

# Brand Consumer Social Sharing Value And Brand Facebook Page Engagement: Mediating Role Of Satisfaction And Trust

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## Abstract:

In competitive marketing environment social media (Facebook) create obvious technological aspect in the advertisement of Apparel brands. Marketers strive to create engagement between consumer and brands by engaging them through social media with mutually incorporated efforts of both consumers and brands. The relationship between Brand Consumer Social Sharing Value (BCSSV) and Brand Facebook Page Engagement (BFPE) had been investigated in this study with mediating effect of Satisfaction and Trust between brand consumer social sharing value and brand Facebook page engagement. The data was collected from the social media users from Pakistan, who use Facebook frequently. Results show that trust mediates between brand Facebook page engagement and brand consumer social sharing value. Brands should use these B2C social sharing values to create engagement on their Facebook Pages brand community and encourage their users to make interaction and put valuable response or feedback to get an individual recognition in the brand communities.

**Keywords:** Brand Consumer Social Sharing Value, Brand Facebook Page Engagement, Brand Communities.

## Introduction:

In the global village, communication ways have been changed through the invention of social media. The exposure of social media changed the world rapidly, bringing the world and people closer with new communications and working methods. Social media means number of people who communicate their information, experience, business activities, ideas, culture and perspectives by using social media channels. Social media channels are applications that allow user to generate and share different contents in different forms e.g. pictures, words, audios and videos and offer different products and services which create value for organization and stakeholders, but buying things and shopping from social media is

still unfamiliar scenario in Pakistan (Irshad et al., 2020; Safko & Brake, 2009) Through the rapid enhancement in the technologies, social media has become a powerful advertising tool with the passage of time, it generates new and different ways of marketing, furthermore; also provide a platform for brands to make interaction with their target consumers (Ahmad et al., 2015).

The development of customer's relationship with the brands, social media provide a platform on a large scale to make the interaction easy and strong. Online social media channels (Facebook, twitter, Instagram), brand uses these online channels to cater their target customers by sharing important information with their target audience through these online platform,

promotional events are considered as a major efforts to get consumer positive response by engaging them for two way communication (Chetioui et al., 2020; Murdough, 2009) Brands online campaigns to made a deepen connection between brand and customer throughout the day, which results in form of feedback which help brand to understand customer point of view and build trust between brand and stakeholders (Chetioui et al., 2020; Waheed, Kaur, Ain, & Hussain, 2016; Waheed, Kaur, Ain, & Sanni, 2015).

In specific, brand hosted channel such as Facebook brand pages provide different facilities to their online customer to increase customer engagement, services, product information, special offers and discounts and other different type of attraction (Breitsohl et al., 2015). Brands participate in online social channels to involve customer to social networking with brands and encourage customer participation and sharing brand articles in social channels.

With the passage of time use of internet and social media has increased in Pakistan Figure.1 from December 2019 to December 2020 rapid changes has been seen in the usage of social media (Facebook) by comparison to other social media platforms (Instagram, YouTube, Twitter).

The rapid use of technology and social media made easy for brands to capture their target market and create powerful ways to measure consumer purchasing behaviors. To measure consumer behavior the most powerful way is to measure consumer purchase intentions towards that brand which results in the high possibility that consumer will purchase the product (Husnain & Toor, 2017). The rapid increase in social media use through which consumer get benefit from shared information of product, feature and brand information through different channels like Facebook, Twitter and Youtube, enhanced the knowledge and awareness of consumer about that product category (Ahmed & Zahid, 2014;

Ahmad, & Waheed, 2015; Ain, Kaur, & Waheed, 2016; Sanni et al., 2013; Shahbaz, Jam, Bibi, & Loganathan, 2016).

The expansion in platforms of social media created new chances for marketers to develop relation with their customers. Specially platforms of social media , for example, Facebook brand pages, brands procured the ability to support activities, for instance, giving services to customer, information of product and special offers (Breitsohl et al., 2015).As the number of Internet and social media users are increasing worldwide, it is important for managers to identify the behavior of online customer (Schouten, McAlexander & Koenig, 2002; Muñiz Jr, Schau, & Arnould, 2009; Zhang, Zhou, Su, & Zhou, 2012) which incorporate series connections between individuals liking a brand (O'guinn & Muniz, 2001). Exploiting the capacities of both brand media and brand community, a few organizations are utilizing social media to help the creation and advancement of brand communities ( Muniz & O'guinn, 2001; Kaplan & Haenlein, 2010). Customer engagement behavior has been characterized by (Van Doorn et al., 2010) as "a behavioral manifestation of customer that have a firm or brand focus, beyond purchase, resulting from motivational drivers". Preferring a brand on Facebook opens buyers to content made by the brand and in this manner establishes a significant method for circulating brand information. The advancement of social networking sites such as YouTube, Twitter, Wikipedia, Facebook, Instagram, Pinterest has offered remarkable opportunities to several brands to associate with their customers. By means of these social media platforms, several companies taking advantage of the capabilities of social media brand development. Brands acquired the capacity to provide service, offers, information for customer and various types of entertainment through brand hosted platforms e.g. Facebook pages (Lipsman et al., 2012). There is very little literature on the

interaction between brand and customer through brand hosted networking sites. Few research studies deal with social media brand communities while most of the studies focused on offline brand networks. The improved choice and concern resulting from empowerment can be thought-provoking and confusing. But a better awareness of the gratifications resulting by customers in their interaction with brands on social networking sites is of prime intrigue (Brodie et al., 2011). Brand-relationship investment is a form of brand-consumer interactive communication. In this research study also examine how brand-consumer social media interactive networking is likely to favor media “engagement”. This research seeks to answer how the social sharing of brand-consumer be approached through media gratifications. The increasing level of brand-consumer engagement is probable to be conducive to the achievement of the superior organizational goals, brand referrals, cost saving, superior sales growth, and product development.

Our textile industry gets full benefits from the social media channel. Even though the business is on initial stage, but in Pakistan we can still make a significant impact of business through social media. Pakistan has number of fashion experts and driving material gatherings involved in this field. It has achieved strong position in large scale textile industry. Pakistan experienced numerous progressions and people got awareness regarding clothing fashion. As a result, people move from getting garments sewed concept to readymade brand clothing. There are number of textile clothing brands such as Maria B, Sana Safinaz, Junaid Jamshed, Gul Ahmed, Mausummery, Wardah, Lala Textiles and Firdous who are preparing branded textile clothing products. In Pakistan these brands are advertised through social media, online advertisement, TV, Print and SMS marketing. They are sold at outlets and presentations held locally and universally. A great deal of advertising efforts are done through Social Media platforms (Abdul Ghani, 2010).

These advertising efforts effect sly affect the ladies purchasing conduct. Verbal exchange and internet-based life showcasing can decidedly just as contrarily influence the buy procedure. Based on all above research this study aiming to provide the concept of Brand-Consumer Social Sharing Value and its effects on Media Engagement. The main idea of the study is to examine how brand customer social sharing is linked with the sustainability of customer engagement through brand hosted media (Facebook Channel) regarding textile clothing.

### **Literature Review:**

Dimensions of brand consumer social sharing value:

A broad collection of writing concentrated on how purchasers determine profits by the utilization of media and brand correspondence channels (Abdul-Ghani, Hyde, & Marshall, 2011; Hausman & Siekpe, 2009) . In this regard, media and advertising scientists relegate various implications to the social gratification got from a communication gadget, which incorporate picking up understanding into the conditions of different people, search main purpose for the debate and social communication, having an alternate for real association, performing social jobs, and being furnished with a chance to mingle (Calder et al., 2009; Chiu & Huang, 2015; McQuail, 1987). The idea of Brand-Consumer Social Sharing Value is developed with speak to the media gratifications got from brand-purchaser for all intents and purposes interceded cooperation, which are probably going to propel the improvement of brand connections and, therefore, trigger a functioning commitment of customers in virtual brand networks. Drawn from the applied system created by (Knobloch & Solomon, 2002, 2003), in the field of cozy connections, closeness, relationship, and a feeling of brand network having a place are describe in this research to mirror the basic aspects of Brand-Consumer Social Sharing Value. Intimate

relationships are human requirement for the existence and create relationships need (Baumeister & Leary, 1995). Feelings generate an important role in the advancement and support of our communications with our loved ones. With our partners to make a better communication, interaction and coordination and the development of intimacy relation feelings generate an important role (Keltner & Haidt, 1999).

For different scenarios intimacy has different meanings. There (Stern, 1997) are five types of intimacy which has been discussed by (Schaefer & Olson, 1981), sexual intimacy, intellectual intimacy, social intimacy, recreational intimacy, and emotional intimacy. Intimacy is all rely on the type of relationships. The term limited intimacy and full intimacy is used to describe relation, limited intimacy term has been used for customer relationship (Stern, 1997). There are five C's in the emotional intimacy and describe as a major component; communicating, caring, conflict resolution, comfort, and commitment. These five C's components help to maintain and improve customer relation between seller and buyer. This kind of emotional intimacy helps to explain the relationship between consumer-brand (Ain, Vaia, DeLone, & Waheed, 2019; Ali et al., 2010; Shahbaz, Tiwari, Jam, & Ozturk, 2014; Waheed & Hussain, 2010; Yim et al., 2008). Brand recognition is a form of mutual recognition in which brand recognizes its consumers by delivering the highly personalized message in which customer able to distinguish the brand by its attributes. It is common view that basic components are less complicated to remind than those components which has been consisting of many different and connected parts (Airey, 2009; Robertson, 1989) in this above describe fact that they simple content require less attention (Robertson, 1989), time saving process (Berlyne, 1960; Finn, 1988), and easier for consumer to understand it's message and (Robertson, 1989) and recall the memory when consumer needed.

Components which require low attention is easy to retrieve from memory and has a strong impact on consumer mindset (Berlyne, 1960; Robertson, 1989). While making advertisement for a brand these little things make a big impact on the consumers' minds, the main purpose of the advertisement to attract the consumers and describe them about brand product features, benefits and other characteristics. The chances of consumer buying are all depends on brand purpose and way of interaction.

### **Brand influence:**

The main purpose of the brand influence research is about the consumer attachment and their thoughts about the brand characteristics (Keller, 1993). (Berry, 2000) made a research on customer service setting and result depicts that customers are touchier to brand actual purpose that they experienced from their services and in this scenario brand image and brand reputation is much important for the consumer which is derived from the customer past purchasing experience. Therefore, (Berry, 2000, p.128) suggest that company name is worthier for customer rather than their products. There are number of business which prime activity is to provide services to customers and they believe on company brand name and because they provide some kind to functional services and customer more curious about it. with all these research pure service brands have different reputations and image in customer minds as compare to those companies which sell product and have a complete buying process. All the above discussion it describes that multiple categories companies have different brand name and brand image.

With the brand experience, (Brakus et al., 2009) found the brand experience is the collection of consumer internal reaction in the form of emotional behavioral cognitive attachments and sentiments, these factors influence on consumer perception about the brand image. The researcher

also conclude that customer personality traits have less impact on the brand buying behavior the major role is consumer brand buying experience which them to in the form of customer satisfaction (Brakus et al., 2009; Mazhar, Jam, & Anwar, 2012; Qazi et al., 2014; Ziauddin, Khan, Jam, & Hijazi, 2010).

### **Brand community:**

Consumer incorporation of attitude and behavior regarding the brand and it is inherent in the progress to understand the brand practices which affect both straight and circuitously with the brand itself is define a connection with brand community.

Facebook is most used online social media channel which purpose to made interaction of people worldwide and remove communication barriers globally. Facebook is a digital application which allow user to register and made a profile which contain users personal information, interest and pictures, user also interact and share information personally and publicly through messages, groups and friends network. The user Facebook profile contains city, workplace, school, university and country, this information used to develop social circle on Facebook and with all these your personal shared information is only show to that person, groups who became friends and accept request of other user otherwise there is no public information. While doing all these things user can also be a part of any groups and social network, in this scenario's user in totally un aware to other group members, but with common habits and interest they share information, communicate information, and friends chat.

Facebook brand community is social media channels which provide brand community to target their consumer (Laroche et al., 2013). February 2004 according to Facebook (www.facebook.com), Facebook is the most famous and used application a compare to other

social networks channels, there is a rapid increase in the user who use this application actively users almost 751 million monthlies (as of March 2013). Facebook is the top application amongst other channels as compare to number of usage and access rate (Hsu, 2012; Jam et al., 2014; Khan, Akbar, Jam, & Saeed, 2016; Waheed & Jam, 2010; Waheed, & Kaur, 2016). Now a day's companies found an attractive way to interact with their target customers about the brand product, entertainment post, videos, pictures, other activities to engage customer on brand page and after all these activities brands follower interact with brand page in the form of commenting or liking brand page posts (De Vries et al., 2012).

Facebook brand network shows a way of generating relation with the company (McAlexander et al., 2002) and increase number of Facebook brand and customer relationships (Muniz & O'guinn, 2001). Consumers who likes brand Facebook page and become follower is more interested in getting information about the brand product features and may more, this type of consumer are more loyal and committed to brand (Bagozzi & Dholakia, 2006). As compare to non-brand Facebook page fans, Facebook brand page fan soften visit brand store get more information about the brand product and contribute positively in the development of the brand (Dholakia & Durham, 2010). A user made profile to join Facebook brand communities in which they found their interest and has desire, for this purpose they search of different brands Facebook pages to generate relationship (Elliott & Wattanasuwan, 1998; Grayson & Martinec, 2004; Schembri et al., 2010). For this purpose, this examination plans to research organization brand network on Facebook and how to influence customer distinguishing proof with network and friends.

## **Brand Trust**

The idea of trust has been of huge attraction to the scholars of differing fields, organizational behavior, political science, and some more (Connolly & Bannister, 2007). To promote this field, here is a deficiency of exact examinations exploring the affiliation of trust with other social builds. In addition, observations about the predecessors of trust in the study of marketing are opposing and request further investigation (Arnott et al., 2007).

A crucial errand of marketers is to reduce uncertainty of customers and urge them to buy their products which they are offering (Arnott et al., 2007). Client trust is viewed as significant for organizations in an online situation (Connolly & Bannister, 2007; Reichheld & Scheffer, 2000). Past examinations recommend research regarding trust on virtual scenario is bounded, and there is such a need to explore the components that influence client trust in web-based buying stages (Connolly & Bannister, 2007; Khan, Jam, Akbar, Khan, & Hijazi, 2011; Khan, Jam, Anwar, Sheikh, & Kaur, 2012; Waheed, Kaur, & Kumar, 2016; Waheed, Kaur, & Qazi, 2016).

Positive discussions lead to trust in business relationships (Lambe et al., 2000). Organizations connect with clients by giving them chances to take part in campaigns of advertisement (e.g., Pepsi, Dove, and American Express). Recently, specialists have reasonably conceded that clients of an online brand network are bound to demonstrate good relationship quality such as improved trust, satisfaction, and responsibility (Brodie et al., 2011, 2013). This investigation likewise agrees that when relationship is built between customer and organization, it prompts cooperation's, which (if fulfilling) are bound to upgrade trust since clients depend more on the data from different clients than from the organization (Dabholkar & Sheng, 2012). We conclude that social media-based brand

communities increase brand loyalty through effect of brand trust.

## **Brand satisfaction:**

Satisfaction is difficult idea, there are number of activates which effects on it, like consumers' experience, qualities, changes in the desire for example convenient, other external environmental factors and advertising (Anselmsson, 2006) (Devesa et al., 2010). Psychological and emotional factors affect the individual purchasing behaviors and effects of company success, no matter whether it matches the customers standards or not (Baker & Crompton, 2000; Nam et al., 2011).

Satisfaction is basically all about consumers emotional development and emotional attachment (Iglesias et al., 2011), company brand characteristics and customer satisfaction matter for long term relationship (Biedenbach & Marell, 2010), furthermore, customer purchasing experience play a vital role in the development of brand equity and consumer memory effects the trust on brand and consumer repurchase intensions (Ha & Perks, 2005).

The major factors to increase or strengthen the consumer brand experience, company must focus on customer satisfaction, loyalty and a strong customer brand relationship (Sahin et al., 2011; Yao et al., 2013). Customer experience directly effects the brand experience and indirectly effects the brand image (Keng et al., 2013). The research of (Brakus et al., 2009) and (Iglesias et al., 2011) shows significant impact of brand satisfaction on brand loyalty and brand experience on brand characteristics.

Companies can build a strong brand name and image, customer loyalty to get competitive edge from the market and implement strategies by using brand experience (Yao et al., 2013). Online brand experience influences brand satisfaction

with brand (Lee & Jeong, 2014). Brand experience built a strong effect on customer satisfaction which results in the form of customer engagement on brand social media page, the more satisfies consumer show positive interest in the brand page as compare to dissatisfy consumer.

### **Brand Facebook Page Engagement:**

The examination of the intervening powers that relate perceived relations and relational outcomes including utilization of brand channels (Nysveen et al., 2005), has given productive bits of knowledge on how these ventures influence the client's commitment toward a brand. Customer satisfaction increases when the assumptions of a person regarding venture of a brand are met. In return, Investment with satisfaction is esteemed to produce positive results (Garbarino & Johnson, 1999; Hennig-Thurau et al., 2002) and further continuous investment (Brady et al., 2005). With regards to online media, customers or consumers seem to choose media on the base of their satisfaction with earlier client experience (Venkatesh, Thong, Chan, Hu, & Brown, 2011; Hu, Kettinger, & Poston, 2015).

The choice of Facebook as a basic stage depended on the thinking that Facebook is presently the biggest and quickest developing SN. Furthermore, as indicated by the discoveries from an ongoing statistical surveying (Keath et al., 2011), Facebook is considered by the organizations as the most alluring web-based social networking stage to be utilized for promoting, specifically for B2C organizations. Facebook gives five potential outcomes to organizations to use the stage for advertising purposes: (1) Ads, (2) Brand Pages, (3) Social Plugins, (4) Applications, and (5) Sponsored Stories (Facebook 2012b). With all these, Facebook pages give the biggest number of probabilities of customer engagement by direct communication with the buyers.

Utilizations and Gratifications (U&G) hypothesis (Katz, 1959) is a methodology often used by specialists of media and technology to comprehend the objectives and inspirations of people for commitment with various types of material on Facebook. Past utilization of U&G theory over social media and brand networks demonstrated that devouring engaging, and educational material is a significant factor for support in brand networks (Dholakia et al., 2004; Raacke & Bonds-Raacke, 2008), where entertainment was found to have a more grounded impact (Valenzuela et al., 2009). Researcher also talks about the type of customer 'liking' intention and describe the type of fans. The idea of "Lurking" is very much created in the field of online instruction (Milligan et al., 2013), where it alludes to clients who effectively absorb content yet don't effectively connect on the class webpage. Lurkers are basically uninvolved clients of the site, yet they are not passive as far as an integrated brand network.

The result of all above research of customer engagement the researcher gets outcomes which are positive and direct connected to customer brand relationship like, loyalty, effective commitment, trust and satisfaction (Brodie et al., 2011). The consumers joined those brands communities to which they have sense to emotional belonging, feel loyalty to towards them and most importantly to which they feel they are a valuable customer of the brands. Consumer always prefer those brands communities to which they found some attraction and having a basic relationship, which help to improve their further influence by brands efforts (Algesheimer et al., 2005).

### **Satisfaction and Trust as a Mediators:**

Satisfaction all about the connection and strong trust on relation, norms and behavioral aspect (Putnam, 2001). Some studies show that users who believes on strangers easily is easily targeted

and engaged in brand page more positively, people who have trust issue and weak social network they are difficult to target via social media channel and difficult to approach about the brand advertising (Helliwell & Putnam, 2004). There is a possibility is that life satisfaction is also depends on the wide range of social network, peoples who belong wide social network have more support to deal with personal and professional crises.

According to the study by (Ellison et al., 2007) the increase in the Facebook usage it bring world globally close in term of social capital but people afraid to make trust on social media channels. Homophiles is all about the attraction of user to social network due to the similarity in the interest, social status, values and beliefs, and found resemblance in the brand page content. In social media network people interact in the groups if they found same interest and likeness than they interact with the group members frequently and made a strong relationship (Valenzuela et al., 2009).

Users with same similarity found in the social media communities have more possibilities to

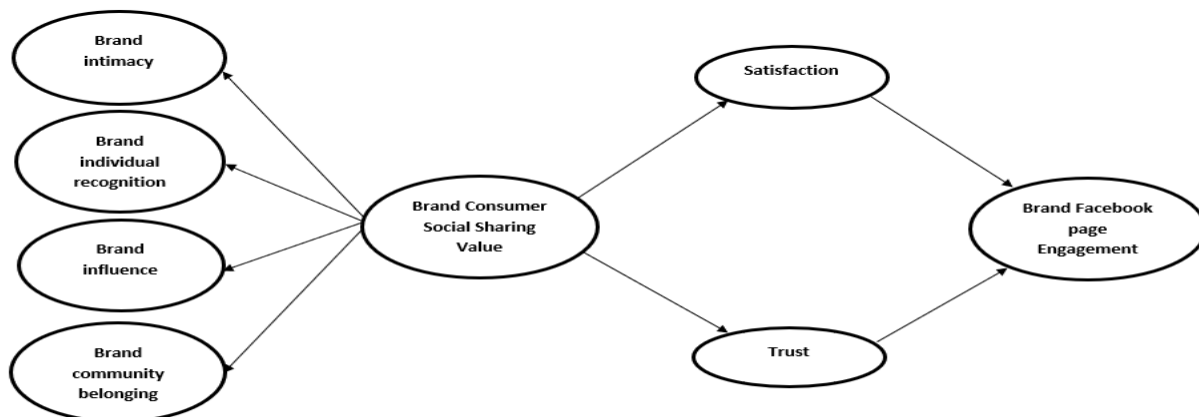
share related information and found new information with the social communities. At the point when message senders (Social media posters) and recipients (Social media fans) in brand networks are progressively homogeneous, the data traded and shared is probably going to be more authentic and trusted. Moreover, advertising companies more focus on the gaining consumer attentions with the identifications of relevant group to build positive relationship with consumer (Valenzuela et al., 2009).

With all above studies shows that get attention of consumer on social media trust enhance and strong bond these factors mediate the relationship between consumer social media and brand engagement related outcomes.

**H<sub>1</sub>:** Satisfaction mediates the relationship between Brand Consumer Social Sharing Value and Brand Facebook Page Engagement.

**H<sub>2</sub>:** Trust mediates the relationship between Brand Consumer Social Sharing Value and Facebook Page Engagement.

### Research Methodology:



Conceptual model



**Methodology:**

Main purpose of this study is to examine the relationship between Brand Consumer Social Sharing Value and Brand Facebook page Engagement, the relationship between Satisfaction, Brand Consumer Social Sharing Value and Brand Facebook Page engagement. Another purpose of this study is to investigate the relationship between Trust, Brand Consumer Social Sharing Value and Brand Facebook Page Engagement. The result of this study contributes very well in the literature both empirically and theoretically. Customer who used social media channel Facebook to interact with their apparel brands participated in this study. Data were collected from the customer with in Pakistan city, Faisalabad (n=204). Survey method has been used to collect data through Convenience sampling. Convenience sampling has been used in both ways, online survey and self-administrated survey from family members and friends and colleagues. The respondents were advised to complete the questionnaire considering textile sector; a clothing brand in Pakistan that they have “Liked” on Facebook. Respondents have to respond to questions according to their interaction experience with their brands. Brand intimacy, brand individual recognition and brand community belonging items were adopted from (Simon & Andrews, 2015). Brand influence items were adopted from (Baldus et al., 2015).Satisfaction items were adopted from (Shukla et al., 2016). Trust items

were adopted from (Gurviez & Korchia, 2003). Consumer engagement dimensions; emotional engagement, Cognitive engagement, behavioral engagement items were adopted from (Solem & Pedersen, 2016). To measure Brand consumer Social Sharing value, Brand Facebook page engagement, satisfaction and trust items Five point Likert scale has been used. Five point Likert scale ranging from “1= strongly Disagree” to “5=Strongly Agree”. SPSS 22.0. has been used to analyze data.

**Results:**

Cronbach alpha reliability value was computed to find the reliability of scales. Reliability value of Brand consumer social sharing value scale is 0.830, brand Facebook page engagement scale is 0.823, satisfaction is 0.753 and trust is 0.71 .

To determine the linear relationship between brand consumer social sharing value, satisfaction and brand Facebook page engagement, or relationship between brand consumer social sharing value, trust and brand Facebook page engagement linear regression has been used. Process by Baron and Kenny (1986) regression has been used to analyze the mediating effects of satisfaction and trust between brand consumer social sharing values and brand Facebook page engagement.

Summary of Standard deviation and mean of the variables was given in Table 1, which shows that data was normal because of it permissible range.

Table 1: Descriptive statistics

	Mean	Cronbach Alpha	Std. Deviation
<b>Brand Consumer Social Sharing Value (BCSSV)</b>	3.4781	0.830	.57399
<b>Satisfaction</b>	3.4298	0.753	.78617
<b>Trust</b>	3.4825	0.71	.67427

<b>Brand Facebook Page Engagement (BFPE)</b>	3.3947	0.823	.61279
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Simple Linear regression has been to check the direct relation of BCSSV, BFPE, Satisfaction and Trust. H<sub>1</sub>= BCSSV has direct positive impact on BFPE, (R=.589; R<sup>2</sup>=.347; adjusted R<sup>2</sup>=.329 or P=0.000). H<sub>2</sub>=BCSSV has positive related to Satisfaction, (R=.594; R<sup>2</sup>=.353; adjusted R<sup>2</sup>=.335 or P=0.000). H<sub>3</sub>= BCSSV positively related to Trust, (R=.556; R<sup>2</sup>=.390; adjusted R<sup>2</sup>=.290 or P=0.000). H<sub>4</sub>=Trust has positive impact on BFPE, (R=.622; R<sup>2</sup>=.386; adjusted R<sup>2</sup>=.369 or P=0.000). H<sub>5</sub>=Satisfaction has positive impact on BFPE, (R=.411; R<sup>2</sup>=.169; adjusted R<sup>2</sup>=.146 or P=0.000). H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub>, are accepted.

Baron and Kenny (1986) process has been used to check moderation effect. Result shown in table 2 Depicts that there is a direct of significant relationship between brand consumer social sharing value and brand Facebook page engagement and Satisfaction, but there is no moderation effect of satisfaction between brand consumer social sharing value and brand Facebook page engagement. Therefore, H<sub>6</sub> is Partially Accepted.

**Table 2: mediating effect of Satisfaction between Brand consumer social sharing value and Brand Facebook Page Engagement**

Model	R	R Square	Adjusted R Square	R square Change	F change	Sig.
1	.411 <sup>a</sup>	.169	.146	.169	7.328	.010 <sup>a</sup>
2	.594	.345	.316	-.184	9.966	.003

a. Predictors: (Constant), Satisfaction

b. Predictors: (Constant), S, BCSSV

Mediating effect of Trust between brand consumer social sharing value and brand Facebook page engagement has been shown in given below table 3. There is direct significant effect between brand consumer social sharing value, brand Facebook page engagement and

trust, but there is a moderation or insignificant effect of trust between independent variable brand consumer social sharing value and dependent variable brand Facebook page engagement. Therefore; H<sub>7</sub> is fully accepted.

**Table 3: Mediating effect of Trust between Brand Consumer Social Sharing value and Brand Facebook Page Engagement**

Model	R	R Square	Adjusted R Square	R Square Change	F	Sig.
1	.622 <sup>a</sup>	.386	.369	.386	22.677	.000 <sup>a</sup>
	.687	.473	.442	.086	5.7171	0.22

a. Predictors: (Constant), Brand Trust

b. Predictors: (Constant), BT, BCSSV

**Discussion:**

According to recent study consumer social sharing value consist of four extents, the first one is brand intimacy, second is individual recognition, third is brand influence or fourth is community belongings (Knobloch & Solomon, 2002, 2003). With this concept, the brand gave formally status to their social partners because of the conversation which held via social media with customer which provide a piece of notable information to brand to understand the relationship. Many social media platforms like Facebook allow consumer to share ideas about products, brands and about their common interest about brand or product to make relationship between brands and consumers more strong (Schivinski et al., 2016; Vivek et al., 2012). With these kind of corporation between consumer and brands create a great bonding and long term relationships (Leckie et al., 2016; Vivek et al., 2012), by discussing brands performances, by giving them feedbacks about products, and share their views which help brands to improve their products (Ashley & Tuten, 2015). These kind of interactions between brand and consumer helps brands in the development of their new products, or other products development process because while interaction consumer share their ideas (Hidayanti et al., 2018; Hoyer et al., 2010) The mutually shared communication with ideas enhance customer satisfaction on brands and made strong brand trust (Chen et al., 2011; Laroche et al., 2013).

The major contribution of this research is about the brand consumer social sharing value effects

the brand page engagement via social media Facebook through two different paths. Each path depend on a specific media driven mediator, which is, Satisfaction and Trust in that order. Media engagement is drawn through a social behavioral point in this investigation, and the risk that both interceding factors may thoughtfully and observationally cover with the subordinate variable is impressively decreased, which increases the value of this research (Schivinski et al., 2016).

Dimensions of Brans Consumer Social Sharing value and user satisfaction and trust has been supported in this research via literature, this research shows that Brand Consumer Social Sharing value has the capacity to create satisfaction and trust or brand page engagement through research (Simon & Andrews, 2015).

Our finding support the relation of each mediating route, brand consumer social sharing value has major part in variance of satisfaction, trust and brand page engagement, with all this both routes naturally support and contributes in the literature and marketing research.

This research shows that the user engagement with the brand via reading post reacting on them and making conversation in the brand community and show commitment to brand is consumer response in return to brand efforts. Each individual that involve in the brand community and engage in the brand community is playing crucial role with are beneficiary for both parties (Reichheld & Schefter, 2000; Simon & Andrews, 2015). As discussed earlier, apparel brands should consider social media channel as a

marketing tool for their products. According to literature and previous studies social media is a technological platform to advertise brands, it is also provide large number users from everywhere without considering their geographically communities, it provide customer according to the social networking and likeness among brands and other social communities (Muniz & O'guinn, 2001). Due to the competitive marketing environment social media can be a great to create a consumer engagement, by focusing on their result in form of engagement behavior, emotional attachment, commitment, trust, loyalty and satisfaction. as disused in above literature pay more attention to these persuading factors the level of engagement can be increased from lower to extensive engagement within the brand communities. According to the result brand consumer social sharing value creates positive effect with brand intimacy, brand individual recognition, brand influence and brand community engagement. With proper utilization of strategies to engage customer in brand communities, level of attachment can be increased. Furthermore, they result in enhancing page engagement with trust and satisfaction. Second, our findings show that if managers wish to enhance brand trust, they have to promote brand use and Impressions management practices in their brand communities. The path coefficients from obligations to society to trust building practices are larger than the coefficients of other paths.

### **Managerial Implications**

This work provides fundamental experiences for apparel brands companies. Specialists would get benefits from this study by understand the types of gratifications that's comes from customers interactions with their specific brand brand's Facebook page, or just by scrolling to the brand's page. To emphasize on brand intimacy, companies need to understand the to build strong relationship and made a two way conversation

with the customer , must post brand information on social media several times an wee and try to address and answer quickly to consumer's posts, this will lead to the better connection with the customer. With this entire brand must need to issue regular updates that show higher number of followers. To call consumer by name in the answer is the best way to increase brand individual recognition. Furthermore; number of the time consumer didn't get pleased to the brand product or while in disappointment he or she post hated comment which damage brand repute and image, to avoid this problem, invite customer to a separate safe communication in a personal or sequestered channel and offered some small favors in return. To increase brand influence brand should be thankful to consumer for their comments and show courtesy that consumer contribute an important part in the betterment of brand products and with their valuable comments and suggestions that has remained shared previously on brand's Facebook page. Customers feel sense of fitting with the brand communal when they feel and observe that brand gave respect to their opinions and put efforts to strengthen their relationship with consumers with to-way communication and positive interactions. This study has some important practical implication for the companies. This study show that social media has low cost and has a great popularity among social media users, take advantage of low-cost social media and its characteristics. Online brand societies have same leads and benefits as compared to offline brand communities. Social media have proper obligation rules and shared formalities all over the brand community. Consumers are more grateful if their brand put efforts on their behalf on social media to made interaction, to enhance communications and relationship for mutual interest (Tsang, 2006).

This work has important practical implications for managers. The vast reach, low cost and popularity of social media are prompting all

brand managers to take advantage of such characteristics, so that they, almost blindly, want to be on social media. Our findings help them have more insights into this process. First, it shows that brand communities based on social media have the same advantages and benefits as offline brand communities. They positively influence the shared consciousness, shared rituals and obligations to society of community members. Furthermore, they result in enhancing page engagement with trust and satisfaction. Second, our findings show that if managers wish to enhance brand trust, they have to promote brand use and Impressions management practices in their brand communities. Brand use practices refer to disseminating information or other activities that help members more optimally use their branded product; impressions management involves practices that manage external impressions and images of the brand (Schau et al., 2009). Obviously these activities could be promoted easily with social media capabilities of sharing information and connecting people.

### **Limitation and future research:**

In this there is number of limitations that open further ways for future study. In this to test internal validity for their study, researcher use convenience sampling techniques, a suitable technique according to the sample size. Moreover, in this study researcher focused on the specific content, Brand Facebook Page Engagement, to create a theoretical relationship with previous studies and media gratifications, also create a nomological belonging of Brand-Consumer Social Sharing Value concept.

Therefore; social media channel Facebook has become an important communication tool for apparel brands, and it is important to evaluate this study relationship with the framework and other mass media channel for example, Pin interest, Twitter or Instagram. With all this there is a great perceived efforts on the

side of brand to show a great relationship with the consumers on via social media channels (Palmatier et al., 2009).

Furthermore; this is a great focus to check that the brand's put efforts in social media for business operations or (Porter & Donthu, 2008) in the term to create a relation with Brand Facebook Page Engagement or Brand Consumer Social Sharing Value. Firstly, convenience sampling has been used for study which creates a limitation while getting data for result. In future, to improve the result and getting more expand data for study use other type of sampling techniques like, proportionate sampling and stratified sampling to get more relevant data for research work. Secondly, this study only focus on the textile apparel brands, in future same study can be done by using other industries like; service sector, other textile products, banking sector and insurance industry for more variation in data and also help in the improvement of study result. Thirdly, for this study limited sample size 204 has been used according to in hand resources and time restriction, in future for the improvement of result sample size can be increased. Fourthly, the limitation of selected population according to resources, this study is only directed in Pakistan city Faisalabad population. Only to those individuals who interact with their specific brand via social media. In future, this study can be conducted in other cities of Pakistan and also in other countries for more improvement in results.

Finally, it is very important that Satisfaction and trust are the mediation variable which they partially mediate the relationship of Brand Consumer Social Sharing Value and Brand Facebook Page Engagement. Social Media life is turning into an inexorably significant channel for connection among organizations and their customer and among customers in the brand network. Numerous directors have gotten on board with the temporary fad, yet it isn't in every case clear that they have a deliberately considered

methodology concerning utilizing social media life. Frequently, they appear to take part in experimentation strategies, which are not generally effective. Exploration on every one of these territories of social presence and consumer brand engagement will assist them with building up a progressively sound system. In the terms to the results of the study, further research can also be investigated with a lot of other influenced mediators which will be dependent on Brand Facebook Page Engagement. For this study, brand trust recognized in place of the most important variable to mediate the process of Brand Engagement (Kelleher, 2009; Palmatier et al., 2009; Porter & Donthu, 2008) other potential variable for brand trust, like Brand information credibility (Tsai & Men, 2013), can be an interesting mediating variable for conducting future research.

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