

Online customer engagement and customer loyalty's effect on Facebook brand fan page stickiness

Recently marketers have begun to grasp the concept of how powerful social media is, not only for getting customers engaged in the brand but also for building strong interactive relationships with them. This has resulted in many organisations creating online brand communities that are accessible to customers through social media platforms. A great example of this is Starbucks, who created an extremely successful Facebook community/fan page which now has over 35 500 000 followers as of March 2020. The underlying intention of this is so that companies can become more engaged with their customers by creating more interactive experiences with them, beyond that of just simply purchasing a product.

Even though the importance and power of online customer engagement has become more evident, a shortfall of research exists relative to understanding how online customer engagement and loyalty on Facebook fan pages impacts a brand's ability to attract and retain customers, or get them "stuck" to their brand.

A research study was conducted by Jared Miller, a [Master's](#) student in the [Department of Marketing Management](#), with the purpose of trying to understand how online customer engagement and customer loyalty influences customer stickiness on Facebook brand fan pages. This study will provide individuals involved in the marketing industry with a more thorough understanding of customer behaviour in the context of Facebook Fan Pages as well as contribute to growing literature on online customer engagement, loyalty, and brand fan page stickiness. With the above-mentioned elements taken into consideration, specific objectives were formulated for this research.

- To investigate whether online customers engagement influences customer Facebook fan page stickiness
- To determine whether customer loyalty can lead to customer Facebook fan page stickiness

The results from the exploratory factor analyses and multiple regression analyses revealed that loyalty and online customer engagement do in fact have a positive influence on Facebook brand fan page stickiness. In terms of managerial implications, the results demonstrate the importance of understanding how loyalty as well as online customer engagement lead to Facebook fan page stickiness. According to researchers Demiray and Burnaz (2019:121), 67% of marketers plan on increasing their use of Facebook. Considering this information this studies results should emphasize how important it is for managers to understand and facilitating customer loyalty as well as online customer engagement as these constructs positively influence Facebook fan page stickiness, which in turn could create a competitive advantage for a brand.

The results from this study established that both loyalty as well as online customer engagement have a positive influence of Facebook fan page stickiness. This implies that if managed correctly, online customer engagement and loyalty can be utilised in such a way as to attract and/or retain customers or get them “stuck” to a brand. This study contributes to the limited empirical research with regards to understanding consumer stickiness and will provide individuals involved in the marketing industry with a more thorough understanding of customer behaviour in this context.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2020 with the [Department of Marketing Management](#) by Jared Miller under the supervision of [Dr Danita van Heerden](#).