	Eigenvalues	5.26	2.36	1.63	1.31	10.56

Note: Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
n=106

Figure 4.2 Scree plot for Reactions on branded Facebook Fan page



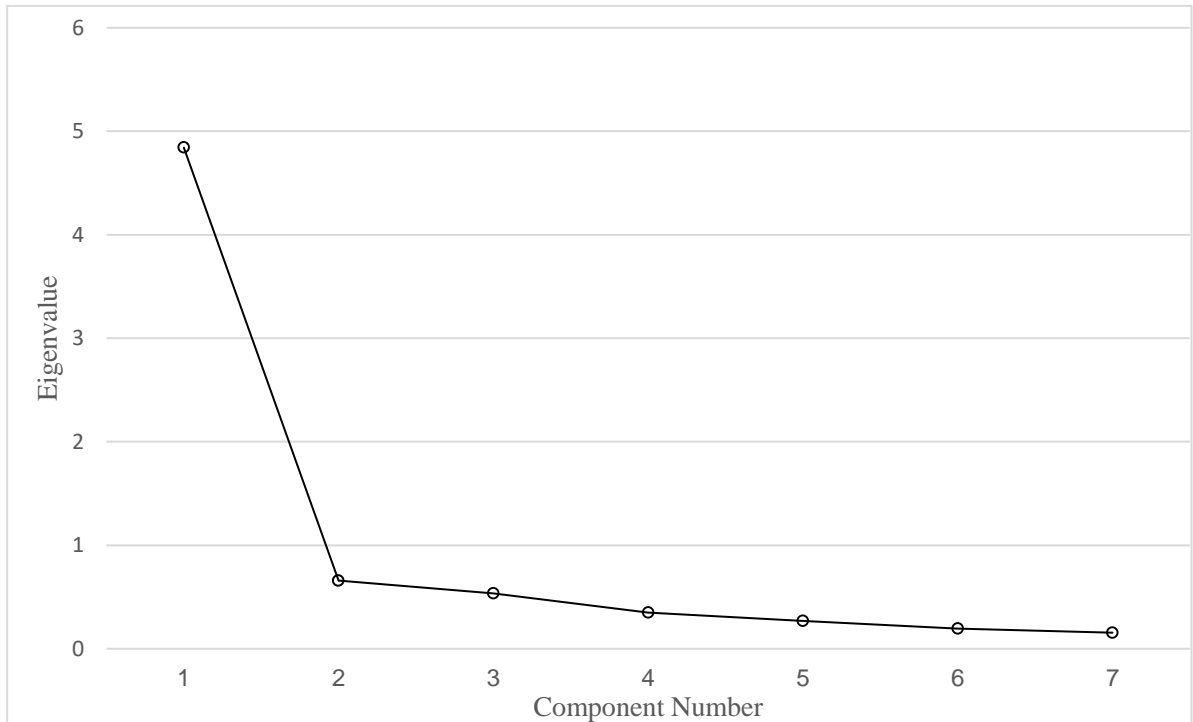
4.4.1.3 Factor Analysis for Brand love

Table 4.6 Pattern Matrix of EFA test for brand love

Construct	Items	Rotated Pattern Matrix	Communalities
		1	
Brand love	This brand is totally awesome.	0.888	0.789
	This brand is a pure delight.	0.870	0.757
	This brand makes me very happy.	0.861	0.742
	This brand makes me feel good.	0.848	0.719
	I love this brand!	0.798	0.637
	I'm very attached to this brand.	0.788	0.621
	This is a wonderful brand.	0.760	0.578
Percentage of variance (%)		69.17	Total
Eigenvalues		4.84	69.17
			4.84

Note: Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
n=106

Figure 4.3 Scree plot for brand love



There is one factor was found in the EFA test for brand love which represents customers' love feeling to the brand. Two items LOVE4 and LOVE7 have been eliminated since they did not comply with other items. The factor loadings of all the items are all significant. Most items have factor loading higher than 0.80 which indicate a very good result since this is the key variable of the study. Communalities of all the items are exceeded 0.50 which meet the requirement for communality values as proposed by Hair et al. (2010). The cumulative percentage of variance is 69.17 which indicates that the factor extracted from the analysis are explained by 69.17% of variables engage with those factors. All eigenvalues exceed 1.0; hence all the factors will be retained.

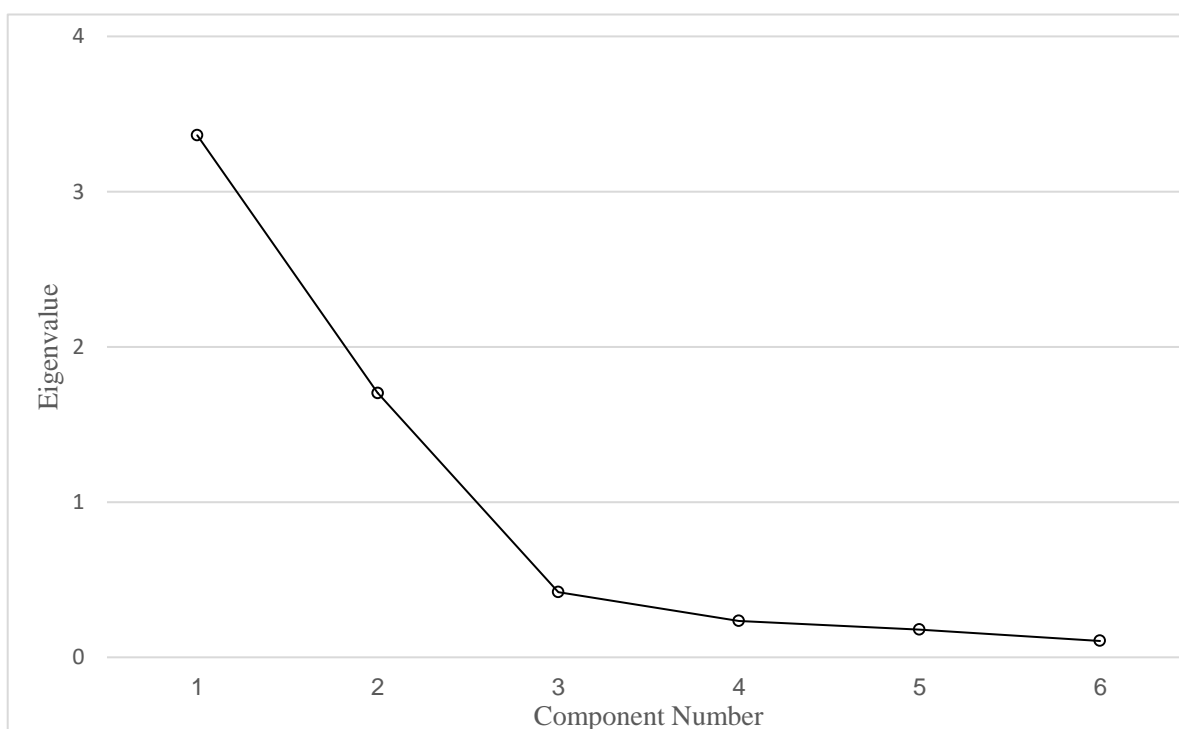
4.4.1.4 Factor Analysis for Brand loyalty

Table 4.7 Result of EFA test for brand loyalty

Construct	Items	Rotated Pattern Matrix		Communalities
		1	2	
Brand loyalty	This is the only brand of this product that I will buy.	0.937		0.86
	If my store is out of this brand. I'll postpone buying or go to another store.	0.922		0.87
	When I go shopping. I don't even notice competing brands.	0.899		0.78
	I'll 'do without' rather than buy another brand	0.807		0.70
	I visit this Facebook page more often compared to others		0.978	0.91
	I spend more time at this Facebook page compared to others		0.934	0.93
Percentage of variance (%)		52.99	27.77	Total
Eigenvalues		3.71	1.94	80.77
				5.65

Note: Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
n=106

Figure 4.4 Scree plot for brand loyalty



There are two factors that have been found by the EFA of brand loyalty. The first factor describes customer willingness to re-purchase loved brand products while the second factor represents the willingness to patronage loved brand Fan page. As discussed in the Literature review, the first factor will be named as "Brand loyalty" and the second one will be named as "e-loyalty". All the factor loadings are all significant at a very high value that all exceeds 0.80. This indicates a very good result since brand loyalty and e-loyalty are two important variables in this study. Communalities all exceed 0.50 which also indicates the significance of all the items. Cumulative percentage of variance is 80.77 which reveal that 80.77% of the two factors are explained by the variables engage with them. Eigenvalues are all higher than 1.0 which suggest all factor should be remained.

4.4.2 KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity

Once all the construct and its variables have been identified, it is important to have the test for KMO Measure of Sampling Adequacy and the Bartlett's Test of Sphericity of all the constructs at once. The results of those tests are shown in table 4.9.

Table 4.8 The result of KMO measure of Sampling Adequacy and Bartlett's Test of Sphericity

KMO Measure of Sampling Adequacy		0.811
Bartlett's Test of Sphericity	Approx. Chi-square	2931.329
	Df	528
	Sig	0.000

The Kaiser-Meyer-Olkin (KMO) measures the adequacy of the sample or the fitness of this analysis to the current data set. This measurement ranges from 0 to 1.00. According to Kaiser (1974), if KMO is more than 0.50, it is considered acceptable while Norusis (1994) argued that KMO should be close to 1.00. This study is looking for the KMO value that falls into the range from 0.60 to 1.0 which is clarified as the great appropriateness and fitness of factor analysis (Pallant, 2010). Additionally, Bartlett's

Test of Sphericity is another value that should be considered in testing the validity of Factor Analysis. According to Hair et al. (2010), this value should be significant with $p < 0.50$ to prove the best validity of the analysis.

In this study, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.811 which suggest strong appropriateness to conduct Factor Analysis on this data set. Also, Bartlett's Test of Sphericity is significant ($p < 0.05$); hence, it confirms there are correlations between variables.

4.4.3 Test of Reliability and Validity

After the principle component factor analysis, the reliability test will be conducted to examine the goodness that each item contributes to its factor. Cronbach's alpha will be utilised in the reliability test. Cronbach's alpha is an indicator of consistency which estimates the internal consistency between the items and the factors. Cronbach's alpha varies from 0 to 1 in which 0 indicates no consistency and 1 indicates perfect consistency in the measurement. According to Hair et al. (2010), Cronbach's alpha (α) should be exceeded 0.70 to verify the goodness the items explain the factors. The result in the table below shows that Cronbach's alpha of all the factors far surpasses 0.70 which means all the items well explain the factors. However, the variable Join brand related event does not have acceptable reliability since its Cronbach's alpha is lower than 0.70. Hence, this item will be eliminated in the SEM analysis.

As discussed earlier, validity will be assessed through convergent validity and discriminant validity. In this study, all the constructs are not tested collectively; therefore, the test for discriminant validity is impossible (Hair et al., 2010). Hence, in this study, validity will be examined through convergent validity. Hair et al. (2010) suggest that convergent validity is confirmed when AVE is greater than 0.50 and CR is greater than AVE. Also, CR should be 0.70 or above to confirm the internal consistency.

Table 4.9 Table of Cronbach's alpha test for every construct

Constructs	Items	Factor loadings
Perception of self-congruity with brand $\alpha = 0.892$	This brand symbolizes the kind of person I really am inside	0.879
	This brand reflects my personality	0.876
	This brand is an extension of my self-identity	0.874
	This brand mirrors the real me	0.857
Like $\alpha = 0.779$	To "like" brand-related posts	0.870
	To "like" brand-related videos	0.803
	To "like" brand-related pictures/graphics	0.790
	To "like" brand-related fan pages	0.675
Share $\alpha = 0.914$	To share brand-related videos	0.977
	To share brand-related post	0.938
	To share brand-related pictures/graphics	0.861
Comment $\alpha = 0.903$	To engage in brand-related conversations	0.946
	To comment on brand-related posts	0.927
	To comment on brand-related videos	0.872
	To rate brand-related products	0.761
	To comment on brand-related pictures/graphics	0.692
Join brand related event $\alpha = 0.669$	To take part in brand-related online events	0.886
	To participate in online contests/drawings sponsored by a brand	0.827
Brand love $\alpha = 0.924$	This brand is totally awesome.	0.888
	This brand is a pure delight.	0.870
	This brand makes me very happy.	0.861
	This brand makes me feel good.	0.848
	I love this brand!	0.798
	I'm very attached to this brand.	0.788
	This is a wonderful brand.	0.760
Brand loyalty $\alpha = 0.915$	This is the only brand of this product that I will buy.	0.937
	If my store is out of this brand. I'll postpone buying or go to another store.	0.922
	When I go shopping. I don't even notice competing brands.	0.899
	I'll 'do without' rather than buy another brand	0.807
e-loyalty $\alpha = 0.919$	I visit this Facebook page more often compared to others	0.978
	I spend more time at this Facebook page compared to others	0.934

From the result of CR and AVE presented in table 4.11. AVE values are falling from 0.62 to 0.91 which are all higher than 0.50. Also, CR values of each construct surpass the AVE. Therefore, it can be concluded that all the constructs can adapt the requirement of convergent validity according to the proposed criteria by Hair et al. (2010). The

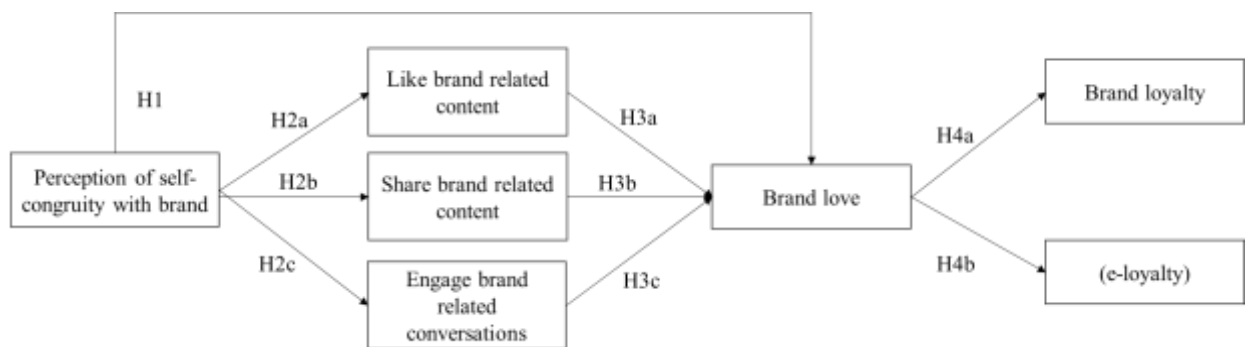
convergent validity has been confirmed which means there are high and positive correlations between the items of the construct (Hair et al., 2010)

Table 4.10 Table of CR and AVE

Factors	Perception of self-congruity with brand	Like	Share	Comment	Love	Brand loyalty	e-loyalty
AVE	0.76	0.62	0.86	0.71	0.70	0.80	0.91
CR	0.93	0.87	0.95	0.93	0.93	0.94	0.96

Since the change of variables that derived from the EFA test earlier, the new theoretical framework will be as in figure

Figure 4.5 The new theoretical framework



4.4.4 Structural Equation Model (SEM)

4.4.4.1 Measurement model

The Measurement Model was established based on the constructs that were finalised in the Exploratory Factor Analysis (EFA) including Perception of self-congruity with brand, like, share, comment, brand love, brand loyalty and e-loyalty while the Join brand related event variable will be gotten rid of the mode since the variable fails to meet the requirement for reliability. During the analysis, there were some adjustments have been made to improve the model fit. In the first try, three covariances between e18 and e20, e19 and e20, e20 and e21 have been established. The next elimination will base on the Standardized Residual Covariances. Normally, those value should be less than

2.5 in absolute value to indicate that the discrepancies of the model and the data (Hair et al., 2010). From this criterion, REA 5, LOVE 5 and LOVE 6 have been eliminated one by one.

Model fit results derived from the SEM test of measurement model includes CMIN/DF is 1.910; CFI is 0.867 and RMSEA is 0.093 and SRMR is 0.084. In the measurement model, CMIN/DF ratio is 1.910 which indicate a good fit according to Hair et al. (2010). Also, Hair et al. (2010) suggest that CFA should come with the value from 0.90 to indicates good fit. CFI index in this model is 0.867 which falls into the range of tolerable fit. RMSEA can be acceptable at 0.05 to 0.08 (Hu & Bentler, 1999) and according to Marôco (2010), it can be tolerably accepted at the range from 0.05 to 0.1. Hence in this study, RMSEA which is about 0.093 can tolerably adapt the criteria, so it is reluctantly accepted. According to Hair et al. (2010), SRMR that is less than 0.05 is considered as good, but from the range of 0.08 and less, it is also considered as permissible. In this study, SRMR is 0.084, which can be tolerably accepted.

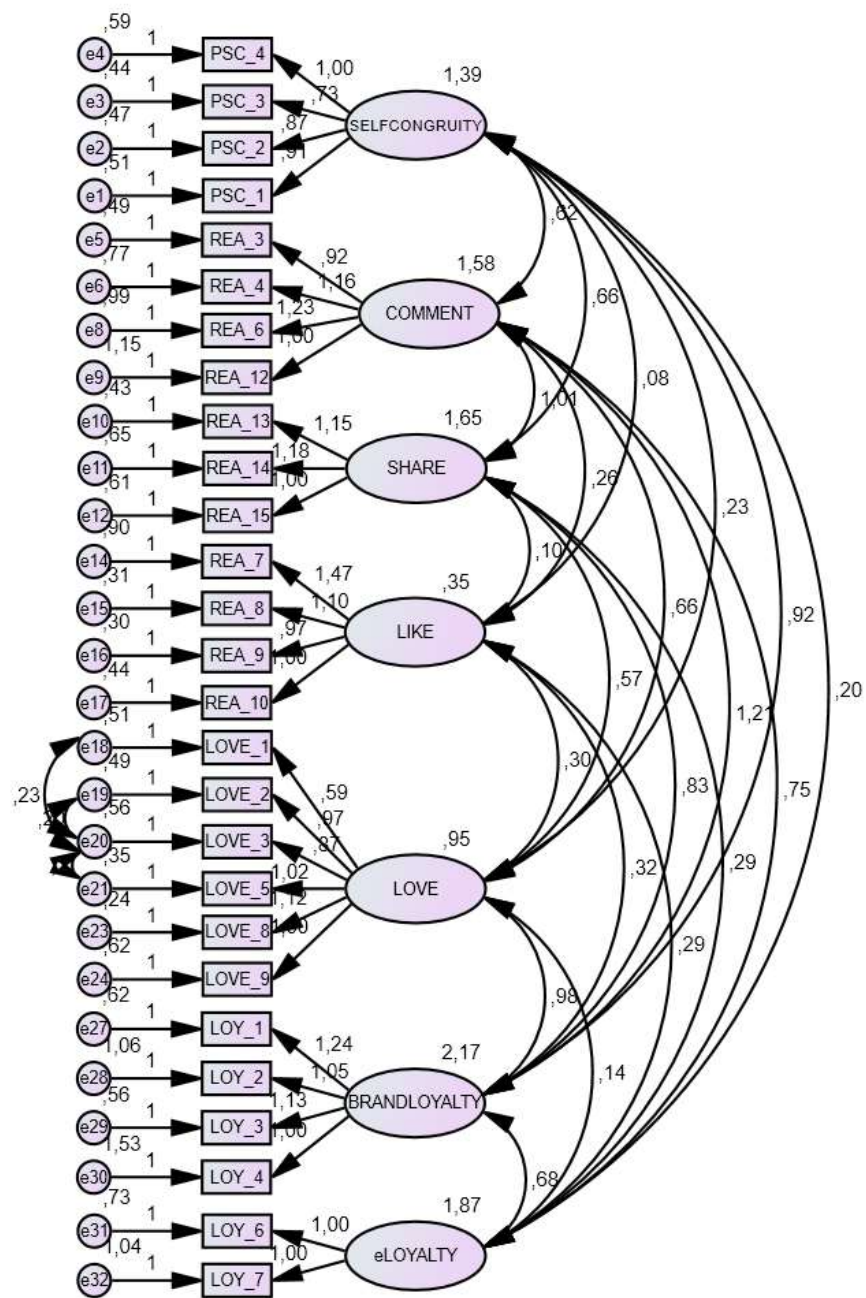
At this stage, although the model fit has not been perfect as expected, with SRMR and RMSEA is just reach to the range of tolerably accepted, the model remains unchanged temporarily. Next, the p-values of the relationship between variables will be presented.

Table 4.11 Summary of path proposed hypotheses and results based on SEM in Measurement Model

Path proposed hypothesis	Estimates	p-values
PERCEIVED SELF-CONGRUITY → COMMENT	0.641	***
PERCEIVED SELF-CONGRUITY → SHARE	0.681	***
PERCEIVED SELF-CONGRUITY → LIKE	0.085	0.311
PERCEIVED SELF-CONGRUITY → LOVE	0.233	0.071
LIKE → LOVE	0.300	***
SHARE → LOVE	0.574	***
COMMENT → LOVE	0.674	***
LOVE → BRAND LOYALTY	0.986	***
LOVE → eLOYALTY	0.159	0.367

From the measurement model, there are several relationships between variables are confirmed. perceived self-congruity with brand shows a significant influence on the action share content on brand Fan page (estimates = 0.681. $p < 0.001$). Also, perceived self-congruity with brand is confirmed to have an influence on the action of giving comments of customers (estimates = 0.641, $p < 0.001$), while it has no impact on the action of hitting like (estimates = 0.085, $p > 0.10$). Notably, all the intention to react on branded Fan page including like, share and comment have influence on customers' brand love (estimate = 0.300, $p < 0.001$; estimates = 0.574, $p < 0.001$; estimates = 0.674, $p < 0.001$). perceived self-congruity with brand is found to have an impact on customers' brand love in this measurement (estimates = 0.233, $p < 0.10$). Those are very good results that all confirm the proposed hypotheses of the study. Surprisingly, brand love shows no influence on the intention to patronage the loved brand Fan page (estimates = 0.159, $p > 0.10$) while it confirmed the influence on brand loyalty (estimates = 0.986. $p < 0.001$)

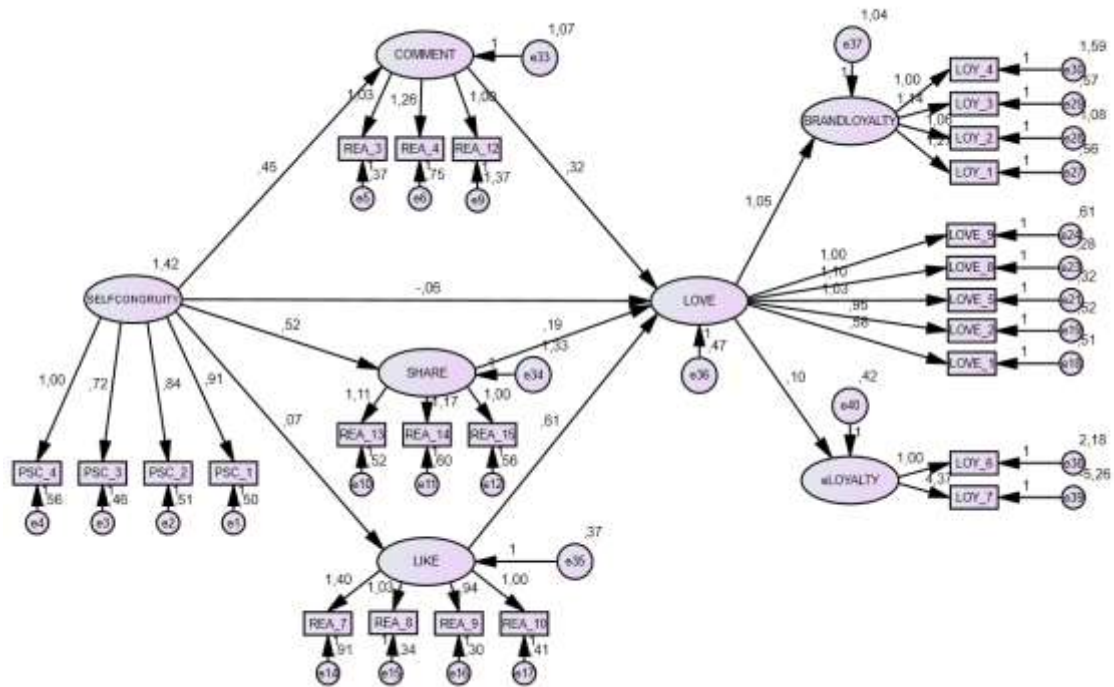
Figure 4.6 The measurement model



4.4.4.2 Structural model

The structural model is the next to determine after measurement model. A structural model presents the relationship between independent variables and dependent variables. This model is build based on the theories and the conceptual framework discussed earlier.

Figure 4.7 The structural model



At this stage, some items in the construct will be sacrificed to pursuit a better model fit index. Two items REA 6 and LOVE 3 were eliminated to pursuit a better model fit. Then, the structural model is finalized as in figure 4.2. Next, the model fit indices will be examined.

Results from model fit show that CMIN/DF ratio is 2.172, CFI is 0.083, RMSEA is 0.106 and SRMR is 0.141. In the structural model, the model fit indices do not show any better fit. CMIN/DF ratio is 2.074 which are still in the good range between 2.0 to 3.0 (Hair et al., 2010). CFI could be accepted at the value 0.83. However, RMSEA and SRMR are 0.106 and 0.141 respectively which is not indicating very good fit.

Table 4.12 Summary of path proposed hypotheses and results based on SEM in Structural Model

Path proposed hypothesis	Estimates	p-values
PERCEIVED SELF-CONGRUITY → COMMENT	0.465	***
PERCEIVED SELF-CONGRUITY → SHARE	0.513	***
PERCEIVED SELF-CONGRUITY → LIKE	0.070	0.238
PERCEIVED SELF-CONGRUITY → LOVE	- 0.069	0.436
LIKE → LOVE	0.626	***
SHARE → LOVE	0.221	0.003
COMMENT → LOVE	0.217	0.006
LOVE → BRAND LOYALTY	1.003	***
LOVE → eLOYALTY	0.437	0.022

While the model fit indices cannot provide the current model is best adjusted. However, the hypothesis testing results are showing some positive outcomes.

The study suggested that customers' perception of self-congruity which congruent to brand Fan page content can positively drive their love to that brand. However, this hypothesis is not presented with very good values, or it is not confirmed (estimates = - 0.069, $p > .10$). Since customers' perception of self-congruity with brand is expected to have an influence on their willingness to react on the branded Fan page, only two over three reactions are found can be encouraged by customers' perception of self-congruity with brand. H2b proposes that customers' perception of self-congruity with brand positively influences their willingness to share the content on a brand Fan page. This hypothesis is confirmed (estimates = 0.513, $p < 0.001$). Next, H2c suggests a positive relationship between customers' perception of self-congruity with brand and customers'

intention to comment on content on the branded Fan page. This hypothesis is also confirmed (estimates = 0.465, $p < 0.001$). However, there is no relationship between the perception of self-congruity with brand to the action of hitting like on the branded Fan page, or H2a is not confirmed by a non-significant p-value (estimates= 0.070, $p > 0.10$). The actions of liking the content of brand Fan page is the obvious sign of brand love which appear with very great value $p < 0.001$ with estimate values are 0.626 while comment and share also appear to have a positive relationship with brand love with $p < 0.01$ and estimates are 0.217 and 0.221 respectively. Notably, in this structural model, brand love is showing its influence on e-loyalty (estimates = 0.437, $p < 0.10$). This result suggests that the love for a brand can be motivation for customers to patronage brand Fan page. At the same time, brand love also shows a strong influence on brand loyalty including the intention to re-purchase loved brand products (estimates = 1.003, $p < 0.001$).

From the hypothesis testing of the measurement model and the structural model, summarized results of investigated hypotheses are presented in table 4.13.

Table 4.13 Summary of proposed hypotheses and tested results

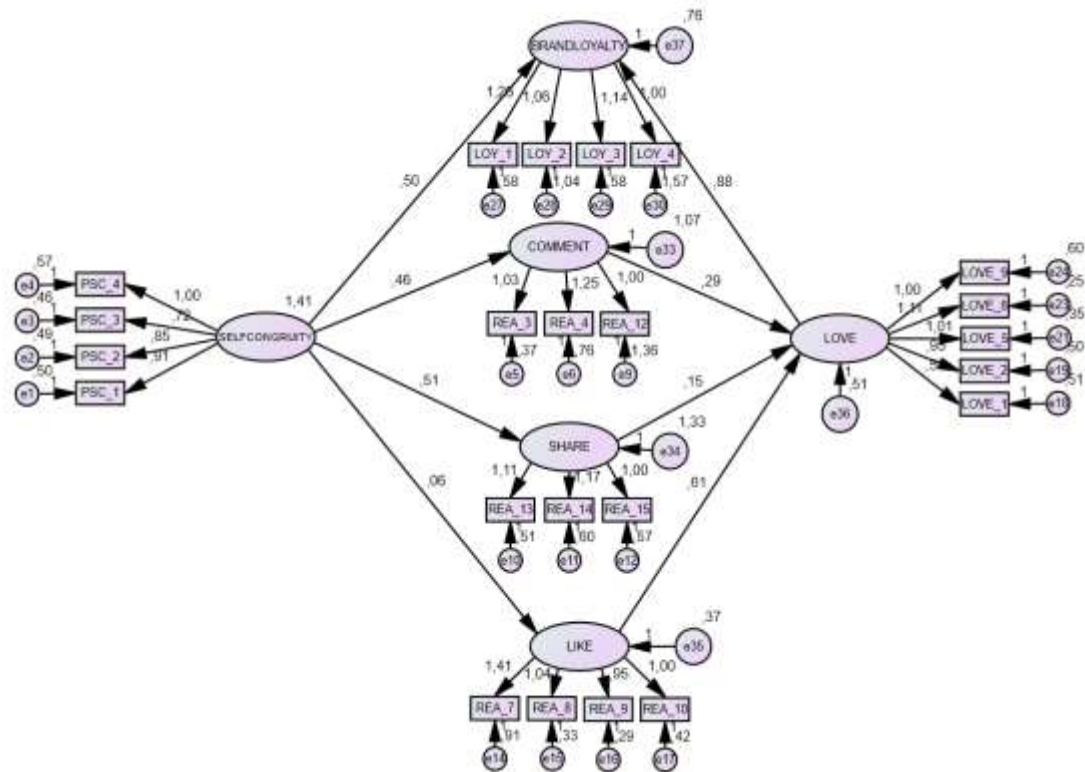
Hypothesis	Results	
	Measurement model	Structural Model
H1: Consumers' perception of self-congruity with brand has a positive impact on brand love	Confirmed	Rejected
H2a: Consumers' perception of self-congruity with brand has a positive influence on customers' intention to like contents on the branded Fan page	Rejected	Rejected
H2b: Consumers' perception of self-congruity with brand has a positive influence on customers' intention to share contents on the branded Fan page	Confirmed	Confirmed
H2c: Consumers' perception of self-congruity with brand has a positive influence on customers' intention to comment on contents on the branded Fan page	Confirmed	Confirmed
H3a: Liking brand-related content on Facebook Fan page indicates customers' love for the brand	Confirmed	Confirmed
H3b: Sharing brand-related content on Facebook Fan page indicates customers' love for the brand	Confirmed	Confirmed
H3c: Giving comment on brand-related content on Facebook Fan page indicates customers' love for the brand	Confirmed	Confirmed
H4a: Brand love has a positive influence on brand loyalty	Confirmed	Confirmed
H4b: Brand love has a positive influence on the intention to patronise the loved brand's Facebook Fan page (e-loyalty)	Rejected	Confirmed

4.4.4.3 Alternative model

Since model fit indices of both measurement model and structural model were showing bad fit. This indicates a bad compatibility of the model and the real data. Therefore, this study suggests an alternative structural model. Basically, the alternative model is built based on the original one. However, the study suggests the relationship between perceived self-congruity with brand and brand loyalty. The theory relates to this relationship will be discussed in the next section. Also, e-loyalty is not tested in this model. The alternative model is important to solve the problem of poor model fit while

confirming the relationship between proposed relationships. The alternative structural model is presented in figure 4.8.

Figure 4.8 Alternative structural model



Model fit results from the alternative model were well improved with CMIN/DF is 1.996, CFI is 0.873, RMSEA is 0.097. With those results, the additional model is showing very well improved model fit indices. CMIN/DF is 1.996 which is getting close to 1 in comparison to the original model. The value of CFA is 0.867 which closer to 0.90 in comparison to the original model and indicates a tolerable fit (Marôco, 2010). RMSEA is 0.097 which shows a better fit in comparison to the previous model.

Table 4.14 Summary of path proposed hypotheses and results based on SEM in the alternative model

Path proposed hypothesis	Estimates	p-values
PERCEIVED SELF-CONGRUITY → COMMENT	0.457	***
PERCEIVED SELF-CONGRUITY → SHARE	0.510	***
PERCEIVED SELF-CONGRUITY → LIKE	0.064	0.276
PERCEIVED SELF-CONGRUITY → BRAND LOYALTY	0.504	***
LIKE → LOVE	0.612	***
SHARE → LOVE	0.152	0.021
COMMENT → LOVE	0.294	***
LOVE → BRAND LOYALTY	0.884	***

Hypotheses tested in the additional model is showing no changes in comparison to this test in the original model. Overall, all the correlations between variables that were confirmed in the original model are in line with the hypothesis testing result of the additional model. Notably, the relationship between share and love has been strengthened shown by the better p-value of this correlation. Consumers' perception of self-congruity with brand is showing no influence on the willingness to like the content on branded Fan page (estimates = 0.064, $p > 0.10$). It can be concluded that the additional model can solve the limitation of the original model, which is the poor model fit while showing the same hypotheses testing results.

4.5 Conclusion

Research outcomes derived from the analysis in this chapter has revealed many meaningful findings for the research. Firstly, it is unsurprised that most young customers in the study spend more than 2 hours a day surfing Facebook. Meantime, they also frequently access to their favourite brands' Fan page. Most respondents belong

to the age groups from 21 to 26 while the remaining age group members also make up a small portion in the study.

The analysis starts with the Exploratory Factor Analysis where every variable will be tested separately. The purpose of this test is to examine if all the items engage with the variables and good to enter the next test. During the test, some items were eliminated since their factor loading is not qualified enough to be saved for the next round. Then, all the constructs will be checked for reliability and validity before entering the Structural Equation Model analysis. During reliability and validity test, the construct Joining brand-related event has been removed since their low reliability. The SEM test was conducted with eight constructs including perceived self-congruity with brand, like, share, comment, brand love, brand loyalty and e-loyalty.

Hypothesis test from SEM has confirmed that customers' perception of self-congruity with brand can influence customers' willingness to share and comment on the branded Fan page, while there was no correlation found for such influence on intention to like the content pieces of brands on Fan pages. Also, all those reactions including like, share and comment can encourage the love of customers to the brand that they are reacting on its Fan page. However, while the relationship between perception of self-congruity with brand and brand love was confirmed in the measurement model, it is not supported in the structural model. The final finding is that brand love can encourage brand loyalty intention while it has no influence on the intention to patronage the brands' Fan page.

Since the model fit indices in this study were not quite great to indicates the good fit, an additional model was introduced in the study to address this issue. The new model with some new suggestion relating to the theory of brand loyalty will be discussed in the next chapter.

CHAPTER FIVE: DISCUSSIONS AND CONCLUSION

5.1 Introduction

This chapter will be started by giving a summary of the proposed hypothesis and the result. Then the discussions of research results that based on the hypothesis will be presented. From this, both managerial and theoretical implications will be suggested to marketers and researchers. Limitations and some suggestions for future research ideas in this research field will be discussed in the next part, which is followed by the conclusion of this thesis.

5.2 Research questions and hypotheses summary

There are three main research questions that this study aims to investigate. The first question is that perception of self-congruity with brand can drive customers' intention to engage on brand's activities on the Fan page. The second question is that what are the factors that can entice customers' affection and love to a brand on online environment and the third question is whether such love can influence their loyalty intention. There are five main variables in the study including perception of self-congruity with brand, customers' reactions (like, share, comment), brand love, brand loyalty and e-loyalty. The study devised hypotheses to explain all the relationship between those variables. However, during data analysis, customers' engagement has been broken down into three variables: like, share and comment. Those three reactions are proposed to be encouraged by customers' perception of self-congruity with brand, which in turn will positively influence customers' brand love. Additionally, customers' perception of self-congruity with brand is also suggested to have a positive relationship with customers' brand love. Finally, brand love is proposed to have an impact on customers' intention to patronage the branded Fan page and intention to re-purchase loved brand product.

5.3 Discussion of findings

This study found out a positive relationship between customers' perception of self-congruity with brand to their intention to share or comment under any content on brand's official Fan page. This conclusion has been confirmed in the studies by Jahn and Kunz (2012). However, the intention to hit like for content on brand Fan page is found not to be influenced by customers' perception of self-congruity with brand, which is against the findings by Jahn and Kunz (2012). Studies about young customers revealed that those people seeing participating in a brand community is one of the ways to express their self-concept (Nowak et al., 2006; Vorvoreanu, 2009); hence, they can be easily touched by the content that congruence to their inner-concept which in turn stimulate their desire to enjoy the conversation on the brand's Fan page and share it across the social media. Therefore, vivid content on the brand Fan page is one of the key drivers of young customers' engaging action (Luarn, Lin, & Chiu, 2015). Next, the present study also found out that perception of self-congruity with brand also plays a key role in the loving relationship between brand and customers which has been proven in the study by Algharabat (2017) Customers' perception of self-congruity with brand involves in the way customers are seeing that the brand's image in the same line with self-identity, which in turn cultivate their love to the brand (Algharabat, 2017). Surprisingly, this study found that customers' perception of self-congruity with brand has no influence on brand love. Such a result is against the findings by Carroll and Ahuvia (2006); Vernuccio et al. (2015); Wallace et al. (2014).

Young customers utilise brands as a symbolic way to communicate themselves to the community (Lazarevic, 2012) and try to avoid the brand that does not compatible to their self-concept (Knittel, Beurer, & Berndt, 2016) because it might ruin their self-image since others can observe it online. Hence, compatibility between brand's image and young customers' self-image can enrich customers' intimacy and love to the brand.

This study also found that virtual engagement forms such as like, share and comment are a symbol of brand love in the online community. Research by Tsai and Men (2013) revealed that people whose daily life are lean so much on social media would be more likely to engage with the brands' Facebook page by commenting and sharing the posts of that page. These findings explain the current trend found in this study that the young customers, whose most daily life activities are happening online, love to engage with brands on their Fan pages. Young people count on social media pages to express their own feelings and interest (Hershatter & Epstein, 2010). By engaging with a brand via those reacting functions on the brand's Fan page, young people are trying to express their feelings toward that brand, particularly in this study is the feeling of love. This finding is in line with the study by Kudeshia et al. (2016); Vernuccio et al. (2015); Wallace et al. (2014)

The most interesting finding is the final one, which indicates no relationship between the brand love and e-loyalty intention in this study. E-loyalty indicates the intention to patronage the loved brand Fan page. That means young people do not have an intention to patronage the Fan page of their loved brand. Wallace et al. (2014) posit that by liking branded fan pages, customers are declaring love to those brands. However, another study that focuses on young customers motivations to engage with organizations on Facebook found out that incentives and customer service are the only reason for young customers to follow a page (Vorvoreanu, 2009). That means, by subscribing to a brand's Fan page, young customers just hope to receive update or promotion information from the brand that they love. In combination with the finding in this study, the idea can be expanded that young people might prefer receiving information of brand on their newsfeed passively than accessing the brand Fan page to enjoy the social noise actively. Also, most respondents admit that they frequently access their beloved brand Facebook Fan page, although such frequency is not much higher than the frequency

they access other Fan pages. It indicates that young customers are not paying attention to one page all the time. Young customers nowadays are exposed to thousands of alternative brand choices in the market; therefore, it is hard to keep them stay loyal with a brand for long (Reisenwitz & Iyer, 2009). This finding can somehow explain why they are not willing to re-access their loved brand's Fan page. However, this study confirmed that brand love has a positive influence on brand loyalty. The result is in line with the findings by Carroll and Ahuvia (2006), Batra et al. (2012), Vernuccio et al. (2015); Wallace et al. (2014)

Additionally, in the alternative model suggested earlier in this study, the relationship between customers' perception of self-congruity with brand and brand loyalty has been established. The direct relationship between customers' perception of self-congruity with brand and brand loyalty is rarely found in previous researches. Brand loyalty is usually discussed as the outcome of brand attachment or brand love which is originally impacted by customers' perception of self-congruity with brand. Such findings are more likely to highlight the indirect relationship between customers' perception of self-congruity with brand and brand loyalty. Customers' perceived self-congruity with brand refers to customers "perception of the degree to which a brand can reflect himself or herself" (Carroll & Ahuvia, 2006, p. 82) or the degree to which customers perceive their self-identity congruity with brand. This perception was argued to influence brand loyalty in the study by Kressmann et al. (2006). Also, in the research of Lee and Workman (2015), the authors suggest that the more customers perceive the congruence between themselves and brands' characteristics, the more they would become loyal to that brand. In this study, customers' perception of self-congruity with brand is found to have an impact on brand loyalty. Such result is in line with the findings by Kressmann et al. (2006) and Lee and Workman (2015) while suggesting a new phenomenon that later research should put more effort to investigate.

5.4 Theoretical implications

The present study also yielded some important theoretical implications. The research findings have confirmed the foundation theories of brand love and brand loyalty as well as the relationship between brand love and brand loyalty on the social media context which was discussed by Kedushia et al., (2016) Carroll and Ahuvia (2006); Vernuccio et al. (2015); Wallace et al. (2014)).

Previous studies have confirmed “like” as a symbol of brand love in the online brand-customer relationship (Vernuccio et al., 2015; Wallace et al., 2012) this study indicated that “share” and “comment” are also the symbols of brand love. Such finding is the first to look at all the engagement forms on Facebook as an act to declare love to the brand (Kudeshia et al., 2016). Additionally, the study conducted deeper tests on the different type reactions customers might have on the branded Fan page, from this, the influence of customers’ perception of self-congruity with brand on like, share or comment has been revealed. These findings expand the discussion of Wallace et al. (2014) which merely suggested the relationship between perception of self-congruity with brand on the customers’ reaction on Facebook. Finally, this study has introduced the notion of e-loyalty which is quite new in this research field. Although e-loyalty was not strongly confirmed to have to correlation to brand love. It is suggested that the concept of e-loyalty should receive more research attention in the future.

5.5 Managerial implications

There are hundreds of alternative brands in the market, so it is hard to retain one’s love for the only brand, especially to the young customers’ who love challenges and new things (Lissitsa & Kol, 2016). This study confirmed that customers’ perception of self-congruity with brand could encourage young customers to engage with the brand by giving sharing content or making comments under the content on the Facebook Fan

page. This, in turn, cultivates customers' brand love. The finding encourages marketers to focus on building the brand' Fan page to attract young customers' reaction to the brand. Although the intention to come back the brands' Fan page for further interaction is found to have no relation to brand love, it is important to keep the Fan page updated with interesting content to trigger their engagement on the posts, hence nurture love and keep the brand at the top in young customers' mind.

5.6 Limitations and Future research

There are a few limitations exist in this research that could be improved in later studies. Firstly, the research was conducted with a quite small size of the sample which is mostly from students and researchers' friend circle through snowballing sampling technique; hence, the findings are yet to provide generalizability to represent the entire population of research target. Additionally, although a huge sample size also causes a problem at controlling errors in SEM, very small sample size does cause some problems either. Since the model fit index in this study is accepted reluctantly, it is suggested that later studies can work on this limitation to enhance the appropriateness of the model, building the more trustful model on this research topic. Another shortcoming is that this research fails to measure the impact of brand love on brand loyalty since all the measurement items of these variables have been eliminated before entering the main analysis. The root cause of this issue could be the problem of the questionnaire that fails to communicate with young respondents. This is another minus point that should be amended in later studies focusing on those cohorts. The use of likert scale is another limitation in such research to comprehend customers' attitude and inner thought. Likert scale questions provide limited options for respondents to select, so it might fail to get the idea respondents really want to answer for a question. Therefore, it might not be so helpful for researchers to fully and deeply understand target research subjects. An interview can be a better idea for research to customers' thought toward their loved

brand which can be helpful to come out with an explanation for their reactions toward that loved brand.

E-loyalty is a very new concept discussed in this study. However, it is found to have no relation to brand love. Further study on the influence of brand love on e-loyalty conation on different demographic is needed. Also, diverse culture research is necessary to conduct in the future to enhance the knowledge of scholars and marketers of how culture influence on young customers' attitude toward brand love and brand loyalty or e-loyalty. Young customers nowadays are exposed to thousands of alternative brand choices in the market; therefore, it is hard to keep them stay loyal with a brand for long (Reisenwitz & Iyer, 2009). Research by Jahn and Kunz (2012) states the importance of vivid content in triggering customers' attention to brand's posts on the Fan page while the present study is not looking at this angle. Triggering content can be useful in encouraging and maintaining customers' reaction to the posts, in turn, increase the possibility of patronage. Therefore, to be successful at utilising marketing activities on the Facebook Fan page to build a relationship with customers, brands need to adjust those activities to make it a great fit for the followers' self-concept. The idea suggests a promising research idea about the influence of content on the Facebook Fan page on customers engagement interest, brand love and e-loyalty intention. Alternative to Facebook, other social media platforms such as Twitter or Instagram with similar functions that are utilized by brands to connect with young customers. Research on how those platforms can entice and retain customers' affection and loyalty conation to brand is a fruitful research field. Such investigation can enrich the knowledge in customer-brand relationship and marketing strategy on social media platforms.

5.7 Conclusion

The development of the Internet and social media facilitates tools for brands to communicate with customers at the same time receive their reactions, making the

greatest glories of brand-customers' relationship building. Although the concept of brand love has been first introduced since 1988 (Shimp & Madden, 1988) and received noises from researchers over the last decade, the question of how it is nurtured and developed in the online world has become an important question to many researchers in the field. Especially how brand love is perceived and cultivated by young customers, the digital natives.

Brand love or the affection that customers' giving to a particular commercial name has been found to have a strong influence on customers' brand loyalty (Carroll and Ahuvia, 2006, Batra et al., 2012; Roy et al., 2013; Albert and Merunka, 2013). This brand love keeps their eyes away from vast number of alternative brands in the market (Sarkar, 2012) while keep repurchasing products or services of loved brand (Chaudhuri and Holbrook, 2001; Carroll and Ahuvia, 2006), even with the premium price (Batra et al., 2012; Albert and Merunka, 2013, Garg et al., 2015). The relationship between brand love and brand loyalty in the digital platforms has been confirmed in some previous studies (Vernuccio et al., 2015, Wallace et al., 2014; Chen et al., 2014).

This study aims to explore the influence of brand love on brand loyalty on the brand's official Facebook Fan page, especially to young customers. To address this question, the researcher has been looking at whether customers' perception of self-congruity with brand is the key factor to trigger their willingness to react on brand's Fan page activities which in turn nurture their love to the brand. Also, the research focuses on the very new concept e-loyalty and how it is influenced by brand love in brand's Facebook Fan page. Overall, the research succeeds in addressing the proposed issues and coming up with very interesting conclusions.

By utilising the quantitative research method with the online survey, there were 106 responds have been collected to discover the four interesting conclusions. Firstly,

current research confirms that perceived self-congruity with brand has a very strong influence on young customers' desire to engage with their loved brand on the brand's Fan page. An interesting point in this study is that, while changes in the conceptual model are made according to the circumstance expressed by data, this study discovered the different influences of every reaction forms (like, comment, share) on young customers' love to a brand. Then, the study also verifies the influence of customers' perception of self-congruity with brand to brand love as well as the relationship between those willing to engage with posts on the brand Fan page to brand love. While Kudesia et al. (2016) considered Fan page liking is a symbol of love, this study expands that the actions of like, share, comment on any brand-related content are all the about brand love. Finally, the relationship between brand love and brand loyalty has been confirmed while the relationship between e-loyalty and brand love is not strongly confirmed by the test in this study. This suggests the need for future investigation on this relationship between brand love and e-loyalty.

This study underlines the antecedents and consequences in the brand's official Facebook Fan page. When putting those findings together with young customers' characteristics, it expands researcher knowledge on how those customer groups express their brand love and brand loyalty on Facebook Fan page. More interesting, the study is not only emphasising the influence of perceived self-congruity in brand love and confirming the love conveyed by the decision of Fan page liking but also proving the influence of three different engaging functions like, share comment on brand love separately. This suggests a new idea for later researchers to comprehend how different forms of engagement on Facebook can influence brand love and brand loyalty. Those ideas are not expanding the big picture of brand love literature, but also enrich marketers' knowledge in planning for the future digital marketing plan and online branding strategy, especially for brands that target on young customers.

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