

THE ANTECEDENTS OF CUSTOMER ENGAGEMENT IN FACEBOOK FASHION BRAND PAGES IN SRI LANKA

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Abstract

Social media platforms provide a significant avenue to users to enhance value and engage with the firm. The Facebook brand page is one of the significant web experiences to facilitate the interaction between the customers as well as fashion garments online. Customer engagement has become a popular area among scholars. In the era of the Facebook brand page, customer engagement has become a significant part of marketing practices. The present study aims to provide theoretical insight into the motives of customer engagement in the Facebook fashion brand pages. Accordingly, the researcher selected the quantitative research methodology for conducting the present research. Moreover, the researcher employed the deductive research approach for conducting the present research. The data were collected using a convenience sample of 202 undergraduates who have following at least a single Facebook fashion brand page in Sri Lanka. And also, the data were analysed with SPSS 21 statistical software. Moreover, the present study found that the concept of customer engagement with Facebook fashion brand pages was motivated by the information, entertainment and social interaction values. Furthermore, the findings of the present study highlighted that information, entertainment, and social interaction had a positive influence on customer engagement. Apart from this, the present study contributes to the literature by providing a framework for concept of customer engagement.

Keywords: *Customer engagement, Entertainment, Facebook brand pages, Information, Social interaction*

INTRODUCTION

Kulikovskaja et al. (2023) has highlighted how social media marketing content drives customer engagement, advancing marketing and engagement literature. According to the recent literature done by Ao et al. (2023), they were elaborated the role of social media influencers on customer engagement. Social media platforms provide a significant avenue to users to enhance value and engage with the firm (Baird & Parasnis, 2011). To expand the overall communication strategy, companies are considering social media strategies and social media platforms (Singhal, 2016). Social media is becoming a significant way to connect with peers, expand the group of friends, thereby facilitating communication between peers and groups, in particular (Zhang & Daugherty, 2009).

Li and Park (2024) investigate consumer engagement behavior on Facebook brand pages, focusing on motivations and engagement outcomes. Facebook is the most used social media platform (Arenas, Ramirez, & Rondan, 2013) and Facebook is considered the most popular social networking website among the social media platforms (Lipsman, Mudd, Rich, & Bruich, 2012). According to scholars, retailers can increase the consumers who visit their web sites with the active Facebook profile pages (Caverly, 2011). The Facebook brand page is one of the significant web experiences to facilitate the interaction between the customers as well as fashion garments online (McCormick & Livett, 2012). Especially, online fashion stores reach their target audience through the use of the Facebook brand page. The large volume of interactions was helped to generate a series of interactions (Lima, Irigaray, & Lourenco, 2018). In the digital era, customer engagement is a new phenomenon in marketing. Scholar

defined customer engagement as the mechanism of a customer's value creation to the organization, either through indirect or direct contribution (Pansari & Kumar, 2017).

Ling et al. (2024) analyze how digital content marketing impacts customer engagement in online fashion stores, emphasizing interactive behaviors. In the digital era, there are a large number of fashion Facebook brand pages in Sri Lanka (Rajapaksha & Thilina, 2019). Even though, fashion retailers blindly run behind the number of likes, comments and shares without knowing the purpose of having different engaging activities (Jayasuriya & Azam, 2017). Moreover, fashion retailers have not understood the influence of customer engagement on Facebook fashion brand pages in Sri Lanka (Rajapaksha & Thilina, 2019). Therefore, this study is expected to analyze the fashion industry to identify the motives of customer engagement on fashion Facebook brand pages in the Sri Lankan context.

Customer engagement has become a popular area among scholars. Salonen et al. (2024) explore how timely digital content delivery on social media enhances B2B customer engagement throughout the customer journey. In the era of the Facebook brand page, customer engagement has become a significant part of marketing practices (Sitta, Faulkner, & Stern, 2018). Even though customer engagement has become popular among scholars, "Influence of different motivations on customer engagement on Facebook brand page" is lacking in their researches. Most of the scholars tried to search for customer engagement under different research areas. Although, Influence of different motivations on customer engagement on the Facebook brand page of online fashion stores is substantial study. Although in the literature there is "a lack of consensus on what consumer engagement is" (Dessart, Veloutsou, & Morgan, 2015) the most of studies split the highlighting philosophy that customer engagement is focused on the significant object.

However, the present study provided a considerable analysis of customer engagement. Dretsches et al. (2024) examine how designing brand co-creation activities can effectively enhance digital consumer engagement in interactive settings. Organizations are challenged on adapting the relationship marketing strategies for building customer relationships on Facebook brand pages (Dolan, Conduit, Bentham, Fahy, & Goodman, 2019). Enhancement of engaging customers had become a challenge for conducting marketing tasks on the Facebook brand page. Engaged customers influence on the organizational innovational process through generating brand referrals, value, and experience (Hoyer, Chandy, Dorotic, Krafft, & Singh, 2010).

This is a significant study to identify the significant fact about customer engagement of Facebook brand page on online fashion stores. In addition to that, Facebook has selected this study because Facebook is the most popular social media platform among users worldwide (Arenas, Ramirez, & Rondan, 2013). In the recent literature, customer engagement of brand page analysis from a behavioral perspective (Song, Moon, & Kim, 2019). "Influence of different motivations on customer engagement" is a significant area and the present study provided the solution to fill the above-mentioned lacking areas.

The engagement of the fashion retailer's customers on the Facebook brand page was studied by scholars (Rodriguez & Fernandez, 2016). According to the findings of the research, the Facebook brand page positively influence on customer engagement and fashion retailer's Facebook brand page (Rodriguez & Fernandez, 2016). Even though there are numerous studies on customer engagement, the present study provided a comprehensive analysis to customer engagement. Considering the previous literature provided, Facebook fashion brand pages have been the most significant social media platform for fashion brands (Intel, 2014).

Moreover, fashion retailers present their brands via the Facebook fashion brand pages to encourage customer engagement (Chang & Fan, 2017).

Therefore, research on the influence of different motivations on customer engagement is still needed. The present research highlights the antecedents based on customer engagement. Accordingly, the researcher selected entertainment, information and social interaction as the motivations based on the **Uses and Gratification Theory** (Katz, 1962).

Nevertheless, some contradictions are available in previous research. Besides, less research can be found for the influence of different motivations on customer engagement on the Facebook brand page on online fashion stores in the Sri Lankan context. Therefore, further research needs to shed light on the literature on customer engagement. In addition, the influence of different motivations on customer engagement is a significant research area. Therefore, this study is expected to analyze **how different motivations influence the customer engagement**. Accordingly, through this study, the researcher examined **how different motivations influence the customer engagement on a Facebook brand page on online fashion stores** such as apparel, cosmetics, gift items and footwear online stores in Sri Lanka.

Research Question

What motivates customer engagement on Fashion Facebook brand pages?

Research Objectives

To identify the motives of customer engagement on Fashion Facebook brand pages.

LITERATURE REVIEW

Evolution of Social Media Marketing

Bashar et al. (2024) explore emerging social media marketing trends through data mining and bibliometric analysis, highlighting platform-driven evolution. Through social media, marketers can increase the awareness of the business, build relationships, increase profits, new product announcements and connect the business with customers (Langaro, Rita, & De Fatima, 2015). Virtual brand communities are built through the use of social media strategies (Perren & Kozinets, 2018). Furthermore, customers tend to use the different types of social media platforms for obtaining the latest news of the brands' (Seo & Park, 2018). Social media has changed the way people communicate and interact with (Tuskej & Podnar, 2018). Customer engagement has become an important part of marketing practices with social media such as the brand page (Sitta, Faulkner, & Stern, 2018). In the current era, social media can spread the brand community, and companies have rapidly converted social media to marketing activities and building brand-related activities (Dessart, Veloutsou, & Thomas, 2015).

Uses and Gratification Theory (U & G Theory)

Nguyen and Nguyen (2024) apply Uses and Gratifications Theory to explore motivations driving Generation Y and Z's continued use of online food delivery services. In the 1940s the Uses and Gratification theory (U & G) was introduced to measure the relationship between mass media and audiences (Anabel, 2012). Uses and gratification theory is a significant approach to understanding why and how individuals use different types of media to satisfy an individual's requirements (Katz & Foulkes, 1962). Moreover, U & G theory describes specific

behaviors of customers for using social media (Smock, Ellison, Lampe, & Wohn, 2011). U & G theory was the first philosophy to consider the role of media selection and use media for fulfilling the gratification needs (Ku, Chu, & Tseng, 2013). Moreover, U & G theory is the most important paradigms for understanding the motivations (LaRose & Eastin, 2004). Facebook brand pages include entertainment, information and, social interaction gratifications to attract customers toward the brand page (Liu, North, & Li, 2017). When selecting a media, customers use to examine the gratifications of each media (Ho & See, 2018). Accordingly, the researcher selected information, entertainment and social interaction as motivate of customer engagement based on Uses and Gratification theory. According to U & G theory, individuals select a media after evaluating the potential benefits of the media (Lee & Ma, 2012).

Online Fashion Stores

Ling et al. (2024) investigate how digital content marketing characteristics influence customer engagement in online fashion stores. In the literature, certain studies have been investigated that online stores provide a broader selection for customers (Kamis & Stohr, 2006). In the online stores, customers have internal and external gratifications such as information seeking (Whiting & Williams, 2013), convenience (Whiting & Williams, 2013), information sharing (Gan & Wang, 2015) and entertainment (Gan & Wang, 2015). Although, customer's level of engagement with the Facebook brand pages is not enough. In the previous research has investigated the impact on informative and entertainment characteristics in online stores (Prashar, Vijay, & Parsad, 2017). Social media is one of the significant web experiences to facilitate the interaction between the customer as well as fashion garments online (McCormick & Livett, 2012). In the fashion retailing sector, Facebook is the most popular social networking website in the marketing communication strategies (Lipsman, Mudd, Rich, & Bruich, 2012).

Facebook Brand Pages (Online Brand Communities)

Chakraborty and Biswal (2024) examine the effectiveness of digital social communication in strengthening social relationships within online brand communities. Facebook brand pages play a vital role in creating considerable value for customers. Brand communities can create substantial value for consumers (Schau, Muniz, & Arnould, 2009). The Facebook brand page becomes the main player of branding activities (Hutter, Hautz, Dennhardt, & Fuller, 2013). Social media outlets such as Facebook provide significant tools for firms to engage with customers through "brand fan pages" (Beukeboom, Kerkhof, & Vries, 2015). According to the literature, brand page participation is the social engaging activity (Frimpong & McLean, 2018). Through frequent WOM, Facebook brand pages can encourage brand awareness (Moran, Muzellec, & Nolan, 2014). Facebook brand pages offer more benefits to marketers to reach the target audience. Companies can build relationships, engage with customers, enhance brand loyalty and promoting the brand through the use of the Facebook brand page (Mochon, Johnson, Schwartz, & Ariely, 2017). Companies can take advantage of the strong capabilities of social media by designing multi-dimensional customer experiences through their brand pages (Shao & Ross, 2015). Facebook provides a significant platform for customers to directly communicate with brands using different types of engagement behaviors (Carlson, 2018). Scholars have identified the conceptual framework to investigate customer engagement on the Facebook brand page (Brodie R. , Ilic, Juric, & Hollebeek, 2013).

Customer Engagement

In academia, customer engagement has defined in different forms of definitions. Customer engagement as “the mechanics of a customer’s value addition to the firm, either through direct or/and indirect contribution” (Pansari & Kumar, 2017). Additionally, there is more research that can be found so far regarding customer engagement. Research related to “consumer engagement” and consumers’ social media behavior is a more accepted research area in recent years (Hollebeek L. D., 2011).

In the digital context, customer engagement has been discussed in several studies in a different context. Customer engagement is the way to develop customer interactions and build a firm’s relationships (Hollebeek, Juric, & Tang, 2017). Customer engagement is precious in acquiring customers towards the brand page and retain customers. Customer engagement is a set of measurable behaviors or measurable actions that customers present on social media (Barger, Peltier, & Schultz, 2016). Marketing managers consider customer engagement is a significant course on social media platforms (Tsimonis & Dimitriadis, 2014). Customer engagement in social media initiatives to a favorable impression of the firm (Frimpong & McLean, 2018).

Customer engagement is a mechanism of how consumers create value for the organization through direct or indirect contributions (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016). In other words, customer engagement is significant to reach goals and value outcomes (Vivek, Beatty, & Morgan, 2012). Moreover, customer engagement is the basic factor to determine customer brand relationships (Tsai & Men, 2017).

Factors Influencing Customer Engagement

The researcher proposed three motives from Uses & Gratification theory, which are “information”, “entertainment” and “social interaction”. Scholars have highlighted the main reasons for media usage: entertainment, information, social interaction and personal identity (McQuail, 1984).

Information

Scholars investigated information seeking is the main gratification on customer engagement (Hicks, et al., 2012). Studies have confirmed that information includes product specifications, company information, and extensive information on the brand (Hoekstra, Huizingh, Bijmolt, & Krawczyk, 2015). Information increases the satisfaction of Facebook brand communities. It is significant to note that brand communities provide information for participants and it will assist to enhance the interactions among customers (Habibi, Laroche, & Richard, 2014). For Facebook pages, Information posts also good message strategies (Leung, Tanford, & Jiang, 2017).

Entertainment

Entertainment mainly concerns with the function of online stores about the recreation, emotional release, and fun of customers (Varshney, 2003). According to the literature, aesthetics is an important environmental entertainment signal for influencing customer behavior (Porat & Tractinsky, 2012). Environmental cues or signals such as attractive products, colors, music, and animation can enhance the entertainment for online stores (Shukla, Sharma, & Swami, 2011).

The entertainment motivation refers that, recreation, fun and emotional release are the functions of customer’s satisfaction on the online stores’ (Zha, Li, & Yan, 2015). Through the Uses & Gratification theory Scholars have described that entertaining is significant gratification in the online brand communities (Raacke & Bonds, 2008).

Social Interaction

To create online brand-related content among individuals, fan page members are significant factors (Gummerus, Liljander, Weman, & Philstrom, 2012). The Facebook brand page is one of the online platforms that can build a relationship between persons. The social interaction plays a significant role in community users and online brand communities (Kuo & Feng, 2013).

In the social interactions, consumers use brands to create self-identity and through Facebook likes consumers link themselves to the brands and this causes for creating impression on others (Schau & Gilly, 2003). According to the literature, social interaction motivation provides a greater opportunity to share product and brand-related thoughts and opinions among consumers (Chu & Kim, 2011).

Hypothesis Development

Information influence customers for interacting with the brand page. Informational content is significant for the popularity of the brand's post (Lee D. H., 2018). Scholars found that information seeking is significant for online shopping among Facebook users (Kang & Johnson, 2015). Searching for information is the main gratification in online brand communities (Muntinga, Moorman, & Smit, 2011). Accordingly, new features, promotion information, changes in prices, modern technology updates and opinions of experienced users are different types of information provided by the Facebook brand page. In the online brand community, information seeking is an important motivation for individuals (Lin & Lu, 2011). Considering the previous literature provided, the study hypothesizes as,

H1: Information has an impact on customer engagement on Fashion Facebook brand pages.

Entertainment mainly concerns with the function of online stores about the recreation, emotional release, and fun of customers (Varshney, 2003). According to the literature, aesthetics is an important environmental entertainment signal for influencing customer behavior (Porat & Tractinsky, 2012). Environmental cues or signals such as attractive products, colors, music, and animation can enhance the entertainment for online stores (Shukla, Sharma, & Swami, 2011). Considering the previous literature provided, the study hypothesizes as,

H2: Entertainment has an impact on customer engagement on Fashion Facebook brand pages.

Social interaction is one of the key gratification of Uses and Gratification theory. To create online brand-related content among individuals, fan page members are significant factors (Gummerus, Liljander, Weman, & Philstrom, 2012). The social interaction plays a significant role in community users and online brand communities (Kuo & Feng, 2013). Moreover, previous research has investigated the role of social interaction value on customer engagement in Facebook brand pages (de Silva, 2019).

Considering the previous literature provided, the study hypothesizes as,

H3: Social interaction has an impact on customer engagement on Fashion Facebook brand pages.

Conceptual Framework

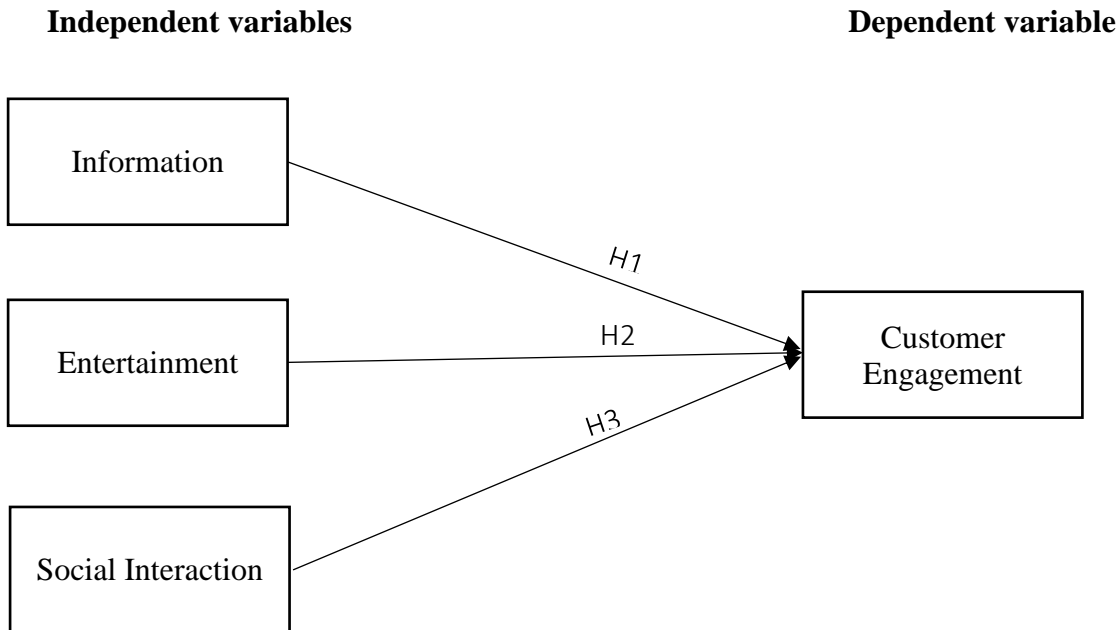


Figure 2.1 Conceptual Framework

METHODOLOGY

Ontology

Two main aspects of ontology (Lewis, Saunders, & Thornhill, 2009).The researcher objectively conducted the present research.

Epistemology

Epistemology concerns acceptable knowledge in a field of study (Lewis, Saunders, & Thornhill, 2009). Accordingly, the researcher focused on the philosophy of positivism with the present research.

Methodology

Accordingly, quantitative research and qualitative research can identify the two aspects of research methodologies (Lewis, Saunders, & Thornhill, 2009). Accordingly, the researcher selected the quantitative research methodology for conducting the present research.

Research Approach

The main two sub-sections of the research approach named the deductive approach and inductive approach (Lewis, Saunders, & Thornhill, 2009). Accordingly, the researcher employed the deductive research approach for conducting the present research.

Research Type

Survey method was undertaken, where a questionnaire is used as the instrument to collect primary data from the sample.

Research Strategy

The selection of research strategy guided by the study objectives and questions (Lewis, Saunders, & Thornhill, 2009). The researcher selected a survey as the research strategy.

Research Context

The present study focused on what motivates customer engagement of the Facebook brand pages. The researcher addressed the Sri Lankan context through the present study. Especially, the researcher focused on the online fashion brand pages under the Facebook brand pages in the Sri Lankan context.

Data Collection

The researcher collected primary data for conducting the present study. Accordingly, the researcher utilized the primary data for the present study.

Data Collection Tool

The researcher collected data through the use of the questionnaire. Because the questionnaire is an effective and efficient data collection instrument.

Questionnaire Development

The questionnaire included two sections named **Section I** and **Section II**. The researcher collected the general Facebook usage and demographic information of the respondents through the section II. Especially in section I, the researcher used five-point Likert scales to measure the items of the variables.

Pretesting

Especially, the researcher pretested the questionnaire through the support of ten respondents who engage in the fashion Facebook brand page. The pretesting was a necessary task before actually using the questionnaire (Schaller, Malhotra, & Patil, 2017).

Operationalization

Table 3.1 Operationalization

| Variables | Nature of the variable | Items | Question Code | References |
|-------------|------------------------|--|---------------|--------------------------|
| Information | Independent Variable | I can quickly and easily gain access to large amounts of information from this Facebook brand page | INF 1 | (Jung, Kim, & Kim, 2014) |
| | | I can obtain useful information from this Facebook brand page | INF 2 | |
| | | I can learn a lot from using this Facebook brand page | INF 3 | |
| | | I can access helpful information by using this Facebook brand page | INF 4 | |

| | | | | |
|-------------------------------------|----------------------|---|-------|---------------------------|
| Entertainment | Independent Variable | I think a benefit of this Facebook brand page is the ability to acquire information inexpensively | INF 5 | |
| | | The Facebook brand page is entertaining | ENT 1 | |
| | | The Facebook brand page is funny | ENT 2 | (Shao & Ross, 2015) |
| The Facebook brand page is exciting | ENT 3 | | | |
| Social Interaction | Independent Variable | Interacting with this Facebook brand page helps me maintain social relationships | SOI 1 | |
| | | Interacting with this Facebook brand page makes me emotionally attached | SOI 2 | (Chiu, Hsu, & Wang, 2006) |
| | | Interacting with this Facebook brand page enhances my social relationships | SOI 3 | |
| Customer Engagement | Dependent Variable | On the Facebook brand page, my mind is very focused on the brand | CE 1 | |
| | | I am enthusiastic in relation to this Facebook brand page | CE 2 | (Solem & Pedersen, 2016) |
| | | I exert my full effort in supporting this Facebook brand page | CE 3 | |

Demographics

The researcher employed age and gender as the demographics for conducting the present research. Furthermore, the researcher identified the 18-28 age category as the age category. Moreover, the researcher identified males and females as the category of gender.

Time Horizon

According to the cross-sectional studies, data collected once from the selected sample. Therefore, the present study designed as a cross-sectional study.

Sampling Design

Population

The researcher defined the population as all of the undergraduates who have following at least a single Facebook fashion brand page and aged between 18-28 years in Sri Lanka.

Sampling Technique

The researcher believed that convenience sampling is the most suitable sampling technique for the present study.

Sample Size

The sample size of the study was 202 respondents.

Data Analysis

The researcher analyzed all the data through the use of SPSS software. The data transcription is a significant process in the data analysis and the researcher coded and entered each questionnaire into the SPSS.

Data Analysis Method

The researcher analyzed the following statistics to obtain the results and findings of the research. Accordingly, the researcher paid attention to sample profile, descriptive analysis, correlation matrix, factor analysis, reliability measures and regression analysis as the data analysis techniques.

Furthermore, the researcher utilized the frequency distribution statistics to analyze the descriptive statistics including mean and standard deviation as well as the distribution of demographic variables.

Reliability

In the reliability test, the researcher measured the internal consistency of the data. Internal consistency measured the value of coefficient alpha or Cronbach's alpha. Scholars suggested that Cronbach's alpha's value should be greater than 0.7 rules of thumb (Hair, Babin, & Krey, 2017).

If the Cronbach's alpha is greater than 0.7, the data are reliable or internal consistency.

DATA ANALYSIS

Response Rate

The researcher has collected data from 202 respondents out of 240 respondents to perform a valid analysis. Accordingly, the valid sample of 202 responses attained. Questionnaires were administered by distributing online via the google form. Moreover, the researcher has been gained an 84% response rate for this research study.

Sampling Profile

| Demographic Factor | Category | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------|-----------------|------------------|----------------|----------------------|---------------------------|
| Age | 18-20 | 04 | 2.0 | 2.0 | 2.0 |
| | 21-23 | 71 | 35.1 | 35.1 | 37.1 |
| | Above 23 | 127 | 62.9 | 62.9 | 100.0 |
| | Total | 202 | 100.0 | 100.0 | |
| Gender | Male | 92 | 45.5 | 45.5 | 45.5 |
| | Female | 110 | 54.5 | 54.5 | 100.0 |
| | Total | 202 | 100.0 | 100.0 | |

Source: SPSS Analysis of Survey data

All 202 respondents took part in the survey could be split into three age groups as presented in the above table. Respondents belonging to the age group 18-20 accounts for 2% of the sample and 35.1% from respondents belong to the 21-23 age category. Out of which the majority is from the age group of above 23 which composes 62.9% of total respondents.

Descriptive Statistics

| Construct/Variable | Mean | Std. Deviation |
|---------------------------|-------------|-----------------------|
| Information | 3.70 | .875 |
| Entertainment | 3.30 | .792 |
| Social Interaction | 3.24 | .874 |
| Customer Engagement | 3.53 | .793 |

Source: SPSS Analysis of Survey data

Entertainment dimension has the 3.30 mean value and social interaction, cognitive processing, have the mean value of 3.24, 3.53 respectively. These variables have the standard deviation value of .792, .874, .793 respectively. And also, the Affection has the mean and standard deviation as 3.39 and .769 respectively which is closer to the 3. It represents the respondent’s agreement level of neutral level.

Correlation

| | | IN F | E N T | S O I | C E |
|----------------------|------------------------|-----------------|----------------------|----------------------|----------------|
| I N F | Pearson Correlation | 1 | .5 54 ** | .5 35 ** | .6 87 ** |
| | Sig. (2- tailed) | | .0 00 | .0 00 | .0 00 |
| | N | 20 | 20 | 20 | 20 |
| | | 2 | 2 | 2 | 2 |
| E N T | Pearson Correlation | .5 54 ** | 1 | .5 46 ** | .5 71 ** |
| | Sig. (2- tailed) | .0 00 | | .0 00 | .0 00 |
| | N | 20 | 20 | 20 | 20 |
| | | 2 | 2 | 2 | 2 |
| S O I | Pearson Correlation | .5 35 ** | .5 46 ** | 1 | .6 07 ** |
| | Sig. (2- tailed) | .0 00 | .0 00 | | .0 00 |
| | N | 20 | 20 | 20 | 20 |
| | | 2 | 2 | 2 | 2 |
| C E | Pearson Correlation | .6 87 ** | .5 71 ** | .6 07 ** | 1 |
| | Sig. (2- tailed) | .0 00 | .0 00 | .0 00 | |
| | N | 20 | 20 | 20 | 20 |
| | | 2 | 2 | 2 | 2 |

In terms of the Pearson correlation, all three dimensions of the independent variable: Information, Entertainment and Social Interaction have a positive relationship with customer engagement.

Reliability

| | Cronbach's Alpha | A V E | C R | I N F | E N T | S O I | C E |
|-----|-------------------------|----------------------|----------------|----------------------|----------------------|----------------------|----------------|
| INF | 0.921 | 0.644 | 0.92 | 0.82 | | | |
| ENT | 0.771 | 0.653 | 0.71 | 0.54* | 0.73 | | |
| SOI | 0.873 | 0.670 | 0.68 | 0.55* | 0.6* | 0.75 | |
| CE | 0.824 | 0.671 | 0.82 | 0.78* | 0.71* | 0.7* | 0.75 |

According to the standard, in order to satisfy the reliability of a dimension Cronbach's Alpha value should be greater than 0.7 (Hair, Babin, & Krey, 2017). As per the findings, all the dimensions have satisfied the standard. The given Cronbach's alpha values were taken from directly and none of the items in the constructs was had to be deleted to improve the reliability level.

Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | .661 | .183 | | 3.604 | .000 |
| | INF | .402 | .054 | .444 | 7.481 | .000 |
| | ENT | .176 | .060 | .176 | 2.936 | .004 |
| | SOI | .248 | .053 | .273 | 4.634 | .000 |

Source: SPSS Analysis of Survey data (2020)

Notes: a. Dependent Variable: Cognition

Model fitness is significant and below the threshold 0.05 level ($P < 0.05$). Based on the statistical data provided in the coefficient details, independent variables have a significant impact on customer engagement. Information appears to be having the highest impact of beta value .444, which suggests that if information changes in one unit, the resulting customer engagement will change by .444 conversely. Social interaction and entertainment have a positive impact on customer engagement with beta value .273 and .176 respectively.

CONCLUSIONS AND IMPLICATIONS

The study was done to evaluate the motives of customer engagement on the Facebook fashion brand pages. Accordingly, the present study identified that Facebook fashion brand pages associated with a higher informative conducted to a higher level of customer engagement. Moreover, the study investigated information has a direct impact on customer engagement. Apart from this, providing more information with the Facebook fashion brand pages, customers will be more likely to engage with the Facebook fashion brand pages.

Studied have highlighted that, customers will be more likely to engage with Facebook brand pages when the Facebook brand pages are associate with the entertainment elements such as video, photo and comic strips (Liljander, Gummerus, Weman, & Pihlstrom, 2012). Previous research has investigated social interaction with customers in online brand communities to be a significant source of content creation as well as exclusive in attracting new visitors (Ellonen & Kuivalainen, 2008).

Based on the developed research question, the researcher developed the research objective: To identify the motives of customer engagement on Fashion Facebook brand pages. To better understand the significance of the study, it is important to understand the scope of the study. It should be noted that the study has been found, the positive relationships between customer engagement and Information, Entertainment and Social Interaction.

The researcher could not find any previously published researchers that examined the motives on customer engagement on Facebook fashion brand pages. Theoretically, this research found that Entertainment, Information, Social Interaction as significant factors influencing customer engagement in Facebook brand pages (Rodriguez & Fernandez, 2016). Accordingly, the study of customer engagement on Facebook fashion brand pages was distinct from the prior studies in the area.

Implications

Theoretical Implication

From a theoretical perspective, the present study provides a theoretical framework for filling the gaps in the literature on customer engagement on Facebook fashion brand pages. Accordingly, this study is significant to shedding light on the knowledge of the concept of customer engagement.

Managerial Implication

The findings of the study provide purposive managerial contributions to brand representatives on Facebook fashion brand pages. In line with the findings, fashion Facebook brand pages should focus on offering entertainment benefits (music, video and comic strips) to their visitors. The findings of the present study help marketers to understand customers' participation and customer engagement with the Facebook brand pages (Casalo, Flavia, & Guinali, 2008). In line with the findings, policymakers also can make policies on customer engagement on Facebook fashion brand pages. Moreover, findings of the present study help

marketers to identify fashion Facebook brand page strategies to address their customer engagement on Facebook fashion brand pages.

Future Research Directions and Limitations

The study focused only on three gratifications from Uses & Gratification Theory (Information, Entertainment and Social Interaction). According to U & G theory, there are gratification factors including information, personal identity, integration, remuneration, social interaction and, entertainment (Katz & Foulkes, 1962). Accordingly, future research can focus on different gratifications in determining the motives of customer engagement.

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