Key Motivational Drivers for Customer Engagement on Facebook Brand Fan Pages in Bosnia & Herzegovina

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Abstract

Facebook brand pages have become a popular social media marketing tool. Currently, they are being integrated as one of the main components in any brand's marketing strategy and campaign to reach out to customers. In order to have a successful Facebook marketing campaign, it is important to understand the behavior of customers on the brand pages and what motivates them to engage on a Facebook Brand Page, which eventually should lead to purchase of the brand's products or services.

The purpose of this research was to examine the motivation factors that influence customer engagement on a Facebook brand page. The motivations were classified into entertainment, information, social integration, social identity, remuneration and empowerment motivations according to the User and Gratification theories. An online survey was prepared which was distributed to Facebook users online and a total of 750 surveys were collected of which 538 use Facebook Brand pages and were considered for the survey. The relationship between the motivations, customer engagement and buyers intention were tested with regression analysis to test the model.

Keywords: Motivation, Customer Engagement, Buying Intention, Facebook Brand Page

Introduction

1 Facebook Brand Fan pages

Social Networking Sites (SNS) is currently a big boom in online business especially for marketing purposes. Social networking sites such as Facebook, Twitter and Linkedin are growing at a rapid pace and now connect millions of people who build relationships online. In addition to that, SNSs not only changed the way people interact but also the way customers interact with companies and brands. According to Wesson (2010), businesses through social networking sites are predicted to be the next large and disruptive phenomenon in business in terms of redefining the customer relationships.

Although, there are many popular social networking sites, currently Facebook is the most widely used with over one billion monthly active users as of October 2012 and 552 million daily active users on average in June, 2012. According to (Socialbaker.com, 2013) social networking statistics, as of April 2013, B&H has 1,438,340Facebook users and grew by

more than 142,340 in the last 6 months. Facebook penetration in Bosnia and Herzegovina is 31.34% compared to the country's population and 73.56% in relation to number of Internet users. The largest age group is currently 18 - 24 with total of 453,600 users, followed by the users in the age of 25 - 34. There are 55% male users and 45% female users in Bosnia and Herzegovina. According to alexa.com (2013), Facebook is the second most used website after Google in the world, however it is the first most used website in B&H. The remaining websites on the top 20 list have Facebook plugins or functions embedded in their sites.

Facebook offers space for marketing managers to promote their brands through creating a page for a certain brand. This allows the companies to showcase their most important news on their page timeline, show their new products, post videos, images and audios related to the brand. In this way, they are able to influence fans' choices, rapidly distribute knowledge and perceptions regarding new products.

The customer audience present on Facebook is powerful and more in control, they have shifted from being from passive to active users, since they are now able to share their experiences, ideas and opinions about the brands and companies in real time. Offline marketing such as print media and TV has decreased in effectiveness and business is increasingly turning into online advertising. Marketing professionals are beginning to use the opportunities that the Facebook is offering and therefore integrating it as one of the main components in their marketing strategy and campaigns to reach out to customers and fans. As a result of these social and technological changes, companies are increasingly seeking consumer engagement and participation with their brands and eventually transform them into actual buyers.

2 Purposes of the Research and Research Questions

The current research has 4 main purposes for this paper given below:
1. Investigate the experience of the Bosnians with Facebook use.
2. Determine in what ways and levels do the Bosnian Facebook Brand fans engage in Facebook Brand Page.
3. Identify the main motivation factors that influence a Bosnian Fan to engage in a Facebook Brand Page.
4. Explore the relationship between customer engagement on a Facebook Brand Page and the purchase intention of the products and services of the brand.

Literature Review

1 Motivation for Engagement on Facebook Brand Page using Uses and Gratifications Theory

To understand the motives/ drivers behind customer engagement on a Facebook brand page, this research will be partially built upon the well-established Uses and Gratifications (U&G) model, originally developed and employed by communications researchers to understand people's motivations for using different media (McQuail, 1987). Similar studies that have used U&G to understand user's motivations behind their use. Dholakia et al. (2004) studied motivations for virtual community participation and Muntinga, D. et al. (2011) studied motivations for web 2.0 technologies.

The most cited and widely recognized U&G categorization is that of McQuail et al. (1983), who distinguish four gratification categories: entertainment, integration and social interaction, personal identity and information. Recent studies have discovered that in

addition to the common motivators for traditional media usage, remuneration and empowerment emerged as unique motivators specific to SNSs (McQuail, 2005).

1. Entertainment: The entertainment motivation are related to escaping or being diverted from problems or routine; emotional release or relief; relaxing; cultural or aesthetic enjoyment; passing time; and sexual arousal (Muntinga, D. et al, 2011). Entertainment has been mentioned by many social media U&G researchers as an overall motivation.

2. Integration and social interaction: The integration and social interaction motivation have more to do with other people who are also members of the community (Muntinga, D. et al, 2011). Social integration is concerned with identifying with others and gaining a sense of belonging; connecting with friends, family and society; seeking emotional supports (McQuai, 1983, pp. 82–3).

3. Personal identity: The personal identity motivation is related to the self and addresses an individual's identity management. This includes gaining insight into one's self; reinforcing personal values; self-expressions and identifying with and gaining recognition from friends (Muntinga, D. et al, 2011).

4. Information: Information motive is one where the user gets and shares information in the virtual community. According to McQuail (1983), it is finding out about relevant events and conditions in immediate surroundings, society and the world; seeking advice on practical matters or opinion and decision choices; satisfying curiosity and general interest; learning, self-education; gaining a sense of security through knowledge.

5. Remuneration: Remuneration as a motivation involves people engaging in social media use because they expect to gain some kind of future reward – be it economic incentives (e.g. coupons and promotions and job-related benefits (Muntinga, D. et al, 2011).

6. Empowerment: The final motivator distinct for social media is "empowerment" - The empowerment motivation refers to people using social media to exert their influence or power on other people or companies (Muntinga, D. et al, 2011).

2 Customer Engagements

Nowadays most SNS users do not just passively consume data that are served to them; instead they actively demand their preferred contents and interact, express, share and generate their own content about anything, including brands products and services leading to customer engagement. Mollen & Wilson (2009, p.923) define online customer engagement as "the cognitive and affective commitment to an active relationship with the brand as personified by website or other computer-mediated entities designed to communicate brand value. " For the purpose of this research, (Muntinga, D. et al, 2011) Consumer Online Brand Related Activities (COBRA) typology will be used to facilitate identifying customer engagement motivations. Below, the three types will be discussed in relation to Facebook brand page community.

1. The consuming COBRA type represents the lowest level of a consumers' online brand-related activeness. In context of Facebook brand page, the user is still not even a follower of the brand fan page but only consumes posts of the page on their newsfeed through other connections, views brand-related video, listens to brand-related audio, watched the brand related pictures that maybe their friends posted, reads comments and reviews of others in the group.

2. The contributing COBRA type is the middle level of online brand-related activeness. In this case, the Facebook users becomes a fan of the brand page by „Liking"it. He/ she will post comments on the videos, images, audios or blogs posted by the company or other users; rating the products or posting experiences about the company and their products; post question related to the company topic or the fan page topic in general.

3. The creating COBRA type represents the highest level of online brand related activeness. In this case, Facebook brand fans, actively produce and publish brand-related content that others consume and contribute to, it is known as User-generated Content (UGC).

3   Purchase Intention

To complete the model, this research also explores the outcomes of the customer engagement in terms of their purchase intentions. Based on the research of Pöyry et al.(2013), this study also explores purchase intention for the same reasons because simply understanding motivations that effect customer engagement is not enough for the success of the brands and marketing practitioners are interested in the economic value of their marketing initiatives. it appears that engaging to the Facebook brand page may imply of the member's affective commitment and loyalty to the brand. Such emotional ties have been found to have a positive effect on the intentions to purchase and use the host-company's products (Bagozzi & Dholakia 2006).

Methodology

1 Survey Design

The survey was originally written in English language but as the target group of respondents was local citizens, the survey was translated into Bosnian language by the researcher which was then edited by an official translator. The survey developed for this research consisted of three sections. The first section of the survey was general experience questions about internet and Facebook use. The second and longest section of the survey has 3 main parts: 1. motivation, 2. engagement and 3.purchase intention. The respondents were able to evaluate statements using the "Likert Scale" from 1-5 where 1 represents (strongly disagree) and 5 represents (strongly agree) while 3 represent (neutral) for those who didn't have any opinion about this. The third section of the survey contained demographic questions related to the respondents. In this part, age, nationality, employment, education level and monthly expenses level were identified about the respondents.

2   Sampling and Data Collection
3
The survey was conducted over a 2 week period on the Social Networking Site: Facebook. The researcher created a group dedicated for this survey explaining the objectives of the survey and welcoming everyone to answer the survey. A hyperlink to the survey was posted which was accompanied by a letter explaining the purpose of the survey. The users were asked to click on a hyperlink which immediately led to the online questionnaire which was developed in Google docs. A hyperlink to the survey was also sent by private message to all the fan pages in the top industry. Most of the pages refused such action as it is not part of their strategy, surprisingly some agreed and shared the survey on their pages

to all their fans. This might be the reason why most of the respondents chose the news/media and clothes/jewelry industries. This is the reason that the sampling technique used is snowball sampling in which an initial group of respondents is selected randomly.

Research Results

1 Demographic analysis

Table 4.1 presents demographic analysis of respondents. As shown in the table, the gender distribution of the respondents was biased towards female population representing (75.1%) while (23.6%) only represented the male population. The dominant age range of the respondents was between the 22- 26 years old (42.4%). In terms of level of education, more than half of the respondents (55%) had a bachelors' degree. Concerning the employment of the respondents, it was revealed that most of the respondents (37% were still students) and (29.6%) are full time employees. Finally, regarding the monthly expenses of the respondents, approximately 40% stated that their monthly expenses range between 300-599 Bosnian Mark per month.

Table: 4.1 Demographic Characteristics of the Respondents (N=538)

Variable	N	%	Variable	N	%
Gender			Age		
Male	127	23.6	18-22	127	23.6
Female	404	75.1	22-26	228	42.4
Missing	7	1.3	26-30	91	16.9
Total	538	100	30-100	61	11.3
			Missing	31	5.8
			Total	538	100.0
Nationality			Employment		
Bosnia	484	90	Fulltime	159	29.6
Other	48	8.9	Partime	55	10.2
Missing	6	1.1	Not working	119	22.1
Total	538	100	Student	200	37.2
			Missing	5	0.9
			Total	538	100
Education			Montlhy expenses		
Elementary	2	0.4	Less than 299	149	27.7
High school	107	19.9	300-599 KM	166	30.9
Bachelor	296	55	600-899 KM	85	15.8
Master	124	23	900-1199	55	10.2
PHD	4	0.7	Above 1200 KM	63	11.7
Missing	5	0.9	Missing	20	3.7
Total	538	100	Total	538	100

2 Facebook Use Experience analysis

Table 4.2represents findings of the experiences of respondents regarding internet and Facebook use. Approximately (46%) of the respondents stated that they use internet in the range of 1 to 3 hours per day while (76.3%) stated that they use Facebook for the same number of hours. Approximately (29%) of the respondents stated they use internet for education purposes and (28%) stated that they use internet for entertainment. Regarding the purpose for Facebook use, (26%) of the respondents in the sample stated that they use Facebook for Information purposes and for keeping in touch with family and friends. Most

of the respondents check their Facebook everday (86.8%), and more than half (52.2%) check their Facebook account less than five times a day. More than half of the respondents (53.5%) have their Facebook account before year 2008.

Table: 4.2 Facebook Use Experience of the respondents(N=538)

Variables	N	%	Variables	N	%
Internet use per day			Facebook use per day		
1 - 3 hours a day	248	46.1	1-3 hours per day	410	76.3
4-6 hours a day	211	39.3	4-6 hours per day	97	18.1
More than 7 hours a day	79	14.7	more than 7 hours per day	31	5.8
Total	538	100	Total	538	100
Internet Use mostly for			Facebook used mostly for		
Work	85	15.8	Socialization	91	16.9
Education	155	28.8	Keeping in touch with friends and family	140	26.0
Entertainment	150	27.9	be updated with new information	140	26.0
Shopping	27	5.0	Following brands	33	6.1
Socialization	113	21.0	Entertainment	38	7.1
Other	8	1.5	Expressing oneself	16	3.0
Total	538	100	Relaxing	70	13.0
			Other	10	1.9
			Total	538	100
Year of Facebook membership			Number of times respondents check their facebook per day		
Before 2008	288	53.5	less than 5 times	281	52.2
2009-2010	208	38.6	(6-10 times)	153	28.4
After 2011	42	7.8	(11-15 times)	44	8.2
Total	538	100	(16-20 times	20	3.7
			21 and more	40	7.4
			Total	538	100
Check Facebook on weekly basis			Follow Brands on Facebook		
one day- six days a week	54	9.9	Yes	538	71.7
everday	467	86.8	No	212	28.3
every day except for weekends	17	3.2	Total	750	100
Total	538	100			

3 Mean Values

Mean values used in this analysis shows respondents' perception on importance of five searched economic sectors and their performance. According to Table 4.3 (below), where minimum value is 1 and maximum value is 5, in terms of Motivation Factors, 16 item scale was prepared based on the User and gratification theory based on 6 motivating factors respondents viewed Information as the most important with mean value of (3.89), Second

most important sector according to respondents is Remuneration with mean value of (3,56) followed by Entertainment (3,19), and Empowerment (2.85). Social Interactivity and personal identity arevalued as less important with mean value of (2.70) and (2.46) respectively. The mean for purchase intention is (2.88). Regarding the level of engagement, Respondents were asked to rate the items according to the frequency, (1) representing Never and (5) representing Always. The findings show the engagement level of Bosnians on Facebook scored mostly on the lowest level of engagement „Consumer" followed by the second level „Contributor" and the least scores received the highest level of engagement" the creator" type.

Table 4.3 Descriptive for Motivation Factors, Customer Engagement and Purchase Intentions

Motivation Factors	N	Min.	Max.	Mean	Std. Dev.
Information	515	1	5	3.89	.85
Renumeration	510	1	5	3.56	.91
Entertainment	515	1	5	3.19	.95
Empowerment	505	1	5	2.85	1.02
Social integration and interactivity	507	1	5	2.70	.98
Personal Identity	507	1	5	2.46	1.00
Customer Engagement Types					
Consumer COBRA type	518	1	5	3.2	0.93
Contributor COBRA type	509	1	5	2.5	0.935
Creator COBRA type	508	1	5	1.9	0.9
Purchase Intention	521	1	5	2.88	1.00

4 Regression analysis

In order to examine the relationships between the factors in the research model scale indexes were composed based on the general arithmetic means of scales items. A significant relationship is shown between the independent variable and dependent variable at less than α 0.5. The standardized beta values presented in the tables show the relative importance of the independent variables with depended variables. It is observed that the strongest relationships in variable which are affecting customer engagement are respectively personal identity (t=5.94), empowerment (t=4.33), entertainment (t=3.49), information (t=3.39), social integration and interactivity shows that there is no significant relationship for customer engagement (t=2.75). Finally, the relationship between customer engagement and purchase intention was examined. According to the results proved that customer engagement is significant factor which affects purchase intention of consumers with (.000 p-value. T=12.371). Park et al (2007) also found in their study that this relationship is positively related.

Table 4.4 Multiple Regression Analysis related to customer engagement towards motivating factors

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.335	.132		2.537	.011		
	Entertainment	.115	.033	.142	3.489	.001*	.677	1.477
	Social Integration &Interactivity	.084	.031	.107	2.746	.006*	.734	1.362
	Personal Identity	.196	.033	.256	5.936	.000*	.602	1.662
	Information	.137	.040	.152	3.388	.001*	.557	1.795
	Remuneration	.037	.043	.043	.864	.388	.445	2.250
	Empowerment	.158	.036	.209	4.334	.000*	.482	2.073
Dependentvariable: Customer Engagement								
2	(Constant)	1.349	.130		10.392	.000		
	Customer engagement	.604	.049	.479	12.371	.000	1.000	1.000
Dependent variable: Purchase Intention								

Discussion and Conclusion

The purpose of this research was to determine which motivation factors mostly affect customer engagement on a Facebook Brand page and to explore the relationship between customer engagement on a Facebook Brand Page and their purchase intention of the products and services of the brand. The relationship between the motivation factors towards customer engagement was analyzed using multiple regression analysis. It was observed that 5 out of the 6 factors were confirmed to have a significant relationship. As observed, remuneration factor was highly important when descriptive analysis was performed however proved to have no significance on customer engagement when performed multiple regression analysis. This may due to the fact that people did not see these types of remuneration benefits in their fan pages but would like to see them more as they are influential to their engagement level.

Although, this research has provided some useful implication, it also has several limitations that lead to suggestions for future research. Firstly, the implications are from a single study with samples in only in B&H; the results should not be generalized and may not apply to other countries and cultures. Second, this study employed a quantitative statistics research model and collected data by means of an online questionnaire; future studies should incorporate qualitative methods such as in-depth interview, focus group, or on-line participant observation which could help provide more in-depth analysis of motivations that lead to customer engagement.

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