

The Influence of Attitude Towards Facebook Advertising on Purchase Intention: Brand Page "Like" Intention to Participate in Word of Mouth as a Mediator

Hafizullah^a, Zia Ullah Khan^b, Muhammad Kaleem^c, Muhammad Khushnood^d, Zeeshan Zaib Khattak^e, Sammar Abbas^f, ^{a,b,c,d,e,f}Institute of Business Studies, Kohat University of Science & Technology, Kohat KP-Pakistan, Email: ^fsabbas@kust.edu.pk

Brand pages on social networking sites allow consumers to interact directly with the brand. The marketers are using the brand pages tool on social networking sites, especially Facebook, to increase purchase intention. The like intention of a brand page to take part in word of mouth (WOM) is an intentional behaviour found in the literature. The aim of this article is the determination of the impact of attitude towards Facebook advertising on purchase intention, including mediating impact of intention to like a brand page to engage in word of mouth (WOM). The data was collected from different Pakistani clothing brand pages. The data was analysed using a quantitative research method. The online structured questionnaire link was distributed among the brand page followers. First, the reliability and validity were confirmed. The interconnectedness between the constructs was measured by the structural equation modelling (SEM) using Smart PLS version 3. There is a positive and significant impact found between the attitude towards Facebook advertising on purchase intention and mediation impact of the like intention of a brand page to take part in word of mouth (WOM). The results could provide a reference for future research on brand pages and suggest a practical reference for the company business strategy.

Keywords: *Facebook, Brand Fan Pages, Attitude, Like Intention, Purchase Intention.*

Introduction

Marketing in social networks is a powerful way for companies of all sizes to reach customers. The customers are already interacting with brands through social networks by two-way communication. Some social networking sites such as Facebook, Instagram, and Twitter have become the primary tool of a strategic marketing scheme. Social networks play an essential role to achieve higher customer participation and purchase intent (Khuong & Huong, 2016). Among social networking sites, Facebook developed very quickly and is considered the best social network on the web (Alryalat, Rana, Sarma, & Alzubi, 2016). Facebook is the most important social network due to its interactive role and its commitment to bring brands and customers closer through wall posts, including photos, texts, videos and surveys.

For businesses, social networks like Facebook offer exceptional tools to connect brand and customers through brand fan pages (Beukeboom, Kerkhof, & de Vries, 2015). On Facebook, the brand page so-called 'fan page' is used as a standard tool for interaction. These Facebook brand pages consist of basic brand contact information and extra information regarding new products/services, special campaigns and events (Halaszovich & Nel, 2017). The social media manager (Admin/Moderator of page) shares posts regarding the brand to keep fans of the page updated and engaged by giving fans information about the brand by sharing text, links, photos and videos. To get a customer's like for the brand fan page is to increase their followers. The liking of the brand fan page shows positive feedback, and the follower starts getting the news feed. Due to the rise in use of social media (Facebook), it is important to study user's behaviour.

The brand pages are critical for brands for effective content strategies, budget allocation and segmentation through exploring current and upcoming brands followers' behaviour. Literature suggests that word of mouth (WOM) is an indicator of consumers' purchase intentions behaviour (Halaszovich & Nel, 2017). Facebook users "like" fan pages and become a fan of the brand page showing their attitude towards Facebook advertising, their dedication to the brand, and their action to take part in positive word of mouth (WOM). The critical relationship is found between the liking of a brand fan page and purchase intent (Kudeshia, Sikdar, & Mittal, 2016).

According to the researchers, the intention of behaviour has the best predictor named attitude. The attitude of users towards Facebook advertising may result in intention behaviour (Sanne & Wiese, 2018). The social-psychological models are linking attitudes and intent behaviour according to the theory of planned behaviour (Ajzen, 1991). Because of this, attitude may have an impact on the brand page like intention behaviour and purchase intention. As a result, there is a growing interest in understanding user behaviour and the motivation of the "Like" fan page.

Fan page users are getting more experienced, and current studies have recommended additional research on Facebook page followers (Pongpaew, Speece, & Tiangsoongnern, 2017). This paper differs from prior research studies primarily because this paper considered the Facebook brand page like an intention to take part in word of mouth (WOM) as linking the attitude towards Facebook advertising with purchase intention.

Literature review and hypothesis development:

On the social networking sites, different brands communities are established by the brands so as to connect and promote their new products/services to their customers and boost them to take part in building business relationships with customers (Zaglia, 2013). From social networking websites, customers can share brand information and take part in active interaction in communities of the brands (Hajli, Shanmugam, Papagiannidis, Zahay, & Richard, 2017).

In recent years, through the interaction between companies and consumers in the fan pages hosted by Facebook, as well as among consumers, the possibility has arisen that consumers develop a sense of recognition and trust in the company's products (Kudeshia et al., 2016). Brands can create Facebook profiles, also known as fan pages, to interact directly with users. Facebook lets brands connect with users on Facebook brand pages. Consumers can share content on Facebook brand pages that permit interaction between the target market and brand (Luarn, Lin, & Chiu, 2015).

The attitude towards Facebook advertising influence on purchase intention through the brand page:

According to Baker & Saren, 2016, "attitude is defined as persons' overall assessment of a concept, encompassing general feelings of likeability and favorability". When consumers somehow feel something similar to a product, service, person, or other entity, this is a general consumer attitude that can affect the marketing of the above things positively or negatively (Hossain, Islam, & Himel, 2014). Couwenberg et al., 2017 found that the attractiveness of ads has positive effects on individual attitudes. Besides, the Theory of Planned Behavior (TPB) states that the more positive attitude of an individual towards a specific behaviour, the more probable it is that the intent of an individual to participate in that behaviour (Sreen, Purbey, & Sadarangani, 2018). Previous studies have determined that advertising affects the development of attitude toward intention behaviour (Walden, 2012). Online purchase intentions for consumers refer to consumer intentions to purchase the product they see through social media ads or brand pages (Irshad & Ahmad, 2019). Also, it is an essential dependent variable that measures the effectiveness of advertising at different levels (Lee, Lee, & Yang, 2017).

In this investigation, I have to conclude whether the attitude towards Facebook advertising shows the real influence on consumer intentions to buy a brand through Facebook brand pages. Along with previous literary lines, the following hypothesis was developed:

H1: The attitude towards Facebook advertising has a significant influence on the brand's purchase intention through a Facebook brand page.

Attitude towards Facebook advertising and brand page like intention:

Following a Facebook brand page is a consumer branding procedure and emotional affection with the brand (Kudeshia et al., 2016). According to the Facebook's technical characteristics, from the user's point of view, it can be said that the motivation behind the "liking" of the fan page is due the intent of spreading word of mouth (WOM). The results of Halaszovich & Nel (2017) showed that the intention of liking a brand page to participate in word of mouth (WOM) is a notable intention supporting the fan page liking behaviour. Members of online communities are likely to recommend a brand through word of mouth and participation in favourable electronic word of mouth (eWOM) creates the emotive trust and attitude of consumer relationships (Rialti, Zollo, Caliandro, & Ciappei, 2017).

The relationship between attitude and intention behaviour is well established. This paper formulates, based on literature, the following hypothesis that was formulated and planned to show the association between attitude towards Facebook advertising and the brand's fan page behavioural like as an intention to participate in word of mouth (WOM).

H2: Attitude towards Facebook advertising has a significant influence on the brand page like as an intention to participate in word of mouth (WOM)

Influence of like behavioural intention on purchase intention

The behavioural intention to participate in word of mouth is identified as one of intentional behaviours to follow a Facebook brand page through liking it. Research suggests a fan page following will increase ad serving, brand awareness, and purchase intent (Nielsen, 2011). As the absolute recognition of social networking sites, Facebook is used by businesses. A study on consumers' behavior suggests that facebook brand page liking significantly impacts the purchase decision making process of other facebook users (Kudeshia et al., 2016).

It should be noted that a stronger relationship between customers and their purchase intentions can be created through electronic word of mouth (eWOM). Research led amongst multinationals with

a strong existence and followers established the affiliation between the Fan page followers and the purchase intent (Mahrous & Abdelmaaboud, 2017; Kudeshia et al., 2016; Hsu, 2017). Social media allows for personal interaction and sharing information about the brands more quickly and efficiently with WOM compared to traditional communication tools (Ismagilova, Dwivedi, Slade, & Williams, 2017).

This paper, based on literature, formulates the following hypothesis to show the attitude towards Facebook advertising and the same intention of the brand page to participate in a word of mouth (WOM) relationship.

H3: Brand fan page "Like" behavioural intention to participate in WOM has a significant influence on Purchase Intention through a Facebook brand page.

Mediation effect:

Rungtusanatham, Miller, & Boyer (2014) explained the question of how to develop and articulate appropriate hypotheses for mediation effects and recommended two main approaches. In this study, the segmentation approach is also used for mediating hypothesis development.

The relationship between attitude and intention behaviour is well established. Attitude reported enabling positive development of WOM, referral, loyalty, the intent of purchase, consumer confidence, the profitability of the corporation and competitive advantage (Islam & Rahman, 2016). Due to the user's social media participation, intention of the customer's process, decision making and whole purchase intent can be influenced by these channels (Edelman, 2010).

This study aims to conclude whether the intention to participate in word of mouth mediates the impact of attitude towards Facebook advertising on the purchase intention. The next hypothesis has been expressed to evaluate the confirmation of the mediating effect:

H4: Brand fan page "Like" behavioural intention to participate in word of mouth works as a mediator between attitude towards Facebook advertising and purchase intention.

Theoretical Framework:

Based on the literature review, Figure 1 is presenting the conceptual model established to attain the objective of the study. The Facebook engagement outcome, that is like the intention of a Facebook brand page to participate in word of mouth, has a mediation effect between attitude

towards Facebook advertising and purchase intention. Furthermore, the hypothesis developed to evaluate the impact of attitude towards Facebook advertising on purchase intention.

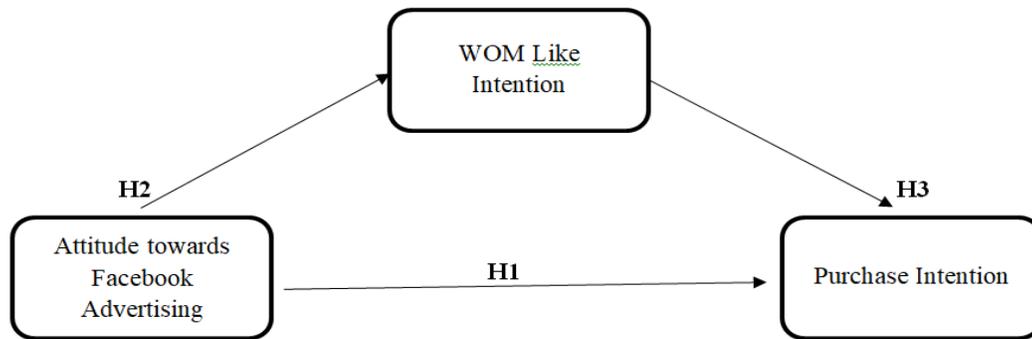


Figure 1: Theoretical framework of the study

Methodology:

To test the hypothesis of the research framework, the online survey on brand pages was conducted. The brand page followers are selected because they have brand page behavioural patterns and engagement metrics information providers (Elliott, 2011). The three clothing brand pages Gul Ahmad, J. Jamshed and Al Karam Studio from Pakistan were selected for the data collection. These clothing brands are using brand pages as a strong marketing tool and have a high number of page followers. The brand pages were selected for this study based on the number of subscribers, the PTA statistics (the people they are talking about) and the popularity rate growth of the fan page (Rahman, Moghavvemmi, Suberamanaian, Zainuddin, & Bin Md Nasir, 2018). Also, the study used the data from Socialbakers 2019, which classifies Facebook's pages according to several indicators and uses the number of fans as a criterion for popularity.

The survey link was sent to brand page active followers that were commenting, liking and were top fans of the page. The online link of the questionnaire was sent to the Facebook brand page active members through Google form. A total of 414 responses from brand pages were received randomly in which 388 are considered for the study. All the respondents (N=388) had liked the Facebook brand page, and according to their experience, they gave answers to the questions about the brand's Facebook page. The five-point Likert-type scale where 1= strongly disagree to 5 = strongly agree was used for measurement of items. The Smart PLS 3.0 (SEM) software is used for the analysis.

Findings:

Table 1 Descriptive Statistics:

Demographics	Categories	Frequency	Percentage
Gender	Female	83	21.4
	Male	305	78.6
Domicile	Rural	180	46.4
	Urban	208	53.6
Age	18 - 24	111	28.6
	25 - 34	210	54.1
	35 and above	67	17.3
Employment Status	Employed full-time	95	24.5
	Employed part-time	42	10.8
	I'm a student	124	32.0
	Self-employed	63	16.2
	Unemployed	64	16.5
Liked brand pages	Alkaram Studio	98	25.3
	Gul Ahmad	164	42.3
	J. Junaid Jamshed	126	32.5
Total		388	100

Measurement Model:

Attitude towards Facebook advertising consists of six items, but one item was deleted to get a suitable level of reliability and validity. The measurement model tested built on PLS-SEM with the assistance of Smart PLS 3.0 (Ringle, Wende, & Becker, 2015) as the measurement model measured the construct validity. Construct validity can be measured by assessing convergent validity and discriminant validity.

Convergent Validity:

The convergent validity evaluated through factor loadings, Cronbach alpha, composite reliability (CR) and average variance extracted (AVE). According to Table 2, composite reliability ranged

from 0.74 to 0.85, which is higher than the threshold value of 0.70 (Henseler et al., 2014). The range for Cronbach alpha was from 0.703 to 0.781, crossing the threshold of 0.70 (Mallery & George, 2003), which means internal consistency reliability was accomplished. The loadings were also higher than the standard 0.6 value (Hair, Sarstedt, Pieper, & Ringle, 2012). The values of AVE surpass the standard value of 0.5 (Hair Jr, Hult, Ringle, & Sarstedt, 2016).

Table 2 Convergent Validity (Loadings, internal consistency, CR and AVE).

Construct	Indicators	Loadings	Cronbach's alpha	Composite Reliability	AVE
Attitude towards Facebook advertising	A1	0.694	0.76	0.84	0.51
	A2	0.75			
	A3	0.733			
	A4	0.713			
	A5	0.676			
Like WOM	WOM1	0.682	0.703	0.74	0.84
	WOM2	0.896			
	WOM3	0.791			
Purchase Intention	P1	0.794	0.781	0.85	0.54
	P2	0.798			
	P3	0.651			
	P4	0.733			
	P5	0.669			

Discriminant Validity:

Measurement of discriminant validity was done through two criteria of Fornell & Larcker criterion and heterotrait monotrait (HTMT) matrix. To measure model external consistency, the discriminant validity was analysed. In Table 3, the discriminant validity is achieved because the diagonal values are more significant than the vertical and horizontal values. All the variable values are compared with the AVE square root as the relationships between variables are less than the mean square roots (Fornell & Larcker, 1981) as bold values shown in the table.

The second criterion to measure discriminant validity is Heterotrait-Monotrait (HTMT). This is based on the thresholds of 0.90 (Gold, Malhotra, & Segars, 2001). A value less than this limit indicates discriminant validity.

Table 3 Fornell lacker and HTMT

Fornell Lacker				HTMT			
	Attitude	PI	WOM		Attitude	PI	WOM
Attitude	0.714			Attitude			
PI	0.632	0.731		PI	0.803		
WOM	0.461	0.674	0.794	WOM	0.616	0.897	

Structural Model:

After determining the reliability and validity of the variables in the measurement model, this study assessed the structural model for the evaluation of the relationship between the variables. This research was concerned with the direct relationship between the attitude towards Facebook advertising and purchase intent, as well as the mediation of Facebook brand page intention to participate in WOM.

All relationships were evaluated based on the path coefficients, r square (R^2) coefficient of determination, the magnitude of the influence (Cohen f^2) and predictive accuracy (Q^2). The importance of all relationships was examined by the bootstrapping procedure, using 5000 iterations and without sign changes (Hair Jr et al., 2016). Further, all bootstrap confidence intervals were calculated based on a two-tailed test at a significance level of 0.05% (Hair Jr et al., 2016).

The model predictive accuracy was measured by r square (R^2) coefficient of determination. The R^2 value for the key targeted construct should be higher than the 0.25. The values of R^2 0.25, 0.50 and 0.75 respectively describes the key endogenous variable as weak, moderate and substantial, (Hair Jr, Sarstedt, Ringle, & Gudergan, 2017). In this research, the study model has a moderate ability to predict purchase intention as a critical target construct ($R^2 = 0.585$).

Table 4 shows the values of predictive relevance (Q^2). The Q^2 values indicating good predictive relevance as constructs have Q^2 values more than 0 giving a good indication of model predictive relevance and validity (Hair Jr et al., 2017).

Table 4 Coefficient of determination (R^2) and predictive relevance (Q^2)

	R Square	Effect	Q Square
WOM	0.212	Weak	0.127
PI	0.585	Moderate	0.294

The predictor's contribution is assessed by the effect size (f^2). As values according to effects are considered 0.02 is small, and 0.15 is medium, and 0.35 is large (Hair Jr et al., 2016). The values of f^2 for all the variables are shown in Table 5 accordingly.

Table 5 Effect size (f^2)

Relationship	f-Square	Effect Size
AT -> PI	0.316	Medium
AT -> WOM	0.269	Medium
WOM -> PI	0.448	Large

Weights of the path coefficients of the relationships are examined and tested to determine their significance using the p values and t values obtained through the method of the bootstrapping. This is done by examining the path coefficients between structures. The values of the route coefficients usually range between + 1 and - 1, which indicates a strong negative and positive correlation between the variables. Values close to 0 represent a weak relationship. The route coefficient is calculated through a two-tailed test of the values of t, and p is calculated at a 0.05% significance level. The results give t values larger than 1.965 and p values less than 0.05. The path coefficient results show that there is a significant association between AT -> PI (0.408), AT -> WOM (0.461) and WOM -> PI (0.486) at the 0.05 % significance level (Table 4). That means that H1, H2 and H3 are supported.

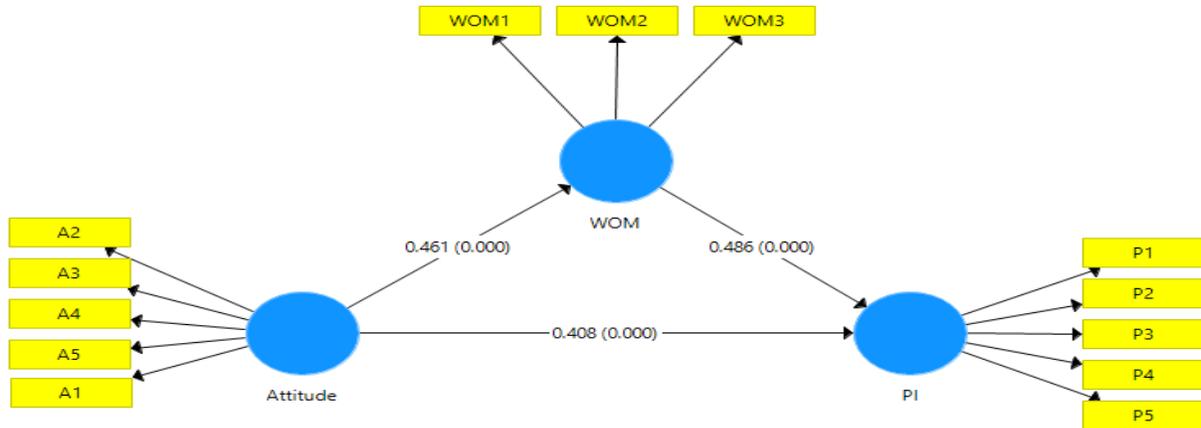


Figure 2 Structure assessment model

Table 6 Structural model assessment (Direct effect results and decisions)

Hypothesis	Original		Standard		P	Decision
	Sample (O)	Sample Mean (M)	Deviation (STDEV)	T Statistics		
H1. Attitude -> PI	0.408	0.409	0.035	11.546	0	Supported
H2. Attitude -> WOM	0.461	0.464	0.041	11.18	0	Supported
H3. WOM -> PI	0.486	0.485	0.03	16.222	0	Supported

This study used the Smart-PLS bootstrapping procedure to evaluate mediation (Hair Jr et al., 2016). Bootstrapping, a non-parametric sampling technique, has been identified as one of the strongest and most powerful methods to test the mediation effect and the mediation evidence statistical indirect effect (p-value <0.05 and t value > 1.96 for two tail) should be considered (Zhao, Lynch Jr, & Chen, 2010). Furthermore, confidence interval assessment is another vital condition for mediation confirmation. If in the indirect effect, the confidence interval does not equal zero, it means it supports the existence of mediation (and vice versa).

Table 7 Specific indirect effect (Mediating effect)

Hypothesis	Original Sample		Standard		T	P	Decision
	Sample (O)	Sample Mean (M)	Deviation	Statistics			
H4. Attitude -> WOM -> PI	0.224	0.225	0.025	8.809	0	Supported	

The indirect effect of attitude towards Facebook advertising on purchase intention through the Facebook brand page like the intention to participate in WOM is positive and significant (p-value = .000 and t value = 8.809) at $p < 0.05$, as well as interval confidence, and was different from zero (0.177 and 0.277) therefore hypothesis 4 is supported.

Discussion:

The aim of this study was to suggest and validate a theoretical research model in the context of the social networking site Facebook brand page. The current study examined the antecedent purchase intentions for fan page users, analysing the roles of attitude towards Facebook advertising relationships and purchase intent, as well as the role of intention to like a brand page. The study was to address two key questions: (1) How does attitude towards Facebook's advertising influence customers' purchase intent through brand's fan page on Facebook? And (2) The mediating impact of like intention of a Facebook brand page? The Facebook brand like intention was the like intention to participate in the word of mouth (WOM). To answer these two questions we did the following. First, we drew on existing research on attitude towards Facebook's advertising to develop a hypothesis for the influence of attitude towards Facebook advertising on purchase intention and then the 'Like' intentions to participate in WOM as a mediator. We also studied the influence of the external variables attitude towards Facebook advertising like intention to participate in word of mouth (WOM), which in turn influences the purchase intentions of brand page users. The descriptive powers of these variables, according to the coefficient of determination (R^2) results are that the attitude towards Facebook advertising explained 21.2 % of the variance in like intention to take part in word of mouth (WOM). All the variables as attitude towards Facebook advertising and like intention to participate in word of mouth (WOM) combine value causing about 58.5% variance in purchase intention.

All the hypotheses along with the mediating hypothesis, through Smart PLS show positive significant relationships between the variable. First, attitude towards Facebook advertising had a significant positive influence on purchased intention. According to the findings, a significant positive influence with a path coefficient value ($\beta = 0.409$, $t = 11.546$) has been observed. Next, attitude towards Facebook's advertising influenced like intention to participate in word of mouth (WOM). This indicated that the relationship between attitude towards Facebook advertising and like intention to participate in word of mouth (WOM) ($\beta = 0.464$, $t = 11.18$) was significant and positive. The like intention to participate in word of mouth (WOM) had a positive significant influence on the purchase intention ($\beta = 0.485$, $t = 16.222$). The results showed that the Facebook brand page 'Like' intention to participate in WOM is a salient intention underpinning fan-page 'Like' intention behavior because of its mediation effect ($\beta = 0.225$, $t = 8.809$).

Conclusion

It is concluded that the significant positive relationship is found between the attitude towards Facebook advertising on the brand page like intention behaviour to engage in word of mouth (WOM) and purchase intention through Facebook brand pages. Furthermore, there was a significant mediating role of intention to like a brand page to engage in word of mouth (WOM) between attitude towards Facebook advertising and purchase intention. This study will allow brand managers and marketers to focus on the content to make a better Facebook strategy. A better strategy can be made by the brand page owner obtaining and engaging more fan followers on the brand page after knowing the advantages of the big follower's community and their intended behaviour of interest. The brand page follower's intention behaviour to like a brand page and being a follower, their purchase intention is an area of significant interest for the marketing managers on social media. It is essential to understand the customer's intentions to participate or "like" the fan page and get the financial support of the brand (Halaszovich & Nel, 2017).

Similar to other research studies, this study has also some limitations. First limitation is that the data have been collected from Pakistani facebook users only, and hence care should be made while generalizing the results of this study. The cross-culture study is to be proposed for future research from the cultural point of view. Another limitation of this study is that it only focused on the behavioural intention as purchase intention and like intention and it may not lead to actual behaviour. The study has exclusively provided the view for clothing industry brands and their brand pages on Facebook. Future research may include brands pages of other industries and also other social networking sites for diverse findings. This study found the support for the mediation of one like intention behaviour, further interesting extensions can be added by taking some other independent variable or mediating variable in the model.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Alryalat, M. A., Rana, N. P., Sarma, H. K., & Alzubi, J. A. (2016). *An Empirical Study of Facebook Adoption Among Young Adults in a Northeastern State of India: Validation of Extended Technology Acceptance Model (TAM)*. Paper presented at the Conference on e-Business, e-Services and e-Society.
- Baker, M. J., & Saren, M. (2016). *Marketing theory: a student text*: Sage.
- Beukeboom, C. J., Kerkhof, P., & de Vries, M. (2015). Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention. *Journal of Interactive Marketing*, 32, 26-36.
- Couwenberg, L. E., Boksem, M. A., Dietvorst, R. C., Worm, L., Verbeke, W. J., & Smidts, A. (2017). Neural responses to functional and experiential ad appeals: Explaining ad effectiveness. *International Journal of Research in Marketing*, 34(2), 355-366.
- Edelman, D. C. (2010). Branding in the digital age. *Harvard business review*, 88(12), 62-69.
- Elliott, N. (2011). Which social media marketing metrics really matter?(And to whom?).
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics: SAGE Publications Sage CA: Los Angeles, CA.
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of management information systems*, 18(1), 185-214.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*: Sage publications.
- Hair Jr, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced issues in partial least squares structural equation modeling*: Sage Publications.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5-6), 320-340.
- Hajli, N., Shanmugam, M., Papagiannidis, S., Zahay, D., & Richard, M.-O. (2017). Branding co-creation with members of online brand communities. *Journal of business research*, 70, 136-144.
- Halaszovich, T., & Nel, J. (2017). Customer–Brand engagement and Facebook fan-page "Like"-intention. *Journal of Product & Brand Management*, 26(2), 120-134.
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., . . . Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational research methods*, 17(2), 182-209.

- Hossain, M., Islam, S., & Himel, S. H. (2014). Customers' attitude determinants and positioning of different boutique houses: A study on some selected boutique houses in Dhaka city of Bangladesh. *European Journal of Business and Management*, 6(29), 28-35.
- Hsu, L.-C. (2017). Investigating community members' purchase intention on Facebook fan page: From a dualistic perspective of trust relationships. *Industrial Management & Data Systems*, 117(5), 766-800.
- Irshad, M., & Ahmad, M. S. (2019). Impact of Consumers' Online Motivations on the Online Purchase Intentions: Mediating Role of Consumers' Attitudes towards Social Media Marketing. *Business and Economic Review*, 11(3), 89-111.
- Islam, J. U., & Rahman, Z. (2016). Linking customer engagement to trust and word-of-mouth on Facebook brand communities: An empirical study. *Journal of Internet Commerce*, 15(1), 40-58.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*: Springer.
- Khuong, M. N., & Huong, T. T. (2016). The Influence of Social Media Marketing on Vietnamese Traveller" s Purchase Intention in Tourism Industry in Ho Chi Minh City. *Journal of Economics, Business and Management*, 4(4), 280-285.
- Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: A perspective on small scale entrepreneurs. *Computers in Human Behavior*, 54, 257-270.
- Lee, E.-B., Lee, S.-G., & Yang, C.-G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011-1036.
- Luarn, P., Lin, Y.-F., & Chiu, Y.-P. (2015). Influence of Facebook brand-page posts on online engagement. *Online Information Review*, 39(4), 505-519.
- Mahrous, A. A., & Abdelmaaboud, A. K. (2017). Antecedents of participation in online brand communities and their purchasing behavior consequences. *Service Business*, 11(2), 229-251.
- Mallery, P., & George, D. (2003). *SPSS for Windows step by step: a simple guide and reference. Allyn, Bacon, Boston.*
- Nielsen. (2011). "Social networks/blogs now account for one in every four and a half minutes online". www.nielsen.com/us/en/newswire/.
- Pongpaew, W., Speece, M., & Tiangsoongnern, L. (2017). Social presence and customer brand engagement on Facebook brand pages. *Journal of Product & Brand Management*, 26(3), 262-281.
- Rahman, Z., Moghavvemmi, S., Suberamaniaian, K., Zanuuddin, H., & Bin Md Nasir, H. N. (2018). Mediating impact of fan-page engagement on social media connectedness and followers purchase intention. *Online Information Review*, 42(7), 1082-1105.
- Rialti, R., Zollo, L., Caliendo, A., & Ciappei, C. (2017). *EXPLORING THE LINK BETWEEN CONSUMERS'ENGAGEMENT AND E-WORD OF MOUTH IN SOCIAL MEDIA BRAND*



COMMUNITIES: A PATH ANALYSIS. Paper presented at the 2017 Global Fashion Management Conference at Vienna.

- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). SmartPLS 3. *Boenningstedt: SmartPLS GmbH*.
- Rungtusanatham, M., Miller, J., & Boyer, K. (2014). Theorizing, testing, and concluding for mediation in SCM research: tutorial and procedural recommendations. *Journal of Operations Management*, 32(3), 99-113.
- Sanne, P. N., & Wiese, M. (2018). The theory of planned behaviour and user engagement applied to Facebook advertising. *South African Journal of Information Management*, 20(1), 1-10.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, 177-189.
- Walden, J. (2012). *Global Advertising, Attitudes and Audiences*: Sage Publications Sage UK: London, England.
- Zaglia, M. E. (2013). Brand communities embedded in social networks. *Journal of business research*, 66(2), 216-223.
- Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of consumer research*, 37(2), 197-206.