



**Customer engagement in virtual social network brand
communities: drivers and impact on brand loyalty**

by

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Biographic note

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Abstract

Customer engagement (CE) is a “new” key in marketing research. Customers live in the Web 2.0 age and, daily, deal with lots and lots of ads and information, which gives them “empowerment” to connect, to share and to engage online with other customers, as well as with brands. More and more Social Networking Sites (SNS) have several purposes and have become an ideal “way” to establish engagement between brands and customers. SNS have actually changed the conventional interaction patterns, from passive to active consumers.

However, previous studies are still not clear on the motivations that drive different social media engagement behaviours, and on its role in shaping brand loyalty. Moreover, studies on online engagement have focused more on traditional communities of highly popular brands and not so much on the diversity of virtual brand communities.

So, the aim of this research is to study what drives customers to engage with virtual social network brand communities (e.g. Facebook brand pages), focusing on five specific drivers and on the impact of customer engagement behaviours (Active and Passive) on brand loyalty. Data was gathered using a quantitative method approach, through an online survey, answered by 213 Facebook users, based on self-selected brand communities.

The study concludes that the drivers for passive (*lurking*) and active (*posting*) engagement behaviours differ and that these were, mainly and respectively, motivations of information and economic regard. Moreover, Facebook users tend to exhibit more *lurking* than *posting* behaviours, with the latter contributing more to brand loyalty than the former.

Theoretically, this study contributes to bridge a gap in the literature, since research on online consumer engagement, its drivers and outcomes is still lacking and is largely conceptual.

From a managerial perspective, this study presents insights to brands holding virtual communities, particularly on Facebook, helping them to define customer-oriented strategies, by knowing the benefits customers value the most when they engage with brands. Moreover, though brands are increasingly investing in these communities, uncertainties remain on the ROI of these efforts. By proving the positive impact of social media engagement on brand loyalty, this study provides evidence of the relevance that Facebook communities may represent to brands.

JEL-codes: M31; M10

Key-words: Customer Engagement, Social Networking Sites, Facebook, Virtual brand communities, Motivations, Brand loyalty.

Resumo

Customer engagement (CE) é uma nova prioridade no âmbito do marketing. Os consumidores vivem na era da Web 2.0 e lidam diariamente com uma enormidade de anúncios e informação, o que despoleta a sua conexão, a partilha e o envolvimento online com outros consumidores bem como com as próprias marcas. Cada vez mais as redes sociais têm uma diversidade de propósitos, constituindo assim um ótimo meio para o envolvimento das marcas com os consumidores. As plataformas sociais online mudaram realmente os padrões de interação, passando agora de um consumidor menos passivo a um mais interativo. Apesar disso, estudos anteriores não são ainda claros quanto às motivações que impulsionam diferentes tipos de comportamentos de envolvimento nas redes sociais e sobre as suas repercussões na fidelidade à marca. Para além disso, estudos sobre o CE focam comunidades tradicionais de marcas com grande popularidade e não tanto na diversidade de comunidades de marcas virtuais.

Assim, o objetivo desta pesquisa passa por estudar o que leva os consumidores a envolverem-se com as comunidades da marca nas redes sociais (p.e. páginas no Facebook), com foco em cinco *drivers* específicos e no impacto dos comportamentos (Passivo ou *Lurking* e Ativo ou *Posting*) na fidelidade à marca. Os dados foram recolhidos usando uma metodologia quantitativa, através de um questionário online, respondido por 213 utilizadores do Facebook, que auto selecionaram a comunidade da marca em análise.

O estudo conclui que as motivações para os comportamentos passivo e ativo diferem, sendo a informação e os benefícios económicos as principais, respetivamente. Além disso os utilizadores demonstraram ser mais “lurkers” do que “posters”, sendo os segundos os que mais contribuem para a lealdade à marca.

Para a teoria, este estudo permite complementar a lacuna existente na literatura, uma vez que os estudos sobre o *online customer engagement*, os seus *drivers* e *outcomes* são ainda limitados e em grande parte concetuais. Numa perspetiva de gestão este estudo apresenta algumas sugestões às marcas que possuem comunidades virtuais, p.e. no Facebook, ajudando-as a definir estratégias orientadas para os consumidores, conhecendo os benefícios que estes mais valorizam na relação com a marca. Para além disso, e embora as marcas estejam crescentemente a investir nessas comunidades, existem incertezas na mensuração desses esforços ao nível do ROI. Ao comprovar o impacto positivo do envolvimento nas redes sociais, na lealdade à marca, este estudo evidencia a relevância que as comunidades da marca no Facebook podem representar para as mesmas.

JEL-codes: M31; M10

Palavras-chave: *Customer Engagement*, *Social Networking Sites*, Comunidades da marca virtuais, Facebook, Motivações, Lealdade.

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1. Introduction

The customer has, more and more, an important role in any company's life. The growing potential of social media platforms to communicate, in general, has been changing the relationship between companies and customers. Nowadays they can impact their business, they have an interventional and an active position, they represent a strategic imperative for generating enhanced corporate performance (Brodie *et al.*, 2011).

The digital age helps customers to access and to interact with brands, favouring communication between both (Shang *et al.*, 2006; Royo-Vela and Casamassima, 2011; Jahn *et al.*, 2012).

More and more, Social Networking Sites (SNS) and virtual communities have several purposes and have become an ideal "way" to establish engagement between brands and customers. It is an "open door" to communicate freely, thus leading companies to have concerns about interactivity and customer dynamics, because, after all, brand communities are made up of consumers (Ouwersloot and Odekerken-Schröder, 2008). In fact, as an increasing number of companies invest time and money in social media and brand communities, uncertainties regarding the ROI of these investments remain. As such, managers seeking to optimize their social media presence, need further insights into members and their brand relationships. This raises the importance of exploring what drives customers to engage with virtual social network brand communities and, to what extent, customer engagement behaviours (CEB) lead to successful marketing outcomes (Vivek *et al.*, 2012).

Much of the current literature identifies Customer Engagement (CE) as a multidimensional concept, with its emotional, behavioural and cognitive components recognized (Brodie *et al.*, 2011a; Brodie *et al.*, 2011b; Hollebeek, 2011; Hollebeek *et al.*, 2014; Hollebeek and Chen, 2014). Following past research on social media, this study will adopt a behavioural approach and will discuss social media engagement behaviours. The emerging literature on consumer's brand related activity in the (interactive) virtual context shows that customers behave differently (more passively or more actively), according to their interests and motivations: ranging from merely reading, viewing posts

and liking them to sharing and posting messages, photos or videos (Tsai and Men, 2013). The literature reveals, as possible motives for customer engagement, fun, gratification, self-fulfillment, specific interests and the enhancement of knowledge and abilities (Wittke and Hanekop, 2011; Mohammad *et al.* 2014). However, though the number of e.g. likes, shares and comments may provide a proxy metric of engagement in these communities, organizations do not fully understand whether members are really engaged with the brand. Simon *et al.* (2016) present a 90-9-1 rule, that mirror the engagement lack in SNS. It states that “only 1 per cent of users create content on a permanent basis, 9 per cent contribute from time to time, while roughly 90 per cent remain silent during social interactions” (Simon *et al.*, 2016, p.410). It is thus important to understand the benefits that customers value the most, in order to satisfy their needs and increase their engagement.

In terms of marketing outcomes, brand loyalty is highlighted in the literature, due to its importance in establishing long-term relationships (Royo-Vela and Casamassima, 2011) and for the widely recognition associated to company profits and revenues (Munnukka *et al.*, 2015). Brand loyalty essentially relates to consumer’s positive attitude towards the brand, its recommendation and purchase intention (Munnukka *et al.*, 2015).

However, despite the increasing interest on customer engagement in social network virtual brand communities, research on its drivers and outcomes is still limited and remains largely conceptual (Wirtz *et al.*, 2013). There is also no robust evidence regarding the impact of virtual brand communities on brand loyalty (Munnuka *et al.*, 2015). Furthermore, most studies focus on specific, highly popular brand communities, and overlook the different levels of social media engagement behaviours, from active to passive.

As such, the aim of this study is to understand the motivations underlying customer engagement, to relate it with different types of social media behaviours, and to study its impact on brand loyalty. Based on the Uses and Gratifications (U&G) approach and on the COBRA framework, a comprehensive model of social media engagement drivers, behaviours and outcomes is developed. Data was gathered using a quantitative method approach, through an online survey, based on self-selected virtual brand communities,

thus enhancing the trustworthiness of the results and obtaining a multivariate range of brand categories.

The remainder of this study is structured as follows. The study begins with a literature review where the CE concept is clarified, addressing the main conceptualizations in the literature and explaining CE dimensions.

In the following section, virtual social network brand communities are introduced, with the aim of characterizing the online setting and social media as a new communication bridge for brands. After that, CEB are analysed, and five different drivers and brand loyalty (namely positive attitude and recommendation) are discussed.

Section 3 presents the empirical study, composed of research questions, hypothesis, research framework and methodology adopted and data collection description. In the end results are analysed, namely descriptive analysis, EFA and hypothesis testing.

Finally, in the last part (section 4), we present the conclusions of the study and their respective contributions, limitations and suggestions for future research.

2. Literature review

In the following sections, the study presents a literature review, where (i) the customer engagement concept is clarified, addressing the main conceptualizations in the literature and explaining CE dimensions; (ii) virtual social network brand communities are introduced; and (iii) social media engagement behaviours are analysed, together with its drivers and outcomes, namely Brand loyalty.

2.1. Customer engagement: concept and dimensions

The first formal definition of CE arises in the human resources area, as “personal engagement”. Kahn (1990, p.694) defined it as “the harnessing of organization members' selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances”. But its evolution was continuous and was then adapted to the areas of organizational behaviour, education context, psychology, marketing and so on. Essentially since 2005, “engagement” emerges in the marketing literature (Brodie *et al.*, 2011), beginning to be differentiated from involvement or participation until being used as media engagement (Calder *et al.*, 2009) or customer engagement, mainly explored in a social media context.

Many authors address the concept in the marketing literature (Table 1). Some of them considered CE at a psychological level (Bowden, 2009), whereas others focused on the behavioural component (Van Doorn *et al.*, 2010; Dolan *et al.*, 2016).

But perhaps Brodie *et al.* (2011) presents the richest definition. He considers customer engagement as a psychological state that occurs by interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships. It occurs under a specific set of context-dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g., involvement, loyalty) are antecedents and/or consequences in iterative CE processes.

Besides his construct also Patterson (2006), Vivek *et al.* (2012) or Hollebeek (2014) present a dynamic and multidimensional definition.

To classify the customer engagement level there are mainly two perspectives: a uni-dimensional and a multidimensional perspective, though most studies focus on its affective, behavioural and cognitive dimensions (Brodie *et al.*, 2011a; Brodie *et al.*, 2011b; Hollebeek, 2011; Hollebeek *et al.*, 2014; Hollebeek and Chen, 2014) (Table 1). For Patterson (2006) CE has four main dimensions: absorption, dedication, interaction and vigour, which can be classified in a cognitive, emotional and behavioural dimension, respectively, including the last 2 in behavioural. Another qualitative view comes from Vivek (2009). He considers, awareness – object of engagement; enthusiasm – strong excitement about the object of engagement; interaction – interchange of ideas, thoughts, feelings about the object of engagement with others; activity – actions focused on the program or offering the person is engaged in and extraordinary experience – sense of newness of perception and process.

In general, CE dimensions are grouped into Cognitive, Emotional and Behavioural. The first one expresses a consumer's level of engagement object related thought processing, concentration and interest in a specific object, such as a brand (Hollebeek (2011a, 2011b), Hollebeek *et al.* (2014)). The Emotional dimension refers to the feeling of inspiration or pride related to and caused by the engagement object. Finally, the Behavioural dimension refers to a state of consumer behaviour related to the engagement object and understood as the endeavour and energy given for an interaction. Also, Gambetti and Graffigna (2010), include co-creational, social sharing, interactive, collaborative and participative dimensions in the behavioural definition.

Additionally, Hollebeek (2011) conceptualizes engagement as a state of immersion, passion and activation (sub-dimensions). This author categorizes the different ways for the customer interacting with the brand, referring to immersion as the feeling “time flies” during brand interactions; passion as an individual’s emotional investment in the brand and activation as the customer’s level of energy, effort and/or time spent on a brand in particular brand interactions” (Hollebeek, 2011).

Although Dessart *et al.*, (2015; 2016) also agree with the CE triple dimension, they present seven sub-dimensions: enthusiasm and enjoyment, for the Affective dimension; attention and absorption for the Cognitive one; and sharing, learning and endorsement for the Behavioural dimension, as detailed on Table 2.

One of the last CE definition in the literature comes from (Calder *et al.*, 2016) as an extension of Brodie's definition.

Table 1. Customer engagement definitions overview in marketing literature

Author	Concept	Definitions	Dimensions
Patterson <i>et al.</i> , (2006)	Consumer engagement	The level of a customer's physical, cognitive and emotional presence in their relationship with a service organization.	Absorption Dedication Interaction Vigour
Bowden (2009)	Consumer engagement process	A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand, as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand.	Emotional Behavioural Cognitive
Mollen and Wilson (2010)	Online brand engagement	The cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value.	Emotional Cognitive
Van Doorn <i>et al.</i> , (2010)	Consumer engagement	Customer's behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers.	Valence Form Scope Impact Customer goals
Hollebeek (2011)	Customer brand engagement	The level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions.	Emotional Behavioural Cognitive
Brodie <i>et al.</i> , (2011)	Consumer engagement	Context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes.	Emotional Behavioural Cognitive

Vivek <i>et al.</i> , (2012)	Consumer engagement	The intensity of an individual's participation and connection with the organization's offerings and activities initiated by either the customer or the organization.	Emotional Behavioural Cognitive
Wirtz <i>et al.</i> , (2013)	Online brand community engagement	Consumer's intrinsic motivation to interact and cooperate with community members.	Emotional Behavioural Cognitive
Greve (2014)	Customer engagement	Psychological process and customer's behavioral manifestation towards a brand or a firm, beyond purchase, resulting from motivational drivers that leads to the formation of loyalty.	Absorption Dedication Interaction Vigour
Beckers <i>et al.</i> , (2014)	Online brand community engagement	Represents a latent psychological state, which translates into observable customer engagement behaviours.	Behavioural
Hollebeek (2014, p.154)	Consumer brand engagement	Consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions.	Emotional Behavioural Cognitive
Dessart <i>et al.</i> , (2016, p.409)	Consumer engagement	"the state that reflects consumers' individual dispositions toward engagement foci, which are context-specific"	Emotional Behavioural Cognitive
Calder (2016)	Brand engagement	Psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object, under a specific set of context-dependent conditions, and exists as a dynamic, iterative process in which other relational concepts (e.g., personal life goal or value) are antecedents and/or consequences.	Emotional Behavioural Cognitive

Table 2. CE Dimensions and sub-dimensions

Dimension / sub-dimension	Definition
Affective	The summative and enduring levels of emotions experienced by a consumer with respect to his/her engagement focus
Enthusiasm	A consumer's intrinsic level of excitement and interest regarding the focus of engagement
Enjoyment	Consumer's feeling of pleasure and happiness derived from interaction with the focus of their engagement
Cognitive	A set of enduring and active mental states that a consumer experiences with respect to the focal object of his/her engagement
Attention	The cognitive availability and amount of time spent actively thinking about and being attentive to the focus of engagement
Absorption	The level of consumer's concentration and immersion with a focal engagement object
Behavioural	The behavioural manifestations toward an engagement focus, beyond purchase, which results from motivational drivers
Sharing	The act of providing content, information, experience, ideas or other resources to the focus of engagement
Learning	The act of actively or passively seeking content, information, experience, ideas or other resources to the focus of engagement
Endorsing	The act of sanctioning, showing support, referring. In a community context, endorsement can have an internal or external focus

Source: adapted from Dessart *et al.*, (2015)

2.2. Social media and the behavioural dimension of engagement

Now, this chapter intends to address the virtual social network communities, namely SNS communities, focusing the CE behavioural dimension and Facebook as a channel.

2.2.1. Web 2.0, social media and virtual brand communities

CE definitions point it as a context-dependent concept, with different levels of intensity: more active or less active. Particularly, the social media context, given its highly interactive nature, has led some authors to use metrics adapted to online content (such as likes, comments, shares and posts) to analyse the CE in social networks, thus highlighting its behavioural dimension (Wallace *et al.*, 2014; Schivinski *et al.* 2016; De Vermain *et al.*, 2016).

The last decade has witnessed a growing change in branding terms: customer engagement, “instead of” interested customers, or brand pages as a new community image. Furthermore, the internet offered a change in consumer-brand relationship, it stops connecting only companies, to connect both (De Valck *et al.*, 2009).

Though social media was originally designed for conversation and sharing purposes, nowadays it has evolved into an engagement channel (Jahn *et al.*, 2012). In fact, the brands adapted, and soon took advantage of these social media benefits.

More than 80 percent of marketers are using social media (Gil-Or, 2010; Smith, 2011; Whiting and Williams, 2013) and more and more there is a growing number of virtual social network brand communities, with the intent to build relationships with customers, get feedback, and strengthen the brand (Wiertz and Ruyter, 2007).

2.2.1.1. Web 2.0

The Web 2.0 term starts to be popularized in 2004, by the O’Reilly Media company, as a turning point regarding the web environment sharing and the way web pages’ content are used and made. O’Reilly (2005), in a conference brainstorming session, “FOO Camp”, between O’Reilly and MediaLive International, where they discussed this new web trend, presents the concept based on Web as a platform.

"Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them." (O'Reilly, 2005)

This evolution brings an evident dynamic to the business market, where the technology assumes an important role.

Analysing the social sciences extent, Web 2.0 revolutionized marketing (Mohammad, 2014) and can be considered as a platform for social media evolution.

Web 2.0 is a new way to use the World Wide Web (WWW) (Kaplan and Haenlein, 2010), the end-users are now part of projects and platforms, because they collaborate in a continuous update content. Although Web 2.0 does not refer to any specific technical update of the WWW, there is a set of basic functionalities that are necessary for its functioning (Kaplan and Haenlein, 2010).

2.2.1.2. Social media and social networking sites

The rise of social media was driven by the internet evolution, allowing the world to have new experiences (Gangi and Wasko, 2016) and to be openly connected.

Kaplan and Haenlein (2010, p.61) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and which allow the creation/exchange of user-generated content.". Social media have been established as a mass phenomenon and customers consider it as a real trustworthy source of information (Hutter *et al.*, 2013; Schivinski and Dabrowski, 2015).

According Kaplan and Haenlein (2010) social media can be classified in six types, measuring social presence/media richness and self-presentation/self-disclosure (Table 3). They consider that social presence is influenced by intimacy and immediacy and their richness can be evaluated by the communication efficiency, that is, some media are more effective than others in resolving ambiguity and uncertainty. Regarding self-presentation they refer the personal intention to control the social image and the concern about the others' opinion as conscious, or unconscious, self-disclosure process.

Among these types, focus will be given to SNS, since the Facebook is the object of this study. Thus, Facebook reveals a high level of self-presentation/self-disclosure and a medium level of social presence/Media richness, which means, Facebook, is not just an exhibit platform, but enable customers to share everything, since photos, text, videos and establish conversations with everybody.

Clarifying, virtual social networks are virtual places, where people with similar interests gather to communicate, exchange contact details, build relations, share and discuss ideas (Raacke and Bonds-Raacke, 2008), which is exactly what happens with Facebook.

The virtual social network Facebook is the biggest media all over the world (Royo-Vela and Casamassima, 2011). It currently has more than 1,7 billion monthly active users (Statista, 2016). There is no age limit or trend, since teenagers, to adults or elders can join in, and it came to revolutionize communications. It is true that there are still many sceptical companies, because they have less control over their information and less control over end-user's communication, because the access is free. However, it is an opportunity (De Vermain *et al.*, 2016).

The brand community creation on Facebook has a set of common interests and enables the sharing of enthusiasm as well as the provision of information and benefits to members. Brand-related activities include publishing photos or videos, sharing curiosities, hobbies or other brand stories to stimulate their followers to interact with their postings (De Vermain *et al.*, 2016), leading users to state a public opinion, through likes/hearts/smiles, comments, hashtags or shares (Hollebeek *et al.*, 2014; Dolan *et al.*, 2016).

Social media expands the customer's role and include them in the creation of value (Sashi, 2012). This paradigm shift allowed to conceive Facebook as a business tool. According to Luo *et al.*, (2013) social media has important implications in company performance (firm equity value) and several companies are already using them to create brand communities (Muniz and O'Guinn, 2001). Particularly Facebook is the preferred social network for consumers to engage with brands (Headstream, 2015) and became an integral part of the many consumers lives (Kabadayi and Price, 2014). In Portugal, the brands universe Facebook pages reaches 7598 brands (rankU Pt, 2016).

The dynamic of this attraction allows SNS users to "like" or "follow" their brands and updates, as well as to comment and share posts (Chi, 2011; Tsai and Men, 2013).

Table 3. Classification of Social Media by social presence/media richness and self-presentation/self-disclosure

		Social presence/Media richness		
		Low	Medium	High
Self- presentation/ Self- disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g. YouTube)	Virtual game worlds (e.g., World of Warcraft)

Source: adapted from Kaplan and Haenlein (2010)

2.2.1.3. Virtual social network brand communities

The concept was first introduced by Muniz and O’Guinn (2001) as a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand. But the concept has been changing/adapted to the internet global trend. So, later, Dholakia *et al.*, (2004) come up with virtual brand communities as consumer groups of varying sizes that meet and interact online for the sake of achieving personal as well as shared goals of their members. As a more recent explanation, Dessart *et al.*, (2015), conceptualizes online brand community as a grouping of individuals sharing a mutual interest in a brand, using electronic mediation to overcome real-life space and time limitations.

Briefly, a platform for consumers to share common interests, to exchange information and to help others about brand issues, is provided in an open and interactive space, as it is the online environment. In fact, the customers interact with the brand and between them. They construct and they are constructed. Brand community form one important platform for customers’ engagement behaviours (McAlexander *et al.*, 2002; Dholakia *et al.* 2004; Kane *et al.*, 2009; Brodie *et al.*, 2011b).

Muniz and O’Guinn (2001) envision brand community as a customer – customer – brand triad (Figure 1), to the extent that the brand is socially constructed and the customer is

critical in that creation. McAlexander *et al.* (2002) redefine their vision extending to relationships between the customer and the brand, between the customer and the marketing agents, between the customer and the product, and among fellow customers, which means a customer experience centric perspective (Figure 2).

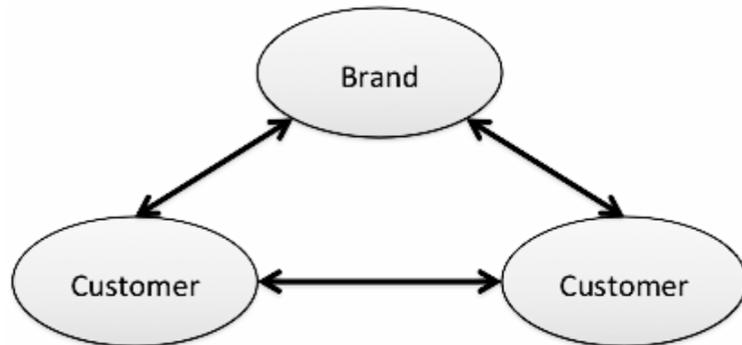


Figure 1. Brand community triad

Source: Muniz and O’Guinn (2001)

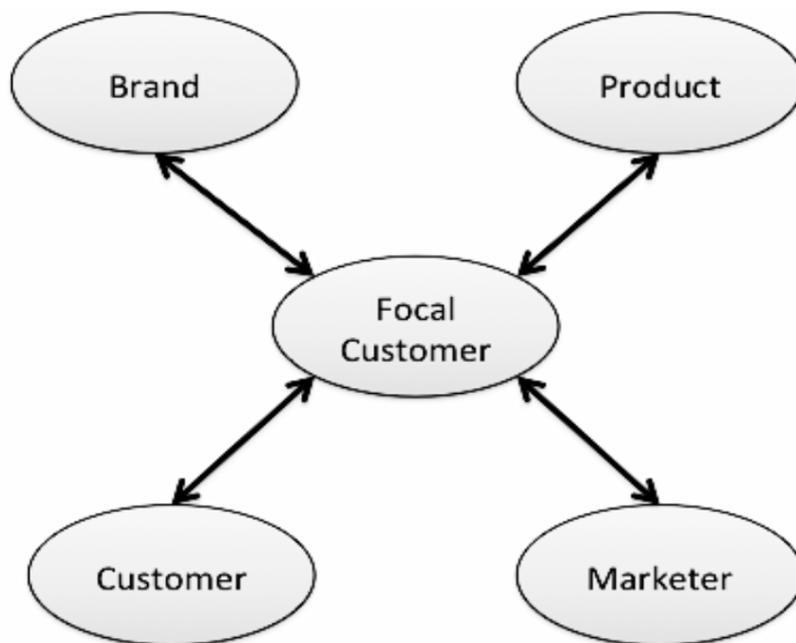


Figure 2. Customer – centric model of brand community

Source: McAlexander *et al.* (2002)

Over the years, due to the rise of SNS brand communities, the standards redefined themselves to an online domain. Chan *et al.*, (2014, p.84) suggest that its function for an organization is threefold: “first, serves as an additional channel to communicate with customers and receive customer feedback. Second, it establishes a link between current and potential customers and develops and maintains long-term relationships with customers who are attached to the brand. And finally, it facilitates the development of customers’ brand loyalty and commitment”.

The social media networks helped to diversify the brand community type. Brands have created online brand communities on Facebook brand pages (Zheng *et al.*, 2015), where all the communication is based in a web-service network which allow individuals to: construct a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection; and view their list of connections and those made by others within the system (Boyd and Ellison, 2007). Particularly on Facebook the customer needs to have a profile to interact with the platform, users and brand.

As already mentioned before, social media is marked for its interactive character, which comes in line with the interactive nature underlying the engagement concept.

2.2.2. The behavioural dimension of engagement in social media

Following the context of highly interactive SNS, some authors have used metrics, adapted to that context, to evaluate CE, thus highlighting their behavioural dimension.

The Facebook brand communities, also called Facebook brand pages, have been successful due to its “ability to provide users with access to information at any level of specificity while introducing new features and experiences” (Gangi and Wasko, 2016, p.66). This newness evidences the active member’s position, their decision-making process and brand-related selection (Dolan *et al.*, 2016) through dynamics, such as, expressions of agreement, ratings (likes, hearts, stars rating), comments and shares (Barger *et al.*, 2016). The most common ways, according to Kabadayi and Price (2014), are the comment and liking behaviours; however, all are used as social media usage metrics. So, the companies can “create” the customer profile and his engagement level using them.

Based on van Doorn *et al.*, (2010) CE definition, adapted to online context, Dolan *et al.*, (2016), define Social Media Engagement Behaviours (SMEB) as behaviours that go

beyond transactions, and maybe specifically defined as a customer's behavioural manifestations that have a social media focus, beyond purchase.

But within SMEB there are different types/levels of engagement behaviour, that customers show in the platform. Many authors usually group them per customer type. Mathwick (2002) describes four different profiles, Transactional community members, Personal connectors, Socializers and Lurkers, varying the customer's reported exchange and community norms. On the other hand Wallace *et al.*, (2014), categorized four different types of fans on Facebook: "Fan"-atics, Utilitarians, Self-expressives and Authentics. There are still SMEB typologies that are associated with specific behaviours, for instance Muntinga *et al.* (2011) developed a continuum crescent scale related to brand activity: consumers' online brand-related activities (COBRAs).

COBRAs is divided in three dimensions, namely, Consuming, Contributing and Creating, corresponding to gradual levels of engagement with brands on social media, from active to passive activities (Schivinski *et al.*, 2016).

The first one represents the weakest level of online brand-related activeness. Consumers essentially follow the SNS brand communities, read posts, comments and reviews, listen brand-related audio and view brand-related videos whereas the second ones have a participatory element (Malthouse *et al.*, 2016). Contributing is one level up, where the customers are having conversations with others and giving contributions to the brand. Creating, the strongest activity level is about the co-creative side of engagement, that is, the content creation, writing and publishing videos, pictures or articles (Figure 3).

Brands can thus extract value from this big channel that mobilizes crowds. These simple SMEB are an input that facilitates the engagement and interaction of other members (Dolan *et al.*, 2016). Therefore, these different forms of activity (Gummerus *et al.*, 2012) should help companies to encourage their followers to actively use it.

When a Facebook user "likes" or "shares" a brand's post, the brand's post/action it will appear on user's profile and Facebook newsfeed, which consequently it will be seen by friends or everyone (Wallace *et al.*, 2014). Regardless of the content electronic Word Of Mouth (e-WOM) is generated.

COBRA type	Examples of brand-related social media use
Level of brand related-activeness ↓ Consuming Contributing Creating	<ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
	<ul style="list-style-type: none"> • Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
	<ul style="list-style-type: none"> • Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Note: this list of examples of brand-related social media use is not exhaustive – COBRAs come in countless forms. The examples mentioned are both literature (e.g. Li & Bernoff 2008) and author generated.

Figure 3. COBRA typology for SMEB

Source: Muntinga *et al.* (2011)

2.3. Customer engagement drivers

Why do consumers engage with SNS brand communities? It's important for the marketers to have a clean answer about the motivations that lead the customer to adopt CEB, in order to obtain benefits and to develop fitted strategies. In the marketing literature, a Uses and Gratifications (U&G) approach is applied to explore what attracts and holds consumers to various types of social media (Dunne *et al.*, 2010; Whiting and Williams, 2013), showing that the gratifications received are a good predictors of social media usage. According to U&G theory, people use media to satisfy different needs and to achieve their goals (Jahn *et al.*, 2012). Several authors argue that, generally, identification, information, entertainment, social and economic benefits are the most relevant factors (Sung *et al.*, 2010; Dolan *et al.*, 2016) (Table 4).

Specifically, identification refers to the deepening of “myself” through social interactions, allowing to reinforce self-identity and self-fulfilment of personal needs, interests or values (Tsai and Men, 2013); the consumer self-awareness within the community (e.g., “I see myself as part of the community”) (Algesheimer *et al.*, 2005) and the belonging feeling.

Information pertains to seek information desire, which involves opinions and information exchange. In SNS the customer can easily collect information, opinions, advices, reduce risks in the decision-making process because he or she access a lot of contents, increasingly accurate and credible ones (Gummerus *et al.*, 2012).

The increasing traffic on Facebook pages, just to know about any subject of interest or find any information, mirrors the gratification that is, for the user, to access information about products and/or services on the Facebook brand page. Here, through the comments and ratings, consumers satisfy their need for information.

Entertainment reasons can be enjoyment, relaxation, emotional relief or just pleasure (Dholakia *et al.*, 2004; Muntinga *et al.*, 2011). The customer spends time exploring a brand page on Facebook, according the topics that interests, searching and solving virtual challenges (Dholakia *et al.*, 2004), just because he/she expect experiencing exciting experiences.

The SNS brought a “snack food” concept, for the virtual social network site: it is light, bright and digestible” (Shao, 2009, pp.10), so the people can easily have a great online short break. In fact, for several users, entertainment and SNS are nearly synonymous.

Social issues can also be the sense of belonging (Tsai and Men, 2013), social connection among partners and participation in a social life (Jahn *et al.*, 2012). The user-to-user interaction is a way for individuals to fulfil their social interaction needs, revealing a group attitude, adopting group dynamics, such as actively participating in a brand community conversations and activities (Tsai and Men, 2013).

The attributes of online SNS, such as interactivity, foster customers’ expectations to engage in “discussions”, giving their opinion and getting feedback from others.

A good example is the football team fans group, where normally exists a high identification with the brand. They carry the passion, encouraging the team in the football matches, through affiliation programs (membership cards). There is a common identity,

a union feeling and community sense, thus expressing the need of social belonging (McCarthy *et al.*, 2014).

To the economic factors belong the money values, such as (monetary) rewards, by participating in reward-based programs (van Dorn *et al.*, 2010), merchandise or job related issues. For instance, when “joiners” perceive rewards from the online brand community they participated in, they will feel obliged to devote themselves (Chan *et al.*, 2014). For instance, the brand “*A Vaca que ri*”, recently launched #*perguntaparaqueijinho* campaign, the customers who answered correctly and quickly are rewarded with “*A Vaca que ri*” cheese pack. These incentives lead to customer engagement and enjoyment, while receiving economic gratifications.

Table 4. Drivers of customer engagement

Drivers	Definition	Authors
Identification	Self-fulfillment needs, self-expression and self-awareness.	Jahn <i>et al.</i> , (2012); Mohammad <i>et al.</i> ,(2014); Gummerus <i>et al.</i> ,(2012); Dholakia <i>et. al.</i> (2014); Tsai and Men (2013); Chan <i>et al.</i> ,(2014)
Information	People’s desire to increase awareness and knowledge of one’s self and others.	Jahn <i>et al.</i> , (2012); Mohammad <i>et al.</i> ,(2014); Gummerus <i>et al.</i> ,(2012); Barger <i>et al.</i> , (2016); Shao (2009)
Entertainment	Relaxation, enjoyment, and emotional relief generated by temporarily escaping from daily routines	Dholakia <i>et. al.</i> (2014); Shao (2009); Dolan <i>et al.</i> ,(2016)
Social	Social fulfilment interaction needs, “community” belonging sense	Gummerus <i>et al.</i> ,(2012); Jahn <i>et al.</i> , (2012); Dholakia <i>et al.</i> , (2014); Barger <i>et al.</i> , (2016); van Doorn <i>et al.</i> ,(2010)
Economic benefits	Expected monetary gains forms	McAlexander <i>et al.</i> ,(2002); van Doorn <i>et al.</i> ,(2010); Chan <i>et al.</i> ,(2014); Dolan <i>et al.</i> ,(2016)

2.4. Customer engagement outcomes

Quite a few researchers have developed models for CE, its antecedents and consequences. Due to the CE mutant pattern it is possible to find divergent approaches. For example, Sashi (2012) emphasize customer's loyalty is needed to achieve engagement, even though most regard loyalty as a consequence of engagement.

All the customer lifecycle is crucial for the companies, because they intend to provide brand positive experiences, they want to obtain a inrelationship (Pansari and Kumar, 2016) which, consequently will impact cross-selling (Vivek *et al.*, 2012), profitability (Brodie *et al.*, 2011) and sales (Cummins *et al.*, 2014). In general, it can have positive economic effects (Hutter *et al.*, 2013).

For Vivek *et al.* (2012) loyalty, word-of-mouth and share of wallet are the main CE marketing outcomes. Brodie *et al.* (2013) realize CE consequences as consumer loyalty, satisfaction, empowerment, connection, commitment and trust. Consumer satisfaction, loyalty, retention, customer lifetime value are the relational outcomes purposed by Barger *et al.* (2016).

These outcomes can also be seen in a customer perspective, because after all this is a bidirectional relationship. Van Doorn *et al.*, (2010) highlight financial gains, functional and relational/emotional benefits that customers expected to get.

Considering the contributions of the literature, this study will focus on brand loyalty, defined as a positive attitude towards the brand and the intention to recommend it, through Word Of Mouth (WOM). Next, the concept of brand loyalty will be explored.

2.4.1. Brand loyalty as a positive attitude towards the brand

Oliver (1997, p. 392) presents one of the first definitions: loyalty exists when “a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior” is identified. So, to be a loyal customer, implies to have a favourable attitude toward a brand or product (Pansari and Kumar, 2016).

The customers choose a brand, decide to pursue it and establish it as their first choice. However, besides the positive side of loyalty for the brand, where the customer online interactions intend to act as brand defender in the face of negative content (Kumar *et al.*,

2010), the brand needs to give consumer care, for instance after a negative experience (Dessart *et al.*, 2015).

Among researchers, brand loyalty is considered a brand equity measure, because brand loyalty can increase profits, by the consistent purchase did by the ones that act toward a brand, and builds up switching costs (Schivinski and Dabrowski, 2015), making clients reluctant to switch to another brand. Also, satisfaction often appears associated with the concept, as a condition to be loyal. Consumer expectations are reached and emotions become very positive.

Loyalty can be either attitudinal and/or behavioural. Attitudinal category refers to customers having positive feelings and a strong connection with the brand (commitment); Behavioural loyalty means the repeated purchase action (Shang *et al.*, 2006). According to Hollebeek (2011a), behavioural loyalty is induced by attitudinal loyalty.

Recently a few researchers linked loyalty with engagement. While loyalty has focus on the revenue of the firm, CE goes beyond that and looks at overall firm profit (Pansari and Kumar, 2016). Brodie *et al.* (2011), state that CE, in these interactive environments (virtual social networks), is a strong indicator to have loyal customers. The quality of peer's interaction, inside SNS brand communities has a positive impact on community benefits, and consequently inciting brand loyalty (Bruhn *et al.*, 2014). To analyse loyalty, as a consequence of CE, Pansari and Kumar (2016) suggest looking four main behaviours: purchases, referrals, influence, and feedback.

What consumers engaged do and how it reflects in benefits for the brand, depends what brand do and in which way (Greve, 2014).

To achieve loyal customers, firms have been shifting their strategies, beyond merely generating sales, and further investing in extending customer lifetime in order to generate (profitable) loyalty (Pansari and Kumar, 2016).

2.4.2. Brand loyalty as intention to recommend

The recommendation intention and the free WOM have been increasingly considered as a part of customer created value for the brand. This tends to build two-way relationships with customers that foster recommendation behaviours (Kumar *et al.*, 2010), which are also considered as a promotional tool by brands (Vivek *et al.*, 2012).

The concept emerged as early as the 20th century. Katz and Lazarsfeld (1995) were the first to identify the WOM concept, as the act of exchanging marketing information among consumers. Later WOM as “informal communications between private parties concerning evolutions of goods and services” (Anderson, 1998, p.6). As more recent definition, Wu and Wang (2011) refer WOM as an oral person-to-person communication between a receiver and a sender involving a product, service or brand.

But the notion has been evolving, since several researchers based their studies on WOM influence, either from a customer perspective (decision maker, purchase intention/behaviour, recommendation to others/referrals) or from an organization perspective (communication strategies, brand reputation, sales).

Further, online world/world web was integrated here, arising the e-WOM. Basically a new area is added: the internet (Castellano and Dutot, 2017), which emphasizes lower costs and fast delivery benefits of WOM (Trusov *et al.*, 2009). The verbal form is broadened to a broader view of the interactions (online communication) by forming an influential source of information dissemination (Hutter *et al.*, 2013; Schivinski and Dabrowski, 2015).

SNS has proven to be an effective channel, bringing numerous ways to influence consumers' brand perceptions (Munnukka *et al.*, 2015) and share customers' views, preferences or experiences (Trusov *et al.*, 2009). Particularly on Facebook through hashtags, for instance, the people use keywords to identify the content theme/place. After write #(...), is created a hyperlink, that will redirect to the page, where who clicked, will see all the contents with that specific hashtag. It is an easy way to find (new) information about everything, (new) places and people talking about something specific too. Nowadays, brands launch campaigns, like post a photo with a hashtag required, exchanging for discounts/offers. Organizations can thus take advantage of SNS (Kumar *et al.*, 2010), publishing an ad, which can lead a question or a response with a new suggestion from the consumer, or can facilitate the user's share with someone else. Since customers are familiar with WOM, this appears as a more reliable and effective channel than the traditional advertising (Hutter *et al.*, 2013; De Vermain *et al.*, 2016).

When customers are engaged with a brand, they are more likely to pass along positive WOM, recommending product/service to others and act as an advocate of the brand (Royo-Vela and Casamassima, 2011; Vivek *et al.*, 2012; Sashi, 2012).

3. Empirical study

The following section will be divided in several points. Research questions are initially defined, followed by the conceptual model and research methodology used. Subsequently, the sample is characterized and the procedure is explained. Finally, data analysis and discussion of results.

3.1. Research questions and model

The purpose of this study is to understand (i) what drives the customer to engage in virtual social network brand communities, measured by behavioural dimension and differentiating 3 types of behaviour: consuming, contributing and creating, representing increasing levels of CE and (ii) to what extent these behaviours result in brand loyalty. Specifically, and as a research context, the study is based on the analysis of CE in Facebook brand pages.

As mentioned in literature review, SNS are a key driving force of engagement (Brodie *et al.*, 2013) and intensify the customer's active position. The social context provides an opportunity to transfer brand meaning to customers (Simon *et al.*, 2016). The behavioural activity, which results from motivational drivers (Dessart *et al.*, 2015), can range from "Like" to "Share", with varying levels of intensity and interaction intent. As mentioned before, customer tends to be engaged for identification, information, entertainment, social and economic benefits' reasons. Their influence in CE is expected to be different according to the engagement level (activity/behaviour type).

Customers participate and cooperate among community members in a way that creates value for the brand and for themselves (Chan *et al.*, 2014; Simon *et al.*, 2016). From this interaction, between the consumer and the brand, several results are expected to be generated, such as brand loyalty.

From a theoretical base, the hypotheses to be tested are described and the results obtained will be logically deduced from the acquired data. Thus, the following hypotheses are presented:

H1: The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely consuming activities.

H2: The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely contributing activities.

H3: The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely creating activities.

H4: CE with virtual brand communities on Facebook influences brand loyalty.

Based on these hypotheses, the conceptual model was developed, and is presented in Figure 4.

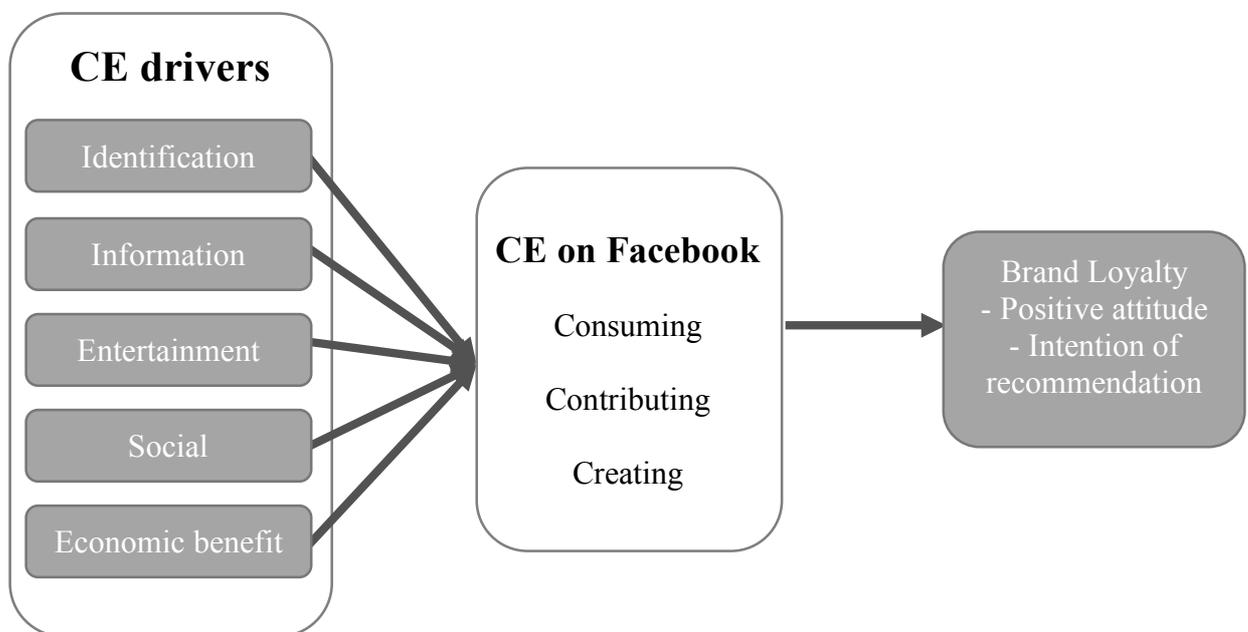


Figure 4. Conceptual model

3.2. Study context

The goal of this research is to study customer engagement with brands, particularly on the virtual social network Facebook, as well as its consequences.

As mentioned throughout this work, on one hand there are just a few studies focusing on virtual social network brand communities, namely focusing on customer's perspective, on the other hand Facebook was chosen as the SNS since it is, "by a very wide margin", the biggest social network in the world (Statista, 2016). It is a multivariate tool because it allows to create a profile (Facebook page), share any information, upload photos, add and engage people, for example, by "like button" (Wallace *et al.*, 2014). According to Statista (2015), Facebook opened the door for marketers. Nowadays, is evident the brand's effort to get fans and rating their pages.

In fact, Facebook, more than other SNS, such as Twitter (micro-blogging site), enables post long-term content (against 140-characters message – tweets), like, comment, share and explore newsfeeds, thus keeping users in touch (Phua *et al.*, 2017) and easily achieving a community concept.

The brand's universe is a real "monster" regarding its dimension. Looking to brand pages like Coca-Cola, telecommunications brands, Youtube, or even football teams (FC Barcelona, Real Madrid CF), football players (Cristiano Ronaldo), actors (Vin Diesel) or singers (Shakira), which/who make up the top 10 of most popular Facebook brand pages, a range of 80 to 119 million of "likes" is reached (Statista, 2017).

So, in the following study, the respondents will be asked to select "their" brand community on Facebook, assuming "brand community" in a broad sense, since it may include not only product or service brands, but also clubs or celebrities. Giving that brand relationships are a highly subjective matter, it was decided to give the customer the opportunity to self-select his/her favourite brand in order to obtain more meaningful results (Fetscherin *et al.*, 2014).

3.3. Methodology

3.3.1. Research type

This research is based on a quantitative methodology, which allows to highlight relationships between variables by testing different hypothesis, mentioned before, and explore cause-effect relationships (Malhotra, 2010).

In order to test a theory is necessary to identify the variables and the relationship between them. On the one hand the variables can be independent (those that influence other variable(s)), and on the other dependent(those that are influenced or changed by the independent ones). Therefore, the first one is the antecedent and the second one the consequent. In this case, the independent variables are the engagement drivers and, the different CE levels are the dependent variables, which subsequently result in different outcomes for the brands.

To measure these variables, a self-administrated online survey was developed, , based in scales adapted from the literature, in order to obtain primary data, inferred from a sample, extracted from the population – Facebook users. The survey was self-administered in English (Appendix 1) and Portuguese (Appendix 2) and then back-translated into English, to process all data in the same language.

It should be noted that a questionnaire survey method has several advantages, beyond the ease of administer (Malhotra, 2010), collecting and processing big amounts of data, it presents low costs (Malhotra, 2010), it allows to obtain a geographically dispersed sample and an equally interpretation by all respondents allowing an easy comparison (Saunders *et al.*, 2016).

3.3.2. Measurement items

For this study, the questionnaire survey includes only closed questions, with the exception of the first one, where the respondents are asked to identify and name “their brand” of choice, that is, the brand followed on Facebook, with which they feel a special connection. Respondents could self-select any brand in a broad sense, from a product or service brand to a celebrity or sports club. All questions are mandatory.

Throughout the survey the concept of brand community on Facebook is materialized in brand's Facebook page. It is divided in 4 sections: first a set of 16 questions about the drivers, followed by a set of 10 questions regarding the activity on the Facebook brand page, then a set of 6 questions about loyalty, and the last 4 questions aiming to access socio-demographic data. In each section, the items were placed randomly so as not to induce responses.

The questions about the drivers, behaviours and brand loyalty were drawn based on scales from similar studies (Sung *et al.*, 2010); Cheung and Lee, 2012; Gummerus *et al.*, 2012; Tsai and Men, 2013; Wallace *et al.*, 2014; Baldus *et al.*, 2015; Schivinski *et al.* 2016; So *et al.*, 2016).

For each variable, a multivariate measure was used in order to reduce the measurement error (Hair *et al.*, 2009) and to obtain a more accurate and reliable perspective. A 5-point Likert scale was used to measure the variables, being 1 – strongly disagree and 5 – strongly agree.

Table 5. Measures used for the survey

Concept	Measure	Source
Identification	Q4: I am very attached to the brand community.	Cheung and Lee (2012)
	Q16: Other members and I share the same objectives.	Cheung and Lee (2012)
	Q10: I am proud to belong to this brand community.	Sung <i>et al.</i> , (2010)
	Q7: I feel a sense of belonging to this brand community.	Sung <i>et al.</i> , (2010)
Information	Q13: The brand page keeps me on the leading edge of information about the brand.	Baldus <i>et al.</i> (2015)
	Q5: Facebook brand's page is a way to stay informed about brand developments.	Baldus <i>et al.</i> (2015)
	Q11: When I want up-to-date information about this brand, I look to this brand community.	Baldus <i>et al.</i> (2015)
Entertainment	Q12: I am a Facebook brand community member to get entertained.	Gummerus <i>et al.</i> (2012)
	Q6: I am a Facebook brand community member in order to relax.	Gummerus <i>et al.</i> (2012)
	Q9: I am a Facebook brand community member to pass time when I am bored.	Gummerus <i>et al.</i> (2012)
Social	Q15: I am a Facebook brand community member because I want to get to know other community members.	Gummerus <i>et al.</i> , (2012)
	Q17: I enjoy conversing with people similar to myself in the brand's Facebook page.	Baldus <i>et al.</i> , (2015)
	Q18: I am a Facebook brand community member to share my ideas with other community members.	Gummerus <i>et al.</i> , (2012)
Economic benefits	Q8: I am a Facebook brand community member to get discounts.	Modified from Gummerus <i>et al.</i> , (2012)
	Q14: I am a Facebook brand community member to take part in raffles.	Modified from Gummerus <i>et al.</i> , (2012)

	Q19: I am a Facebook brand community member to receive economic incentives (better service, time savings, prizes).	Modified from Gummerus <i>et al.</i> , (2012)
Consuming	Q20: I follow the brand's Facebook page.	Modified from Schivinski <i>et al.</i> , (2016)
	Q21: I read brands' posts, user comments and product/service reviews on brand's Facebook page.	Modified from Tsai and Men (2013)
	Q26: I watch pictures and videos on brand's Facebook page.	Modified from Tsai and Men (2013)
Contributing	Q24: I comment brand posts on its Facebook page.	Modified from Tsai and Men (2015)
	Q28: I engage in conversations with others, by commenting, on brand's Facebook page.	Modified from Tsai and Men (2013)
	Q23: I "like" pictures and posts on brand's Facebook page.	Modified from Schivinski <i>et al.</i> , (2016)
	Q27: I "share" brand related posts, on Facebook.	Modified from Tsai and Men (2013)
Creating	Q25: I initiate posts related to the brand, on Facebook.	Modified from Tsai and Men (2013)
	Q29: I write brand-related reviews, on Facebook.	Modified from Tsai and Men (2013)
	Q22: I post content (pictures, videos) that show the brand, on Facebook.	Modified from Tsai and Men (2013)
Brand Loyalty	Q30: I consider myself to be loyal to the brand.	Wallace <i>et al.</i> , (2014)
	Q35: I am committed with the brand.	So <i>et al.</i> , (2016)
	Q33: I intend to keep staying with this brand.	So <i>et al.</i> , (2016)
	Q32: I would like to introduce the brand to other people.	Cheung <i>et al.</i> , (2012)
	Q34: I would like to say positive things about the brand to other people.	Cheung <i>et al.</i> , (2012)
	Q31: I would like to recommend the brand to anyone who seeks my advice.	Cheung <i>et al.</i> , (2012)

Before releasing the survey, a pre-test with 8 people was made to ensure the clarity and reliability of the survey and even any redundancy or errors. According to Saunders *et al.*, (2016), the pre-test goal is to redefine the questionnaire to make sure that the respondents do not have problems when answering it and, for the researcher, is important to validate the survey consistency and the method chosen.

All comments were analysed resulting in some adjustments, since orthographic errors/improvements, translations and questions order.

3.3.3. Sample and Data collection

The target population of this study were Facebook users, who joined a certain Facebook brand page.

The survey was developed on *GoogleDocs*, and its link was shared through email with students attending Bachelors, Masters and PhDs degrees at FEP; on Facebook, through private messages to friends, family, friends' contacts, Facebook followers of several brands; and posted in different groups on Facebook. To increase the number of potential respondents, the closest people were asked to share with their friends and the survey was shared in both languages (Portuguese and English).

The survey was sent to, approximately 3500 people, although not all the potential respondents may have seen it for different reasons, such as low access to the FEP email or just because they do not spend time with studies and they ignore it.

In a three-week data collection period (March 2017), 220 respondents completed the survey.

The online availability gives an opportunity to get a faster rate of response, as well as the inexistence of associated costs. Furthermore, it provided a greater flexibility in controlling and monitoring the respondents' responses.

3.4. Data analysis

The following section present the survey results. Beginning with the characterization of the sample, followed by data analysis and, finishing with the discussion of results.

From a sample size of 220, only 213 responses were considered as valid, because 4 of them were blank answers and in the other 3 respondents, the people filled out “None” as a brand (Question 2). These data were processed using Microsoft Excel 2016 and also the IBM SPSS Statistics (Statistical Package for Social Sciences), version 24.

3.4.1. Sample description

The sample size is acceptable, since the required number to have a reasonable quality study (150) was exceeded in 43%.

The first 3 questions intended to explore the level of activity on the social network chosen (Facebook), to know “what is the brand” that respondents follow and the frequency which they visit its page. The vast majority (85%) are really active users of Facebook, spending more than 30 minutes per day there (Figure 5); and more than three quarters join Facebook brand page, at least 4 times per month (Figure 6).

The 180 brands, shown in Appendix III, represent the sample brands. As mentioned before, respondents were asked to “self-select” a brand. “Brand” was considered in a broad sense, which includes product and/or service brand, celebrities, sports club, entertainment pages, etc. It was found that 3 of respondents answered more than one brand. Despite brands of same category, in each survey, was adopted the “top of mind” principle, considering just the first one.

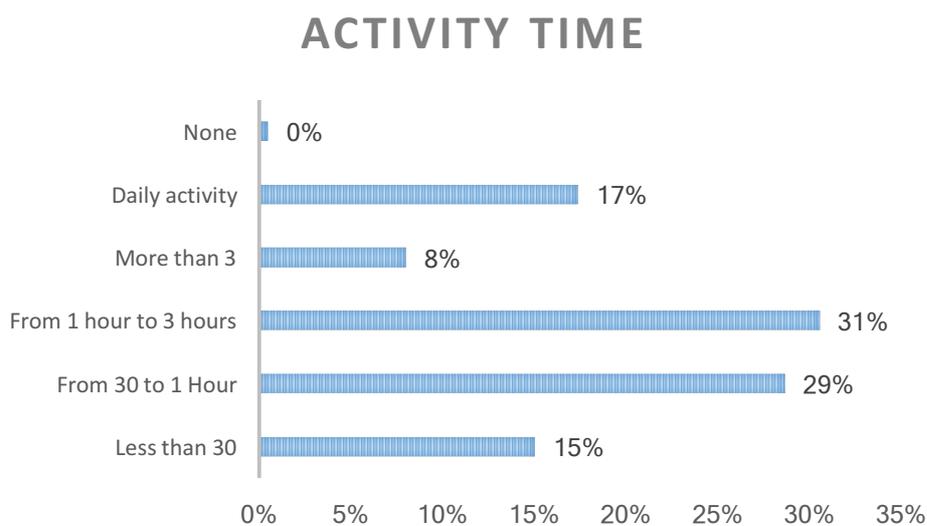


Figure 5. Activity time

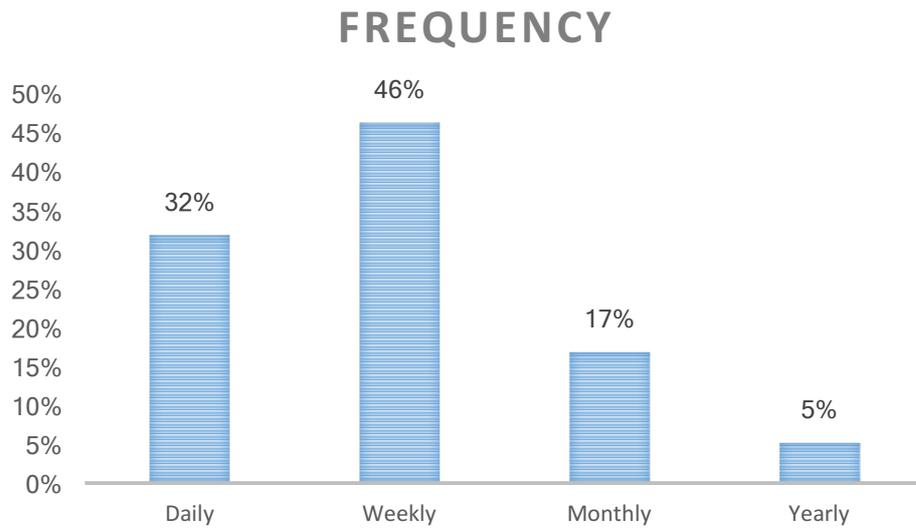


Figure 6. Frequency

Gender, age, job and the country of origin describe the socio-demographic profile of the sample.

From the data collection, the majority of responses were given by female (57%) as presented in Figure 7. The results are in line with previous studies that state that women spend more time on Facebook (McAndrew and Jeong, 2012) and are more likely to actively participate (through e.g. liking, tagging, viewing photos, commenting, posting content, updating status, ...) (Shephred, 2016). Although the female percentage is higher than male's, the sample is fairly balanced.

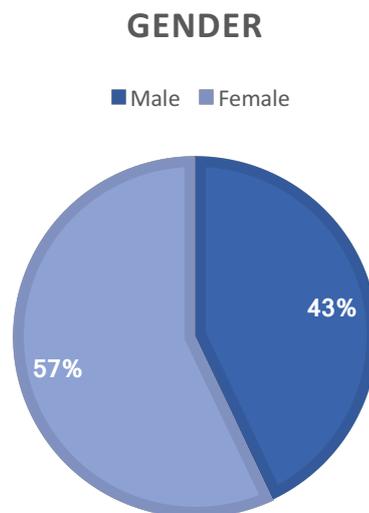


Figure 7. Gender

The Pew Research Center (2016) indicate that women between 18 and 29 years old are the most active Facebook users. From this empirical study, most of them are aged between 18 and 25 years old, as it shows in Figure 8.

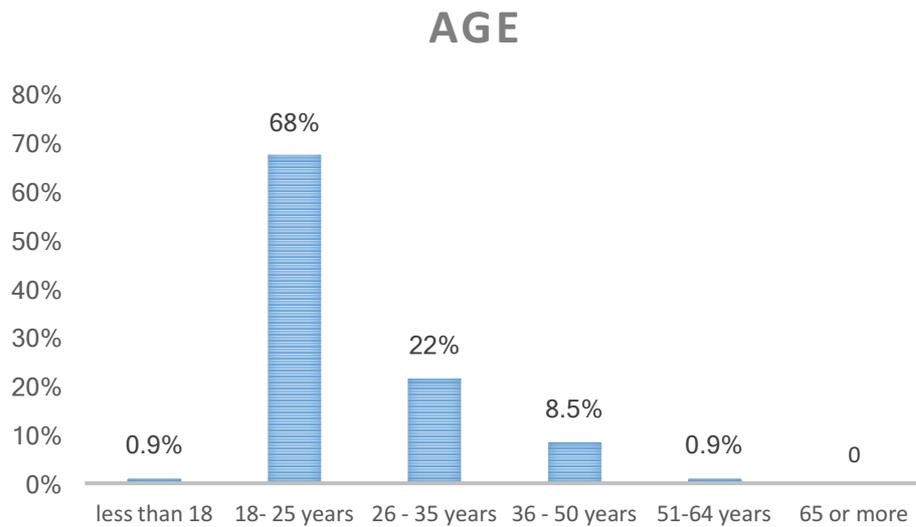


Figure 8. Age group

More than 70% of respondents are students and employees from Portugal (Figure 9 and Figure 10). The unemployed, retired and other professional situations attendance is almost inexistent.

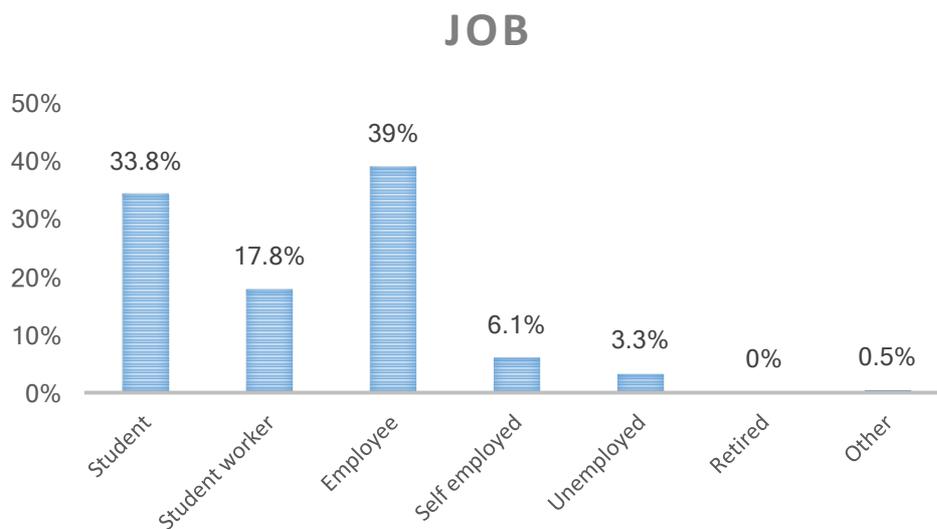


Figure 9. Job

COUNTRY



Figure 10. Country

According to Balaji *et al.*, (2015, p. 641) a student sample is appropriate because “(i) demographics for social media tend to be young and (ii) students are heavy consumers of social media platforms”. Moreover, Facebook is a popular social networking platform among young adults, who use as a multivariate channel (Clark, 2013), still maintaining the lead in the popularity contest among college students (Pew Research Center, 2016).

3.4.2. Descriptive analysis of the sample

To ensure accuracy in the statistical analysis, a preliminary data analysis is made by a descriptive statistical analysis, exhibiting the minimum, maximum, mean and standard deviation, for each variable, as shown in Table 6.

Table 6. Descriptive analysis

Variables	Minimum	Maximum	Mean	Standard deviation
DRIVERS				
Q4: I am very attached to the brand community (IDEN 1)	1	5	3.46	1.126
Q16: Other members and I share the same objectives (IDEN4)	1	5	3.02	1.382

Q10: I am proud to belong to this brand community (IDEN3)	1	5	3.08	1.415
Q7: I feel a sense of belonging to this brand community (IDEN2)	1	5	2.76	1.316
Q13: The brand page keeps me on the leading edge of information about the brand (INFO3)	1	5	3.96	1.018
Q5: Facebook brand's page is a way to stay informed about brand developments (INFO1)	1	5	4.29	.898
Q11: When I want up-to-date information about this brand, I look to this brand community (INFO2)	1	5	4.00	1.097
Q12: I am a Facebook brand community member to get entertained (ENTE3)	1	5	3.27	1.284
Q6: I am a Facebook brand community member in order to relax (ENTE1)	1	5	3.10	1.306
Q9: I am a Facebook brand community member to pass time when I am bored (ENTE2)	1	5	2.67	1.348
Q15: I am a Facebook brand community member because I want to get to know other community members (SOCI1)	1	5	2.20	1.322
Q17: I enjoy conversing with people similar to myself in the brand's Facebook page (SOCI2)	1	5	1.81	1.208
Q18: I am a Facebook brand community member to share my ideas with other community members (SOCI3)	1	5	2.32	1.395
Q8: I am a Facebook brand community member to get discounts (ECON1)	1	5	1.98	1.298
Q14: I am a Facebook brand community member to take part in raffles (ECON2)	1	5	2.26	1.395
Q19: I am a Facebook brand community member to receive economic incentives (better service, time savings, prizes) (ECON3)	1	5	2.27	1.440
CUSTOMER ENGAGEMENT BEHAVIOURS				
Q20: I follow the brand's Facebook page (CONSI)	1	5	4.39	0.924
Q21: I read brands' posts, user comments and product/service reviews on brand's Facebook page (CONS2)	1	5	4.12	1.082

Q26: I watch pictures and videos on brand’s Facebook page (CONS3)	1	5	4.35	0.991
Q23: I “like” pictures and posts on brand’s Facebook page (CONT1)	1	5	4.05	1.202
Q24: I comment brand posts on its Facebook page (CONT2)	1	5	2.69	1.667
Q27: I “share” brand related posts, on Facebook (CONT3)	1	5	2.85	1.686
Q28: I engage in conversations with others, by commenting, on brand’s Facebook page (CONT4)	1	5	2.15	1.567
Q22: I post content (pictures, videos) that show the brand, on Facebook (CREA1)	1	5	2.34	1.596
Q25: I initiate posts related to the brand, on Facebook (CREA2)	1	5	2.49	1.618
Q29: I write brand-related reviews, on Facebook (CREA3)	1	5	2.36	1.621

OUTCOME

Q30: I consider myself to be loyal to the brand (BL1)	1	5	3.69	1.153
Q33: I intend to keep staying with this brand (BL2)	1	5	4.02	1.039
Q35: I am committed with the brand (BL3)	1	5	3.20	1.511
Q31: I would like to recommend the brand to anyone who seeks my advice (BL4)	1	5	4.08	1.03
Q32: I would like to introduce the brand to other people (BL5)	1	5	3.80	1.161
Q34: I would like to say positive things about the brand to other people (BL6)	1	5	4.10	0.995

Source: SPSS

Firstly, focus will be given to the reasons that lead the consumer to engage, highlighting the most significant values (means), positively (near 5) and negatively (near 1).

In general, identification and information are those that have higher impact. On the other hand, social and economic reasons have less expression.

Within identification, the variable with higher value is IDEN1 - “I am very attached to the brand community” (3.46), and for the information the respondents established INFO1 - “Facebook brand’s page is a way to stay informed about brand developments” as the one they most agree with (4.29).

The lowest value, corresponding to Disagree/Strongly disagree, appears related to SOCI2 - “I enjoy conversing with people similar to myself in the brand's Facebook page” (1.81). The range obtained for the last 2 variables, to measure social and economic reasons as drivers, is really low, varying from 1.81 to 2.33.

Concerning the activities/behaviours, and following the same scale (1 less impact, 5 more impact), those of consumption present the highest values, all above 4. Followed by the contributing behaviour, where the measure CONT1 - “I “like” pictures and posts on brand’s Facebook page” has 4.05, due the evident Facebook dynamic. Because the rest drops to values around 2/3, as well as the creating behaviour, where the highest value is 2.49, CREA 2 - “I initiate posts related to the brand, on Facebook”.

Looking to the results on brand loyalty, the latter stands out, with values around 4. BL6 - “I would like to say positive things about the brand to other people” records the highest, 4.10. The lowest value is founded on brand loyalty item, BL3 - “I am committed with the brand”, with 3.20.

Most of the values are at a mean distance of 1, from the average. The variable with lowest standard deviation is INFO1 - “Facebook brand’s page is a way to stay informed about brand developments” (0.898) and the one with lowest value is CONT3 - “I “share” brand related posts, on Facebook” (1.686).

3.4.3. Exploratory Factor analysis

From the correlations between variables, an Exploratory Factor Analysis (EFA) was elaborated, which allows to estimate the common factors and structural relations (not directly observable), between variables and factors (Marôco, 2014). The analysis aim to resume the information into a small number of statistic variables (factors) (Hair *et al.*, 2009).

To ensure the quality and the existence of enough correlation between variables to achieve common factors, is commonly used the Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test of Sphericity (Marôco, 2014).

The KMO is a variables' homogeneity measure, whose value vary from 0 to 1. If the value is under 0.5, is not recommended to use them in EFA, due the weak correlation between variables; values close 1 means a strong correlation between variables, so suitable for EFA. Pestana e Gageiro (2005) state the KMO values, detailed in Table 7.

Table 7. KMO values classification

KMO	Factor analysis
1 – 0,9	Excellent
0,9 – 0,8	Good
0,8 – 0,7	Medium
0,7 – 0,6	Reasonable
0,6 – 0,5	Bad
< 0,5	Unacceptable

Source: Pestana and Gageiro (2005)

The Bartlett's Test of Sphericity is a statistical test to identify the significant correlations between variables (Hair *et al.*, 2009). According Marôco (2014), the null hypothesis (variables are not correlated) is rejected if *p-value* < 0.001, therefore to have correlated variables *p-value* < 0.001 and sig. < 0.05 (Hair *et al.*, 2009).

It was further analysed the communalities, which represent the variance' fraction that a variable share with other variables. According Hair *et al.* (2009) its value must be above 0.5.

For the confidentially analysis the Cronbach's Alpha (α) was used to verify the consistency of the responses given for each question's set (Saunders *et al.*, 2016). Cronbach's Alpha ranges from 0 to 1, being the values under 0.6 unsatisfying and above 0.7, good values to consider in any analysis (Hair *et al.*, 2009).

The tables bellow show each variable expressed as a linear combination of underlying factors (Pestana and Gageiro, 2005). However, since IDEN4 has two equivalent *loadings* in different factors (Table 8), the variable was eliminated. As concerns to the outcome (Table 10), all the items were grouped in a single factor, proving brand loyalty as unidimensional.

Table 8. Rotated Component matrix for engagement drivers

	Component				
	1	2	3	4	5
IDEN1	.103	.734	.010	.370	.136
IDEN2	.186	.861	.099	.085	.088
IDEN3	.309	.789	-.007	.146	.106
IDEN4	.624	.501	.091	.142	.070
INFO1	.104	.170	.037	.794	-.041
INFO2	.102	.104	.206	.789	.055
INFO3	.055	.180	.072	.809	.117
ECON1	.137	.073	.882	-.002	.096
ECON2	.107	.020	.845	.166	-.023
ECON3	.197	.008	.812	.145	.093
ENTE1	.043	.473	-.021	.110	.669
ENTE2	.342	.071	.195	-.096	.739
ENTE3	.159	.035	.020	.130	.862
SOCI1	.742	.134	.210	.172	.228
SOCI2	.789	.127	.191	.019	.196
SOCI3	.863	.207	.095	.087	.095

Source: SPSS

Table 9. Rotated Component matrix for engagement behaviours

	Component	
	1	2
CONS1	.031	.828
CONS2	.166	.746
CONS3	.092	.780
CONT1	.250	.718
CONT2	.811	.161
CONT3	.804	.222
CONT4	.832	.065
CREA1	.736	.130
CREA2	.847	.166
CREA3	.748	.079

Source: SPSS

Table 10. Component matrix for engagement outcome

	Component
	1
BL1	.774
BL2	.825
BL3	.631
BL4	.770
BL5	.716
BL6	.832

Source: SPSS

As shown in Table 11 (IDEN4 already excluded), there is at least 3 items for each variable, which guarantee consistency and reduce the error (Hair *et al.*, 2009). All the values respect the “rules”, KMO > 0.8, Bartlett’s Sphericity = 0.000, communalities above 0.55 and Cronbach’s Alpha > 0.6, which leads to achieve a feasible model.

Table 11. Exploratory Factor Analysis

Variables	Loading	Communalities	α	KMO	Bartlett		
DRIVERS							
IDENTITY 1	0.734	.714	.677	.801	0.000		
IDENTITY 2	0.861	.807					
IDENTITY 3	0.789	.756					
INFORMATION 1	0.794	.675	.600				
INFORMATION 2	0.789	.687					
INFORMATION 3	0.809	.714					
ENTERTAINMENT 1	0.669	.684	.618				
ENTERTEINMENT 2	0.739	.714					
ENTERTEINMENT 3	0.862	.794					
SOCIAL 1	0.742	.701	.803				
SOCIAL 2	0.789	.749					
SOCIAL 3	0.863	.819					
ECONOMIC 1	0.882	.811	.830				
ECONOMIC 2	0.845	.754					
ECONOMIC 3	0.812	.728					
CUSTOMER ENGAGEMENT BEHAVIOURS							
CONSUMING 1	.828	.687	0.780	.854	0.000		
CONSUMING 2	.746	.584					
CONSUMING 3	.780	.616					
CONTRIBUTING 1	.718	.578	.887				
CONTRIBUTING 2	.811	.683					
CONTRIBUTING 3	.804	.696					
CONTRIBUTING 4	.832	.697					
CREATING 1	.736	.558					
CREATING 2	.847	.745					
CREATING 3	.748	.565					
OUTCOMES							
BRAND LOYALTY 1	.774	.599	0.829			.835	0.000
BRAND LOYALTY 2	.825	.681					
BRAND LOYALTY 3	.631	.598					
BRAND LOYALTY 4	.770	.593					
BRAND LOYALTY 5	.716	.513					
BRAND LOYALTY 6	.832	.691					

3.4.4. Hypothesis analysis

Being the preliminary and factor analysis made, it is tested the previously hypothesis proposed. With the collected elements is now visible that some changes need to be taken, in the conceptual model, namely rename the behaviours, hereby labelled as Consuming, Contributing and Creating, and reformulate the hypothesis.

The consumer's behavioural level can be differentiated in two ways: passive - situations in which consumers consume content passively - and active – in which consumers “actively process the role of the brand in their lives or participate in various forms of co-creation” (Malthouse *et al.*, 2013, p.272). De Vermain *et al.*, (2016) surname the first one as *lurking*, behaviour less publicity visible and the second one as *posting* behaviour, highly visible. So, linking the variables to these behaviours, CONS1, CONS2, CONS3 and CONT1 to passive behaviour and CONT2, CONT3, CONT4, CREA1, CREA2, CREA3 to active behaviour. The activities previously mentioned for each measure, also describes, in practice, the behaviours taken by passive and active customers.

The Figure 11 shows the new model, with 2 behaviours. Consequently the 4-reformulated hypothesis are described.

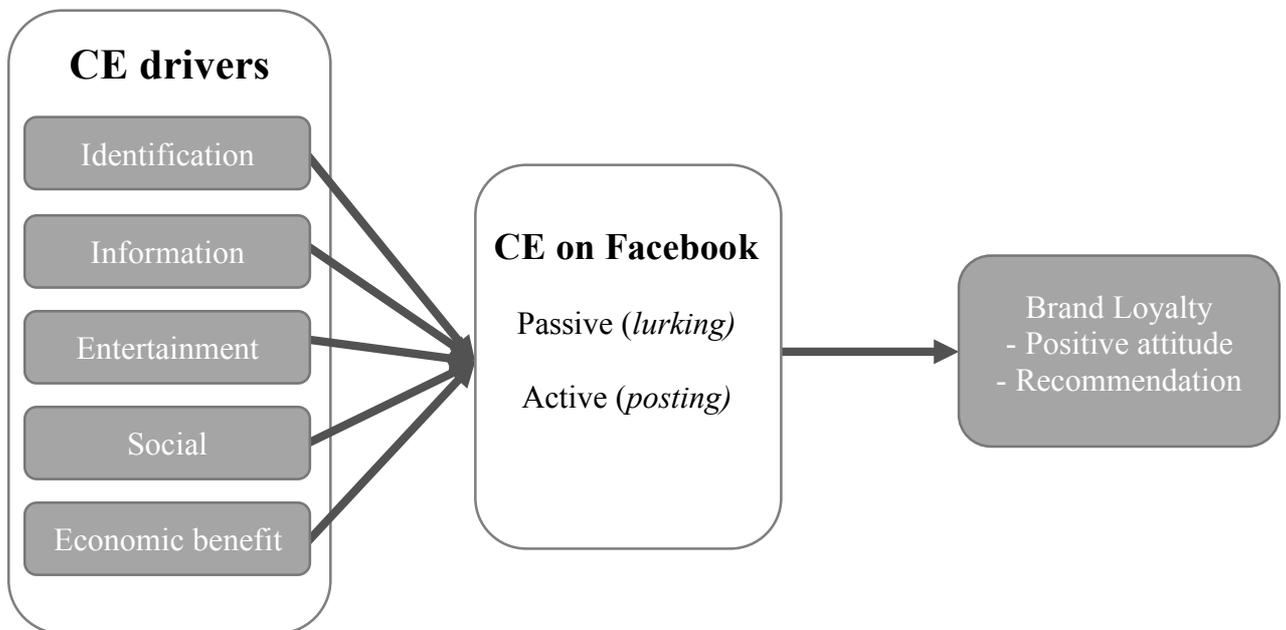


Figure 11. Research model (post factor analysis)

The next section describes the Simple Linear Regression employed to test **H1**, **H2** and **H3**.

H1: The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely lurking activities.

H2: The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely posting activities.

H3: CE with virtual brand communities on Facebook influences brand loyalty.

Before testing it is essential to validate the model's assumptions using residual analysis. According to Marôco (2014) for the analysis, two issues are needed: (i) the independent variables must not to be correlated, or have a weak correlation, that is, orthogonal variables; (ii) the residuals need to be random, independent, have a normal distribution with an average of zero and to present a constant variance.

Trough Durbin-Watson test it was verify the residual's independence. The value of d range between 0 and 4. Since this value is close to 2, there is no rejection of the null hypothesis and therefore do not reject the independence of the residuals (Marôco, 2014). Noting Table 12, for all the variables, d 's value is close to 2, therefore it can be concluded that residuals are independent.

Table 12. Durbin-Watson test

Dependent variable	Durbin - Watson
Passive (<i>lurking</i>) behaviour	1.866
Active (<i>posting</i>) behaviour	2.098
Brand Loyalty	1.904

Regarding the normal distribution assumption, it was used the Normal Probability Plot (Figure 12) due the ability to show if the overall dots are along the main diagonal, which means, approximately, the residuals have a normal distribution (Marôco, 2014).

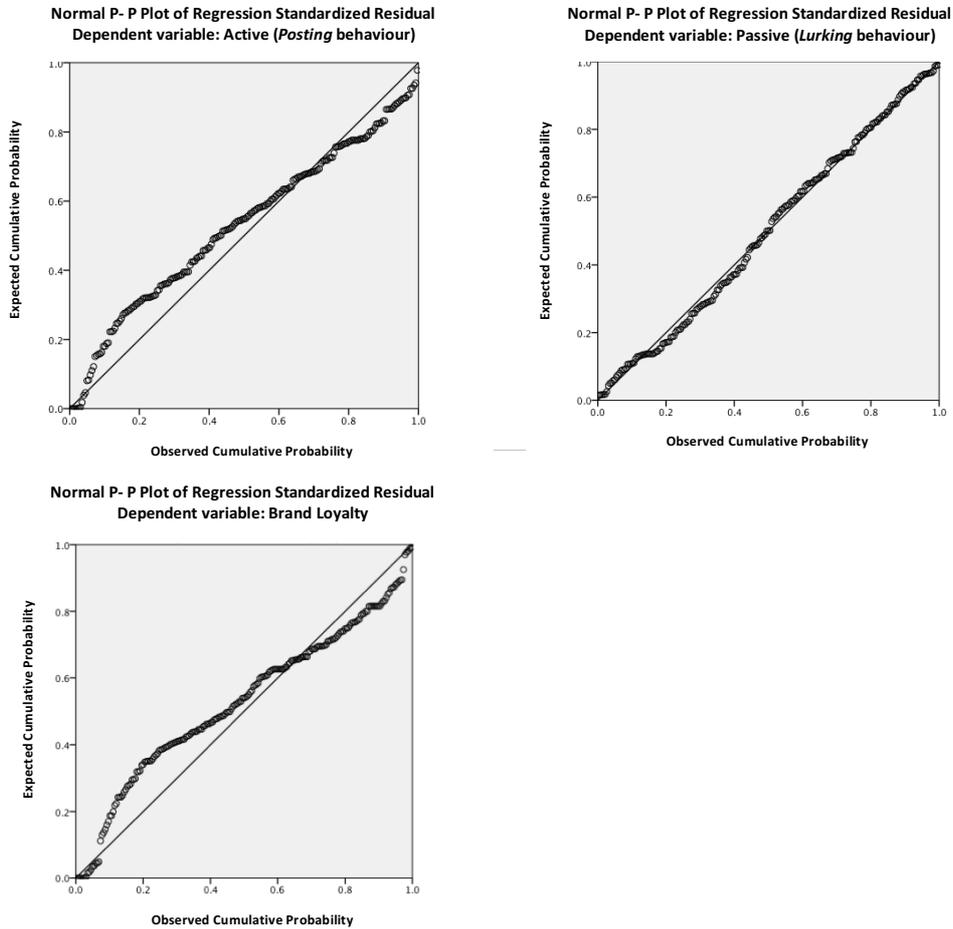


Figure 12. Normal Probability Plot

As shown Table 13, the average is null and the standard deviation is close 1, whereby is validated the null average and constant variance assumption.

Table 13. Error analysis

Residual statistics					
	Minimum	Maximum	Mean	Standard deviation	N
Passive					
Standard predicted value	-2.159	2.300	.000	.988	213
Standard Residual	-2.159	2.300	.000	.988	213
Active					
Standard predicted value	-3.860	1.912	.000	1.000	213
Standard Residual	-4.755	2.019	.000	.988	213
Brand Loyalty					
Standard predicted value	-3.495	1.562	.000	1.000	213
Standard Residual	-4.305	2.400	.000	.995	213

Being the assumptions validated, a multiple linear regression is now performed between the CE drivers and behaviours and between behaviours and Brand Loyalty.

To measure the model's adjustment quality, is used the determination coefficient (R^2). The higher, the better the prediction of the dependent variable. However, its value tends to increase with new independent variables added, although it has low influence on dependent variable. That's why is recommended to use the adjusted determination coefficient (R^2_a).

According to Marôco (2014) R^2_a is the best estimator because it only increases if a new variable added leads a better model's adjustment, in other words, if the variables variance errors' decreases. Its value can range from 0 to 1, being models with values close 1, more adjusted. Also, R^2_a is seen as a measure of the capacity of generalization of the model in analysis, since it represents an estimative of the explained variance of the dependent variable if the model had been based on the population and not on a sample.

Looking the Table 14, Passive's R^2_a equals 0.256, which means that 25.6% of dependent's variable variability (*Lurking* behaviour) is explained by the five CE drivers analysed. For the *Posting* behaviour, 18.4% of dependent's variable variability is explained by the 5 CE drivers.

Regarding the outcome, 13.8% of its variability is explained by the CE behaviours considered.

The remaining variabilities are explained by factors not included in this model.

Table 14. Correlation coefficients

Variable	R	R ²	R ² _a
Passive (<i>lurking</i>) behaviour	.523	.274	.256
Active (<i>posting</i>) behaviour	.451	.203	.184
Brand Loyalty	.382	.146	.138

Then, to estimate the significance of the model was used a variance analysis (ANOVA), where F Snedecor test reveal all *p-values* < 0.00. Thus, the null hypothesis is rejected, meaning that the independent variables are not correlated with the dependent ones. The models are significant, which proves their validity.

Table 15. Variance analysis

Anova					
	Sum of Squares	df	Mean Square	F	Sig.
Passive (<i>lurking</i>) behaviour					
Regression	58.091	5	11.618	15.626	.000
Residual	153.909	207	.744		
Total	212.000	212			
Active (<i>posting</i>) behaviour					
Regression	43.039	5	8.608	10.546	.000
Residual	168.961	207	.816		
Total	212.000	212			
Brand Loyalty					
Regression	30.905	2	15.452	17.919	.000
Residual	181.095	210	.862		
Total	212.000	212			

To determine if all (or just a few) independent variables influence the dependent variables, we looked at the Beta Coefficient (β). β compares the contribution of each

independent variable on the dependent variable, in numerical value and also its significance level (Marôco, 2014).

The Table 16 resumes all the β values as well as the significance level, with $p=0.05$ is usually considered as the significance threshold. But, to reduce the forecast error, its value can be assumed $p\text{-value} < 0.01$ (Hair *et al.*, 2009).

Looking to the significance levels, under 0.05 and between 0.01, and under 0.01, there are three non-significant relations that will be excluded from the analysis. These are indicated in Table 16, with a “n.s” (non-significant).

For the *Lurking* behaviour, the highest value of β is 0.376 corresponding to the Information driver, followed by Social (0.246), Identity (0.174), Entertainment (0.160) and Economic driver (0.127). The reasons that explain the *Posting* behaviour are Economic (0.333) and Social (0.270).

Concerning the outcome, both predictors positively influences Brand Loyalty, being active behaviour (0.310) the strongest one, against passive behaviour (0.223).

Table 16. Coefficient analysis

Coefficients					
	B	Std. Error	Beta (β)	T	Sig.
Passive (<i>lurking</i>) behaviour					
Identity	.174	.059	.174	2.945	.004*
Information	.376	.059	.376	6.347	.000*
Social	.246	.059	.246	4.152	.000*
Economic	.127	.059	.127	2.147	.033**
Entertainment	.160	.059	.160	2.706	.007*
Active (<i>posting</i>) behaviour					
Identity	-.002	.062	-.002	-.033	.974 ^{n.s.}
Information	-.121	.062	-.121	-1.953	.052 ^{n.s.}
Social	.270	.062	.270	4.359	.000*
Economic	.333	.062	.333	5.372	.000*
Entertainment	.064	.062	.064	1.027	.306 ^{n.s.}
Brand Loyalty					
<i>Lurking</i> behaviour	.223	.064	.223	3.491	.001*
<i>Posting</i> behaviour	.310	.064	.310	4.863	.000

*: significant value with p -value < 0.01

** : significant value with $0.01 < p$ -value > 0.05

n.s.: non-significant values

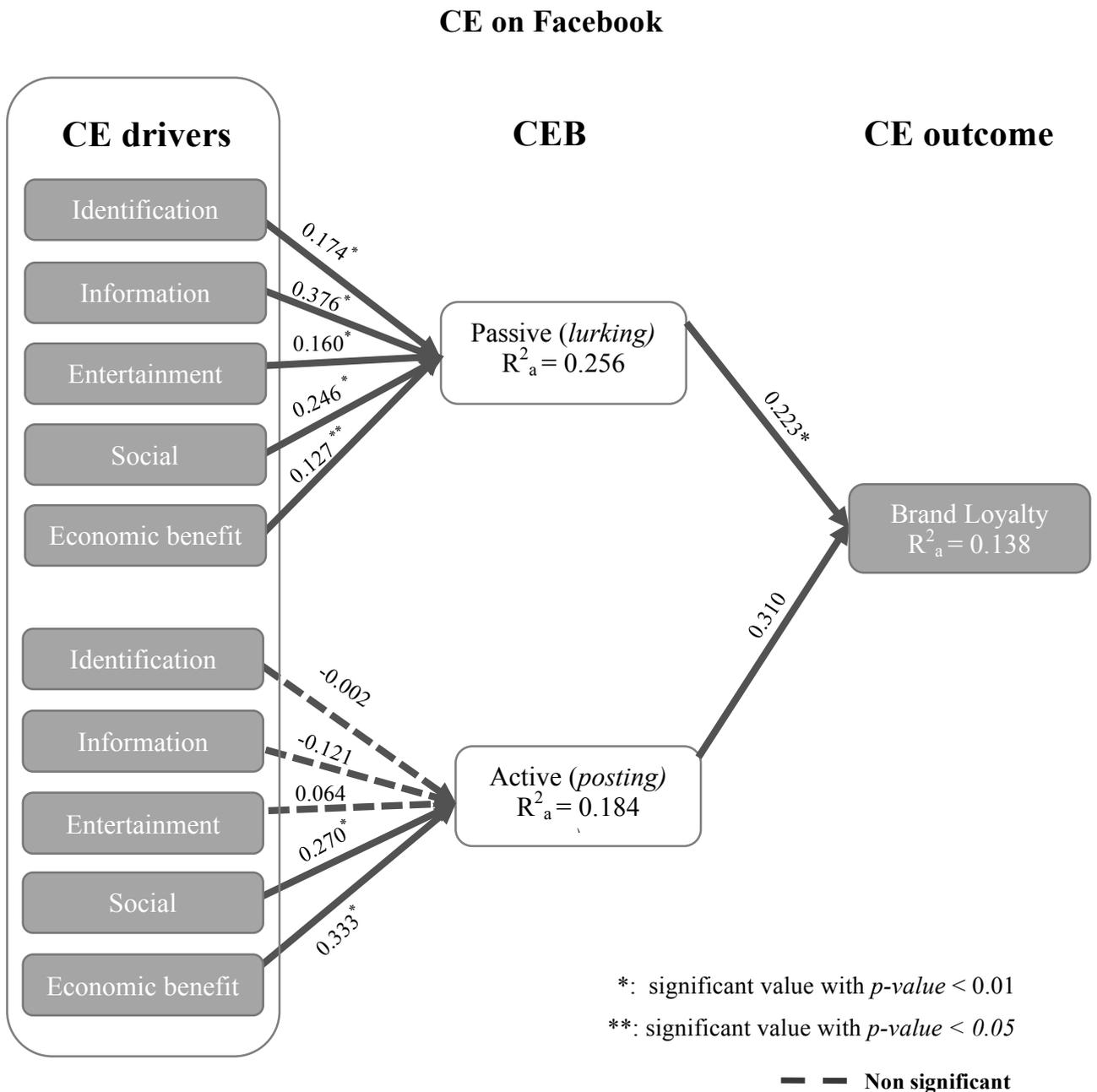


Figure 13. H1-H3 testing results: final model of drivers and outcomes of social media CEB

3.5. Discussion of results

In this section, a reflection is made on the results obtained in the empirical study.

The goal was to investigate what are the drivers of CE on virtual social network sites, using Facebook as the SNS focus, considering social media engagement behaviours developed by consumers and their impact on brand loyalty.

To achieve this, a research model was developed to analyse CE drivers (Information, Identity, Economic Benefits, Social and Entertainment), different levels of CEB (from Passive to Active), and one specific outcome (Brand Loyalty), discriminating it as a positive attitude towards the brand and its recommendation.

Firstly, some details of the sample will be briefly discussed, namely respondents' profile and Facebook brands' pages self-selected by respondents. The majority of respondents are between 18 and 25 years old and mostly use Facebook daily or weekly (+ 75%), dedicating between 30 minutes and 3 hours per day. The Facebook brand pages chosen are very diverse, including e.g. football teams, Nike, Zara and newspapers pages.

Concerning the reasons that drive respondents to engage with Facebook brand pages, Information shows the highest mean scores, followed by Identification and Entertainment at the same level. According the Pew Researcher Center (2013), 89% of Facebook group members highlight the importance of this SNS as an informational channel.

The main activities that respondents develop on Facebook brand pages are reading, listening and viewing (posts, videos, reviews and comments), which means that only a small portion actively interacts with it. A frequent interaction founded was pressing the famous "like" button. These results are in line with previous research that found that only a small fraction of members actively engages in Facebook brand pages (Shang *et al.*, 2006; Gummerus *et al.*, 2012), while the majority prefers to passively browse the brand page, without making any substantial contribution.

Finally, when it comes to Brand Loyalty, the sample reveals similar levels of positive attitude and recommendation for the brands chosen.

After discussing the sample, an EFA was developed in order to test the research hypothesis. Main conclusions are shown on Table 17. Hypotheses 1 and 2 considered that different levels of engagement displayed on social media (Passive or *lurking* vs Active or *posting*) were associated to different consumer motivations (Van Doorn *et al.*, 2010).

Table 17. Hypothesis validation (resume)

Hypothesis	Description	Validation
H1	The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely lurking activities.	✓
H2	The need for information, identification, entertainment, social (interaction, recognition, identification) and economic benefits influences CE with virtual brand communities on Facebook, namely posting activities.	✓ ✗
H3	CE with virtual brand communities on Facebook influences brand loyalty.	✓

As for primary motives for passive (*lurking*) behaviour, findings indicate that Information, Identification, Entertainment, Social and Economic benefits explain this type of CE on SNS, as stated by Sung *et al.* (2010), Muntinga *et al.* (2011), Gummerus *et al.* (2012). However, for active (*posting*) activities, only Social and Economic benefits proved to be significant drivers. Hypothesis 1 is thus validated and Hypothesis 2 partially validated.

Additionally, for passive behaviour, it was found that of these five drivers, Information was the one with the highest impact ($\beta=0.376$). Consumers that mainly read posts, watch videos and follow the brand on Facebook (and thus exhibit a passive level of engagement) do so essentially for informational needs such as to seek opinions, advices, and the latest updates on Facebook pages. The customer does not need to have an active contribution, because the information is found through simply browsing the Facebook brand page (De Vermain *et al.*, 2016).

For *posting* activities, Economic benefits are the strongest driver ($\beta=0.333$), that is, the brands do not give rewards to a singular “like button consumers” (De Vermain *et al.*, 2016). Chan *et al.* (2014) said that they need to feel obliged to devote themselves, which

implies effort and a deeper relation. Specifically, for a consumer who actively participates, to get a “special” remuneration is a good reason to actively engage with brand-related activities. This can be achieved through, e.g., challenges launch by brands on their Facebook pages, asking their followers to perform a certain behaviour, such sharing a post, in order to win something (De Vermain *et al.*, 2016).

The Social driver is the second one with the highest influence, for both behaviours (β (*lurking*)= 0.246; β (*posting*)= 0.270). This driver refers to the need to connect with friends and family, and to interact with brand pages’ in order to feel accompanied by conversing with society and discussing with other people with similar interests. Previous studies of De Vermain *et al.*, (2016) already stated that the need for social interaction is a common motivation, both for passive and active engagement behavior. This also proves that Facebook interactive attributes offers to the customers a dynamic environment to develop brand community conversations and activities (Tsai and Men, 2013).

Though exhibiting less predictive power, the need for Entertainment and Identification were also found as significant drivers, but only for passive engagement behaviours. As discussed during literature review, a customer may spend time exploring a brand page on Facebook, according to topics of interest, in order to relax or for pure enjoyment (Dholakia *et al.*, 2004; Muntinga *et al.*, 2011). Also, watching videos, reading and liking posts might be gratifying for the consumer due to a sense of self-fulfilment (Tsai and Men, 2013) and self- awareness (Algesheimer *et al.*, 2005).

Despite of R^2_a significant values, they are not too high, which leads to believe that other drivers, not directly related with content gratifications, such as brand love and involvement (Shang *et al.*, 2006; Wallace *et al.*, 2014; So *et al.*, 2016), might also be considered.

Regarding the test to find out if CE with virtual brand communities on Facebook impacts Brand Loyalty, the results showed that Facebook can be used as a strategy to enhance brand loyalty (Gummerus *et al.*, 2012; Cheung *et al.*, 2012; Alexandrov *et al.*, 2013; So *et al.*, 2016; Phua *et al.*, 2017). It was founded that both behaviours are predictors of Brand Loyalty (β (*lurking*)=0.223; β (*posting*)=0.310). Thus, hypothesis 3 was confirmed. According to our study, active or *posting* behaviour (β = 0.310) has a greater impact than passive or *lurking* behaviour (β = 0.223). Research has been inconclusive on this matter: though some studies found a positive correlation between active participation and brand

loyalty (e.g. McAlexander *et al.*, 2002; Royo-Vela and Casamassima, 2011; Jahn *et al.*, 2012; Munnukka *et al.*, 2015; Tsiotsou, 2015), others indicate that *lurking* behaviour might be more strongly correlated to brand loyalty than active participation (e.g. Shang *et al.*, 2006). We conclude that creating and having a more interactive role on Facebook pages contributes more to loyalty than just reading posts, watching videos or pressing the “like” button. As such, in our study, actively participating in a virtual community can be seen as an involving activity, leading to increased brand loyalty (Tsiotsou, 2015; Shang *et al.*, 2016). These results may be due to the fact that the scales used intended to measure attitudinal loyalty, and not only repeat purchase, which might have contributed for these higher values, because virtual context and “real life” are not the same. In fact, the connection between interaction with Facebook pages and brand consumption does not represent clear results in relation to buying behaviour (Nelson-Field *et al.*, 2012; Wallace *et al.*, 2014).

The same conclusion was achieved by Royo-Vela and Casamassima (2011): although members just join Facebook brand pages, only a few participate, and the ones that do contribute to higher levels of loyalty. Tsiotsou (2015) showed that the behavioural intentions (through parasocial and social relationships) positively influences the development of loyalty. Also, Jahn *et al.*, (2012) and Hutter *et al.*, (2013) concluded on the positive effect of consumer’s social media active engagements on brand loyalty (namely on attitude and recommendation), thereby indicating the relevance of social media to brands.

The study also reveals that CEB explains 13,4% of Brand Loyalty, which is a reasonable result given that Facebook brand pages are not the only factor influencing consumer-brand relationships (Jahn *et al.*, 2012). On this regard, the truth is that “little is known, about the brand loyalty of Facebook Fans” (Wallace *et al.*, 2014, pp.95). These results indicate that others predictors might have a significant, additional impact on Brand Loyalty. One of the reasons for this result might be that, in this study, the main motivation underlying posting behaviour relates to Economic benefits. According to Wallace *et al.* (2014), Facebook Fans whose interactions are strongly motivated by economic incentives are labelled as “Utilitarians”. According to the authors, this cluster is likely to exhibit low levels of brand loyalty and willingness to recommend – thus, they are probably not true loyal customers in terms of positive attitude towards the brand, despite the level of active

participation they exhibit. As such, though *posting* behaviour as a significant effect on Brand Loyalty, it does not explain a large part of its variability. Furthermore, beyond CEB on virtual social networks, factors like brand quality, perceived value and satisfaction (Dwivedi, 2015), may also contribute to explain brand loyalty. Also, if the affective and cognitive dimensions of CE were also considered (and not only the behavioural one), the R^2_a value could also be improved.

Concluding, as represented on Figure 13, it is possible to understand that different types of consumers have different interactions with the brand and for different reasons, impacting brand loyalty in different ways.

4. Conclusion

4.1. General considerations

In this last section, the conclusions of the study will be present, highlighting its contributions, limitations and suggestions for future research.

Surpassing a great digital era, the emergent need to explore all SNS issues and new market challenges arise for brands, managers and marketers. The “engagement” concept on a virtual context emerges as a research priority, due to the increasing social media use by customers. It is thus relevant to investigate, to predict and to understand online customer behaviour in order to build well-founded brand strategies. However, research on social media engagement, its drivers and outcomes, is still lacking. As such, the aim of this study is to understand the motivations underlying customer engagement, to relate it with different types of social media behaviours, and to study its impact on brand loyalty.

Based on the U&G approach and on the COBRA framework, a comprehensive model of social media engagement drivers, behaviours and outcomes was developed. Five drivers (Identification, Information, Entertainment, Social and Economic benefits), active and passive engagement behaviours (ranging from merely watching videos to posting content) and brand loyalty (focusing on positive attitude and brand recommendation) were considered. Data was gathered using a quantitative method approach, through an online survey, answered by 213 Facebook users, based on self-selected virtual brand communities.

Results show that the drivers for passive and active engagement differ. All the drivers considered influence *lurking* or passive behaviours (e.g. reading, viewing posts and liking them), with Information and Social benefits having the highest impact. *Posting* or active behaviours (e.g. sharing and commenting brand posts and posting messages, photos or videos) are driven just by social and economic reasons.

Moreover, Facebook users tend to exhibit more *lurking* than *posting* behaviours, with the latter contributing more to brand loyalty than the former. Thus, customers are mainly dedicated to passive brand-related activities: they spend time passively browsing the Facebook brand page, or lurking and enjoying the benefits and content offered by others, without making any substantial contribution. Creating and having a more interactive role on Facebook pages can be seen as higher involvement activities, thus contributing more

to loyalty than just reading posts, watching videos or pressing the “like” button. As a final consideration, and based on the results, this study allowed us to conclude that only a minority of users actively creates content, with most of them revealing low levels of engagement with virtual brand communities. However, Facebook still brings dynamism to brand relationships, since this study concluded on the positive effect of consumers’ social media engagement behaviours on brand loyalty, thereby indicating the relevance of SNS communities to brands.

Theoretically, this study contributes to bridge a gap in the literature, since research on online consumer engagement and its drivers is still limited and largely conceptual. There is also no robust evidence regarding the impact of Facebook brand pages on brand loyalty. Furthermore, most studies focus on specific, highly popular brand communities, and overlook the different levels of social media engagement behaviours, from active to passive. This study empirically analyses consumers’ behaviours and motivations to engage in a broad range of brand-related activities on Facebook brand pages, and its role in shaping brand loyalty. The study also adds-on to the existing body of knowledge because, instead of being the researcher to choose the brand to consider, brands were self-selected by the respondents, considering the relation they have with the brand, thus enhancing the trustworthiness of the results and obtaining a multivariate range of brand categories.

4.2. Managerial implications

An increasing number of companies is investing time and money in social media and brand communities. For marketing managers, the number of e.g. likes, shares and comments provides a proxy metric of engagement in these communities. Yet, organizations do not fully understand whether members are really engaged with and loyal to the brand, and what causes them to become fans in the first place. Therefore, uncertainties regarding the ROI of these investments remain. As such, managers seeking to optimize Facebook’s potential as a medium for brand engagement need further insights into members and their brand relationships.

The study suggests that marketers need to develop customer centric strategies, knowing the different levels of engagement behaviours and focusing on Facebook efficiency. It is

also important to realize the benefits that customers value the most, considering the motivations identified as predictors of CEB, in order to satisfy their needs and interests and to make them loyal.

Considering the main role of Information and Economic needs on *lurking* and *posting* behaviours, respectively, Facebook brand pages should deliver interesting and informative content to its members and offer incentives, such as the chance to win something or to get a discount. However, it is questionable whether this type of “gift” strategy is effective if these “utilitarian” consumers only become brand fans to attain some sort of financial gain, as previously discussed in this study. Furthermore, since Social needs also appear as a strong driver of both engagement types, the study suggests that marketers should keep free the consumers’ possibilities to interact and to post something, not harmful, on the brand’s timeline and develop strategies to empower customers to exert influence over other members and the brand, thus manifesting an attitude and group dynamic. By giving users realistic reasons to engage with their virtual communities, brands could increase engagement, from lower (*lurking*) to higher (*posting*) levels, with significant impacts in terms of brand loyalty.

Finally, this study also reveals a positive (though limited) effect of consumers’ social media engagement (both passive and active) on brand loyalty, indicating that social media is a viable and relevant tool for brands concerned with the ROI of their investments.

4.3. Limitations and suggestions for future research

As other studies, this one had some conditioning and limitations, so it is necessary to acknowledge them.

To begin with, the sample used on this study shrinks the possibility of generalization due to its homogeneous characteristics (mainly young people), and its dimension. Although this is a good starting point, given the popularity of Facebook among youngsters, future studies should further cross-validate these results among a broader profile of consumers and a larger sample. Also, social network factors, related with different online platforms themselves (e.g. Instagram, Twitter, YouTube), how its varied approaches and functionalities drive consumer engagement, offer rich opportunities for future research.

Another limitation refers to the antecedents that were not considered, related with the customer engagement on Facebook brand pages. Main drivers were selected considering the U&G perspective in a social media context, but other engagement motivations, such as brand love, customer involvement or brand commitment, could be analysed in future studies.

Concerning the outcomes, just one - brand loyalty (namely, positive attitude and recommendation) - was considered. However, it would be interesting to investigate others, such as brand trust, brand satisfaction and purchase intention, to enrich the conceptual model and its general application.

As a final suggestion, facing the diversity of the brands mentioned on the survey, it could be interesting to analyse and compare different brand categories.

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Appendixes

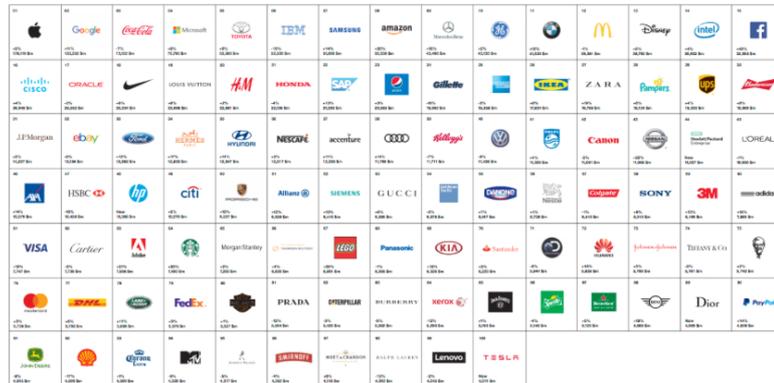
Appendix I. English survey

Customer engagement in a brand's Facebook page

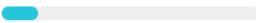
This survey is conducted under the Master in Management at School of Economics and Management at University of Porto. The main goal is to know what drives the customer to engage in a Facebook brand page, the activity level and if from this engagement results brand loyalty and brand recommendation.

The response time is approximately 5 minutes.
All data collected is anonymous and confidential.

Because the answers are fundamental, I would like to ask your collaboration.
Thank you in advance for sharing (available online
https://docs.google.com/forms/d/e/1FAIpQLSeqGj0ZqGMcFfRc-tEZ_h98pHLF7b9XlcHWjGjcAJWY6vUscw/viewform?usp=sf_link).



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Customer engagement in a brand's Facebook page

*Required

Information

1. On average, how much time do you spend on Facebook, per day? *

- None
- Less than 30 minutes
- From 30 minutes to 1 hour
- From 1 hour to 3 hours
- More than 3 hours
- It is part of my daily activity

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Customer engagement in a brand's Facebook page

*Required

2. Please choose a brand that you follow on Facebook (can be a product, service, celebrity, sports team, etc) that makes you feel strongly connected and it is meaningful, either by the product/service offered or personality, or by the interactivity that exists with the brand's page. *

Your answer

3. On average, how often do you visit the brand's Facebook page ?

- Daily
- Weekly
- Monthly
- Yearly

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*Required

Why you follow the brand's page?

Please indicate your agreement level according your opinion, using a scale from 1 to 5, being:

1= Strongly disagree; 3 = Neutral ; 5 = Strongly agree.

When you find questions with "Facebook brand community"/ "Facebook brand community member" please assume "brand's Facebook page"/ "follower of brand's Facebook page".

4. I am very attached to the brand community on Facebook *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

5. Facebook brand's page is a way to stay informed about brand developments *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

6. I am a Facebook brand community member in order to relax *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

7. I feel a sense of belonging to this brand community *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

8. I am a Facebook brand community member to get discounts *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

9. I am a Facebook brand community member to pass time when I am bored *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

10. I am proud to belong to this brand community *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

11. When I want up-to-date information about this brand, I look to this brand page *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

12. I am a Facebook brand community member to get entertained *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

13. The brand page keeps me on the leading edge of information about the brand *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

14. I am a Facebook brand community member to take part in raffles *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

15. I am a Facebook brand community member because I want to get to know other community members *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

16. Other members and I share the same objectives *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

17. I enjoy conversing with people similar to myself in the brand's Facebook page *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

18. I am a Facebook brand community member to share my ideas with other community members *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

19. I am a Facebook brand community member to receive economic incentives (e.g., better service, time savings, prizes) *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

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*Required

What activities do you carry out related to your brand?

Please indicate your agreement level according your opinion, using a scale from 1 to 5, being:
1= Strongly disagree; 3 = Neutral ; 5 = Strongly agree.

*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
20. I follow the brand's Facebook page	<input type="radio"/>				
21. I read brands' posts, user comments and product/service reviews on brand's Facebook page	<input type="radio"/>				
22. I post content (pictures, videos) that show the brand, on Facebook	<input type="radio"/>				
23. I "like" pictures and posts on brand's Facebook page	<input type="radio"/>				
24. I comment brand posts on its Facebook page	<input type="radio"/>				
25. I initiate posts related to the brand, on Facebook	<input type="radio"/>				
26. I watch pictures and videos on brand's Facebook page	<input type="radio"/>				
27. I "share" brand related posts, on Facebook	<input type="radio"/>				
28. I engage in conversations with others, by commenting, on brand's Facebook page	<input type="radio"/>				
29. I write brand-related reviews, on Facebook	<input type="radio"/>				

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*Required

Finally, indicate your agreement level with the following statements:

1= Strongly disagree; 3 = Neutral ; 5 = Strongly agree.

30. I consider myself to be loyal to the brand *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

31. I would like to recommend the brand to anyone who seeks my advice *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

32. I would like to introduce the brand to other people *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

33. I would like to keep a relationship with the brand *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

34. I would like to say positive things about the brand to other people *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

35. I am committed with the brand *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

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*Required

Personal information

36. Gender *

- Female
- Male

37. Age *

- < 18
- 18 - 25
- 26 - 35
- 36 - 50
- 51 - 65
- > 65

38. Job *

- Student
- Student worker
- Employee
- Self - employed
- Unemployed
- Retired
- Other

39. Country *

Your answer

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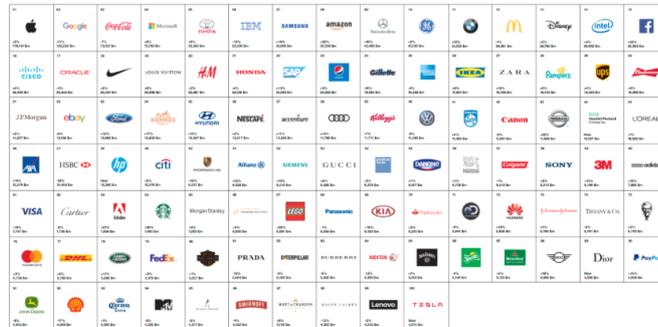
Appendix II. Portuguese survey

O envolvimento do consumidor com páginas de marca no Facebook

No âmbito da tese de Mestrado em Gestão da Faculdade de Economia da Universidade do Porto, solicita-se a colaboração no preenchimento deste questionário, que procura conhecer o que leva os consumidores a envolverem-se na página de uma marca, no Facebook, a atividade que nesta desenvolvem e se esse envolvimento se traduz em lealdade e recomendação da marca.

O tempo de resposta é aproximadamente 5 minutos.
Todos os dados recolhidos são anónimos e confidenciais.

E porque para o sucesso deste trabalho é fundamental a colaboração de um grande número de inquiridos, agradece-se desde já o tempo dedicado e a partilha (questionário disponível online https://docs.google.com/forms/d/e/1FAIpQLSfAdxXxG1hZcW4x0Do5Z7eiNGCMoAbr_CJd6QYRgLRzyVflrw/viewform?usp=sf_link).



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O envolvimento do consumidor com páginas de marca no Facebook

*Required

Informação

1. Em média, por dia, quanto tempo passa no Facebook? *

- Nenhum
- Menos de 30 minutos
- De 30 minutos a 1 hora
- De 1 a 3 horas
- Mais de 3 horas
- Faz parte da minha atividade diária

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O envolvimento do consumidor com páginas de marca no Facebook

*Required

2. Indique uma marca (pode ser um produto, serviço, celebridade, clube, etc) que siga no Facebook, com a qual sinta uma ligação e à qual atribua significado, quer pelo produto/serviço oferecido ou personalidade, quer pela interatividade que exista com a página desta. *

Your answer

3. Em média, com que frequência visita a página da marca? *

- Semanal
- Anual
- Diária
- Mensal

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O envolvimento do consumidor com páginas de marca no Facebook

*Required

Quais os motivos que o levam a seguir a página da marca ?

Indique o grau de concordância que se adequa, assinalando o número de 1 a 5, sendo:
1= Discordo totalmente; 3 = Não concordo nem discordo; 5 = Concordo totalmente.

Em caso de determinada questão não se aplicar à página escolhida, selecione a opção 1 (Discordo totalmente).

4. Estou muito ligado à página da marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

5. A página da marca é uma forma de me manter informado acerca de novidades da marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

6. Fazer parte da página da marca no Facebook permite-me descontrair *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

7. Tenho um sentimento de pertença em relação à página da marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

8. Fazer parte da página da marca permite-me obter descontos *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

9. Faço parte da página da marca no Facebook porque me permite ocupar o tempo livre *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

10. Tenho orgulho em pertencer à página da marca *

	1	2	3	4	5	
	<input type="radio"/>					

11. Quando eu quero informações atualizadas sobre a marca consulto a página desta no Facebook *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

12. Faço parte da página da marca no Facebook porque me entretém *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

13. A página da marca mantém-me na vanguarda das informações sobre a marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

14. Fazer parte da página da marca permite-me participar em sorteios *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

15. Fazer parte da página da marca dá-me oportunidade de conhecer outros membros *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

16. Eu e os outros membros partilhamos os mesmos interesses *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

17. Eu gosto de, na página da marca, conversar com pessoas parecidas comigo *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

18. Fazer parte da página da marca permite-me partilhar ideias com outros membros *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

19. Fazer parte da página da marca permite-me receber benefícios económicos (p.ex., melhor serviço, poupanças de tempo, prémios) *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

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*Required

Que atividades realiza relativamente à sua marca?

Indique o grau de concordância que se adequa, assinalando o número de 1 a 5, sendo:
1= Discordo totalmente; 3 = Não concordo nem discordo; 5 = Concordo totalmente.

*

	Discordo totalmente	Discordo	Não concordo nem discordo	Concordo	Concordo totalmente
20. Sigo a página de Facebook da marca	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Leio as publicações, comentários e avaliações da marca na página de Facebook da marca	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Publico conteúdos (imagens, vídeos) sobre a marca, no Facebook	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Coloco "like" em imagens e publicações na página de Facebook da marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Comento publicações da marca na sua página de Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Faço publicações relacionadas com a marca no Facebook da marca e/ou na página pessoal	<input type="radio"/>				
26. Vejo imagens e vídeos na página de Facebook da marca	<input type="radio"/>				
27. Partilho publicações da marca no Facebook	<input type="radio"/>				
28. Envolve-me em conversas com outros membros, através de comentários, na página de Facebook da marca	<input type="radio"/>				
29. Escrevo avaliações da marca, na página de Facebook da marca	<input type="radio"/>				

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Por último indique o grau de concordância com as seguintes afirmações:

1= Discordo totalmente; 3 = Não concordo nem discordo; 5 = Concordo totalmente.

30. Considero-me leal à marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

31. Recomendo a marca a alguém que procure o meu conselho *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

32. Dou a conhecer esta marca a outras pessoas *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

33. Eu pretendo manter a relação com esta marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

34. Digo coisas positivas sobre a marca a outras pessoas *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

35. Eu estou comprometido(a) com esta marca *

	1	2	3	4	5	
Discordo totalmente	<input type="radio"/>	Concordo totalmente				

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*Required

Informações gerais

36. Género *

- Feminino
- Masculino

37. Idade *

- Menos de 18
- 18- 25 anos
- 26 - 35 anos
- 36 - 50 anos
- 51-64 anos
- 65 anos ou mais

38. Situação profissional *

- Estudante
- Trabalhador - estudante
- Trabalhador por conta de outrem
- Trabalhador por conta própria
- Reformado
- Desempregado
- Outra

39. País *

Your answer

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O envolvimento do consumidor com páginas de marca no Facebook

Obrigada pela tua participação !

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Appendix III. List of collected brands in the surveys

Brand	Number		
Adidas	3	Lululemon	1
5 para a meia noite	1	M de Musica	1
9GAG	1	MaisFutebol	1
Abola.pt	1	Mandabir	1
Activia	1	Mário Moura	1
Adrien Silva	1	Masaro Places	1
Ainanas	1	Massimu Dutti	1
Airbnb	1	Mayoral	1
Ajax	1	MIDNES	1
Alessandro International	1	Mini	1
All Star Converse	1	MO	1
Ana Rita Clara	1	Motovest	1
Nike	7	MyProtein	1
Apple	1	Nação Columbófila	1
Asos	1	NBA	2
ADB	1	Nespresso	1
Associação de apoio animais abandonados	1	News	1
Benefit	1	Nivea	1
Benfica	9	Nutella	1
Bimby	1	Olhares.com	1
Papinhas da Xica	1	Online Dance Company	1
BMW	2	Os truques da imprensa Portuguesa	2
Browning	1	Padela Natural	1
Business Insider	1	Vida Ativa	1
Café racer	1	Pandora	1
Cantê	2	Parisien	1
Carolina Patrocínio	1	Pitchfork	1
Casa da Musica	1	Poemas sem sentido	1
Casal mistério	1	Por falar noutra coisa	2
Caudalie	2	We love Porto	1
Chip Foose	1	Porto Business School	1
Cláudia Vieira	1	Porto Canal	1
Coca-Cola	2	Primark	1

Radio Comercial	5	Prozis	2
Comunidade Cultura e Arte	2	Público	4
Danone	1	Ralis	1
Cristiano Ronaldo	2	Razao Automóvel	1
Cristina Ferreira	1	Restaurantes	1
CW	1	RFM	1
Débora's Beauty & Wellness	1	Rolex	5
Diário de Noticias	2	Roupas	1
Ducati	1	Rt	1
Ecycle	1	Ruim	1
Elle	1	Samsung	1
Expresso	1	Sara Sampaio	1
FC Dinamo Bucuresti	1	Saude	1
FC Porto	12	Sensivelmente idiota	1
FEC	1	Sephora	1
Ferrari	2	Shakira	1
Fitness hut	1	Size Zero	1
Global	1	Skin	1
Hendricks Gin	1	SonicBlast	1
Hyperallergic	1	Sony Playstation	1
JD Sports	1	Sporting Clube de Portugal	4
JN	3	StarBucks	1
João Cajuda	1	Steam	1
Jornal O Jogo	1	Super Bock	4
André Trigueiro	1	Tasty	2
José Fidalgo	1	Tetley	1
Josefinas	1	The Blonde Salad	1
Juventude de Viana	1	The Holiday Guru	1
Juventude Socialista	1	Tottenham	1
Kayla Itsines	1	Turismo	1
Kim Kardashian	1	Vans	1
KTM	1	Visão de Mercado	1
L'óreal	2	Vitoria Sport Clube	1
La Redoute	1	Vodafone	1
Land Rover	1	Vogue	1
LEGO	1	Vox	1
Licor Beirão	1	Whiskas	1

Lion of Porches	1
Lionel Messi	1
Loja de Roupa online	2
Lr	1

Williams Sonoma	1
Yovanna Ventura	1
Zara	5