

Effectiveness of Building Brand Image through Facebook Fanpages

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Abstract—The charisma of social network has stuffed as a growing online platform globally to make an interaction between individuals and organizations. This study considers the impact of the variables- Customer Involvement and information availability on customer brand outlook and brand representation. The empirical work was conducted through an electronic survey of young adults who are active users of Facebook fan pages. The results revealed that Customer Involvement had a positive effect on customer brand outlook, whilst information availability did not. As expected, customer brand outlook was strongly linked to brand representation in this context. This suggests that marketers would be well advised to engage with customers on fan pages in routinely responding to their comments and allowing them to upload suitable content. If consumers feel that they have ‘ownership’ of these pages, promotion of this sort is far more likely to be an effective means of building the brand.

Index Terms—social media networking, Facebook, social network, media, brand representation

I. INTRODUCTION

Social sites are prolonging to grow in an increasing rate now days. These sites act as a medium of information sharing through allowing users to be attached and connected by utilizing personal profiles (Kaplan, 2010)[1].This study focused on young professionals' position and attitude towards the use of Facebook fan pages as a platform to improve brand representation to the consumers, through influencing customer brand outlooks with the use of information availability and Customer Involvement. Two key antecedents of brand representation were recognized and integrated into the analysis, Customer Involvement and information availability. The motivation for including these variables is detailed in the literature review.

Based on the above assertion, this study is guided by the research question: What is the impact of the Customer Involvement and information availability of Facebook fan pages on customer brand outlooks and, ultimately, brand representation?

II. LITERATURE REVIEW

A. Overview of Customer Brand Outlook & Brand Representation

In this study Customer brand outlook represent overall brand thoughts and attitude. Band Representation in this study is reflecting the image of the brand or brand likeness. Brands are key strategic assets, offering firms an opportunity to exploit the value within and, ultimately, enabling them to own a position and image in consumers' minds (Eva Martinez, 2004)[2]. There are numerous definitions of brand image that actually help to understand brand representation guidelines more precisely. Keller defines brand Image as “perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller)[3].Brand representation is connected with the customer's awareness of the brand and the positioning of that brand in minds of the customer (Nandan 2004). Aaker(1996b) recommends measuring brand representation and image using association/differentiation measures based on four aspects: value, brand personality, organizational associations and differentiation (Aaker)[4].Whilst there are considerable consents on how organizations can create a strong brand representation using mass media platforms (Aaker 1991; Keller 1993; Aaker & Joachimsthaler 2000; Kapferer 2008)[4], there is little research regarding creating brand representation via modern interactive platforms.

The authors considered brand representation to be the end point in the analysis and set about to determine the factors which influence this particular construct. Park, Jaworski and MacInnis (1986) argue that brand representation is positively influenced by customer brand outlooks, which help to position and differentiate a brand's products from competitors. Additionally, Hoyer and Brown (1990) found that when consumers lack sufficient product information, customer brand outlooks or attitude are used as a guide for brand representation shaping. Within brand associations there are three multidimensional and interrelated concepts: brand image, perceived quality and customer brand Attitude brand attitude and awareness. Recent studies have measured brand representations for products (Gwinner, 1999)[5] recognizing that not only the physical attributes of the products should be considered but also functional, emotional and self - expressive benefits (Vázquez, 2002)[6].When consumers form positive customer brand outlooks, greater consideration is given to that brand,

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resulting in positive brand representation (Lane & Jacobson 1995). Low and Lamb (2000) (Low G. a., (2000).) believe that customer brand outlook is not only an indicator, but rather has significant effects on brand representation development.

Aaker and Keller (1990) found that customer brand attitude is a major controller of consumer brand evaluations, and these evaluations lead to brand image formation. Eventually this image leads to overall brand representation on consumer mind. In the framework of this study, this means that a customer's thought attitude and overall outlook towards the brand and Facebook fan page will have an effect on their awareness, perception and guide the shaping of the brand's representative quality and image. The authors also assessed the extent to which customer brand outlook, a key component of brand equity, has value relevance—that is, helps predict future brand representation and thus firm value—in high-technology markets (David A. Aaker, 2001)[7]. Thus, the following hypothesis is derived from the conceptual overview above:

H1: *There is a positive relationship between customer brand outlook and brand representation in the context of social network fan pages.*

B. Customer Involvement

1) Overview of customer involvement

Customer involvement actually emerged from interactive marketing or customized marketing that lead to generate overall image. Customer involvement leads to more positive brand attitude according to several studies. The results of an experiment indicate that consumers have more positive attitudes toward a brand and stronger purchase intentions when playing advergames with brand interactivity rather than without brand interactivity (Joonghwa Lee, 2014)[8]. In this study customer involvement also indicates customer engagement. Mollen & Wilson (2010) suggest that involvement is an important dimension of engagement and therefore an important relational concept to discuss. Involvement has been defined as an internal state of arousal, which can be used to reflect an ongoing concern by the customer towards a product based on the perceived importance and/or general interest in the purchase process (Bowden, 2009)[9].

“Engage or die” is the new marketing catch phrase, which emerged as a result of the rise of social media in the past few years (Taylor, 2012)[10]. The emergence of new media provides businesses with an opportunity to start a two-way digital conversation with the audience and makes it almost effortless for an individual customer to talk back and also talk to each other. (Deighton& Kornfeld, 2009)[11]. The businesses gradually came to realization that they have to change their way of looking at the customer, and the concept of engagement appeared to be the key to success. The rationale behind this assertion is the prevailing conception of customer engagement as a way to create deeper and more lasting customer brand relationships (Kumar v. Akshoy, 2010)[12]. Each individual has now the opportunity to become a media producer, an author, a reviewer, or

engage in many other kinds of behaviors that can be consumed by others on the Internet. One study result suggested that while SNS environments offer users multiple forms of communication to engage one another, direct one-to-one interactivity remains the dominant form of networked interactivity (Rob Patton, 2007)[13]. The interactive nature of Facebook is having a reflective optimistic result on the levels of consumer activities online (Ferber *et al.*, 2005) and has created a different way of communication (Hoffman & Novak 1996).

This study looks at the Customer Involvement of Facebook, specifically the fan page's setup and explored if the two-sided connections are enhancing or not. Fan pages smooth the progress of brand interactions in an effort to understand consumers' needs via responsive instrument, lively online sharing space, usual status updates, and discussion forums (Wiley 2008) and it is thus important that bilateral exchanges are possible. Customer Involvement is said to exert a possible influence on consumers' overall brand outlook or attitudes towards a brand online (Zhang, Mattila & Cranage 2010). The relationship between Customer Involvement and customer brand outlook is further explored below.

2) The relationship between customer involvement and customer brand outlook

Studies have shown that between the level of Customer Involvement of an advertisement and attitude towards the advertised product or brand is a positive relationship (SZUZ, 2014)[14]. According to Fortin and Dholakia (2005), mass media having more interactive options tends be more personal than usual channels, and thus have a profound effect on attitudes towards advertising. Customer Involvement or interactive quality have an effect on customer brand outlooks or attitude online through two way communicative channel and reciprocal dialogue between company and consumers and finally this characteristics of interactive media brings a positive impact on image or brand representation. (Sundar, Kalyanaraman & Brown 2003; Zhang, Mattila & Cranage 2010).

Based on the aforementioned discussion, it is hypothesized that:

H2: *Customer Involvement has a significant and positive relationship with customer brand outlook in the context of social network fan pages.*

C. Information Availability

1) Overview of information availability

One study showed that information availability that is a combination of text, audio, video and others are important for increasing perceived usefulness and concentration that lead to users' intention to use product (Su-Houn Liu, 2009)[15]. Information availability is the ability of communication media to transmit rich messages. Availability is characterized as the amount of feedback, social cues, language variety, and personal focus that is conveyed to a communicative partner (al, 1987)[16]

Companies can place brand posts (containing videos, messages, quizzes, information, and other material) on

the brand fan pages subsequently indicate that they like the brand post or comment on it that ultimately help to create a strong image of the brand (Lisette de Vries, May 2012,)[16]. Consumers who get information from fan pages become fans of these brand fan pages tend to be loyal and committed to the company, and are more open to receiving information about the brand (Richard P. Bagozzi, Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities, 23 (1) (2006).). Moreover, brand fans tend to visit the store more, generate more positive word-of-mouth, and are more emotionally attached to the brand than non-brand fans (Utpal M. Dholakia, 88 (3) (2010),)[17]. According to Dholakia, information that is highly available online or has more proficiency in value delivery is believed to be more effective than that of low informative online contents. One study conducted by Hoffaman, indicated that availability of more information online have a high degree of positive impact on creating overall brand outlook or image. So, affluence of information online tends to create more positive brand outlook in fan pages.

2) The relationship between Information availability and customer brand outlook

Variety of the contents of a particular channel has a long lasting impact on generating a good image of a particular brand. A positive brand outlook is created through creation of positive image. In this study overall brand outlook is defined as consumer attitude towards brand, brand position and standpoint. Information-seeking is an important reason for people to use social networking sites (Kuan-Yu Lin, Why People Use Social Networking Sites: An Empirical Study Integrating Network Externalities and Motivation Theory, 2011). Furthermore, the pursuit of information explains why people consume brand-related content (Daniël G. Muntinga, 2011)[7]. Hence, if a brand post contains information about the brand or product, then the brand fans' motivations to participate or consume the content are met. Additionally, research shows that people tend to fanpage have positive attitudes toward informative ads on social networks. Therefore, brand fans might have more positive attitudes toward informative brand posts compared to non-informative brand posts, thus leading to higher popularity (Vries, 2012)[16].

Thus, based on the above literature, it is proposed that:

H3: There is a positive relationship between information availability and customer brand outlook in the context of social network fan pages.

Based on the above review from the literature, the conceptual model is illustrated in Fig. 1. The model was developed for empirical testing and the model measures how the constructs of *Customer Involvement* (between the customer and fan page) and *information availability* (supposed intensity of information in terms of multimedia components on the fan page) influence *customer brand outlooks*(*Brand position and attitude*), and how these effects translate into positive brand representation for the brand. It should be noted that there may be other constructs that influence brand representation (e.g. offline

communication and past experience with the brand), however these are exogenous to this particular model.

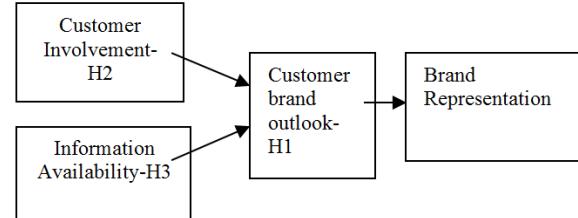


Figure 1. (Conceptual Model)

III. METHODOLOGY MODEL

A. Sampling & Data Collection

The sample utilized for this study consisted of young professionals who met the following four criteria:

18 to 34 years of aged active internet users in facebook. (Socialbakers, a global social media and digital analytics company, said people of 18-24 years of age are the major FB users.)

In the process of obtaining or have obtained a degree or diploma active online fans of Facebook fan pages of different Brands (Airtell Buzz, GP, Style world collection, Banglalink, Bikroy.com)

A non-probability sampling technique, specifically convenience self-selection sampling, was employed for this study.

Data was collected using an anonymous online electronic survey using convenience sampling technique. The survey was available to respondents for a period of three weeks (2 January to 22 January 2015) and no incentives were offered to the respondents so as not to skew the data.

B. Measurement Scales

This research work used formerly tested scales to make sure that the questions were appropriate. Structured questions were used in the form of semantic differentials based on the literature reviewed. To get the most accurate take on respondents' emotional feedback, consider using the Semantic Differential question type. It sounds complicated, but it's simple to setup and offers big payoffs in data confidence.

C. Reliability & Validity

A Cronbach alpha was used to test the reliability of the constructs and the value are shown on Table I. AVE was computed to verify convergent validity.

The reliability of the constructs was established through computation of Cronbach alphas, all of which were recorded as above 0.7. Table I reflects these values. In order to establish convergent validity, Average Variance Extracted (AVE) figures were calculated. Average Variance Extracted, a statistic that depicts how much variance confined by the latent variable in a structural equation model is shared among other variables. The calculation of Average Variance Extracted requires a structural equation model to already exist, since it needs the loadings of the indicators for the latent variable for which it is to be calculated. The satisfactory cut-off for

this dimension is considered to be 0.5 and is measured to explain an adequate to large proportion of the variance. These values ranged from 0.44 to 0.67.

The requirements for convergent validity were met for all constructs except for Customer Involvement (0.44). Despite being below the predefine threshold, the status of Customer Involvement was deemed acceptable as it was only very marginally below that of the 0.5 threshold. Table II reflects these values.

To verify discriminant validity, the Fornell-Larcker principle was used. This technique indicates that the square root of the AVEs should be greater than any correlations with all other unobserved variables. The necessities for discriminant validity were fulfilled for all constructs. Table III reflects these values.

TABLE I. RELIABILITY METER

Construct	Cronbach's Alpha (PLS)
Customer Involvement	0.73
Information availability	0.72
Brand representation	0.84
Customer brand outlook	0.90

TABLE II. AVERAGE VARIANCE EXTRACTED (AVE)

Construct	AVE
Customer Involvement	0.44
Information availability	0.54
Brand representation	0.56
Customer brand outlook	0.67

TABLE III. CROSS LOADINGS

Latent Variables	Customer brand outlook	Brand representation	Customer Involvement	Media Availability
Customer brand outlook	0.82	0	0	0
Brand representation	0.75	0.75	0	0
Customer Involvement	0.30	0.45	0.63	0
Information availability	0.26	0.44	0.61	0.74

IV. RESULT INTERPRETATION

The analysis part utilized Partial Least Squares modeling, using AMOS, to test the conceptual model.

A. The Model

Fig. 2 signifies the t-values for the structural model calculated from the analysis of bootstrapping algorithm. T-values point out whether or not a significant relationship exists between variables in the model. Two tailed t-tests were accomplished at the five percent significance level.

Fig. 2 specifies that all the construct measuring items are significant, with t-values greater than the desired cut-off of 1.96. Fig. 2 also signifies that Customer Involvement of the Facebook fan page which has a t-value of 2.197 has a significant control on consumers' Customer brand outlooks online. Customer Involvement

on the Facebook fan page thus positively influences Customer brand outlook of brands at the five percent level. Customer brand outlook (t-value of 18.541) was also found to have a significant influence on consumers' Brand representation online at the five percent level. Information availability however (t-value of 1.097) does not have a significant effect on Customer brand outlook as the t-value falls below the five percent significance level of 1.96. This relationship is thus not significant at the five percent level.

It can be noted from Fig. 3, that all of the path coefficients are positive. This means that the dependent and independent variables move together. Thus, as the level of Customer Involvement on the Facebook fan page rises, the level of Customer brand outlook and thus Brand representation will also rise with it as a result of these positive Beta values. To analyze the prediction quality of the model, the R² value of the dependent variable (Brand representation) was considered, so as to determine the percentage of the variation explained by the model.

As depicted in Fig. 2, this is indicated as 0.576, meaning 57.6% of the variation is explained by the model. According to Chin (1998), an R² value of 0.67 is considered a substantial indicator of prediction quality and a value of 0.33 is considered moderate.

From this, it can be seen that the prediction quality of this model for Brand representation is rather substantial.

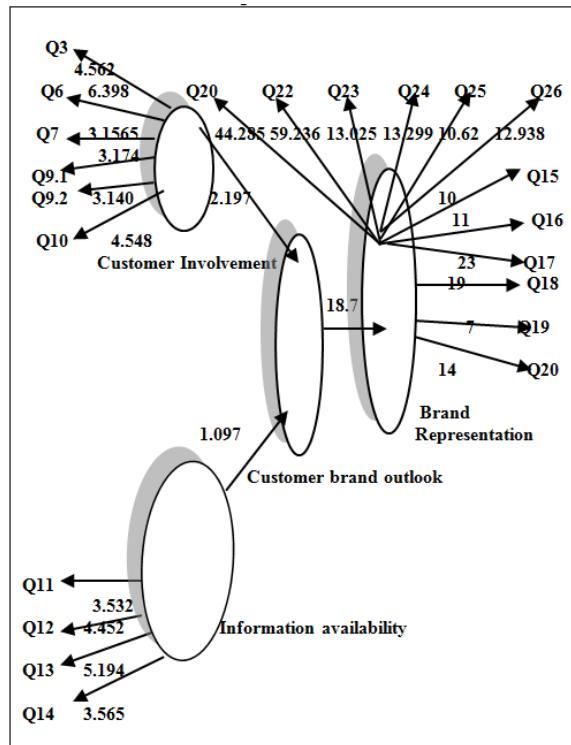


Figure 2. Partial least squares analysis output (t-values)

B. Outcome of Hypotheses Testing

Hypothesis 1: There is a positive relationship between customer brand outlook and brand representation in the context of social network fan pages.

The PLS model showed that there is a significant positive relationship at the five percent level of

significance (t -value = 18.751) between Customer brand outlook and Brand representation as hypothesized. This effect has a Beta value of 0.759, which means that Brand representation increases by a significant margin with an increase in Customer brand outlooks. H1 is accepted at the five percent level of significance and conclude that there is a significant positive relationship between Customer brand outlook and Brand representation on Facebook fan pages.

Hypothesis 2: *Customer Involvement has a significant and positive relationship with customer brand outlook in the context of social network fan pages.*

Customer Involvement had a t -value of 2.197. Thus consumers' Customer brand outlook of some brands is sufficiently predicted by the level of Customer Involvement present on different brand's official Facebook fan page at the five percent level. This effect has a Beta value of 0.237, which means that Customer brand outlook increases by a significant margin with an increase in the level of Customer Involvement on the fan page. H2 is established at the five percent impact level and bring to a close that there is a significant relationship between Customer Involvement and Customer brand outlook in the context of Bangladeshi different brands on Facebook fan pages.

Hypothesis 3: *There is a positive relationship between information availability and customer brand outlook in the context of social network fan pages.*

Information availability had a t -value of 1.097; therefore consumers' Customer brand outlook of brands cannot be forecasted by the level of Information availability present on the brands official fan page at the five percent point. H3 is not accepted closing that Media Availability does not have a significant positive relationship with Customer brand outlook in the context of Bangladeshi brands on Facebook fan pages.

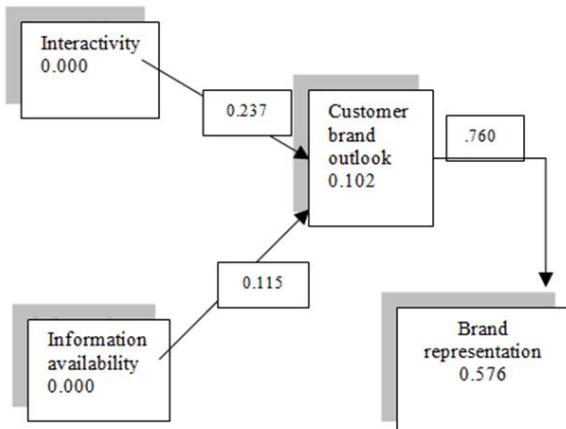


Figure 3. Beta values

V. CONCLUSIONS

This study empirically examined the impact of Customer Involvement and information availability, in the context of Facebook fan pages, on customer brand outlooks and how this impacts young professionals' perception of brand representation of Bangladeshi different brands. This creates a significant input to

scholarly literature by testing the relationship in a social media environment, which is growing in potency and popularity with regards to online marketing and customer interactions. This finding is also important to identify whether brand representation can be improved online for different product category which is differentiated based on its brand, rather than its functional characteristics (Pettigrew 2002).

This study confirms that Customer Involvement on fan pages have an effect on customer brand outlook as found by Fortin and Dholakia (2005), Synder-Duch (2001) as well as Sundar, Kalyanaraman & Brown (2003). This study signifies this and concludes that enlarged levels of Customer Involvement on fan pages of Bangladeshi different brands will improve the user's overall outlook toward the brand. Thus advanced levels of Customer Involvement will lead to more positive customer brand outlooks and an improved brand representation.

Furthermore, the study identified information availability as another potential success factor of Facebook fan pages in improving customer brand outlook and thus brand representation. Information availability has been previously proven to enhance customer brand outlooks; in both advertising (Park & Young 1986; Hopkins, Raymond & Mitra 2004) as well as on websites (Jiang & Benbasat 2003; Simon & Peppas 2004; Fortin & Dholakia 2005). This study found that the relationship between information availability and customer brand outlook was not significant. The reason for this could be that customer brand outlooks are influenced through consumers' memories of and past experiences with the brand (Olson, Kanwar & Muderrisoglu 1979; Mitchell & Olson 1981). Customer Brand Outlook, which are tricky to control (Ajzen & Fishbein 2005), will not be considerably affected simply by media content richness and are unlikely to have any affirmative effect beyond the communication in the short term.

Based on the findings, interactive actions with the brand is more impressive than the information availability of the brands' pages, thus managers should improve the levels of Customer Involvement on their fan pages. It would thus appear that a rich multimedia edge is secondary to two-way communication in creating a optimistic attitude towards the brand. In other words, a high-tech orientation towards the fan page should not be prioritized over a relationship embedded approach. The flexible way to advance the Customer Involvement scores on Fan pages is for firms to allow users to post, share and comment on all activities as well as for the brand to comment on users' actions or posts which are essential for the on-going discussion. Brands can also support with improving their Customer Involvement by engaging consumers in exchanging dialogue that are reciprocally beneficial and truly involving.

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