

# Considering the factors and brand efficiency implications of client engagement with brands in social media environment

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**Abstract---***A basic problem for marketers emerged via drastic increase of social media, through which brand pages can be leveraged to engage clients and improves association with brands. The current paper evaluates the participation of appeaser client extract from brand pages in addition to client-brand association features effecting client engagement along with Facebook brand pages. Samples data was gathered from a survey of 404 clients of brand pages and estimated utilizing SEM. The result presents that co-creation figures, social worth, and utilization tendency and brand potency impact client engagement with brand pages. Client engagement was also seemed to impact brand efficiency results of client engagement attitude addressed at the brand page and brand loyalty. The findings contribute to brand managers of social media webs and client-brand association.*

**Keywords---***social media, client engagement, client attitude, brand association*

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## I. Introduction

Client engagement can be defined as the Potency of a person's involvement and interaction with a firm's operations, which either client or firm started **Error! Reference source not found.** In past few years, high importance has been given to client engagement over branding and relationship marketing, which was a matter of concern to address as a transmitter for improving client association, rate of return and progress. The growing idea of client engagement has an effective part in developing client-brand association value and, consequently, client loyalty towards the sale brand **Error! Reference source not found.** Client engagement describe as a physiological condition considering client's mutual, co-creative experiences along with organization which defines the effective part of the client **Error! Reference source not found.** Client engagement is a multidimensional domain along with three dimensions: cognitive, sentimental or performance engagement **Error! Reference source not found.** Client engagement is associated to conventional ideas like customer involvement, which address a customer's degree to which customer is involved, and individual significance of a brand, on the other hand client engagement try to describe or indicate the vigorous distinguishing essential client-brand association more definite like in social media **Error! Reference source not found.** Focus on client engagement has also captivated concern over social media scope, and there is concern in the way in which brand can benefit latest media and web-based societies on platforms like Instagram, Facebook to participate and communicate with client because of web-based media various dimensions

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features. Particularly, there has been considerable rise in the acceptance and utilization of brand pages seems on Facebook social communicating platforms by customer to interact with brands in which they are interested and along with each other. In this way, clients are now crucial writers of brand narratives via the feasible dispersion of brand experience because of the triplet of interaction emerging through latest vigorous networks between customer and brands developed via web-based media **Error! Reference source not found.**

Researchers have now started to debate that by using web-based media platforms, firms can establish web-based brand societies. Possibly the most famous illustration of this is BFP (Brand Facebook pages) seems on the Facebook. Users pursue a brand Facebook pages by clicking 'like' button, which refers to their web-based network that they favor relevant brand. Further, this makes further content to be sent automatically via brand to be published to individual's Facebook news line, where client can communicate with brand through narratives, images or the brand-associated content that individual can like, published or comment on with more followers of that brand or their peers **Error! Reference source not found.** Noteworthy for marketers, web-based technologies make brand to mutually establish brand narratives with, and between vigorous networked customers via improved degree of client-brand communication **Error! Reference source not found.** These effective interactions might behave as a strategy for value co-creation and lineage opportunities like enhanced brand significance and associative goods creativity possibilities, in this way improving customer assumption of client engagement with Brand Facebook pages, directing to beneficial client attitudes towards the brand.

In the year 2017, client engagement retains vital facility that Facebook provided to firms to meet present and effective clients and to foster their goods and services **Error! Reference source not found.** Increasing client engagement study under social media environment of Brand Facebook page has reveal that customer who are highly involved with such Brand Facebook pages has mote tendency to be engaged and reliable to that brand, such customer most often visit store and produce increased positive WOM **Error! Reference source not found.**, more associated to the brand as compare to non-brand fans. On the other hand, implementation of Brand Facebook page immediately enhancing by various customer brands universally to well reach, communicate with and facilitate clients, the ratio of hypothesis to know the way to better serve and improve client engagement with Brand Facebook page and its influences on brand loyalty consequences ha not retains velocity with such progress in social media marketing. The matter is of great significance since very less is aware regarding the way in which communication that occur under social media context contribute to efficient brand-establishment activities.

In reply to such challenges and voids in past literary work, we try to provide more detailed awareness of client engagement in Brand Facebook page by considering on three vital matters.

First, we create a hypothetical paradigm that addresses increased focus on the determination of associated precedence to client engagement with Brand Facebook page as compare to past research. Through the first study to added to literary work, **Error! Reference source not found.** experimentally came to know that the tendency of previous utilization, pursuing social communications and brand communications impact client engagement degree with Brand Facebook page over Facebook platform. Although, more hypothesis and research are required over the opinion of co-creation activity which has been debated to happen among the brand's Brand Facebook pages with the client under social media context and its

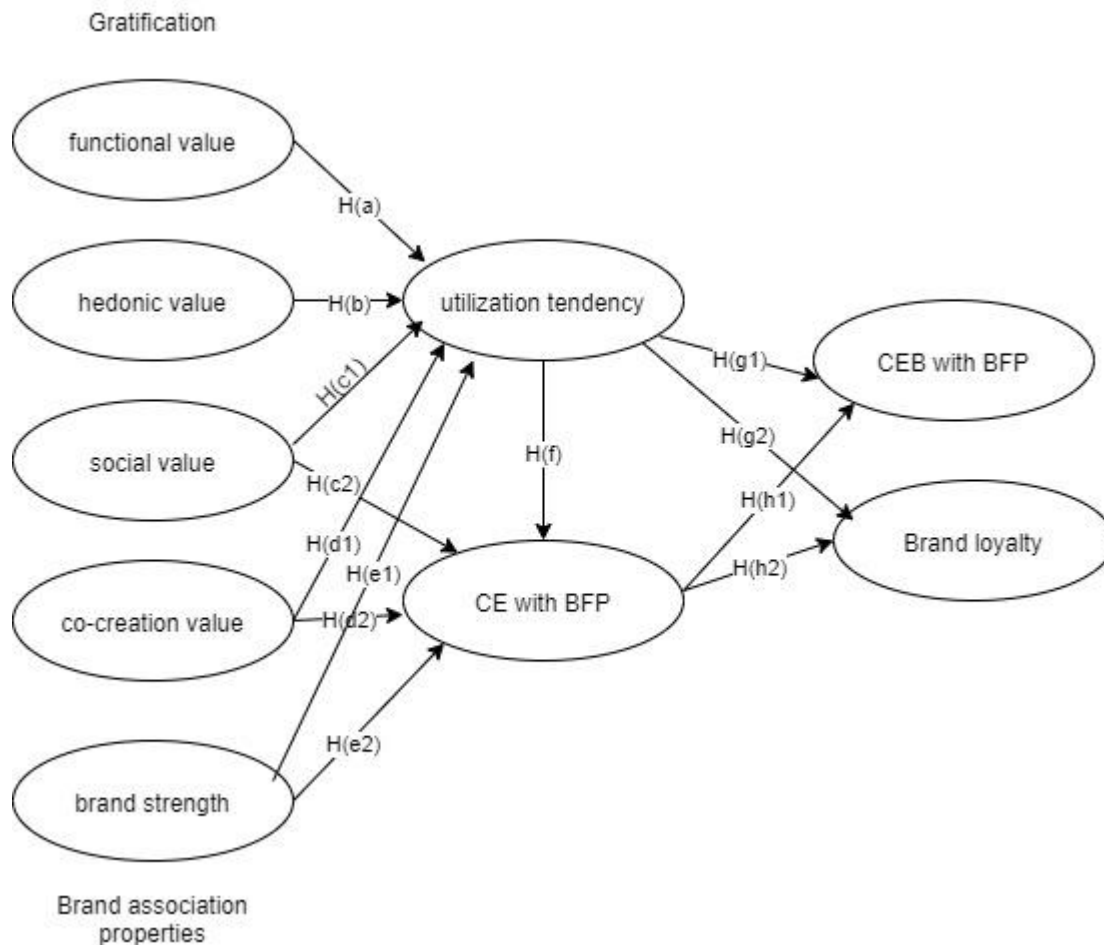


Figure 1: conceptual paradigm

Addition towards the establishment of client engagement with the Brand Facebook page. Previous social media study has recommended the presence of value co-creation as a way of effectiveness taken out by customer as an outcome from Brand Facebook pages consuming experience **Error! Reference source not found.**, but distinct investigation on this occurrence has stayed neglected. For evaluate either customer assumed a Brand Facebook page to provide co-creation operations which they focus of worth able to them, we suggest that the idea of co-creation worth might act as a precedent operator of client engagement with Brand Facebook page along with more variables that have so far been experimentally identifies under Brand Facebook page environment. In addition to the integration of value co-creation into study paradigm, very few is aware regarding the influence of customer assumed tendency of the client brand association and its impact on the development of client engagement with Brand Facebook pages, furthermore to searched after requirements and contents as evaluated by **Error! Reference source not found.** The client engagement and branding literary work has ideally debated that a customer's association with brand influence the tendency of client engagement towards the brand like **Error! Reference source not found.**, including organization operations that exemplify the brand comprising internet sites along with more computer-intervened items, and brand efficiency under social media context **Error! Reference source not found.** Since, integrating these hypothetical details we experimentally evaluate the effectiveness of customer's assumed tendency with rand to estimate its impact on the progress of client engagement with computer-intervened items like Brand Facebook page under social media context.

Further, we put more focused on the determination of appropriate outcomes of client engagement with Brand Facebook pages as compare to past research. **Error! Reference source not found.** stated that the intellectual situation of client engagement with Brand Facebook page impact brand performance and loyalty consequences comprising brand commitment, positive WOM along with future buying intentions, we exaggerate this perspective by considering research by **Error! Reference source not found.** to integrate appropriate client engagement attitude to Brand Facebook page. In a view of **Error! Reference source not found.**, client engagement attitude evidence of client engagement towards organization after and over buying, which can make increment to organization efficiency in two possible ways: (a) client engagement attitudes in communications with the organization and their employees like giving advices for service enhancement and (b) client engagement attitudes in communication with other clients like dispersing WOM or narrating response that impact other client's behaviors. Investigating in regarding issue and contributing to literary work gives a more improve knowledge of the procedure and provides prosperous client engagement attitude management operations.

Last, to evaluate the strength of our paradigm, we implement it to a wide number of customer brands in our experimental study. In addition, to address for diversity in data samples, we distinct among goods and providing brand's Brand Facebook page to identify either the study paradigm varies by goods items opposing service brands. To conclude, current paper is designed in four basic parts. The first part gives a detailed revision of literary work with specifications given to client engagement under social media framework. The second part comprises of the conceptual paradigm and system associations. Third part contains reviews about methodology and consequences evaluation of results. Fourth part contains limitation and further study guidelines.

### **Theoretical background**

Figure 1 represent the suggested paradigm for current research, describing the precedence elements that impact client engagement with Brand Facebook page and its outcomes on client engagement attitude with Brand Facebook page and loyalty of relevant brand. Propped by U&G theory, branding theories and client engagement literary work, the precedence drivers is debated to be associated to a client's utilization tendency and client engagement with Brand Facebook page. In the end, the construct of utilization tendency and client engagement with Brand Facebook page are generated to impact brand association consequences comprising loyalty of brand and client engagement attitude towards the Brand Facebook page. The paradigm describes that if the Brand Facebook page contented the specific requirement of individual, functioning together with the impact of prosperous assumption of brand association, this must directed to larger utilization degree of the Brand Facebook page, which must in return directed to larger brand association consequences.

### **The impact of functional Value**

Customer stimulation for accepting and utilizing a broad spectrum of media can be describing utilizing U&G theory. The basic reason of accepting latest media categories has been functional. Under Brand Facebook page framework, a client contented a functional gratification refers to be capable to reach to beneficial, functional, realistic and effective content **Error! Reference source not found.** As an illustration, a client utilizing the Brand Facebook page of providing brand may tend to inform about the way of service operated, what is engaged and further operational information. Therefore, current paper suggested that if a client fulfills these requirements for beneficial and operational content, and in doing so contented their functional gratification, they are very willingly to utilize that particular page more potentially. Experimentally assistance for this declaration can be addressed from **Error! Reference source not found.**, who recommend an important productive impact from functional value to utilization tendency of the Brand Facebook page. In addition, (Cvijikj and Michahelles, 2013) reveal that informational content was the key driver that conduct operating users to involve in Brand Facebook page

attitudes like posting, commenting and also influence period of Brand Facebook page communication. For this reason, clients with enhanced assumption of functional value are more willingly to impact improve utilization tendency with the Brand Facebook page. Therefore:

H(a): functional value of the Brand Facebook page productively impacts utilization tendency of the Brand Facebook page.

#### **The impact of Hedonic Value**

Past experimental study into client engagement under Brand Facebook page has estimated searching Hedonic value, or contented gratification like joy and happiness. Such as, joy and happiness of sentiments value are significant **Error! Reference source not found.** Under framework of Brand Facebook pages, a client content a hedonic gratification requirement need an approach to joy, delight and stimulating content **Error! Reference source not found.** According to **Error! Reference source not found.**, Hedonic and informational content diversions are critical to satisfying client's active and passive engagement. a client might be doing this in free time in order to the fact that this specific brand posts joyful and stimulated content in association to brand. This improved assumed hedonic value of the Brand Facebook pages as taken out by client then directed to that client utilizing brand page more often **Error! Reference source not found.** With this reason, (Cvijikj and Michahelles, 2013) also suggest that stimulating content was one of the basic leads of Brand Facebook pages engagement and utilization. Therefore,

H(b): hedonic value of Brand Facebook pages productively impact utilization tendency of the Brand Facebook pages.

#### **The impact of social-communication value**

Social value has been the issue of debate to take out the acceptance and utilization degree of latest media. SNSs like Brand Facebook pages facilitate improve possibilities for social communications through Facebook where customer can take out social value from computer-intervened communications together. Social media utilization and social communication sometimes occurred simultaneously **Error! Reference source not found.** In addition, it has been determined that client find 'interacting value' on the basis of peer bonding which serve as a appreciation for client-to-client communication to be happen. Under framework of latest social media, for a client to stimulate a social-communication gratification, they required to be capable of to collaborate together with client, assume other clients as same to their selves, and sense as if they have a facility to collaborate with individuals as same to their selves **Error! Reference source not found.** Thus, the enhance assumption of social-communication value of Brand Facebook page taken out by client might then direct to that client utilizing that brand page most often or you can say highly associated to Brand Facebook page. Experimental proof for this evaluation can be taken from **Error! Reference source not found.**, who suggest a productive impact from social communication value on Brand Facebook. Since, it has been considered in current research that client with enhance assumption value are highly possibly to impact greater utilization tendency and enhanced degree of client engagement over Brand Facebook page. Therefore

H(c1): social communication value of the Brand Facebook page productively impact utilization tendency of the Brand Facebook page.

H(c2): social communication value of the Brand Facebook page productively impact client engagement with the Brand Facebook page.

### **The impact of co-creation value**

The concept of co-creation value directing to enhanced degree of client engagement in a web-based framework has been suggested by **Error! Reference source not found.**, where the client is capable to collaborate and in some particular scenarios collaborate to gain experiences, providing and offers that has been facilitating clients for improvement. According to branding point of view, these brand associated communications capable client to incorporate their personal experiences and ideas into brand narrations, which can added to enhance knowledge, understanding, affinity, and appreciation and remind, and increase the description of brand **Error! Reference source not found.** Under the framework of social media, customer can vigorously communicate with brands immediately, on instantaneous basis, which refer that they are capable to co-create value for their selves by interacting, giving and taking responses, share and communicate with brand, and thus indeed collaborate with the brand via SNS platforms **Error! Reference source not found.** On the basis of the discussion it has been noted that in client attitude and co-creation value literary work, it seems that client search for co-creation value with brands over Brand Facebook pages. Hence it has been consider in current research that client with greater assumption of co-creation value are more often to impact enhance utilization tendency and enhanced degree of client engagement with the Brand Facebook page. Therefore

H(d1): co-creation value on the Brand Facebook page productively impacts the utilization tendency of the Brand Facebook page.

H(d2): co-creation value on the Brand Facebook page productively impacts client engagement with the Brand Facebook page.

### **The impact of brand tendency on client engagement**

On the basis of evaluation of literary work, it could be stated that variables that mirror the client's tendency of association with brand influence on affection to and involvement to the brand **Error! Reference source not found.**, comprising organizational operations that represent the brand like branded sites and SNS **Error! Reference source not found.** In this way, we can state that while the association among the client and brand is assumed to be powerful and brand attains larger assumed brand tendency in client's mind, the higher the degree of client engagement with Brand Facebook page.

Thus, to evaluate the efficiency of the brand serve as a strategy to support client engagement with Brand Facebook page, we consider on establishing our terminology assumed brand tendency, which can be seen via the view of participation and self-brand congruency theory, with such significant brand variables diverge into a multi-divergent construct, termed as, brand tendency.

Under client attitude, participation is a vital idea and has been determined as the core of the individual association, the congenial variable indicator of client's attitude and highly based on the communication of customers with objects comprising e-commerce sites **Error! Reference source not found.**

Under the web circumstances, it has been seen that engaged client are highly concern in a site if the all the new details and services provided through the website are associated to the object of participation. Client-brand engagement is idealized and experimentally supported as a physiological state, diverse conduct indication, which are focused a outcomes of client-brand engagement **Error! Reference source not found.** Based on this point of view, we predict the similar impact to be relevant to social media sites like Brand Facebook page. By considering clients conduct towards, and mind perception of, a brand that congruence among individual's perception and brand perception has been broadly estimated in literary work. Distinct kinds of self-congruency impact distinct kinds of client's passion regarding brand **Error! Reference source not found.** Self-brand congruency can be described as the comparison among customer's personal-concept and identity of brand

as assumed by client. On the basis of this concept, we suggested that it is significant matter in knowing brand priorities; we predicted the similar impact with Brand Facebook page where it serves as a lead that effect the tendency for utilization strength and client engagement with the Brand Facebook page.

Based on this, it can be stated that in current research such significant brand variables diverge into a multidimensional construct of brand tendency that possess productive influence on client engagement. Thus, we discussed that engagement and self-brand congruency are two crucial factors of brand tendency. Hence it has been considered in current research. Since, it has been discussed that customer with enhance assumption of brand's Brand tendency are most often to impact greater degree of utilization tendency and greater degree of client engagement with the Brand Facebook page. Therefore:

H(e1): brand tendency productively impacts utilization tendency.

H(e2): Brand tendency productively impacts client engagement on the Brand Facebook page.

The impact of utilization tendency on client engagement with Brand Facebook page:

Since client engagement has been described as psychological state mirror client communicative and collective involvement with an organization **Error! Reference source not found.**, it is a possibility that association is present among utilization tendency and client engagement. Hence **Error! Reference source not found.** address that, it is appropriate for an individual associated to specific Brand Facebook page without serving as collective and engaged participant. It will be beneficial to study this suggested association more.

In addition, it has been experimentally stated that individual who are frequent client of any brand and therefore enhance degree of utilization tendency could productively influence on their brand association and thus chances of their involvement in WOM, purchasing again or any brand-associated attitude **Error! Reference source not found.** By considering statements of **Error! Reference source not found.** over association among utilization tendency and client engagement and brand performance with the Brand Facebook page, we exaggerate such association to also integrate client engagement attitudes given by Brand Facebook page and stated this narrative as a result of utilization tendency on client engagement, client engagement attitude pointed at Brand Facebook page and loyalty of brand. On the basis of this discussion we anticipate:

H(f): utilization tendency productively impacts client engagement with the Brand Facebook page.

H(g1): utilization tendency productively impacts loyalty of brand.

H(g2): utilization tendency productively impacts client engagement attitude with the Brand Facebook page.

The impact of client engagement with Brand Facebook page on brand efficiency consequences:

Prosperous efficiency feedbacks towards the brand as a result of client engagement have been stated by many scholars. This association has been experimentally assisted in social media framework where client engagement has impact offline trust attitudes towards the brand (comprising productive offline WOM, and enhance revenue generation) **Error! Reference source not found.; Error! Reference source not found.** Hence the association via client engagement to client engagement attitudes still needs to be studied particularly; (Cvijikj and Michahelles, 2013) discussed those vigorous users of the Brand

Facebook page are most often engaged in client engagement attitude like feedbacks over Brand Facebook page like plan to posting, sharing and commenting.

On the basis of this discussion, we consider that as client engagement with Brand Facebook page improves, brand loyalty also improves. We more discussed that those prosperous feedbacks to brand would also comprise further client engagement attitude leads at Brand Facebook page. This concern directed to following hypothetical statements:

H(h1): client engagement with the Brand Facebook page productively impacts loyalty of brand.

H(h2): client engagement with the Brand Facebook page over offline medium client engagement attitude with the Brand Facebook page.

## II. METHODOLOGY

### Study paradigm

Data was gathered from self-management paper based anticipate survey with Thai students of Bangkok university in Thailand. The benefit of taking an anticipate survey is that the scholar comes to the member who is going to fill survey foam, which makes it feasible for members, also members can be checked by scholar about either they are capable to fill survey foam or not **Error! Reference source not found..** This kind of sample is deemed more appropriate due to the fact that most of Facebook users are youth and their age range is between eighteen and thirty years **Error! Reference source not found..** Therefore, a student based data sample serve as a appropriate samples for hypothetical paradigm objective of current research because of the consistent type of student with respect to their demographic and attitude features **Error! Reference source not found..**

Construct to be evaluated every item were taken from literary work and can be seen in Table 1. On the other hand construct to evaluate the items of functional value, hedonic figures, web-based communications figures, utilization tendency and client engagement were taken via **Error! Reference source not found..** A 6-items estimation of co-creation value was taken from **Error! Reference source not found..** A six-items estimation of brand engagement was taken via **Error! Reference source not found..** A five-item estimation of self-brand congruency was taken via **Error! Reference source not found..** A three-item construct to be estimated client engagement attitude leads at Brand Facebook pages was taken from (Cvijikj and Michahelles, 2013). Every construct was estimated using 7-point scale with '1' pointed to 'highly disagreed' and '7' to 'highly agree'.

### Sample profile

Total 452 finalized survey foams were taken along with 404 appropriate survey foams left after checking. Out of this sample 43.2% were men and 57.6% were women. The average age limit is 21.43% along with the age limit between 16-48 years. Because of the most of the sample consisting of student that's why the age range is 17-23 years or 6.3% and more than thirty years or 2.6%. When we inquire them about the utilization of their Brand Facebook page, most of the members utilize one time in a month or more which is 37.4% and on daily basis utilization is about 18.9%. most of the members also predict that they has been utilizing that specific Brand Facebook page since 6months or more which is 60.2%, and some utilizing from three to five months which is 21.8%, some utilize since one to two months which is 6.2%. In the end, the members were required to determine which device they normally utilized to use Facebook Brand page, and most members give the similar reply which is a smartphone (54%). Some used smart PCs 30.4%, a desktop computer 9.3%, a smart tablet



4%, and office computer 1.94%. overall, the data gathered of current research contains experienced individuals of Facebook Brand page, with many of them using such pages via smartphones and lap computers.

### **Experimental outcomes and findings**

SEM utilizing PLS was integrated for evaluation of the data which has been gathered. Partial Least Square is most suitable for estimation of data samples which has been gathered via survey (such as for a range less than five hundred) **Error! Reference source not found.** and it is also appropriate for the estimation of association over indicative as compare to way of verification like forecasting the association among client engagement and Brand Facebook page and its relevant outcomes.

In addition, Partial Last Square permits for concurrent evaluation for meditative design paradigms **Error! Reference source not found.**

We patterned the 2<sup>nd</sup>-order construct by utilizing the hierarchical element structure, where the pointer of the first-order meditative constructs are used again to estimate the 2<sup>nd</sup>-order meditative construct. Structural Equation Model utilizing the Partial Least Square methodology is also persistent with past branding and web-based research estimating client attitude such as **Error! Reference source not found.**

We have placed our evaluation with SmartPLS v2.0 by considering a procedure consisting two processes which are first examine the measurement model and then evaluate the structural paradigm.

Despite the measurement model consequences are related to that basic elements estimations, the path coefficients estimated in a same way to that of beta path coefficients over an usual LS regression **Error! Reference source not found.**

### **Measurement paradigm estimation**

For the purpose to evaluate the psychometric characteristics of multiple item scale, we evaluated the measurement paradigm by examine individual predictor dependability, composite reliability (CR), divergent validity and distinct validity such as **Error! Reference source not found.** For this reason, we use Partial Least Square algorithm and bootstrapping process. To check the dependability of every single item, we assess either the loading of every element in accordance to its relevant latent construct was enhanced as compare to the suggested threshold of .70. As represented in Table 1, every loading reach to this threshold of range among .72-.95 and were considerable t-statics greater than 1.95. to check the inclusive persistence, we estimated the CR values for every latent construct. Every value reaches the suggested threshold of .7, which is appropriate Table 2. CR values are estimated in a same manner to Cronbach's alpha and are evaluated in Partial Least Square. AVE figures predict the degree of divergent validity as they determined the degree of mutual variance among meditative measurement elements and their relevant latent construct. Every AVE figure in Table 1 are more than suggested benchmark of .5. Further, it has been suggested to examine any meditative measurement construct dependent on divergent validity and importance of outer **Error! Reference source not found.**

The determinative outer model address for brand tendency is contained in Table 1, predicting appropriate loadings and t-value figures. Further we evaluated distinct validity, which has been explained as the exterior to which construct is suitably different from rest of the constructs by experimental regulations. As **Error! Reference source not found.** describes, the Fornell-Larcker standards is a broadly adopted method to evaluating varying validity where every latent construct must share enhance divergence under its individual set of predictors as compared to any other latent item from paradigm. Thus, the VE figures of a latent items must be greater than the item's squared correlation with rest of any latent item, which is verified for our paradigm as represented in Table 2.

Table 1: Partial Least Square measurement model outcomes

Elements and apparent variables	AVE	CR	Loading	t-value
Functional value	.79	.93	-	-
The narratives of FBP is supportive in my opinion			.90	64.24
The narratives of FBP is beneficial in my opinion			.91	61.49
The narratives of FBP is operational in my opinion			.89	54.22
The narratives of FBP is applicable			.83	33.05
Hedonic value	.76	.92	-	-
The narratives of FBP is amusing			.88	49.42
The narratives of FBP is interesting			.90	53.34
The narratives of FBP is delightful			.86	34.26
The narratives of FBP is pleasure			.84	28.21
Co=creation value	.71	.93	-	-
The narratives of FBP communicate with me to facilitate me efficiently			.80	28.07
The narratives of FBP supports me to generate providing that appropriate for me			.87	50.60
The narratives of FBP communicate with me to set providing that suitable for my requirements			.84	41.84
The narratives of FBP facilitates providing in collapse with me			.84	47.89
The narratives of FBP permit my participation in facilitating services to enjoy the experience I required			.84	39.17
The narratives of FBP facilitate me service that support me generating			.78	26.72
Social value	.85	.95	-	-
I can approach individuals like me on FBP			.92	85.57
I can approach new individuals like me on FBP			.93	77.21
I can search out individuals like me on FBP			.91	68.81
I can communicate individuals like me on FBP			.90	49.19
Brand participation	.69	.92	-	-
This brand is important for myself			.86	59.12
The brand is vital for myself			.90	81.41
I concern this brand to be appropriate part of my life			.87	55.31
In my opinion, this brand is significant			.90	81.08

I found this brand interesting for myself			.71	21.17
I am engaged with this brand			.69	19.47
Self-brand perception congruency	.76	.92	-	-
The brand is similar to myself			.85	39.71
The brand mirror my self			.90	80.35
The brand is actual what myself is			.90	70.56
The brand perception mirror to my personal-perception in various ways			.89	72.84
With this brand, I describe what I can see significant in my life			.79	30.79
Utilization tendency	.86	.94	-	-
I most often utilize FBP			.93	16.11
I normally utilize the FBP			.92	61.79
I consistently utilize the FBP			.92	68.71
Client involvement with Brand Facebook page	.80	.94	-	-
I am vital participant of FBP society			.87	55.79
I am involved participant of FBP society			.90	57.55
I am vigorous participant of FBP society			.92	77.51
I am took part in FBP society			.87	38.54
I am cooperating participant of FBP society			.90	61.89
Loyalty of brand	.67	.92	-	-
I suggest other people about this brand			.72	18.45
I present this brand to other individuals			.77	24.29
I narrate productive facts regarding this brand in future			.83	33.57
I will always support this brand			.86	54.38
I find myself a constant client of this brand			.84	43.43
			.85	37.41
Client engagement attitude with rand Facebook page	.70	.87	-	-
I am going to share this BFP narrative in future			.85	36.95
I am going to like this BFP narration			.80	30.67
I am going to comment on this BFP			.84	24.61
Formative elements			weights	t-value
Brand tendency (formative kind II exclusive paradigm)			-	-
Rand participation			.57	39.58

Self-brand perception congruency			.51	35.30
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Table 2: latent variables association

variables	mean	Standard deviation	loading	T-value	through	five	six	seven	eight	nine	ten	
Co-creation value	4.11	1.30	(.93) .84									
CE BFP	3.69	1.54	.48	(.94) .89								
BFP CEB	4.92	1.36	.37	.49	(.87) .83							
Functional value	5.07	1.12	.33	.37	.35	(.92) .87						
Hedonic value	5.32	1.15	.23	.32	.35	.31	((.92) .88					
Brand participation	4.73	1.30	.27	.41	.30	.51	.31	(.92) .83				
Brand loyalty	5.31	1.90	.34	.42	.68	.42	.41	.54	(.92) .81			
Self-brand perception congruency	3.95	1.41	.31	.42	.29	.45	.30	.64	.44	(.93) .87		
Social value	3.85	1.66	.33	.42	.33	.29	.25	.38	.30	.43	(.95) .92	
Utilization tendency	4.40	1.53	.23	.43	.37	.37	.36	.29	.35	.32	.19	(.94) .92

Table 3: structural paradigm outcomes

Hypothetical statements	Indicator variables	Indicated variables	B	R <sup>2</sup>	Crucial ratio
H(a)	FV	-	.19	-	3.67*
H(b)	HV	-	.17	-	3.58*
H(c1)	SV	-	.08	-	.62**
H(d1)	CCV	-	.06	-	1.43**
H(e1)	BT	UT	.19	.22	3.08*
H(c2)	SV	-	.21	-	3.49*
H(d2)	CCV	-	.32	-	5.97*
H(e2)	BT	-	.11	-	3.27*
H(f)	UT	CE with BFP	.27	.46	4.82*
H(g1)	UT	-	.16	-	2.89*
H(h1)	CE with BFP	CE with BFP	.42	.27	8.37*
H(g2)	UT	-	.18	-	3.02*
H(h2)	CE with BFP	BL	.31	.19	6.31*
-	-	-	AVA	.29	-
SV=social value; CCV=co-creation value; UT=utilization tendency; BT=brand tendency; HV=hedonic value; FV=functional value					
N.B. AVA= Average Variance Accounted for; *Significant 1.96; **Not significant <1.65.					

### III. Results

The sufficiency of hypothetical statements are presented in research paradigm in Figure 1 was evaluated by integrating the Partial Least Square algorithm and bootstrapping process to take out path coefficient, t-values and Root square coefficients of internal items. The class of Partial Square Model is estimated in a same way to multiple regression models, which are examined on the basis of instruction and importance of path coefficient and the R square magnitude, which direct the degree of divergence in an item that has been described by the indicator constructs **Error! Reference source not found.**

The current research consequences represented in Table 3. According to hypothetical statement and b, functional and hedonic figures productively influence utilization tendency. Hence, the evaluation of our paradigm didn't verify hypothetical statement c1 and d1, which recommend that social figures and co-creation figures do not possess important, productive influence on utilization tendency. We therefore ignored hypothetical statements c1 and d1. We also hoping for a productive impact of social figures H(c2), co-creation figures H(d2), utilization tendency H(e) and brand tendency H(f2) on client engagement with Brand Facebook page. Our findings verify our hypothetical statements with the detailed divergence in client engagement with Brand Facebook page accrues for by social figures, co-creation figures, utilization tendency and brand tendency were R<sup>2</sup>=.46 which is significantly greater as compare to utilization tendency. In accordance with H(g1) and H(h1), client engagement with Brand Facebook page and utilization tendency productively influence loyalty of brand. The descriptive divergence in loyalty of brand accrues for by client engagement with Brand Facebook page and utilization tendency was R<sup>2</sup>=.19. our consequences also verify out hypothetical statements H(g2) and H(h2) where client engagement with Brand Facebook page and utilization tendency productively influence Brand Facebook page client engagement attitude with the descriptive divergence R<sup>2</sup>=.27.

The possible significance of the structural paradigm was estimated through AVA. The Average Variance Accounted is merely a mean of every reliant items  $R^2$  under the paradigm and it shows the indicative strength of the structural paradigm without respected to the measurement paradigm. The outcome shows that the Average Variance Model is at a contented degree for the internal-structural paradigm at .29. Considering that the indicators for forecasting accordance of structural paradigm are greater as compared to the suggested .10 benchmark, the hypothetical strength of conceptual paradigm is appropriated.

#### **IV. Discussion and Managerial Implications**

By considering the paradigm suggested by **Error! Reference source not found.**, the purpose of current research was to exaggerate our knowledge about the derivers of client engagement under social media context, and examine the way client engagement interpret to enhance basic brand efficiency results. We observed that client engagement is established by co-creation and social worth at the same time with utilization tendency and brand tendency. Further, our result reveals that client engagement impacts client engagement attitude leads at the Brand Facebook page and loyalty of brand. Current research added to the scholarly study in many ways.

First it added profound knowledge to existing research on client engagement for web-based networks **Error! Reference source not found.**, by giving co-creation figures and brand tendency as strategy to describe client engagement along with Brand Facebook page. For co-creation value, we experimentally verify hypothetical suggestions that co-creation practice among brand and customer is very significant leads by client as an outcome of Brand Facebook page consuming experience. For brand tendency and its impacts, we exaggerate past research that has been taken out predominantly over website **Error! Reference source not found.**

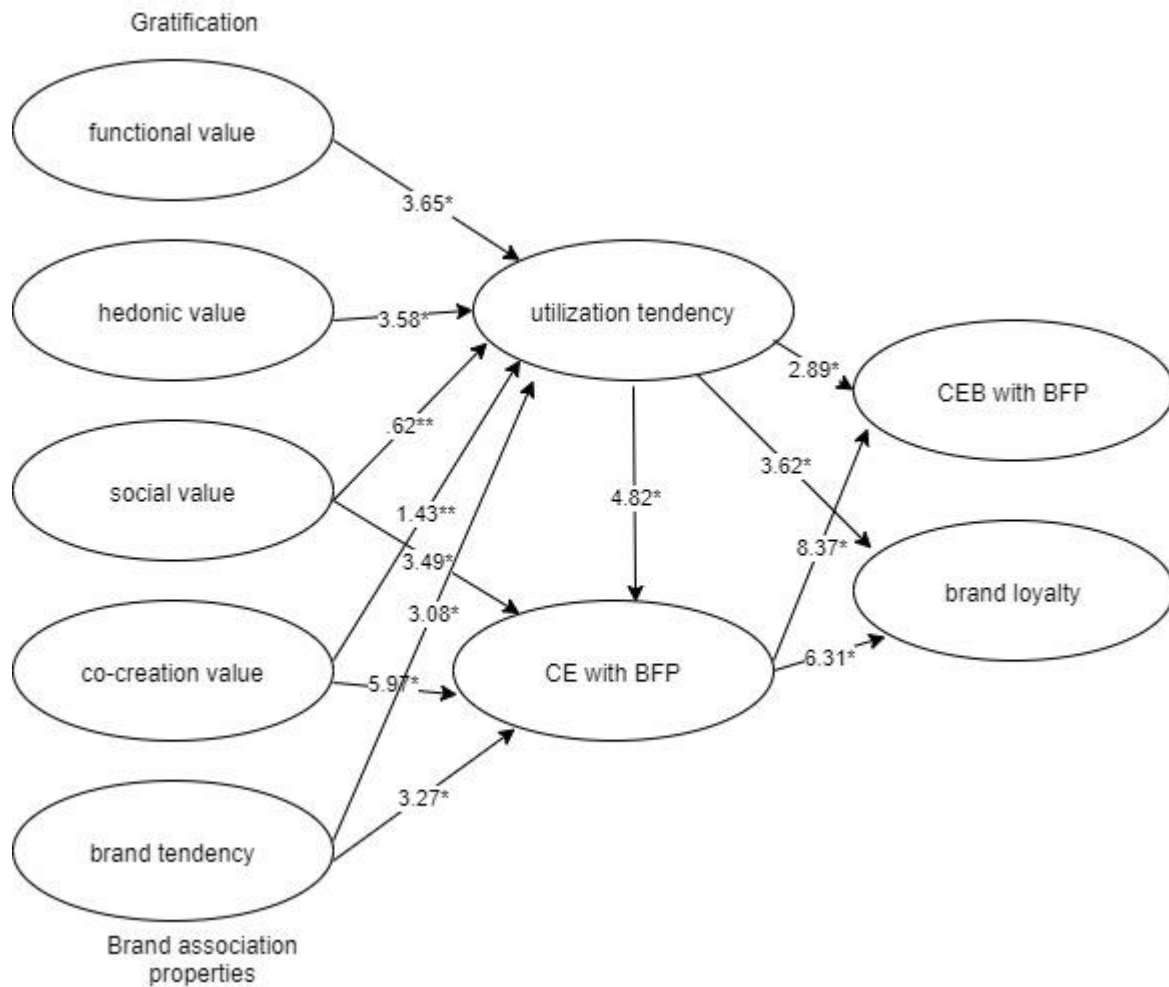


Figure 2: Final paradigm

Further, current research contributes profound knowledge to the impacts that client engagement possesses on two major brand efficiency consequences: client engagement attitudes along with the Brand Facebook page and loyalty of brand. Hence previous study has suggested that client engagement with the Brand Facebook page **Error! Reference source not found.** and client engagement-like items. We exaggerate current profound studies over branding and marketing literary work by estimating the influence of client engagement with Brand Facebook page, along with utilization tendency, as a main indicator of loyalty of brand and client engagement attitudes over Brand Facebook page. At the end, our research highlights the significance of focusing the kind of brand under study practices which has never been consider in past research. On the other hand, under evaluation of the tendency of paths among Brand Facebook page of items and providing brands, the outcome showed that functional and hedonic figures serve as vital derivers of utilization tendency, whereas co-creation figures and brand tendency served as significant derivers of client engagement along with the brand page as compare to brand providing. Since, current research facilitates a first step with predominantly proof that brand kind of the Brand Facebook page looks to be directed by various association regulations and that's why client find out many various sources of client value.

Table 4: Comparing product brand and service brand

Hypothetical statement	items sampling		Providing sampling		Outcomes
	path	t-value	path	t-value	

H(a)	.35	7.20**	.10	1.84*	+ appropriate for items
H(b)	.20	5.61**	.17	3.04**	+ appropriate for items
H(c1)	-.08	1.76*	-.03	.72***	- appropriate for items
H(c2)	.10	2.85**	.22	4.36**	+ appropriate for providing
H(d1)	.04	.83***	.05	1.23***	Not appropriate
H(d2)	.34	8.15**	.26	6.45**	+ appropriate for items
H(e1)	-.08	1.50**	.31	5.18**	+ appropriate for providing
H(e2)	.31	8.1**	.12	2.25**	+ appropriate for items
H(f)	.15	3.67**	.29	6.29**	+ appropriate for providing
H(g1)	.10	2.13**	.22	4.22**	+ appropriate for providing
H(g2)	.08	1.75*	.21	3.44**	+ appropriate for providing
H(h1)	.39	9.22**	.40	8.30**	+ appropriate for providing
H(h2)	.27	5.81**	.34	6.77**	+ appropriate for providing
NB: *Significant > 1.65; **Significant > 1.96; ***Not significant < 1.65.					

As result reveals, client directs many gratifications via web content; thus, the functional and hedonic content given by a Brand Facebook page influence their client's involvement and the utilization tendency of the Brand Facebook page, which in return impacts client engagement with Brand Facebook page. It has also been observed that the social-communication and co-creation value gives highly productive impacts on client engagement generation predicting that it is significant to facilitate possibilities and procedures for co-creation value and permit brand to higher degree communications. In addition, it has been more steps up by the continuous varying frameworks and operations of improved networking frameworks such as Yahoo, Instagram and many more to generate and handle content.

From a view of managerial viewpoint, the research has many captivating implementations. Basically, it gives an improved knowledge and enhanced understanding for future explanation of strategy that impacts the generation of client engagement with brand as represented via Brand Facebook page. The significance of forming client engagement with Brand Facebook page was more intensified in current research showing the powerful impact found on client engagement attitudes with Brand Facebook page and loyalty of brand. This possesses vital implementations for Brand Facebook page mediators through which to support client engagement are highly controllable by managers.



Current research also gives managerial implication by integrating the idea of brand tendency under the scope of client engagement. On the other hand, it is significant to identify the elements that generate brand tendency in current research, termed as, brand engagement and individual brand perception congruency. Brand managers must focus on these notions while forming their social media schemes. Particularly, it has been observed that while a client is highly engaged with brand, they are most often to generate narratives regarding the brand on social media **Error! Reference source not found.** Therefore, enhanced participation with client through the Brand Facebook page might produce increased degree of involvement and client engagement with Brand Facebook page.

Furthermore, the perception of self-perception and brand-perception congruency also has to be focused by marketing managers. Since, while generating social media schemes, brand managers can focus that client may prior Brand Facebook page that contains data and pictures which are appropriate along with the assumption of self, which might mirror the indicative characteristics of brand. Therefore, brand managers can considerably evaluate the perception of brand and self-image of clients. In addition, brand managers should also focus partitioning the viewers in accordance with self-perception and brand-perception congruency.

As described in the research paradigm as represented in Figure 2, the loyalty of brand consequences of client engagement of Brand Facebook page gives brand managers a ground to be taken benefit in idea of client engagement. In addition, current research gives experts with latest revealing joining client engagement to client engagement attitude with Brand Facebook page, termed as, enhanced degree of liking, posting and commenting on stories in future. These client engagement attitudes are significant under social media framework because of the tendency for social contagion impacts. The results of current research highlight this conducting perspective of client engagement attitudes emerging via client with Brand Facebook page, with facilitation to brand managers about the way in which they evoke client engagement over Brand Facebook page and to get prosperous client engagement attitudes.

## V. Limitations and future Research

It is considerable that the limitations of the current research are explained to make sure explanations for further study. First, Facebook has many users and the exclusive verification of the results to wide partition of users must be focused. In contrary to this, a non-probabilistic data sample was considered comprising students which is possibly limit the exclusive verification and generalizability. A more important issue of current research is that the survey is being self-administrated. This arises the possibility of fatigues, and non-replying fatigues are more often be present **Error! Reference source not found.** Further, the data sample contains several brands that were evaluated in a view of product brand against to service brand. Hence, further studies must focus in matching different categories of brands with huge data samples for improved outcomes across firms.

On the other hand, many possibilities for further study have been emerged via current research. Like, no product or firm category was taken for evaluation in current research, which gives various opportunities for more investigations. Equating the similar paradigm through distinct firms or product types of varying natures, on the other hand, an equating between distinct firms like the client technical items has to be matched with hoteling, could give enhanced understanding for researchers. The results from current study also provide distinct drivers or varying degrees of significance of drivers of client engagement.

More, as described before about the data sample of Thai students was considered for this research. Further study must focus on huge random data sample of participants to give broad range of Brand Facebook page users worldwide. Further, there are facilities to fulfill this study utilizing mixed-methodologies strategy. Such as instead of being dependent on self-reporting through survey, further research can imply qualitative content evaluation strategies. In addition, future study must integrate

an evaluation procedure of assess productive and negative comments which can impacts customer's attitude and the client-to-client communications.

Moreover, to get the real-time essence of client web-based attitudes, we recommend that further study accept distinct measuring of client utilization tendency. On the other hand, measurement elements evaluating the amount of times per day a client approached utilize and communicate with the Brand Facebook page could give enhanced detailed for the client's utilization.

In the end, future research must also reveal the role of smart technology in the way to which client involved with Brand Facebook page and the implementations this has for brand management, specifically the opportunity of actual-time brand communication occur in the tangible setting impacting involvement and client engagement with rand Facebook page.

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