

Getting more engagement from your Facebook Fans



Social media, at its core, exists as a channel for engagement and with the increasing number of social applications, engagement is diversifying. Due to the launch of Facebook's messenger for business, brands are now able to communicate and engage with consumers on Facebook. But does engagement on Facebook lead consumers to become more loyal to the brand and to spread word-of-mouth about the brand?

A research study was conducted by Tyla Rogers, a [Master's](#) student in the [Department of Marketing Management](#), to investigate South African Facebook Fans' relationship with "liked" brands, focusing on the predictive relationships between consumer engagement and brand loyalty. She further investigated the relationships consumer engagement and brand loyalty have individually and together with word-of-mouth. A total of 493 valid responses were collected through the use of a structured online questionnaire that was distributed to a sample of consumer panellists via e-mail.

The construct customer engagement resulted in two factors, labelled, interaction and enthusiastic attention. Both these tested the predictive relationships with brand loyalty and WOM. For the relationships with brand loyalty, enthusiastic attention was the strongest and significant predictor. Whilst for WOM both interaction and enthusiastic attention were significant predictors. However, in this instance interaction was the strongest predictor of WOM. The study also investigated if brand loyalty was a significant predictor of WOM and the results found that brand loyalty is indeed a strong predictor for WOM. Finally, brand loyalty, interaction and enthusiastic attention were tested for their predictive relationship with WOM. Both brand loyalty and interaction was found to be significant predictors where interaction was the strongest predictor leaving enthusiastic attention insignificant in this instance.

The researcher recommends that marketing managers first focus on building brand loyalty by creating content that generates enthusiasm and gains attention. Further, it was recommended that brands should consider utilising loyalty programmes and competitions for members of exclusive loyalty clubs in order to encourage consumers to engage in word-of-mouth. The results suggest that if a brand is relatable and the

fans feel as though they are part of a brand community and they feel a loyalty towards the brand, they are more likely to engage in word-of-mouth than if they do not feel a sense of loyalty towards the brand.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2016 with the [Department of Marketing Management](#) by Tyla Rogers under the supervision of [Prof G. van Heerden](#).