

UNIVERSITY OF GHANA

**CUSTOMER SOCIAL MEDIA BRAND ENGAGEMENT, WORD OF MOUTH
AND PURCHASE INTENTION: THE MODERATING
ROLE OF TRUST**

BY

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**THIS THESIS IS SUBMITTED TO THE DEPARTMENT OF MARKETING AND
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JUNE 2017

DECLARATION

I do hereby declare that, this thesis is the result of my own research and has not been presented by anyone for any academic award in this or any other university. All references used in the work have been fully acknowledged.

I bear sole responsibility for any shortcomings.

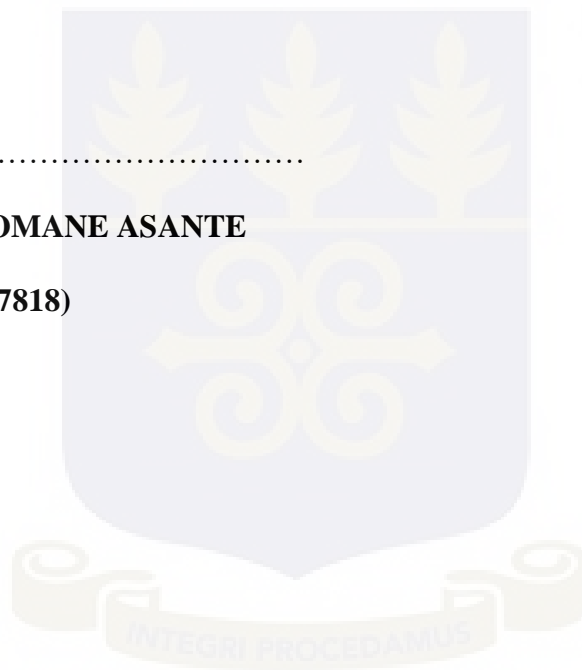
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CERTIFICATION

I hereby certify that, this thesis was supervised in accordance with procedures laid down by University of Ghana, Legon.

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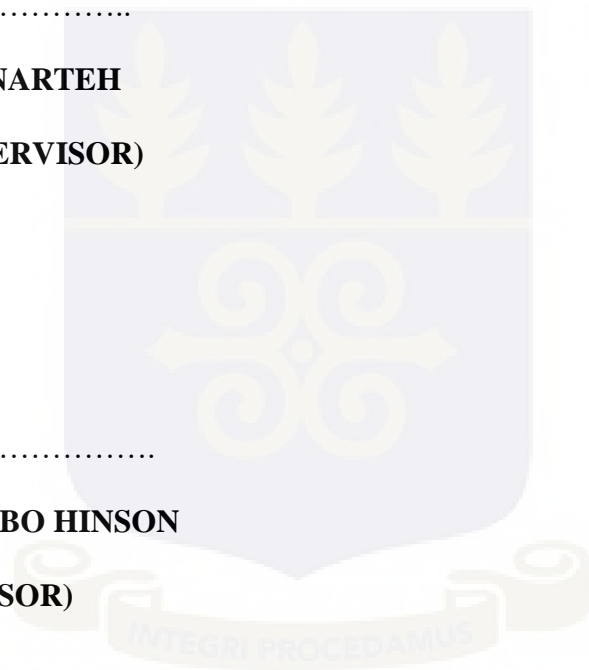
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DEDICATION

I dedicate this project work to the Almighty God for His guidance throughout the project period and to my wonderful family who have been with me throughout.



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ABSTRACT

The study examined the effect of customer social media brand engagement on word of mouth and purchase intention as well as explored the moderating effect of brand trust in such a relationship. The study employed an explanatory design using quantitative research approach to explain the cause and effect of the dimensions of customer social media brand engagement on word of mouth and purchase intention. Self-administered questionnaires and online survey tool, Google forms, were employed in collecting data, targeting customers who engage with fashion brands on social media. The study employed 350 respondents for the study out of which 322 responses were received. Amos version 21.0 was used for testing the relationship among the constructs using structural equation modelling (SEM) technique. The study revealed that vigor, co-creation, and consumption had a substantial effect on consumer word-of-mouth behaviour whereas dedication, co -creation, and consumption affected consumer purchase intention, suggesting that, the dimensions of customer social media brand engagement have different significant effects on the consumer's behavioural intentions. Absorption did not have any effect on either word of mouth or purchase intention. Again the study found that, when trust was introduced as a moderator, there was a high possibility that consumers who were dedicated to engagement developed a purchase intention. However, trust moderated the relationship between vigor, co-creation, dedication and consumption on word of mouth and vigor, co-creation, dedication and consumption on purchase intention. The study contributes to new knowledge regarding the addition of two more dimensions (thus co-creation and consumption) which measure customer social media brand engagement and its individual effects on consumer's word of mouth and purchase intention. Again, absorption has no effect on word of mouth and purchase intention.

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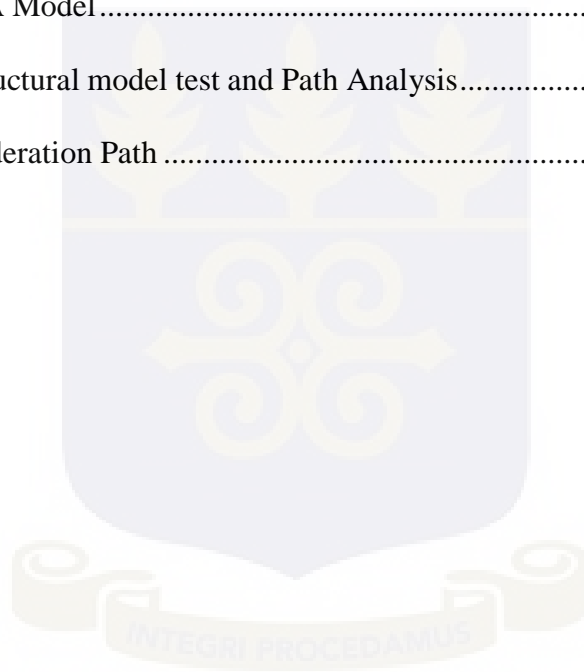
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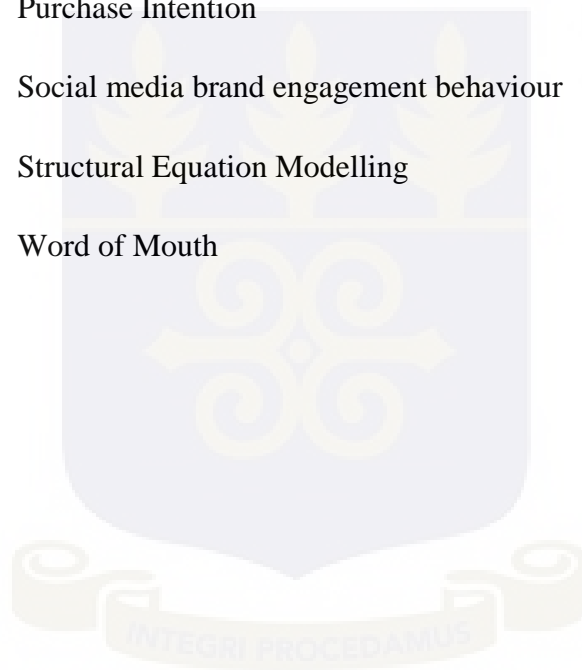
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LIST OF ABBREVIATIONS

CE	Customer Engagement
CBESM	Customer brand engagement on social media
CSMBE	Customer Social Media Brand Engagement
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
GSMR	Ghana Social Media Ranking
PI	Purchase Intention
SMBEB	Social media brand engagement behaviour
SEM	Structural Equation Modelling
WOM	Word of Mouth



CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

The chapter introduces the study and discusses the background of the study. The chapter further identifies the research gap and develops the problem statement hence, identifies the three main objectives of the study. The chapter also presents the significance of the study and conclude with the chapter disposition.

1.1 Background of the Study

The evolution of Internet and Web 2.0 technologies has shifted the attention of firms from traditional forms of marketing communication which includes television, radio, magazines, and newspapers toward online social networking sites to engage their customers (Mangold & Faulds, 2009; Schulze, Scholer, & Skiera, 2014). An increase in competition among firms in the 21st century to retain customers has intensified the need for developing long lasting relationships and engagement with customers on various media platforms (Dolan, Conduit, Fahy & Goodman, 2016). Managers and researchers have since, been concerned about the growing rate of social media's influence on society (Dickey & Lewis, 2010) and how this dramatic shift has compelled firms to employ digital tools to engage consumers on social networking platforms such as Facebook, Twitter, Instagram, MySpace, LinkedIn and Snapchat (Gallaughar & Ransbotham, 2010).

Social networking platforms are web 2.0 enabled systems which enhance a bi-and trio communication between businesses and their consumers (Kaplan & Haenlein, 2010). A study conducted by Kim and Ko (2012) showed that over 70% of consumers communicate with their brands on one social media platform or the other. For instance, Dahlstrom, de

Boor, Grunwald and Vokley (2011) discovered that over 90% of university students use Facebook and 37% use Twitter to engage with other students making these platforms one of the most used communication channels. In developing economies such as the Sub-Saharan African countries, there has been a tremendous upsurge in the adoption and use of Internet applications and social media platforms (Bosch, 2009).

Extant scholarly works have been conducted in the area of customer engagement, acknowledging researchers such as (Van Doorn, Lemon, Mittal, Nass, Pick, Pirner & Verhoef, 2010; Brodie, Hollebeek, Jurić & Ilić, 2011; Hollebeek, 2011; Bolton, 2011). The concept of customer engagement best describes consumer's interactivity with brands (Brodie et al., 2011) and this has gained attention in scholarly discussions as stated by (Calder, Malthouse & Schaedel, 2009). Brodie et al. (2011) therefore defined 'customer engagement' as "a psychological state which occurs by virtue of interactive and co-creative customer experiences with a focal agent or object (e.g. a brand)". These varying but interrelated discussions on customer engagement suggest its important role in offering customers an opportunity to be part of a brand.

Achieving significant impact with customer engagement is critical for brands, therefore, new media platforms have extended a welcoming approach to facilitate this impact. According to Bagozzi and Dhlokia (2006), social networking sites provide opportunities for the brand to maximize customer value through building interactive relations with customers. With the advent of the relationship marketing concept, it becomes imperative for firms to develop strategies that would create the best value for its customers (Sawhney, Verona & Prandelli, 2005). The creation of value, therefore, depends on the influence of brand engagement activities on the behaviour of customers. This new form of engagement

between brand and customers has been measured in different forms such as the behaviour of liking, commenting, sharing, twitting, co-creation and poking on social media (van Doorn *et al.*, 2010; Gummerus *et al.*, 2012).

The fashion sector has experienced remarkable growth in the Ghanaian economy over the last two decades and with an increase in the taste of style, Ghanaians have become more concerned with fashion (Amankwah, Howard & Sarpong, 2012). Even though the industry has witnessed growth and expansion, research on this sector has been limited and scanty especially on the use of social media as a strategic tool for performance. Research work in the fashion industry has not seen much increase with especially a contextual effect from Ghana. *Yet fashion businesses in Ghana are still dominated by ubiquitous roadside dressmakers whose market value is very low. Their main production is based on 'custom-made' items (Quartey, 2006, p. 23).* Countries such as China, India, Indonesia and other Asian countries, have identified the huge economic gap in this industry and have accrued series of benefits from them by addressing these gaps. These countries have capitalized on the industry as a major economic boom, earning several million dollars from the exportation of fashion products especially textiles and cosmetics (Li, Li & Kambele, 2012). This has resulted in the limited attention given to the prospective industry for more opportunities.

The current study identifies that social media usage has great prospects within the fashion industry.. According to Kim and Ko (2012), social media can be used to facilitate the sales of fashion products such as clothing lines and cosmetics. Many fashion designers and clothing line-ups have been using Facebook, Instagram, Twitter, Pinterest, and YouTube, to stay in touch with their customers and engage them in various ways (Shen & Bissell, 2013). The 21st-century fashion designers have adopted social media as a platform for engagement

and provision of value to customers. Again, Toms, a shoe brand, used YouTube and Facebook to promote their social entrepreneurial campaigns reaching thousands of customers with free shoes (Kesavan, Bernacchi & Mascarenhas, 2013). This according to the company, cost them less and has enhanced their engagement very much with their consumers. Also, a study conducted by Cliqfrica, which is one of the maiden social media reports in Ghana, indicated the high presence of social media use by businesses and individual celebrities (Ghana Social Media Report, 2015). The question that beckons every manager then becomes, how to have a good return on the investment, how does this interactivity between the firm and customers influence word of mouth and other behavioural intentions such as purchase? Again, another question is that will the trust customers have for a brand influence their engagement behaviour to either purchase or spread the word about a brand? This has therefore influenced the need for a study to probe further into this area and understand how customer's engagement on social media platforms of fashion brand can affect their behavioural intention of purchase and word of mouth.

1.2 Problem statement

Social media platforms such as Instagram, Facebook, YouTube, Twitter, LinkedIn and other sites have been adopted by firms to enhance firm performance, growth and most importantly engage with stakeholders. For instance, the hospitality industry depended on social media use for the majority of its marketing campaign activities (Trusov, Bucklin & Pauwels, 2009). Furthermore, Political parties have adopted an engagement strategy with their members (Park, 2013) and individual political parties (Larsson & Kalsnes, 2014). A majority of studies on social media and firms engagement have also looked at using social media as marketing tools (see Mangold & Faulds, 2009). Other studies have examined issues such as

social media adoption (Michaelidou, Siamagka & Christodoulides, 2011), social media use (Hughes, Rowe, Batey & Lee, 2012) and social media engagement (Gummerus et al., 2012).

Van Doorn et al. (2010) therefore identified that customer engagement can affect several aspects of the consumer's decision making and more especially the consumer's behavioural intent. This has created the needed attention for scholarly works in the area of antecedents and consequences (Sashi, 2012; Pentina, Zhang & Basmanova, 2013; Sun, Youn, Wu & Kuntaraporn, 2006) of customer's engagement with their brands on social media, effects on the purchase, the overall performance of firms and as well identifying any moderating effect of the relationship.

Even though extensive studies on social media and brand engagement exists, few studies consider how engagement can lead to purchasing and Word of Mouth where most of these studies remain to be conceptual (Men & Tsai, 2013; King, Racherla & Bush, 2014; Dessart, Veloutsou & Morgan-Thomas, 2015). Social media marketers have therefore not been able to clearly determine the correlation between engagement and metrics like loyalty, purchase, and performance. Therefore, So (eMarketer, 2015) identified that even though nine out of every ten US businesses have social media presence, how their presence translates into customer value for the firm is still to be known.

Studies by Cheung, Lee and Jin (2011) and Dholakia, Bagozzi and Pearo (2004) have suggested an extension of the conceptual model of social media interactivity to include social media engagement in other geographical contexts such as developing economies. Again extant literature exists on studies conducted on social media in Europe and North America (Bijmolt, Leeflang, Block, Eisenbeiss, Hardie, Lemmens & Saffert, 2010) and

Asia (Kim & Ko, 2012; Erdoğan & Cicek, 2012) but few studies exist in the context of Africa (Bosch, 2009). Researchers such as (Tsitsi Chikandiwa, Contogiannis & Jembere, 2013; Kreutzer, 2009) studied the acceptance of social media in the South Africa banking industry, Bosch (2009) investigated engagement in the education industry, other studies have also generally examined ICT adoption rather (Kyobe, 2011). In the Ghanaian context, scholars such as Woldie, Hinson, Iddrisu, and Boateng (2008) and Sey, (2011) and Hinson and Sorensen (2006) have all contributed to the literature of adoption and use of Internet and other information communication enabled technology. But aside Kim and Ko (2012) who investigated the adoption of social media in the luxury fashion industry, there appears to be fewer studies that focus on the impact of the fashion industry on social media, especially in the Ghanaian context. This issue suggests the contextual gap existing in literature in the area of social media and customer brand engagement, of which the study addresses.

Again, the study identifies a gap in the inconsistent use of a particular theory to explain customer engagement on social media. Most studies on social media engagement have applied the Uses and Gratification Theory (Cheung, Chiu & Lee, 2011; Gummerus et al., 2012), Theory of Planned behaviour (Pelling & White, 2009; Ajzen, 1991), the Technology acceptance model (Rauniar, Rawski, Yang & Johnson 2014). The current study, therefore, sees a gap in the application of theories and adopts the use social capital theory which has not been extensively explored to identify the roles social networks play in influencing the engagement behaviour and to which (Lin & Lu, 2011; Valenzuela, Park & Kee, 2009) suggested its extensive use in the area of engagement. The current study, therefore, adopts the use of the social capital theory.

Several scholars have also identified some moderators that, can affect the relationship between antecedents and consequences of engagement behaviour such as consumer attitudes, trust, consumer satisfaction and tie strength (Phua, Jin & Kim, 2016). Bowden, (2009) in his study, for instance, identified that some of the mediating factors that can affect the development of consumer brand relationships are trust, involvement, and sense of commitment and thus showed that, trust significantly mediated this relationship. Another study by (Gummerus, et al., 2012; Dolan, Conduit, Fahy & Goodman, 2016; Cheung et al., 2011), went further with their research and concentrated on how the moderating role of brand trust affects the relationship between engagement and behavioural intentions. The current study, furthermore, suggests that the use of brand trust as a moderating variable, seem to have received little attention in literature hence, the current study, purports to fill this scholarly gap. Therefore the study will assess the effect of fashion brand engagement with customers on social media on word of mouth and purchase intention and further assess the moderating role of trust in the relationship of customer brand engagement on social media and word of mouth as well as purchase intention.

1.3 Objectives of the study

1. To examine the dimensions of customer social media brand engagement (CSMBE).
2. To assess the impact of the dimensions of customer social media brand engagement on word of mouth and purchase intentions.
3. To examine the moderating role of brand trust between customer social media brand engagement on word of mouth and purchase intentions.

1.4 Research questions

1. What are the dimensions of customer social media brand engagement (CSMBE)?
2. What is the impact of social media brand engagement on word of mouth and purchase intention?
3. What is the moderating role of brand trust between customer social media brand engagement, word of mouth and purchase intentions?

1.5 Significance of the Study

The study is significant in the area of providing scholarly contributions to the foregoing relationship marketing concepts. The study extends an understanding of the brand engagement concept and contributes to an appreciation of the use of social media for customer brand engagement. The study proposes dimensions for the measurement of customer social media brand engagement concept. The study also provides new information on the moderating role of trust on the relationship between customer social media brand engagement and word of mouth and purchase intention. The study, therefore, contributes to conceptual and empirical literature discussions on social media and brand engagement.

The study provides direction to marketing practitioners specifically, social media marketers on the various dimensions of customer social media brand engagement that has significant effects on consumer behavioural intentions. The study provides an understanding of social media engagement to an organizational performance. The study also sheds more light on the consumer brand trust and its effects on consumer behavioural intentions such as word of mouth and purchase intention.

1.6 Chapter disposition

The study is organized into six chapters which include an introduction, literature review, the context of the study, methodology, data presentation and analysis, conclusion and recommendations. Chapter one introduces the study, outlines the objectives for which the research is being conducted, research questions that guide the study, the significance of the study and the chapter dispositions.

Chapter two presents the literature review and theoretical discussions underpinning the research. The chapter concludes by providing a conceptual framework which would serve as a theoretical guide to the study. The conceptual and empirical literature reviewed in the area of customer engagement, brand engagement, customer engagement behaviour, social media and customer brand engagement and studies that have discussed the moderating effect of trust on engagement also reviewed. A conclusion would be provided at the end of the chapter.

Chapter three presents the discussion of the context of the study which would be in the fashion industry. This industry is selected because social media engagement in this industry is on the increase and firms within the industry are taken advantage and adopting it into their business model.

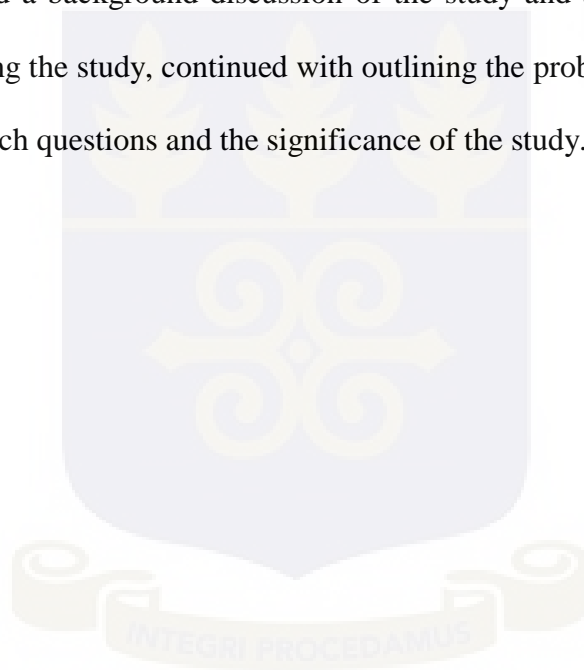
Chapter four discusses the methodological approach adopted by the researchers to achieve the study's objective. The chapter discusses the choice of research design which is quantitative, the sampling technique, the sample population, data collection tool, the analytical tools to be adopted and provide a conclusion to the chapter.

Chapter five is the presentation of data and data analysis. The structural equation modeling analytical tool, specifically using AMOS (version 21.0) and SPSS (version 20.0) is used to facilitate the analysis.

Chapter six presents the conclusion to the study, the study recommendations for the study and give research directions for other stakeholders.

1.7 Chapter Summary

The chapter provided a background discussion of the study and an understanding of the concepts underpinning the study, continued with outlining the problem statement, research objectives, the research questions and the significance of the study.



CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter two presents a thorough review of scholarly discussions on customer engagement and social media and its effect on behavioural intention. The chapter would also review works on moderating factors that can affect this relationship and empirical research which supports the study. The chapter ends by providing a conceptual framework, which serves as a guide for the study.

2.1 Brand engagement

Engagement has gained significant attention in the scholarship of marketing literature, emanating from the discussion of relationship marketing. Even though engagement remains a key strategic input in literature on relationship building, there seems to exist a relatively limited body of scholarly work on the concept (Van Doorn et al., 2010). Engagement gained its roots from the domains of relationship marketing literature (Vivek, Beatty & Morgan, 2012; Sashi, 2012), consumer decision-making literature (Bowden, 2009). Further examining engagement research, scholars have approached the concepts from diverse scholarly views ranging from, customer engagement (Patterson, Yu, & De Ruyter, 2006), customer brand engagement (Hollebeek, 2011), employee engagement (Macey, William & Schneider, 2008) and consumer engagement (Vivek, 2009).

Bowden (2009) opined that, engagement presents itself as a two-way interaction between consumer and a brand or product. Supporting Bowden (2009)'s assertion, Hollebeek (2011) postulates that, engagement addresses the specific interaction between customers and the brand. Sprott, Czellar & Spangenberg (2009) described engagement as “an individual

difference representing consumers' propensity to include important brands as part of how they view themselves". The authors established that, brand engagement entails the consumers seeing him or herself in the brand and added that, the self-concept of consumers with brands, largely affect their engagement with brands.

Hollebeek (2011) identified brand engagement as consumers' level of cognitive, emotional and behavioural manifestations during interactions with brands. The two definitions presented by (Sprot et al., 2009 and Hollebeek, 2011) offer two dimensional understanding of brand engagement where the former, looked at the self-identification aspect of engaging with brands; that is, consumers seeing themselves as part of the brand whereas the latter defined brand engagement by conceptualizing it under three constructs: cognitive, emotional and behavioural which can be exhibited by the consumer. These descriptions best address the concept of brand engagement.

2.2 Customer engagement

Extant literature discussions have been provided on customer engagement with scholars having diverse views of the concept. Brodie, Ilic, Juric and Hollebeek (2013) studied the relationship between customer engagement and customer loyalty, customer engagement and customer satisfaction (Challagalla, Venkatesh & Kohli, 2009), customer engagement and spread of Word of Mouth (Cheung, Lee & Jin, 2011), customer engagement and behavioural interactions (Brodie et al., 2013).

Kumar, Aksoy, Donkers, Venkatesan, Wiesel, and Tillmanns (2010) described customer engagement as customers active interactions with a firm and or other customers either for financial or non-financial gains. The researchers identified that, customers can interact both

by purchasing or through other financial commitments to create a relationship hence, they engage with the brand or firm. Kumar et al. (2010) again postulated that, customer engagement has become an extension of the value customers' have towards a firm. The study further explained that, customers go beyond the transactional view of the company to other behavioural manifestations or commitments to the company. Brodie et al. (2011) therefore recognized some of the behavioural manifestations exhibited by customers through engagement which includes word of mouth, collaboration, co-creation, purchase, interactivity and commitment. In the same paper, Brodie et al (2011) demonstrated that customer engagement "is a multidimensional concept which is subject to a context and/or stakeholder-specific expression of relevant cognitive, emotional or behavioral dimensions" (p.9). Libai (2011) noted that, customer engagement goes beyond establishing loyalty but elicits high levels of customer loyalty to a brand. This therefore calls the need for much work on the diverse concept of customer engagement. Roberts and Alpert (2010) further discussed that, this form of interaction mostly leads to loyalty and even those who can make consumers "over loyal".

Customer engagement, apart from being referred to as interactivity in some context, is described as involvement (Hollebeek, 2011). The concept of involvement cannot also be overemphasized when it comes to the explanation of engagement in organizations. Customers have always been yearning to develop systems of getting involved with the activities of their favorite brands and as such develop connecting relationships with brands. Hollebeek (2011) described involvement as one of the antecedents that best explains engagement, acknowledging the fact that, the level of customers involvement with brands, explains their level of engagement.

Emerging from consumer behaviour discussions, involvement has been used to explain decisions consumers take during purchase and reaction towards market conditions (O’Cass, 2004). Hollebeek (2011) consequently defined involvement as “an individual’s level of interest and personal relevance in relation to a focal object/decision in terms of one’s basic values, goals, and self-concept” and this is to aid in the explanation given to engagement. Brodie et al. (2013) therefore suggested that customer engagement is highly interrelated to consumer involvement and thus the two concepts involve intrapersonal processes of interaction. More specifically, Hollebeek (2011) posited that, involvement and engagement are significant sources of firm relationship development with customers which can result in loyalty, increased purchase from the firm. Therefore customer engagement is seen as a determining construct for interactivity with the firm.

2.3 Conceptualization of customer engagement

Several scholarly works have been carried out on the development of conceptual underpinnings on customer engagement. Beginning with postulations from the social exchange theory, (Thibaut & Kelley, 1959), the theory explains that individual customers would evaluate both intangible and tangible benefits customers derive when engaging in a relationship. According to Brodie et al. (2013), for engagement to occur, there must be a balance in the costs and benefits the consumer will derive from the brand and this would influence how much they would contribute to the relationship.

Over the past decade, a plethora of studies have been carried out in social science management literature which has addressed engagement in one form or the other. Scholars such as (Vivek, Beatty & Morgan, 2012; Vivek et al., 2009; Hollebeek, 2011; Patterson et al., 2006) have contributed extensively towards literature on consumer engagement. Vivek

(2009) posits that, customer's engagement with a brand shows how intensive the customer participates and interacts with an organization and its offerings. This supposition has shown that, the majority of research on customer engagement has largely been focused on the multidimensionality of the concept which encompasses cognitive, emotional and behavioural variables as discussed by authors such as (Bowden, 2009; Brodie et al., 2013; Cheung et al., 2011).

Patterson et al. (2006) continued the discussion on engagement by using organizational behaviour research to conceptualize the concept and proposed four specific customer engagement dimensions: (a) absorption: this shows the level of customer involvement with a brand or product which also represents the cognitive dimension proposed in engagement literature; (b) dedication: this dimension also related to the emotional aspect of engagement, shows a consumers sense of belongingness to brand; (c) vigor: relating to the behavioural dimension defines a customer's level of energy and mental resilience in interacting with a brand and (d) interaction: the bio-trio communication channel between customers and brands and also with other customers the two-way communications between a focal engagement subject and object. Most marketers have therefore focused themselves on the behavioural dimensions of engagement and this focus has been influenced by (Patterson et al, 2006).

Adding to the above assertions, (Vivek, 2010) viewed customer engagement from the behavioural perspective and solely concentrated on two dimensions which are; "vigor and interaction". Van Doorn et al., (2010) incorporated valence, form, scope and impact of engagement and customer's goals in their conceptualization. So, King and Sparks (2014) also limited their conceptualization of customer engagement to "involvement" which

according to the researchers, is an incorporation of cognitive, emotional and behavioural components (Hollebeek, 2011).

Furthermore, Hollebeek (2011) in their study defined customer engagement as “the level of an individual customer’s motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional, and behavioural activity in brand interactions which are later developed as dimensions of the concept” (p. 6). Philips and McQuarrie (2010) went on to develop dimensions for advertising engagement in the fashion industry which comprise: Act, Identify, Feel and Immerse. Mollen and Wilson (2010) in their conceptualization of engagement, came up with the emerging “online engagement” which the researchers conceptualized under three dimensions: “sustained cognitive processing”, “instrumental value” and “experiential value”. The researchers went on to further distinguish customer engagement from involvement and stipulated that, online engagement encompasses a proactive, interactive customer relationship between customers and a brand. The current study adopted the view of (Vivek, 2010; Van Doorn et al., 2010) to conceptualize customer engagement.

Additionally, (Van Doorn et al., 2010, p. 24) continued and developed dimensions which can be used to measure Customer engagement behaviors, pointing to the variables as valence, form or modality, scope, nature of its impact, and customer goals. Their study consequently found that customer engagement can have consequences on the customer (Cognitive, Attitudinal, Emotional, Physical/Time, and Identity), firm and other stakeholders. Again, Brodie et al. (2013) identified that the behavioural manifestations proposed by (Van Doorn et al., 2010)’s work are in two strands mainly; Firstly, customers may express themselves with the organization itself and other customers. Secondly, the

interactions fulfill an “organizational purpose, that is, customers promote an organization’s products, brands, and organizational activities” (Vivek et al., 2012, p.127). These assertions imply that, the behavioural manifestations of customers towards firms are essential for firm success and customer engagement serves as a foundation. Following the objective of this research, we position customer engagement as a proxy for the success of an organization and therefore conceptualize customer engagement as a set of positive behavioural manifestations (Hollebeek, Glynn, & Brodie, 2014; Van Doorn et al., 2010).

Dwivedi (2015) developed a conceptualization scheme to explain customer brand engagement. The research, using structural equation modelling, tested three variables which include; vigor, dedication, and absorption. The researcher continued and outlined the multi-dimensionality of the customer engagement construct by defining it around the three variables of vigor dedication and absorption. Dwivedi (2015) defined customer engagement as “consumers' positive, fulfilling, brand-use-related state of mind that is, characterized by vigor, dedication, and absorption”. The researcher thus, derives a conceptualization model of customer brand engagement from both the perspectives of organizational psychology and motivational.

Dwivedi (2015) further explains from the organizational psychology perspectives that, customer engagement is viewed holistically, capturing multiple facets of individual engagement – cognitive (absorption), emotional (dedication) and behavioural (vigor) – under a single framework. A study by Schaufeli and Bakker (2004) also discovered that, there exists a positive correlation among the three constructs of customer engagement, which (Dwivedi, 2015) found consistent in their research. Dwivedi (2015) therefore

hypothesized that there exist positive correlations among the three dimensions that is, vigor positively correlates with absorption.

2.4 Social Media

Discussions on social media and its influence on current business trends are overwhelmingly astonishing, giving both its positive and negative effects on the firm. Researchers such as (Andzulis, Panagopoulos & Rapp, 2012; Mangold & Faulds, 2009; Kaplan & Haenlein, 2010) have made several postulations on the concept of social media and its recent proliferation into business strategy.

Phua and Jin (2011) posits that, social media has become an essential medium for communicating and building relations in the 21st century. The social media platforms or otherwise, social networking sites (SNS), have become a permeating phenomenon, which cannot be done away with. Kim (2016) found that, from the popular social media platforms, Facebook had (1.56 billion active users), Instagram (400 million active users), Twitter (320 million active users), and Snapchat had (200 million active users), and these numbers keep on increasing. Again, social media examiners indicated that over 90% of firms have an account on one social media or the other and use them for different reasons ranging from brand awareness to information giving or brand marketing or marketing intelligence gathering or for attracting sales (Michaelidou, Siamagka & Christodoulides, 2011).

Kaplan & Haenlein (2010) defined social media as *a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user-generated content* (p.61). Thus, according to Kaplan and Haenlein (2010), social media consists of applications that allow users to have a two-way

interaction and also generate contents which are an improvement of traditional media (Zarella & Zarella, 2010). Specifically, social media platforms through their interactive capabilities provide access to online content and facilitating communication, social media may connect consumers and organisations, thus fostering consumer engagement (De Valck et al., 2009).

Social media is described as an interactive community built on internet and mobile platform technology (popularly referred to as Web 2.0). It is a technological platform that allows people to write, share, evaluate and discuss content that creates user generated content (UGC) (Cao, 2011; Kaplan & Haenlein, 2009). Also, Safko and Brake (2009) defines social media as “activities, practices and behaviours among communities of people who gather online to share information, knowledge and opinions using conversational media” (p.99). Erdoğan and Cicek (2012) stated that social media are tools for communication that have Web 2.0 attributes which include sharing, participation and user-empowering tools which are all available on the web. Also, Blackshaw and Nazzaro (2006) postulated that, social media can be generally understood as “Internet-based applications that carry consumer-generated content which encompasses “media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers” (p.125). With all these descriptions, the common understanding is that social media is allied to the use of Web 2.0 application tools to generate content on the internet.

The use of social media platforms has been aimed at influencing consumer behaviour, relating information, sharing opinions, understanding consumer purchase intention and evaluating consumer behaviour (Mangold & Faulds, 2009). Many studies about online

communities have developed a keen interest in how social media is affecting business operations. Kozinets (2002) posits that there are two basic underlying reasons why firms are giving interest to online businesses and these are its impact on Word of mouth and ability to enhance marketing research.

Chu and Kim (2011) espoused that internet based media has given birth to a new concept of eWOM which simply means electronic Word of Mouth. This according to the researchers, can occur on any online platform, where interactions can be made with another consumer's on, blogs, fora, virtual communities and other social networking sites (Dwyer, 2007; Hung & Li, 2007). That is social media sites are ideal platforms for electronic Word of Mouth (eWOM) which provides users with the opportunity to spread information about brands.

Consumer activities on social media platforms have generally been classified under making contributions or consuming information (Shao, 2009). Most consumers thus about 53% of active social media users will consume information rather than contribute to the existing or new content of information about the brand (Chu & Kim, 2011). Thus according to Bughin (2007), only a minority of consumers will contribute to generated content about the brand but this usually changes as consumers spend more time with the brands. Social networking sites thus accounted for the majority of online contribution from consumers with some global firms. This, therefore, suggests the increase in growth of engagement on social media platforms.

Consumers usually engage with two or more social media platforms and over a decade now, have been accessing them on their mobile devices (Quan-Haase & Young, 2010; Lenhart et al., 2015), providing marketers with an expanded avenue of reaching their customers. Goh,

Heng and Lin (2013) also examined how consumer engagement on social media increases their purchase expenditure with firms. This shows to a large extent, the influence of social media in business operations.

2.4.1 Social media and its functional blocks

Kietzmann, Hermkens, McCarthy and Silvestre (2011) developed a framework which specified social media and some of its functions in the business environment. The researchers identified seven functions of social media which include: identification, conversations, sharing, presence, relationships, reputation and groups. Thus the researchers categorised the several roles social media plays in the strategy development of business, under these broad subjects and the review would further access, scholarly views on its influence on engagement.

Identification: Social media provides a platform for users to reveal their identity to other users of the platform. Users disclose information related to them other than which they would not have shared, but make it available to the general public but in few cases limits the information sharing to a few friends. Users share information of their names, age, gender and other demographic information that best describes the users with other users. According to (Kaplan & Haenlein, 2010), the sharing of consumer information can be conscious or sometimes an unconscious disclosure of cognitive information such as feelings, thoughts, likes and dislikes.

Many individuals who participate in online activities may not use their real names. Therefore most of the social media platforms such as Facebook, Twitter, Snap Chat, Instagram and other platforms, require users to provide some form identity to distinguish

real human beings from computer programmed users. Other researchers such as (Kaplan & Haenlein, 2010) have also taken a differing view by outlining some of the negative consequences providing identity on social media has on consumers and the business at large. In their study, (Phelps, Nowak & Ferrell, 2000) found that consumers have become much aware of privacy issues and as such limit the amount of information they share about their identity.

Conversation: Social media provides a formidable platform for the exchange of information with other users of the same social network or multiple interlinked networks. Social media sites such as Facebook, Twitter, Instagram and a content sharing platform such as What's App, provides an enabling context for the sharing of ideas and information, thus conversing with other social relations. Many of these social networking sites are created primarily to facilitate conversations among individuals among consumers and/ or firms. According to Beirut (2009), consumers take social media platforms as media for their voice to be heard on issues and therefore may engage in an enormous number of conversations through different platforms.

For instance, Facebook provides a platform for consumers to converse and share information through charts, sharing of information and commenting on issues, likewise, Twitter, enables consumers to send short messages and hashtags on trending issues about a brand or individuals. Swani, Brown and Milne (2014) argued that firms are now adopting Twitter as a means to communicate swiftly to consumers. But the content of conversations can either have a positive or negative effect on the firm. That is the content of the conversation can either create positive or negative WOM or any firm and as such marketers are putting in efforts to manage and influence content shared during conversations.

Therefore for brands, the beckoning question is how conversations with consumers can positively translate to firm growth?

Sharing: This explains the extent users receive, exchange and distribute information. One of the most trending functions of social media platforms is it does not only provide a platform for exchanging information with one user but sharing it with all user and a large audience. Platforms such as Facebook, Instagram, Twitter allows for users to share information which they seemed to like or they have posted to other users on their individual or company pages. Sharing information about a brand provides increased visibility for the brand and enhances the brand image. According to Zhang, Jansen and Chowdhury (2011), marketers are striving to attain high visibility of their brand and to increase its brand image hence, an increased sharing attitude of the consumer is a positive signage of the high performance of the brand.

But Pederson and Macafee (2007) in their study argued that users of social media platforms are mostly hesitant giving their opinions about issues in a more public situation. Zhao, Grasmuck and Martin (2008) also concurred with the above argument and stated that consumers like to limit their share of information especially on community groups or on company social media pages. They further explain that consumers are likely to share information relating personally to them than to share information about a company or brand.

Groups: Social media also functions well by encouraging users to form communities or clichés on their various social media platforms. The sociality of a platform informs the number of groups that are attracted to the particular platform. Users are more inclined to join social media platforms that offer them the opportunity to create groups of like-minded

friends to share information which in, the actual sense, would be hidden from other users who would not be on the page with them. That is, firms must also play key roles in managing the content provided in such groups which if not properly managed, could negatively affect the business. Groups can therefore, be created by the business as fan pages or business groups or by users as community-based groups or among individual friends.

Relationships: Social media platforms create avenues for relationships to be built. That is all the other functions may be a subset of relationships, as the platform enhances users ability to share information and ideas with other users of the same social relation. The level of connectivity sometimes determines how much information is exchanged. Some of the social media platforms, provide, a system where only official relations are created for instance LinkedIn.

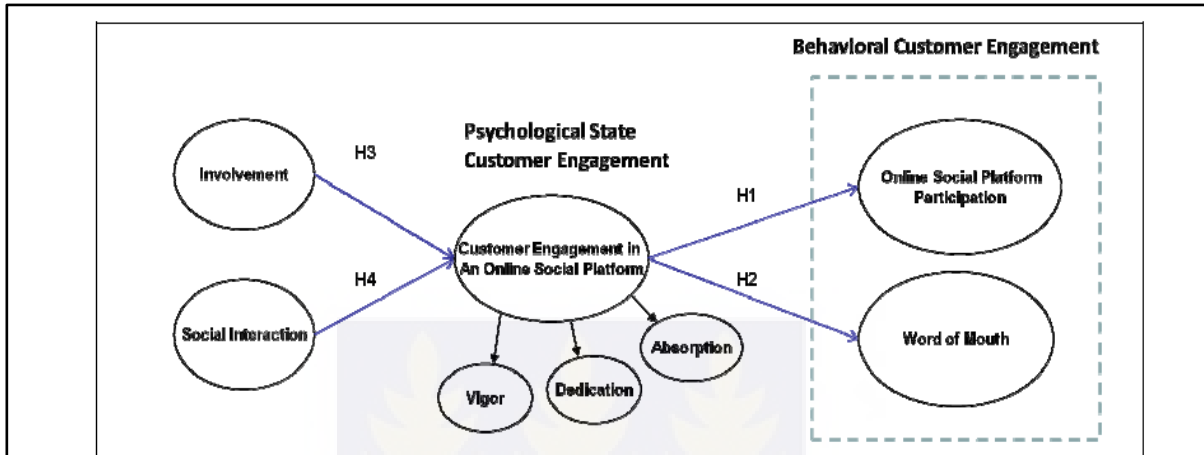
2.5 Customer social media brand engagement

The proliferation of internet use by firms have been paralleled with high customer engagement rates through Web 2.0 enabled technology (Deighton & Kornfeld, 2009). Social networking sites such as Twitter, Facebook, YouTube, Instagram, Snap Chat and LinkedIn, have extended the scale of customer engagement either with the brand or other consumers. The interactive nature of social media with its ability to enhance a bi-communication among users, enables users to be engaged in series of activities on the platform.

Cheung, Chiu & Lee (2011) developed a scale for measuring customer engagement on the online social platform and the current study adopts the variables used from the model (see figure 2.1). Their study sought to understand the effect customer brand engagement on the online platform, has on online participation and word of mouth. Cheung et al (2011)

therefore found that there is a significant relationship between constructs under customer engagement in online platforms and behavioural customer engagement.

Figure. 2.1 Conceptual Framework for engagement on online social platforms.



Source: Cheung et al. (2011)

In addition, Millen & Patterson (2002) posit consumer interactivity can be triggered by mechanisms that make up the online platform. Paralleling this with the current study, consumer engagement on social media platform provides a practical opportunity for consumers to interact with other consumers and brands. Therefore looking at previous studies conducted by (Gummerus, Liljander, Weman, & Pihlström, 2012; Van Doorn et al., 2010), *the current study defines brand engagement as the customers' behavioural manifestation towards a brand – beyond purchase – resulting from motivational drivers, which is captured through the interactive behaviour between consumers and brands.* The current study specifically draws particular attention to brand engagement on social media platforms and how consumers engage with brands on these platforms.

Consumer's quest for information has been one of the motivational drives for engagement as noted by (Ko, Kirsch & King, 2005). The behavioural manifestation has resulted in

consumer actions such as clicks on links, likes, reading of information on websites, sharing, tweeting and sending creating threads using multimedia features of social media. This denotes passive engagement with the brand, rather than active engagement in the form of commenting or contributing to online communities (Ko et al., 2005). De Vries, Gensler and Leeflang (2012) demonstrates a strong relationship between informative content and customer engagement. Even though the informative content may not appeal to engagement behaviour, it can elicit customer's attitude to interact with users.

That is consumer brand engagement on social media has the ability to elicit an engagement. Consumer engagement on social media can be likened to the remunerative content provided by social media. Cvijikj and Michahelles (2013) suggested that remunerative content such as contests, promotions were significantly related to the number of comments hence, an increase in engagement. Again relational content becomes one of the means of expressing customer social media brand engagement. Customers socialize with others through the interactivity platform of social media (Cvijikj & Michahelles, 2013). However, previous research has not thoroughly considered the differential effects of customer social media brand engagement on the consumer behavioural intent specifically purchase intent and Word of Mouth, therefore, this research seeks to contribute knowledge in that regard.

2.6 Social media brand engagement behaviour (SMBEB)

The prevalent nature of social media adoption by firms to engage with customers and other firms has become a huge concern for practitioners over a period of time now (Baird & Parasnis, 2011; Calder et al., 2009). According to Brodie et al (2013), social media and brand engagement have contributed to the development of different behavioural traits among consumers, which is eminent for marketers to understand and build strategies around

them. The interactive nature of Web 2.0 platforms, provides customers with an opportunity to create value with and for a brand. Customers now have the ability to create content, contribute, like and share their views about issues being discussed on social media platforms. Firms, therefore, encourage their followers to participate on social media platforms they can create and contribute to content. (Baird & Parasnis, 2011; Gummerus et al., 2012).

Gummerus et al. (2012) developed the construct of Social Media Engagement Behaviour (SMEB). This, Gummerus et al (2012) defined as “a customer’s behavioural manifestations that have a social media focus adapted, beyond purchase, resulting from motivational drivers”. The SMEB construct describes the various engagement behaviour that is prevalent on social media platforms (Gummerus et al., 2012). The construct is made up of seven dimensions which include co-creation, positive contribution, consumption, dormancy, detachment, negative contribution and co-destruction. The study further expounded that co-creation, positive or negative contribution and co-destruction are behaviour that helps firms to identify very active engaging customers. The following are dimensions that describe Social Media Engagement Behaviour proposed by (Dolan et al., 2016) (see figure 2.3).

2.6.1 Co-creation

Social media enhances consumer’s ability to co-develop content or information about a brand. Usually, when consumers are co-creators, they help co-develop information about the brand and contribute to the knowledge shared by the firms through interactions with other customers and the firm. Customers can also create content by the establishment of online community groups to share resources, knowledge and experience they individually

have about a particular product or range of products they share in common (Brodie et al., 2013; Jaakkola & Alexander, 2014).

2.6.2 Positive contribution

One of the core requirements of firms from customers is for them to give positive information about a firm's products because of the influence of positively contributing customers to the firm. According to Gummerus et al. (2012), consumers can also provide positive feedback of information to social media platforms and these can be regarded as positive contribution. When consumers engage by exhibiting behaviour such as liking, sharing, writing positive posts, these activities can make up positive contribution the consumer is making about the brand on a particular social media page. According to Chu and Kim (2011) when consumers engage in such acts, they become part endorsers of the brand.

2.6.3 Consumption

The consumption behaviour is represented as a passive behaviour which identifies a consumer's level of reading, viewing, listening or consuming the information provided by the brand on the social media platform. Scholars have suggested that reading discussions (e.g. to find information) are a form of passive participation, whereas posting comments is active participation (Shang, Chen, & Liao, 2006). Consumption purports to be one of the most engaged behaviours where most consumers end up consuming information provided on social media pages.

2.6.4 Dormancy

Consumers at a point in time get reluctant and tired of using one system for a long time and as such dormancy sets in with their engagement. Consumers become dormant when for a period of time reduce their activeness in engagement with the brand (Brodie et al., 2013). Social media users exhibiting a state of dormancy are often referred to as ‘lurkers’, defined by criteria such as making zero contributions, or fewer contributions than other users (Muller, Shami, Millen, & Feinberg, 2010). These are consumers who would usually not care about what is going on and would neither contribute positively or negatively.

2.6.5 Detachment

Consumers exhibit this behaviour when they surreptitiously delete themselves from these social media pages or communities or hide from fully engaging with the brand and at worst unsubscribe from the page. Bowden, Gabbott, and Naumann (2015) define disengagement or detachment as “A process by which a customer-brand relationship experiences a trauma or disturbance which may lead to relationship termination; which involves a range of trigger based events; which varies in intensity and trajectory; which occurs within a specific set of category conditions and which is dependent on prior levels of customer engagement” (Bowden et al., 2015, p.6). Bowden et al. (2015) therefore suggest that detachment represents a state when the consumer terminates their engagement with the brand from its social media page.

2.6.6 Negative contribution

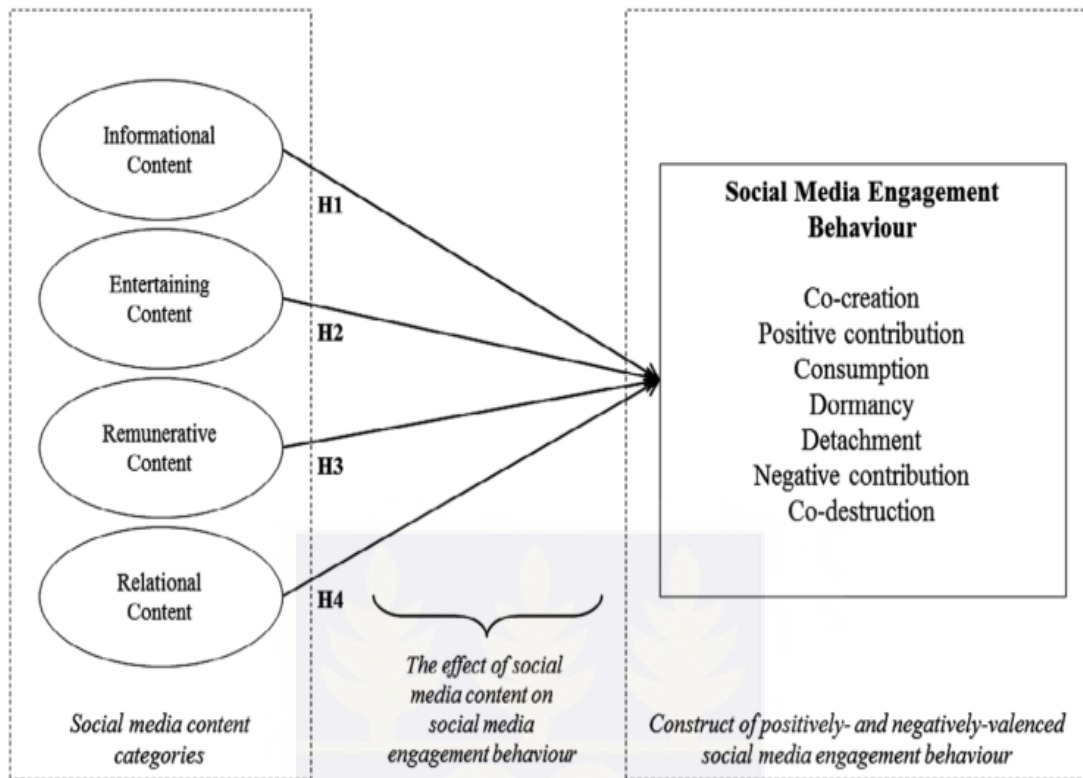
According to Correa, Hinsley and De Zuniga (2010), one of the most difficult things to deal with on social media platforms is negative contributors or ‘Jay’ customers. Some social media users can make negative contributions about the brand which may have a long or

short term effect on the brand's performance (Jaakkola & Alexander, 2014). Many scholars such as Gilly, Graham, Wolfinbarger, and Yale (1998) have recognized the impact of negative word of mouth on firm performance and eventual growth of a firm. And with the interactive nature of social media, negative word of mouth can have tremendous consequences of a brand as information can travel very fast within the shortest possible time, with the firm having limited control over the dissemination process (Vollmer & Precourt, 2008).

2.6.7 Co-destruction

Some customers intentionally generate negative content on social media about a brand directly or to the general public. Co-destruction involves a collective effort by consumers to create content that diminishes the value of the brand (Plé & Chumpitaz Caceres, 2010). Sometimes, these negative contributions are as result of consistently bad experience from the brand and unsatisfactory service experience. These customers create these negative contents usually with the aim of venting their anger and ill-feelings about the brand and these might cause destructions to the brand's value (Bowden et al., 2015; Hollebeek & Chen, 2014).

Figure 2.2 Model of Customer Engagement Behaviour



Source: Dolan et al., 2016

2.7 Theoretical background

Theories are mostly consulted to enhance understanding into a phenomenon and explain its occurrence. Gioia and Pitre (1990) described a theory to be an explanation of an observed, experience or documented occurrence. That is a theory is any explanation which is attached to a phenomenon that has been observed to repeatedly occur. Sutton and Staw (1995) also posits a theory represents statements that explain how and why a phenomenon occurs. Theories therefore, help us to understand many happenings around us and to accomplish many significant objectives in the research environment.

The current study adopted the social capital theory developed by (Coleman, 1988) to explain the extent of social effect on consumer engagement behaviour. The theory best explains the

concept of social relations as a resource which firms can take advantage off in an engagement process. The current study therefore sought to employ the theory in testing customer social media engagement variables and how it affects consumers word of mouth and purchase intention.

2.7.1 Social capital theory

Discussions of social capital have received an enormous amount of attention from researchers and practitioners. According to Williams (2006), the social capital theory has been discussed in areas such as sociology, political science, information studies and public health and is gaining popularity in the business sectors despite criticism. Lin (2002) stated that social capital is a resource that is available to members within a particular network and categorized social capital under three dimensions which include; resources that are within the social network, accessing resources through the social networks and the appropriate use of resources. Bourdieu (1986) posits that social capital is an aggregate of resources which are “linked to the possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition” (p.248).

According to Coleman (1988), social capital is “a variety of entities with two elements in common: they all consist of some aspect of social structure, and they facilitate certain actions of actors within the structure” (p.302). Putnam (1995) further posited that social capital serves as networks for engagement, trust and reciprocity which highlight social outcomes. That is, according to the three definitions presented by Bourdieu, Coleman and Putnam, the social capital theory underscores that there exists relationships or interactions among people and these interactions generate social outcomes or resources which tend to

benefit parties within the network. Therefore the social interactions, created by people, form a resource which benefit both parties in the social interaction.

Putnam (1995) categorized social capital in two dimensions; social capital created in closed structures and social capital that comes up due to an extension of the closed structures where people outside the closed group assess information flow between their groups and other outside groups. For instance, the closed group can be limited to only members of a tennis club and the open group can be members of a football club, where there are a clear means of information diffusion. Social capital has been categorized under three dimensions, the structural, cognitive dimension and relational dimension (Burt, 1999; Bourdieu, 1986; Coleman, 1988; Nahapiet & Ghoshal, 1988). Huang and Lin (2011) described social capital as a group-level social interaction where social trust cues and interactions create social resources.

Recent studies have acknowledged the social implications of research in online contexts and the significance of social capital cannot be overemphasized. Pfeil, Arjan and Zaphiris (2009) believe that the social capital theory does not only address the establishment of relationships among parties but also facilitate communication, trust, identification and interaction. This, therefore, offers the opportunity for researchers of online platform usage and engagement, to apply the theory to better comprehend the resourcefulness of social capital among different parties (Chiu, Hsu & Wang, 2006), therefore its adoption in the current study

With the enormous contributions attributed to the social capital theory, there are some critiques of the theory. Bourdieu (1986)'s assertion has received some criticisms concerning its generalization of social capital as being the foremost and ultimate source of all capital.

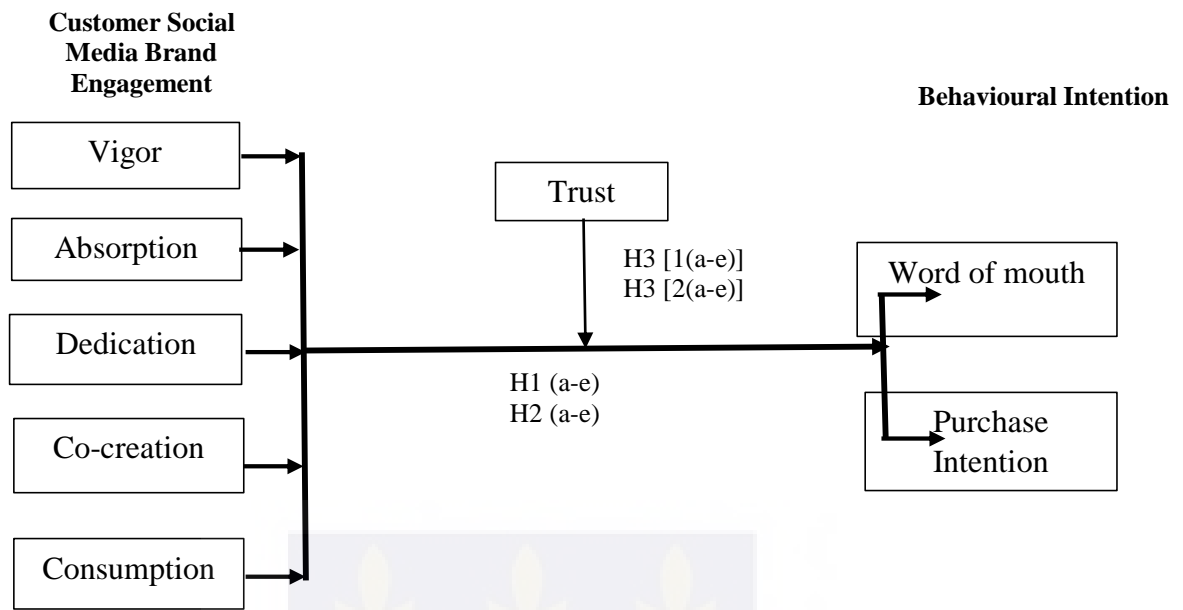
That is Bourdieu gave social capital prominence over other forms of capital, indicating it has a superior advantage over other forms of capital. Again Bourdieu's postulations are criticized in the area of it being "context-specific" biased. To Bourdieu, social capital is more a feature of social class but this assertion has been criticized since other social classes such as the lower income earners also build capital through the networks they develop (Fukuyama, 2001).

Some other critiques such as Portes (1998) believe that Coleman (1988) could not differentiate between resources and the ability of people within the network to obtain it. Again Coleman's argument was criticized by Portes (1998) because it failed to systematically show the difference between the wish of people in the network or relationship and the level of capacity they can invest in the relationship. These critiques have added more knowledge and strengthened arguments surrounding the social capital theory. The current study, therefore, argues social media engagement around the proponents of the social capital theory.

2.8 Conceptual Background and Hypothesis Development

The current study has adopted a conceptual framework based upon the literature reviewed to serve as a guiding tool for the research. The figure. 2.3 presented shows the framework which explains the relationship between the independent variable to the dependent variable, being affected by a moderating variable. The conceptual model assumes that social media brand engagement is made up of five variables which directly predicted word of mouth and purchase intention. This relationship is moderated by the brand trust. The rest of the section is used to explain the relationships among the variables in the model.

Figure 2.3 Conceptual framework



2.8.1 Customer Social Media Brand Engagement and WOM

One of the behavioural intentions that has been identified in the conceptual framework is Word of Mouth (WOM) (Vivek et al., 2012; Chen, 2011). Vivek et al. (2012) postulated that Word of Mouth, is a strong consequence of customer engagement and that when brands engage their customers, they spread information about the brand. Studies such as Hsin Chang and Wang (2011) and King, Racherla and Bush (2014) have considered WOM as behaviour that is more elicited on online platforms.

Vigor and Word of Mouth

For firms to achieve maximum support from consumers, the level of relationship should be of much concern and in addition, the interactivity. Word of mouth is a key component of consumer behavioural manifestation, the influence of the dimensions of social media engagement is significant to a firm's development. Vigor, as conceptualized by Cheung et al. (2011), is defined as the expression of consumers' willingness and energy exertion in an

engagement process. Zhao, Liu, Lai, Zhang and Zhang (2016) posits that there is a positive effect on word of mouth when consumers exert time and energy to engage with the brand. Vigor according to Patterson et al. (2006) refers to a consumer's level of resilience and energy while interacting with a brand and in this situation on social media.

Consumer interaction with the brand leads to various outcomes for the brand such as giving positive word of mouth about brand products (De Vries, Gensler & Leeflang, 2012). When consumers out of their own will to spend the time to engage with the brand, they develop a sense of attachment with the brand, making them feel they need to share information they have about the brand with other users and friends. This then was described by (Dwivedi, 2015) that, the more energy consumers spend during interaction with the brand, the more they are likely to talk about their experience. The word of mouth behaviour is then positively influenced when the experience consumers receive meets their need and delights them. Thus, according to (Cheung et al., 2011) vigor, or the behavioural element of engagement (Brodie et al., 2013), has the tendency to cause consumers to spread the word about a brand. Though some researchers such as (Bae & Lee, 2012) disagree with this assertion that vigor can affect consumer intention of word of mouth, some others such as (Vivek et al., 2012 ; Schaufeli *et al.*, 2002; Cheung et al., 2011) are of the view that, vigor can affect word of mouth hence, the first hypothesis is stated as:

H1a: There is a positive relationship between Vigor and Word of Mouth.

Absorption and Word of Mouth

Schaufeli et al. (2002) described the engagement dimension of absorption as a state where a consumer is fully enthralled and highly concentrated when interacting with a brand. This act of 'immersion' when engaging has the ability to lead to addictiveness to the brand where

consumers cannot be easily destructed when engaging with the brand. This may be as a result of the content the brand is providing or the activeness of other participants on the media platforms.

Social media offers consumers a ‘two-three’ system of interacting where consumers can either be in touch with the brand or with other consumers of the brand. According to Dwivedi (2015), when consumers are fully engrossed with a brand, they know so much about the brand. Absorption can make consumers ‘voluntary’ ambassadors of the brand since they get to be updated with every detail of the brand (Ind, 2014). This dimension of engagement, coupled with social media platforms, constantly makes the consumer feel they have to share what they know about the brand and in situations where they are satisfied, they talk about the brand. Again, Cheung et al. (2011) agree with the fact that, absorption has a high tendency to influence consumer word of mouth behaviour. We, therefore, hypothesis that:

H1b: There is a positive relationship between Absorption and Word of Mouth.

Dedication and Word of Mouth

Brodie et al. (2011) described this concept as the emotional dimension of engagement and stated that it is the state of feeling belonged to or have a sense of enthusiasm towards a brand. Consumers elicit different forms of behaviour during engagement and one instrumental dimension is absorption which determines the consumer’s emotional appeal for the brand during the engagement. Scholars such as Dwivedi (2015) have described dedication as a key instrument to the development of behavioural intentions. Adding to this, Muñiz and Schau (2011) states that, when consumers feel dedicated to the brand, they feel highly engaged. A positive satisfaction of service leads to positive word of mouth about the

brand. The human personality is that, one would want others to know their experiences hence, when consumers are dedicated to an engagement, there is high word of mouth. But Keller (2001) stated that the emotions of consumers do not necessarily make them ambassadors of the brand but other factors do such as the satisfaction they get from consuming the product or service itself. On the other hand, (Eng & Bogaert, 2010) in reference to luxury brands states that when consumers are proud of their brands, they are passionate about them, hence, spread good word about the brand. This can, therefore, be hypothesized as:

H1c: There is a positive relationship between Dedication and Word of Mouth.

Co-creation and Word of Mouth

The communication element in the 21st-century business environment has seen a major shift and this has resulted in activities such as co-creation of information. Malthouse, Haenlein, Skiera, Wege and Zhang (2013) describe the concept of co-creation as having the ability to co-produce content, voluntarily to a brand page or for other consumers. Dolan et al. (2016) see co-creation as a social media engagement behaviour where consumers co-develop content through the positive contributions they make about the brand to consumers and to the brand as well. For instance, Coca-Cola seeks the use of co-creators to create content and add up information when they are about to release a new product (Bhalla, 2010). Some consumers provide review content about a brand and share their knowledge and experience with other customers and the brand as well and sometimes form independent focused groups. According to Brodie et al. (2013), when consumers engage in co-creation, it helps in developing interactive creation behaviour such as sharing of information, advocating, socializing and learning and this makes co-creation a significant factor for word of mouth intention. In contrast to previous assertions, (Bijmolt et al., 2010) stated that consumers can

also be negative co-creators of content which can have detrimental effects on the firm, hence calls for regularization of social media engagement strategies. But supporting earlier arguments, Muntinga et al. (2011) specify that, consumers who co-create content, act as ambassadors of the brand hence, spreading word about the brand. We, therefore, hypothesize that:

H1d: There is a positive relationship between Co-creation and Word of Mouth.

Consumption and Word of Mouth

According to Dolan et al. (2016), consumption refers to the dimension where consumers are not actively co-creating or contributing to content but mostly consuming the content. Mutinga et al. (2011) described it as viewing, listening, reading comments or reviews of content generated by the brand of other consumers. For instance, when Louis Vuitton lives broadcast fashion shows on their blogs and other Twitter handles and these contents are immediately visited by consumers who then ‘consume’ this information. Shang, Chen and Liao (2006) described consumption as a form of participation on social media but here only information is consumed and this assertion also supported by (Gummerus et al., 2012).

This behaviour according to Gummerus et al. (2012) can lead to spreading Word of Mouth since the consumer is almost always consuming the information or content provided. But Hollebeek and Chen (2014) stated that the content sometimes consumed by consumers can lead them to spread negative word of mouth about the brand. Ha and Perks (2005) is a different view that consumers tend to trust the words of their friends and so whenever they consume content of brands posted by other consumers, they tend to believe in it and hence, spread this word to other consumers. (Vivek et al., 2012) also found that consumption has a significant effect on word of mouth and loyalty. We, therefore, hypothesize that:

H1e: There is a positive relationship between consumption and Word of Mouth.

2.8.2 Customer social media brand engagement and Purchase Intention

One of the key motivators for firm's activeness on social media is to increase firm profit and purchase intention of consumers. Zeithaml and Parasuraman (1996) identified repurchase, positive word of mouth, loyalty, paying premium prices as some of the constructs used to determine a consumers' favourable behavioural intention. For instance, Kim and Ko (2012) identified that social media engagement has a potential to influence the purchase intention of consumers. We discussed the various effects the dimensions of Customer social media brand engagement has on consumer purchase intention.

Vigor and Purchase Intention.

Customers who are engaged in diverse forms perform certain actions which are usually missing among non-engaged customers (Greve, 2014). The amount of energy and time expended to engage with a particular brand or other brands drives different psychological manifestations in consumers and (Patterson et al., 2006) categorized these under Vigor, Absorption, Dedication and Interaction. Vigor, explained as the manifestation of energy and the consideration of time spent with brands can affect the purchase intention of customers. Hudson et al. (2015) noted that, the more time consumers spend on online platforms, the more they are influenced to make a purchase. The interactive nature of social media also enhances the purchasing behaviour of consumers who spend more time and energy on social media to be influenced by the numerous products that are available online. Zheng, Xiang, Liu and Zhang (2012) therefore stated that Vigor as an engagement dimension has tremendous effects on the consumer's intention of word of mouth. Kim and Ko (2013) therefore adds that consumer time spent to engage with consumers, has a positive effect on their purchase intention, hence we hypothesize that:

H2a: There is a positive relationship between Vigor and Purchase Intention.

Absorption and Purchase Intention

It has become much difficult for marketers to fully get the attention of consumers due to the porous nature industries find themselves. Consumers are always bombarded with series of choices and sometimes making a purchase decision comes to them so difficult. But So, King & Sparks (2014) stipulates that when a consumer is fully engrossed in the engagement process, they develop an intention to purchase from the particular brand. Also, Ind (2014) asserts that Absorption during engagement can affect consumer purchase intention. Kim and Ko (2012) found that relationship equity has a significant effect on the purchase intention of consumers hence the more the consumer is engrossed with the brand, the high their intention to purchase. It is therefore significant for firms to be more interactive with consumers and provide them with the necessary information to influence their purchase intention. When consumers are engrossed in an online platform, their attention cannot be easily taken away Hence, an influence on their purchase intention (Cheung et al., 2011). The study, therefore, hypothesizes that:

H2b: There is a positive relationship between Absorption and Purchase Intention.

Dedication and Purchase Intention

As postulated by Brodie et al. (2013), Dedication can be referred as the emotional dimension of engagement which is elicited through enthusiasm exhibited during engagement. A consumer's expression of a sense of significance and pride can affect their behavioural expression and to a large extent, their purchase intention (Salanova et al., 2005). Dedication has been assessed as one of the determining factors that affect the purchase of luxurious brands (Shukla, 2011). Also, Bouhlel, Mzoughi, Hadiji and Slimane (2011) noted that when consumers express high emotions during engagement with a brand, their behavioural intentions are affected and purchase becomes a resultant effect. Even though Hechelmann

(2012) noted that dedication during engagement may not affect the brand's purchase, it has been largely argued to affect purchase and purchase intention (Cheung et al., 2011; Kim and Ko, 2012). We, therefore, hypothesize that:

H2c: There is a positive relationship between dedication and purchase intention.

Co-creation and Purchase Intention

Consumers always want to feel a part of the brand hence, engage with brands through various means. One of the dimensions postulated by (Dolan et al., 2016) is co-creation of content which simply suggests that consumers voluntarily produce content for the consumption of other consumers or the brand. These contents can be information about the brand or its products. Jansen, Zhang, Sobel and Chowdury (2009) in their study also found that posts made by consumers on Twitter serves as a means to disseminate information to other consumers or potential customers.

Content can have tremendous influence in the decision-making process of consumers and as such information about a brand must be attractive. According to Zwass (2010), co-creation of content offers consumers the means of being a part of the brand. Thus, the rate of attachment increases as consumers feel a part of the brand and can create information about the brand. Again Cheong and Morrison (2008) found that consumers can sometimes provide other consumers with the best of information about a brand because of trust for other consumer's views and reviews of the brand. Park and Kim (2009) found that most consumers relied on online opinions for their purchase decision. The more there the interactivity between brands and consumers increase though the more the sharing of ideas, the more consumers feel a part of the brand hence, increase in purchase intention. The study, therefore, hypothesized that:

H1e: There is a positive relationship between co-creation and purchase intention

Consumption and Purchase Intention

Consumption has been defined by Mutinga et al. (2011) to include reading, viewing and listening of information provided by brands on their social media pages. Information consumption is very important for the firm and the more consumers consume content, the more they are likely to make purchase decisions. Cheong and Morrison (2008) and Kim and Forsythe (2007) stated that consumers who read and watch videos about products online, have a high tendency of buying the product either from a brick-and-mortar shop or online. Videos about products, speaks more about the product than, mostly reading, as they are able to give consumers the visual appeal of the brand. According to Park, Lee and Han (2007), most consumers who read about a product are likely to make a purchase decision or recommend for purchase. This, therefore, suggests that consumption has a significant effect on the consumer's purchase intention, hence we hypothesize that:

H2e: There is a positive relationship between consumption and purchase intention.

2.8.3 Moderating role of brand trust

The current study argues that brand trust moderated the relationship between customer social media engagement and behavioural intentions, specifically, purchase intention and Word-of-mouth. Moderators indicate that when under which conditions a particular effect can be expected on the outcome variables and in this study, on purchase intentions and WOM (Hayes, 2009). Brand trust has been explained by (Moorman et al., 1993) as the consumers' willingness to depend on other people, in whom they have placed an amount of confidence. Trust has a strong correlation with interpersonal and individual behaviour and thus critical in the development of attitudes and behaviour toward brands. Chaudhuri and Holbrook (2001) defined brand trust as "the willingness of the average consumer to rely on

the ability of the brand to perform its stated function” (p. 82). This suggests the significance of trust in any relationship and its role as a key mediator to relational exchange.

Other scholars such as (Mukherjee & Nath, 2007; Auh, 2005; Chumpitaz Caceres & Paparoidamis, 2007) have made tremendous contributions on the role of trust in building relations and they found trust to play a positive mediating role between online customer relations and behavioural intentions in an online context. But Yap, Ramayah and Nushazelin Wan Shahidan (2012) posited that the nature of online banking platforms, if not restructured, may give rise to a lack of trust among consumers in the future, therefore, stressing on the build-up of trustworthy systems. Additionally, Eastlick, Lotz and Warrington (2006) posits that the lack of trust in online platforms may lead to customer’s reluctance to participate in online engagements therefore imperative to always ensure trust.

Trust is selected as a moderating variable between Social Media Brand Engagement, Word of Mouth and Purchase Intention. This was influenced by the scholarly work of (Keh & Xie, 2009) who proffered that trust significantly mediates the relationship between brand-related participation and customer intention wherein referred to as behavioural intention. The consideration of trust in the assessment of social networks has received attentions especially in the relationship marketing (Moorman *et al.* 1993) literature and more recently in some engagement literature. Most of the studies described trust as both an antecedent variable and sometimes as a consequence (Boateng & Narteh, 2016) and some studies suggest that there is a significant role played by trust in increasing information exchange and knowledge amalgamation (Swift & Hwang, 2013). Trust has been explained to be, the willingness of a customer to depend/rely on the firm’s assertion towards them believing that the firm would be honest towards them (Chellappa & Sin, 2005). Most studies have identified trust as a

mediating variable in relational exchanges (Boateng & Narteh, 2016; Morgan & Hunt, 1994; Garbarino & Johnson, 1999). Again Mukherjee and Nath (2007) found out that trust plays a key significant mediating role between relational constructs and behavioural intentions on online platforms. This therefore both conceptual and empirical studies to test the moderating effect of trust between the relationship of online engagement and its relational consequences.

Phua, Jin and Kim (2016), found out that trust significantly moderated the relationship between brand related participation in Social Network Sites (SNS), brand community identification and membership intention. The study found that there is a positive moderation effect of trust between consumers who participated in brand-related discussions on social media and communication, identification and membership intention with other consumers. Also, Chu and Kim (2011) underscored the effect of brand trust on word of mouth and found that trust is a significant moderator between social relations and WOM. Hsin Chang and Wen Chen (2008) also found a positive relationship between trust and purchase intention and stated that trust positively affects consumers purchase intention. Thus, taken the individual dimensions of customer social media brand engagement, trust has been suggested as a good moderator of the relationship between customer social media brand engagement and WOM as well as purchase intention.

The current study, therefore, fills the literature gap that exists with a demonstration of the moderating effect of trust in engagement. Specifically, the research suggests that there is a moderating effect on purchase intention with the brand trust when customers engage on social media with fashion brands. Again, moving from the effect of mediating role of brand trust which was used by the study conducting by (Phua, Jin & Kim, 2016) this study posits

that brand trust would have a moderating effect on behavioural intention specifically, purchase and WOM.

Furthermore, (Boateng & Narteh, 2016) in their study found that trust affects the relationship existing between engagement and personalization on affective commitment. This then suggests that trust can be tested as a moderating variable between relationships and for this research, customer social media engagement and behavioural intentions. Even though a similar study where the researchers used trust as a moderating variable, the study was only limited to consumers usage of social networking sites (Phua, Jin & Kim, 2016).

Based on these assumptions, we hypothesize that:

Hypothesis 3(1a): Trust moderates the relationship between Vigor and Purchase Intention.

Hypothesis 3(1b): Trust moderates the relationship between Dedication and Purchase Intention.

Hypothesis 3(1c): Trust moderates the relationship between Absorption positively affect Purchase Intention.

Hypothesis 3(1d): Trust moderates the relationship between Co-creation and Purchase Intention.

Hypothesis 3(1e): Trust moderates the relationship between Consumption and Purchase Intention.

Hypothesis 3(2a): Trust moderates the relationship between Vigor and Word of Mouth (WOM).

Hypothesis 3(2b): Trust moderates the relationship between Dedication and Word of Mouth (WOM).

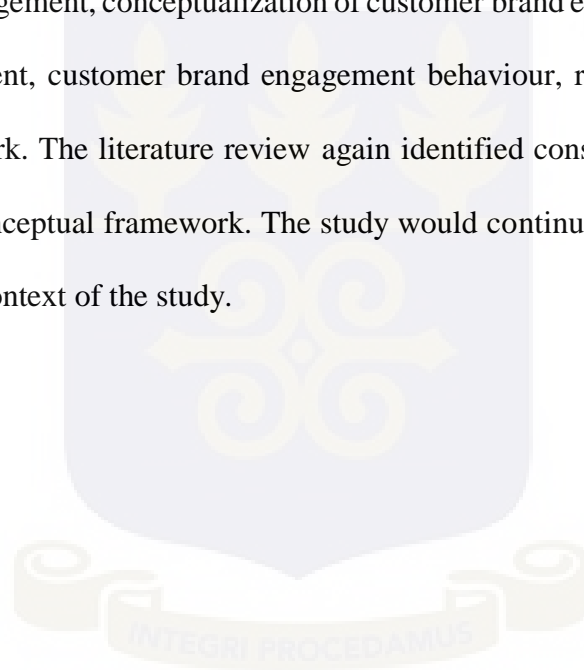
Hypothesis 3(2c): Trust moderates the relationship between Absorption and Word of Mouth (WOM).

Hypothesis 3(2d): Trust moderates the relationship between Co-creation and Word of Mouth (WOM).

Hypothesis 3(2e): Trust moderates the relationship between Consumption and Word of Mouth (WOM).

2.9 Chapter Summary

The chapter provided a thorough discussion of concepts, issues and theories underpinning the purpose of the study. The chapter started with the discussion of brand engagement, customer brand engagement, conceptualization of customer brand engagement, social media and brand engagement, customer brand engagement behaviour, review of theories and a conceptual framework. The literature review again identified constructs which influenced the design of the conceptual framework. The study would continue with the chapter three, which reviews the context of the study.



CHAPTER THREE

CONTEXT OF STUDY

3.0 Introduction

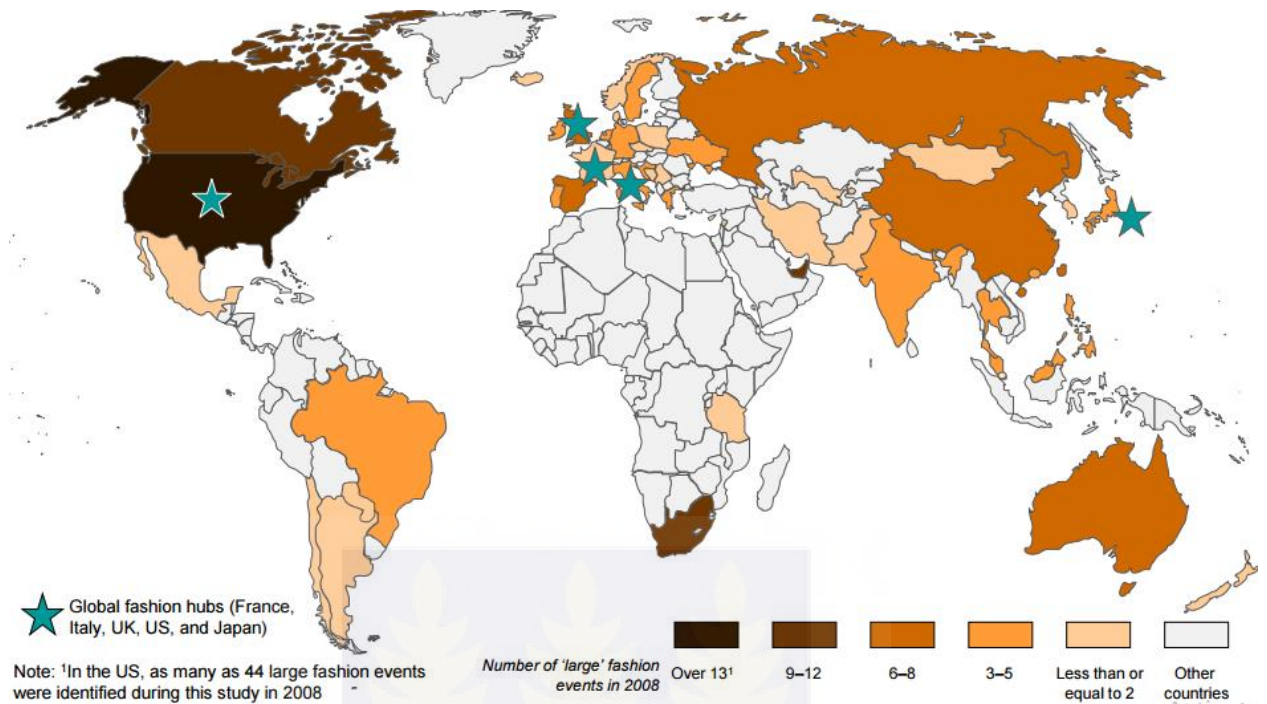
The chapter discusses the context of the study which is in the Ghanaian fashion industry. The chapter first gives the outlook performance of the fashion industry in the world and Africa, the introduction of social media to engage with customers in the industry, how customers engage with their fashion brands using social media and some consequences of social media engagement behaviour the industry has witnessed.

3.1 Fashion industry in the world

One of the most increasingly growing sectors has been the fashion sector, and this, according to scholars, is subjected to different reasons. The 21st century has experienced fast changes in trends, consumer preferences, choices and more can be said of this in the fashion industry. Fashion has been defined as an expression of mode which is more individualistic and may or may not apply to a large group of people which most often than not fashion and culture changes occur inherently. Sumathi (2007) therefore posits that the term being fashionable or unfashionable to mean how fast a consumer fits with the current trend or mode expression whether being with dressing or other aesthetic appeals.

The taste and preferences of consumers are always not static therefore influencing their purchase behaviour hence, its adverse effect on changing trends in the fashion market (Sharma, 2011). The global fashion industry as seen in Figure 3.1 shows that its most concentration has been in the North Americas, Europe and some part of Asia.

Figure 3.1 Global Fashion hubs.



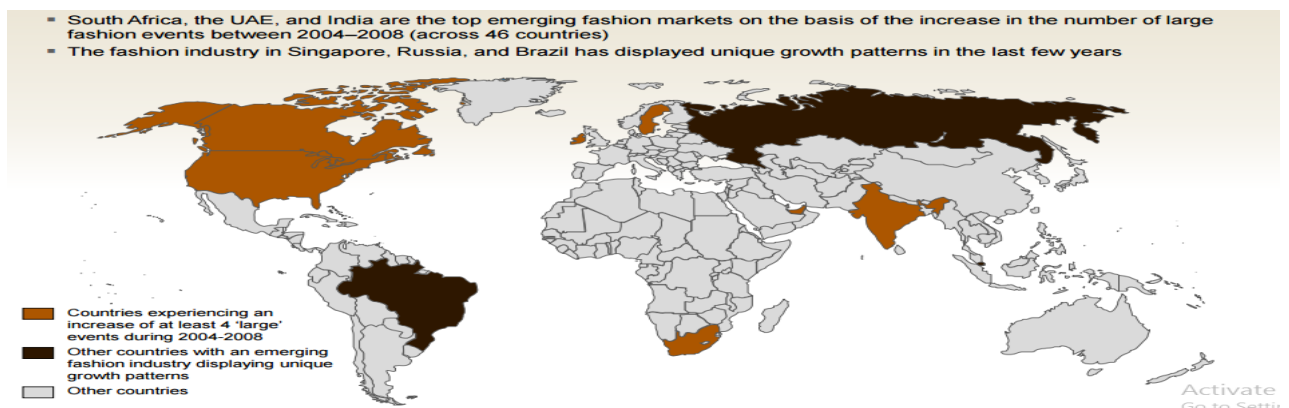
The fashion industry has attained a high level of maturity with a constant expansion of the market and moreover for luxury fashion brands. Developing nations such as China, India, Ghana, and Nigeria are developing a taste for fashion and for luxurious fashion brands as such Toms, Louis Vuitton, Burberry, Vlisco, Woodin and Poqua Poqu among others. These fashion brands, mostly in terms of clothing's and other wears such as shoes, are becoming more acceptable especially satisfying customers need for fashion taste. The industry has been described by (Smith, Kubler & Guinness, 2013) as divided into five different but interrelated components and these are; haute couture, luxury, the affordable luxury, mainstream garments and discount garments. Other fashion researchers have also outlined that the fashion industry comprises a conglomerate of products (Moore & Birtwistle, 2005) but are mainly linked to clothing.

For instance, Fashion United, (2016) discussed the total earnings in the luxury market worldwide and provided some astounding statistics. The report differentiated the industry into the following categories which are; Leather footwear which is valued at about \$56.7 billion, Rubber footwear valued at \$30.2 billion, Textile footwear valued at \$22.3 billion, Footwear parts valued at \$7.77 billion, Knitted hats valued at \$4.8 billion, other footwear \$3.9 billion and other headwear valued \$2.82 billion. These statistics indicate that the fashion industry is a ‘billion-dollar mine’ for firms and consumers as well. Again, the fashion industry is a continually growing industry worth billions of dollars and this can be seen in the annual sales of the top five fashion companies in the world.

The global fashion industry hence, is still in its growing stage as consumer purchase of fashion products would continuously be inelastic, “all other things being equal”. People would always have to dress and the fashion market would be their solution to the search hence, the need to understand our firms in this industry engage their customers (Boyd Thomas, Okleshen Peters & Tolson, 2007). This suggests that fashion industry provides an enormous amount of research study interests due to extent of its growth and annual receipts.

3.2 Fashion Industry in Africa

Figure 3.2 Fashion industry in emerging markets



The African fashion market is, as it were, known for its cultural rich history, elegance and colourful appearance, creates a strong market difference in the global market. Taking strong and emerging African countries such as South Africa, Kenya, Morocco, Ghana and Nigeria, the African fashion market is tremendously growing, both in taste and style. Nosmot Gbadamosi (2016) reported for CNN STYLE on the rising stars of a \$31 billion industry (in Sub-Saharan Africa) on how fashion designers have taken advantage of the growth in the industry and are pushing boundaries with colourful cultural but internationally recognized designs. Some of its known brands include Maki Oh, Jewel, Christie Brown and other African brands have been making waves in the international fashion market, standing to compete for well-established brands.

Many people take pride in African fashion these days because of the elegance and beauty the 21st-century African designers have been exhibiting. With most countries in the continent experiencing an economic growth and World Bank's description of the African continent as one of the fastest growing markets (Boso, Adeleye & White, 2016), it is imperative that the lifestyles of customers would also change hence, a taste for fashionable designs that can compete on the global market.

But the African fashion industry is coupled with series of challenges in its growth. One of the key challenges is the influx of foreign brands on the market which competes with the local emerging brands. According to the Cape Clothing Association in South Africa, Chinese share of the clothing market is about 67% by value and over 81% in volume in 2013 (Ronan, 2015). Nigeria for an instant, have experienced most of its indigenous fabric brands being imitated by Chinese producers who produce them at less quality and cost. This then

poses a challenge for the local producers and fashion designers who find it difficult competing with the lower prices.

Again (Wang & Elliot, 2014) posits that the Chinese are gradually taking over the print and textile market in most emerging economies because of the lack of regulation. The researcher stressed that the fashion industry lacks effective regulations and as such making the industry unstable and constantly affected by foreign influxes. Again governments do not have well-structured setup fashion industry regulators who would oversee the growth in the industry, therefore, making indigenous brands, vulnerable to foreign influences on the market.

3.3 Fashion Industry in Ghana

Fashion is a defining variable of the Ghanaian culture and its importance cannot be overemphasized. The sector experiences period changes and this can be attributed to the unpredictable taste and preferences of consumers. According to the Ghana Business Directory, the number of fashion firms in the country is 127 and counting who are involved in different forms of fashion.

The Ghanaian culture is very dynamic and has common differences due to the varying ethnic allegiances people belong to. Depending on where someone comes from, the choice of fashion and style may differ. Kente and Fugu are some of the most populous materials that are usually seen among other dresses worn. One of the traditional clothing design, associated with Ghana is called Kente (Asmah, 2008). Kente is believed to have its origin in the Ashanti Region of Ghana, specifically at Bonwire and it is common to the Akans of Ghana. It is a mix of cotton and silk and is worn for special occasions. Kente weavers can be classified as a class of fashion designers (thus fabric designers).

But this traditional trend continuously experiences sporadic changes based on the multicultural living trends of Ghanaians who are more dynamic and modernized. The 21st century Ghanaian is not very mindful of the ethnic background of a particular fashion, so far as it is trendy, it is appealing. For instance, the use of “fugu”, a traditional Northern Ghana apparel, by the Immediate Past President of Ghana, Mr, John Dramani Mahama, created a huge marketing platform for the apparel and it is now being used by Ghanaians as both a formal and an informal wear, notwithstanding the ethnic background of the apparel. This is brought about new fashion designers who trend with their collections and wears.

For instance, Nallem, a proud African label, seeks to fill the gap between designer couture and chain store clothing. According to Nallem Clothing, they envisage their brand has the ability to strengthen essential bonds between family and friends. VLISCO Ghana Group is an authentic designer and manufacturer of super wax print. Since 1846, Vlisco has been creating unique fabrics in Holland that have influenced the African fashion landscape. Other Ghanaian print brands include GTP, ATL, Printex, Woodin, Poqua Poqu, Aya Morrison and other brands which are upcoming. Ghanaians also enjoy other prints such as laces which are more inclined with the Nigerian culture.

But the Ghanaian fashion industry is faced with huge challenges. One of the challenges of the industry is the infestation of counterfeit products or clothing wears. The cultural make-up of the Ghanaian society deems certain apparels and clothing as traditional hence, demanding high value. But these traditionally valued apparels are being imitated and sold cheaply on the market, which usually attracts the majority of the Ghanaian market who are already price sensitive.

Another challenge in the fashion industry in Ghana is a lack of strategic policy support. Most of the fashion designers and people in the industry lack guidance and directions because the industry has not been given priority for expansion. Most designer start and are not able to sustain their brands even to international standards because there is no support both from Government and research institutions.

Another challenge faced, is the use of strategic medium of communication with its customers. Given the nature of the fashion industry, a solid communication and interaction platform provides both customers and firms the opportunity to share ideas and receive information on the go. The use of online platforms and social media is envisaged to enhance interactivity in the fashion industry (Dennis, Morgan, Wright & Jayawardhena, 2010) but as to what extent, is the bother of many marketers.

3.4 The use of social media in the fashion industry

Businesses are shifting from product-centric business to consumer-centric businesses. This shift has given rise for long-term customer relations and understands customer's behavioural intentions. Verhoef et al. (2010) therefore posits that customer engagement has become a key concept in explaining the behavioural patterns of consumers and more especially on online platforms. This has therefore seen the use of online platforms and more importantly social media as tools for engaging customers in the fashion industry.











Many fashion brands, more notably luxury brands, are employing the use and study of social media platforms for various reasons for their brands (Jansson & Power, 2010). The use of social media has therefore placed a compelling need on traditional brands such as Louis

Vuitton, Ralph Lauren, Gucci, Burberry, TOMS and H&M just to mention a few to create their own pages on Twitter, YouTube, Facebook, Instagram, LinkedIn.

Some of these brands have followership of over 50 million users and over 100 million likes. Creating “buzz” of information has now become so easy to do because some can easily use YouTube to create an advert, that can be viewed worldwide within minutes especially when it goes viral. Firm use these blogs (Facebook) and microblogs (Twitter) to engage with customers through the sharing and creation of content on these pages. Luxury fashion brands such as Louis Vuitton, Chanel, Gucci, Hermes, Ferrari and Mercedes-Benz have large numbers followership on their social media pages (Kapferer & Bastien, 2012). For instance, (Phan, Thomas & Heine, 2011) notes that Burberry repositioned itself back in the luxury market by appealing to the younger generation through its social media pages which earned it recognition by Famecount in 2011 as the best-ranked luxury brand.

Statistics shows presented shows the total engagement rate of the top ten active luxury fashion brands in the world (see figure 3.3).

Figure 3.3 Top ten active Luxury brands on Facebook

Pos.	Picture	Brand	#Fans	PTAT
1.		Converse	36,511,935	231,127
2.		Victoria's Secret	22,354,505	275,200
3.		adidas Originals	20,332,192	177,023
4.		Nike Football	18,550,943	171,227
5.		Zara	18,457,059	102,710
6.		Levi's	18,099,606	161,751
7.		Burberry	15,165,004	82,992
8.		H&M	14,779,085	194,403
9.		Louis Vuitton	13,792,031	371,024
10.		adidas	13,580,457	138,160

Date of Analysis: 21. May 2013

Brand's involvement in social media activities such as tweeting, blogging, sending snap chats, has created a platform for brands to know and understand the behaviour of their customer. Brands' involvement in such activities such as tweeting, blogging, and networking has led fashion brands to follow same. More fashion brands including luxury brands such as Louis Vuitton, Nike, Toms, H&M, currently have social media pages through which they communicate and engage with their customers (Kim, Lin & Sung, 2013). Interacting with customers through social media sites such as Facebook, Twitter, Instagram, Pinterest and YouTube actually builds up friendly attention, even affection, toward brands and stimulates customers' desire to have a relationship with the brands, therefore influencing their purchase decisions. For instance fashion brand Gucci actively engages on Facebook and Twitter. Burberry launched a social network site, "Artofthetrench.com," in 2009, with the purpose of eliciting admiration for the design and brand. For most brands, the use of social media has been included as strategic marketing tools. For luxury fashion brands, most firms have made use of Facebook, Twitter, Instagram and YouTube to promote and create awareness of their products. These brands use their social media spaces as a means of relating to the public and getting their customers to be interactive with the brand.

3.5 Social media engagement in the fashion industry

With the increase in competition, many brands and more unassumingly, luxury fashion brands are adopting the use of social media as a key marketing tool for engagement. A study by Kim and Ko (2012) found a positive relationship between customer relationship and purchase intention on social media for luxury brands. The study discovered that social media marketing campaigns positively influenced customers intention to purchase and their relationship with brands.

Social media has been extensively applied in many industries the fashion sector has been a benefactor of this technological drive. Global fashion designers such as Louis Vuitton, Ralph Lauren, Chanel, Donna Karen and Gucci have taken advantage of the growth of the social media drive to support their firms. According to Miller, Fabian, and Lin (2009), the importance of social media lies in the interaction between consumers and the community, and in the facilitation of immediate, interactive, and low-cost communications. That is, social media has provided a platform where firms, apart from communicating with the customers, have the opportunity to engage with customers. Kaplan & Haenlein (2010) states that internet communities, blogs, and social networks have become a part of life for most people, so that social media have become alternative communication tools supporting existing relationships and activities in a joyful way that can enrich the users' experience. Moreover, increased use of social media provides a platform for nurturing brands and affecting consumers' purchase decisions.

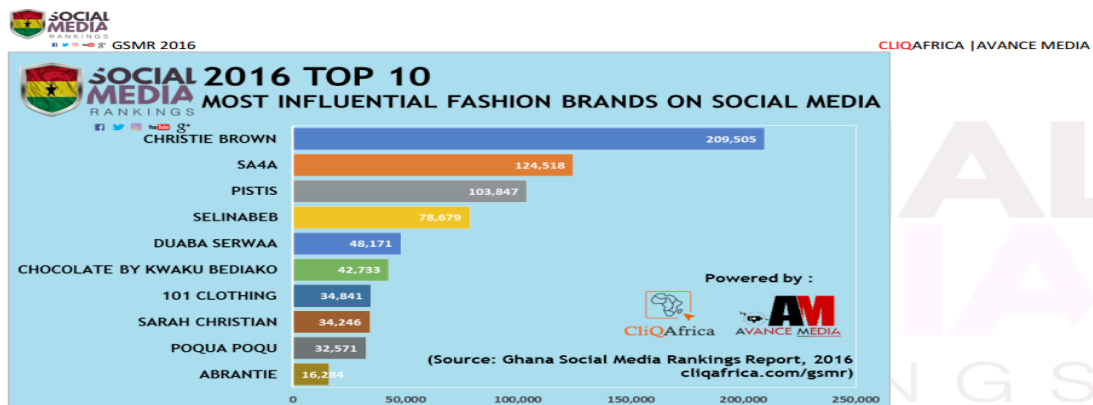
Customer engagement on social media with fashion brands take place over a variety of forms, including weblogs, social blogs, microblogging, wikis, podcasts, pictures, video, rating, and social bookmarking. Two of the most commonly used among luxury fashion brands are social blogs (e.g., Facebook) and micro-blogs (e.g., Twitter). The Facebook pages of fashion brands provide a variety of contents such as video clips, pictures, and stories. The brands not only expose their PR contents on Facebook, but also designers' lives and episodes, which draw attention from customers. On Twitter, users are able to get instant customer service or answers to personal questions, and can easily form a community through networking and to exchange opinions as well as information. Fashion brands have been actively makes use of social media for advertising. Now that marketing has merged with services as joining of business and advertising, it will continue to align itself with services

that users value. The shift to marketing-supported services opens up enormous opportunities for marketers to expose consumers to brand messages and, more important, to interact with them. Commercial messages and interactions with consumers are usually partnered with media, events, entertainment, retailers, and digital services of all types.

Social media has therefore made it possible to perform integrated marketing activity with much less effort and cost than before. Marketing is a multidimensional process made up from various strategies; however, one of the main goals of any marketing strategy is to increase sales and profitability. But the main concern for this study is how the engagement through social media platforms by fashion brands have affected the consumers behavioural intentions to purchase and to spread word about the brand. Again, this affords the researchers to assess the moderating role of trust from consumers point of view and how it affects their purchase intention and word of mouth behaviours.

In Ghana, the social media ranking group, which does an annual ranking of Ghanaian brands and their engagement on social media provided, various statistics on the engagement rates of the Ghanaian fashion brands. Luxury Fashion Brand, Christie Brown, emerged the 2016 most influential fashion brand in the 2016 Ghana Social Media Report showing a high usage rate of social media to engage with customers. Christie Brown who moved from the 3rd position in the 2015 ranking to the top beat competition from 2015 frontrunner Pistis and SA4A. Christie Brown also saw new following growth across Facebook, Twitter & Instagram numbering at 30,442. New Entrants on the ranking include; 101 Clothing, Selina Bebe and Sarah Christian making them among the top 10 most influential Fashion Brands on Social Media. Other Fashion Brands which are gaining a presence on social media includes Papa Oppong, Msimps, Mpaboa and Heel the World.

Figure 3.4 Social media rankings of Ghanaian fashion brands.



3.6 Chapter Summary

The chapter discussed the context for the current study. The chapter provided information on the fashion industry from the general worldwide view to the Ghanaian context taking into consideration the influence of social media in the fashion industry. The chapter also made discussions on the use of social media within the fashion industry and its impact on business performances.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

The chapter discusses the methodological approach taken by the researchers and outline guidelines aiding the study to achieve its set objectives. The methodology provides a basis, for an empirical study as the previous chapters have provided conceptual and theoretical discussions in literature. The chapter would look at the research paradigm, the design for the research, population, sampling frame and technique, data collection tool and analysis.

4.1 Research paradigm

A research paradigm has been described by many scholars as guiding principles and fundamental values or beliefs shared by members of a scientific community. Holden and Lynch (2004) stated that most academic research is noted to be recognized by a philosophical perspective, generally referred to as a research paradigm. Kuhn (1970) defined a research paradigm to be a shared set of beliefs, values and technique, which guides researchers in detecting problems and how these problems can be solved. The paradigm therefore, helps the researcher to determine the ‘why’ of the study other than the ‘how’ the study is conducted.

The most applied paradigms by researchers in the social sciences are the positivism, interpretivism, realism, relativism and critical realism (Boateng, 2016; Chan, 2015; Kim, 2003) (see Appendix B). The research paradigm guides the study in the methodological approach appropriate for the study (Creswell, 2014). Creswell (2014) proposed clear distinctions that can be made with several paradigms that exist and classified them into, epistemological, ontological as well as methodological assumptions. Creswell (2014)

explained that Epistemological assumptions look at the possible knowledge that can be applied to the study, how they are identified and criteria used to determine the adequacy and legitimacy of the knowledge. Ontological assumptions explain situations of social reality, looking at the social constructs that exist, how they exist and their relations with others. The methodological assumptions refer to the outline used to conduct research, within the context of a particular paradigm (Mertens, 2014). Thus, methodology becomes a more specific manner in which both empirical and logical work is performed.

But for most studies, especially quantitative studies, the positivist approach has been applied and in this current study, the researchers took a positivist approach. Dash (2005) argued that most quantitative studies drew their inspiration from positivist philosophical perspectives. Most researchers and philosophers have therefore suggested the use of the positivist approach and thus its application in the current research (Saunders, Lewis, & Thornhill, 2009). The positivist approach has been considered appropriate for the current study because it aids the study to establish the connection social media engagement has on behavioural intention and verify the hypotheses through data collected from a large sample size to enable generalization.

4.2 Research design

The research design acts as a blueprint which guides a study to achieve its goals and provide answers to a research purpose (Merriam & Tisdell, 2015). Zikmund (2003) define a research design as “a detailed blueprint used to guide the implementation of a research study, towards the realization of its objectives” (pp.214). Creswell (2013) categorized research design under exploratory, explanatory and descriptive and further classified these approaches into quantitative, qualitative and mixed methods. Yin (2013) also posits that research design can

either be exploratory, explanatory or descriptive but the current study would adopt the explanatory approach because the study purports to establish the relationship between social media engagement and behavioural intentions. The discussions, therefore, continue and elaborate more on the three research design techniques proposed by (Creswell, 2013; Yin, 2013)

Creswell and Clark (2007) noted that quantitative research design is chosen to examine the relationship between and among variables by testing objective theories. Malhotra and Birks (2006) defined quantitative study as “*research techniques that seek to quantify data and, typically, apply some form of statistical analysis*” (p.132). Generally, quantitative researchers emphasize on the use of numbers which represent values theoretical constructs and concepts. According to Creswell (2013), quantitative research employs strategies such as experiments, surveys and hypothesis to collect and test data on predetermined instruments. Kothari (2004) stated that the quantitative research design is best used when you want to obtain large information sample about a problem that will be examined. Research design can therefore be referred to as the method, researcher’s employ to collect and analyze (Zikmund, 2003; Newman, 2008).

Yin (2003) outlined five strategies that researchers can employ to conduct a research especially based on the research design selected for the study. These include; experiment, survey, archival analysis, history and case studies which can be used for either qualitative, quantitative or mixed method. Since this study seeks to verify hypotheses through data collected from a large sample size to enable generalization, the survey approach was deemed appropriate (Saunders et al., 2009).

According to Bryman (2015), a survey refers to a methodology where participants are drawn from a population and studied to make inferences about the population. Thus, a survey is a method for acquiring information about the characteristics, actions, or opinions of a substantial gathering of individuals, mentioned to as a populace (Malhotra & Birks, 2006).

Survey design might be recognized as cross-sectional or longitudinal contingent based on whether they reject or incorporate unequivocal thoughtfulness regarding a period measurement (Klandermans, 2002). This study however employed a cross-sectional survey design, which involved the collection of data at a certain point in time from a sample selected to represent the population within a sample frame time. Contrary, a longitudinal survey represents collecting data from a particular sample a number of times over a long period.

The current study thus adopts a quantitative research design based on the works of (Poolthong & Mandhachitara, 2009) who argued for the use of quantitative studies when determining the relationship between two variables.

4.3 Population of the study

According to Malhotra and Birks (2006), the population of a study is “the aggregate of all the elements, sharing some common set of characteristics that comprise the universe for the purpose of the marketing research problem’ (p. 357). The population of every study is mostly represented numerically and as posited by (Malhotra & Birks, 2006), have certain parameters that can be used for its measurement. The researchers continued by stating two of the parameters being a census and sample.

The population for the current study comprise all customers of fashion products in the Greater Accra Region in Ghana who knows and has bought any fashion product engaging with the brand on any social media platform. The study population included people who have bought any fashion product before, ranging from; clothes, cosmetics, shoes and make-up products.

4.4 Sampling technique and sample size

Most positivist researchers are guided by the use of a sample population to make a generalization for its conclusion. A sample represents a sub-group of the large population that has same or similar characteristics which are selected for participation in a study (Malhotra & Birks, 2006). Hair, Black, Babin, Anderson and Tatham (2006) stated that the sample size selected by a researcher has an influence on the statistical tests that can be generated and the extent to which generalizations can be made. It is therefore important for the researcher to apply the right sampling technique in order to make the best selection of sample for the study. Malhotra and Birks (2006) identified two main sampling techniques, thus probability and non-probability sampling.

Probability sampling, the chance of each element in the population being selected, is usually equal for each case in the population. For probability sampling, the researchers are able to pre-specify a particular number of potential sample that has the likelihood of being chosen from the population and select each sample. So according to Malhotra and Birks (2006), the sampling frame selected 'by chance' in the population has a probability of being chosen. Probability sampling is mostly associated with survey and experimental research objectives where the statistical estimation of the characteristics of the population is required (Saunders

et al., 2009). Probability sampling can comprise; simple random sampling, stratified sampling, systematic and cluster sampling.

With Non-probability sampling, the chance of each case being selected from the population is not known (Saunders et al., 2009). They are comprised of convenience sampling, judgmental sampling, quota sampling and snowball sampling. Based on the subjective judgement of the researcher, the sample is selected to participate in the research.

The current study adopts a purposive and convenience sampling which provides the researchers with the convenience of selecting the elements in the population. The study used the purposive sampling which (Saunders et al., 2009) described as the use of a researcher's own intuition to choose elements that provide the best responses for the research question. This was chosen to sample customers who engage with fashion brands on social media, who were purposefully contacted to fill up the questionnaire through the social media platform. The study also used convenience sampling for the student respondents who were conveniently contacted to fill up the survey questionnaire. This sampling technique was selected based on the argument of (Malhotra & Birks, 2006) that the best way to sample student population is to carry out a convenience sampling procedure. For the purpose of estimating the population and sampling for the current study, databases of the most engaging fashion brands were sort from the Ghana Social media ranking database to find out the most engaging fashion brands on social media.

The formula proposed by Tabachnick and Fidell (2007) is adopted for the calculation of the regression sample size which will be appropriate for the study. The formula, $N > 50 + 8m$: where N is the number of total participants and m represents the number of independent

variables in the study. The current study has five independent variables which are vigor, absorption, dedication, consumption and co-creation. Therefore, $N > 50 + 8(5) = 90$ meaning that a number of respondents greater than 90 is considered appropriate for the sample size, in this study, 350 participants were included in the study.

4.5 Data collection instrument

Research data can be collected from two main sources, being primary and secondary sources. According to Saunders (2011), primary data sources are collected for the very first time for the research where secondary data are already collected to be used in any other studies. Secondary data can be collected through census, government publications, and financial GDP index over a period of time, personal records whereas primary data can be collected using instruments such as questionnaires, observation, interviews and focus group discussions (Hair et al., 2010). The aim of the current study which is to examine the relationship between customer engagement on social media and behavioural employs the use of quantitative survey data collection instrument, specifically, questionnaire. This was based on the argument of (Saunders, 2011) who stated that questionnaires are best used for descriptive or explanatory studies.

A survey is a descriptive research method which is very useful and relevant especially to collect data on events or phenomena that cannot be directly observed (Babbie, 1973). To aid the researchers in determining the relationship between customer engagement and behavioural intentions, (Malhotra & Birks, 2006) argues that the use of questionnaire would be appropriate. Malhotra and Birks (2006) describe that the use of a survey technique provides the researchers with the opportunity to use structures questions to gather required

data information from respondents. Survey respondents are usually asked a range of questions concerning their views on the specific information the researcher seeks to gather. The study used self-administered questionnaires to collect data using both online and offline platforms. Using the offline method, we submitted the questionnaire to respondents who had made purchases online before and the submitted the online questionnaire to respondents who were active on one or more social media platforms. The questions were closed-ended questions which (Saunders et al., 2009) argues that it provides the researcher with consistent results and makes it easy for respondents to answer.

In order for us to achieve the objectives of this research and to test the hypothesis developed, the use of questionnaire was employed and scale items were adapted from literature. The questionnaire was divided into two sections that are section A and B. Section A discussed the demographic variables that were being measured. The section contained four items which include the age of the respondents, the gender of the respondents, the average income per month and their educational qualification. The section B of the questionnaire had five constructs measuring customer social media engagement which is also the independent variable, two variables measuring the dependent constructs which are purchase intention and Word of Mouth (WOM) and one variable measuring the moderating role of trust in the relationship.

An initial stage testing of the questionnaire was carried out to check for the wording and coherence in the flow of questionnaire. Because the questionnaire required the use of written questionnaires, the researcher sought the input of MPhil students, supervisors, PhD candidates and other online respondents on how well they understood the questions. The researcher, following the recommendation provided by (DeVellis, 2003) used the first test

as a pilot to seek the concerns on wording and appropriateness of scales. This was done to ascertain the appropriateness of the measurement items on the constructs. The questionnaire was then revised to suit the recommendations received through the pilot study. The constructs of the study were measured using multi-item 5 points Likert scale anchored as strongly agree to be (5) to strongly disagree (1).

4.6 Variables

The first construct Vigor, was measured with six items which were adopted from the study of (Cheung et al., 2011, Schaufeli, Salanova, González-Romá & Bakker, 2002; Salanova et al., 2005). In the study conducted by (Cheung et al., 2011), the researchers discovered that all the items scale developed to measure Vigor were valid and significant. Cheung et al. (2011) also proposed scales for the measurement of Absorption by using seven items which was also adopted for the current study. The current study also adopted five items for measuring Dedication proposed by (Schaufeli et al., 2002). Four items were adopted from the study conducted by (Mutinga et al., 2011) to measure co-creation and eight items were adopted to measure consumption from (Mutinga et al., 2011).

For the dependent variable of behavioural intention, two variables were identified to measure the consumers' behavioural intention exhibited during engagement. We identified Word of Mouth and Purchase Intention (PI). Items for WOM were adopted from the study of (Kim & Ko, 2011) who proposed five items to measure WOM in the context of social media engagement. Items for purchase intention were adopted from the study of (Schivinski & Dabrowski, 2013; Schivinski, 2013; Pelling et al., 2009). Scale items were also picked from the study of (Delgado-Ballester, Munuera-Aleman & Yague-Guillen, 2003) to measure the moderating variable, brand trust.

4.7 Reliability and validity of the scale

The reliability and validity of a questionnaire scale is significant in determining the most accurate results which can help the study achieve its set objectives. These measurement scales are used to test for the consistency of the scales and the “trueness” of the scales under consideration. Hair, Babin, Money and Samouel (2003) posits that a questionnaire scale is reliable or valid when the answers were given, can be similar when repeated.

4.7.1 Reliability

Malhotra and Birks (2006) define reliability as “The extent to which a measurement reproduces consistent results if the process of measurement were to be repeated” (p.140). Easterby-Smith and Jackson (2012) defines reliability as the extent to which your data collection techniques or analysis procedures yield consistent findings (p.109). Reliability of the scale shows that after the respondents have answered the questionnaire, the techniques and mode of analysis should be consistent with the findings that the study would come out with (Pallant, 2011). So with reliability, we want to find out how the items measuring a particular scale, measure a basic point. Again the reliability of a dataset is the indication of accurate, precise and consistent the measurement of the scale can be (Saunders et al., 2009).

The most commonly used indicator of reliability is Cronbach alpha (Cronbach, 1951) which (DeVellis, 2003) stated that an acceptable Cronbach alpha value should not be less than 0.70. The Cronbach alpha value seeks to measure the internal consistency of each of the scales for the constructs. But Hair et al (2014) added that a Cronbach alpha value of 0.50 can be accepted where the sample size is small and the study is more of exploratory. The study further uses composite reliability which measures the overall reliability of a collection of heterogeneous but similar items. Composite reliability is added to the Cronbach alpha

test because Osburn (2000) noted that Cronbach alpha sometimes underestimates the true reliability. The acceptable threshold value of composite reliability should exceed 0.7 according to (Jarvis, MacKenzie, & Podsakoff, 2003) The study also used the Average Variance Extracted (AVE) to test for the amount of variance the items share with the construct it is measuring.

4.7.2 Validity

According to Saunders et al (2009), validity of findings indicate whether the findings presented are really what they appear to be. Malhotra and Birks (2006) also define validity as “The extent to which a measurement represents characteristics that exist in the phenomenon under investigation”. (p.140). Thus, validity shows the extent to which scales or variables measure what they are intended to measure. Scholars such as (Cooper and Schindler, 2008) identified three types of validity, content validity, criterion validity and construct validity. But the study adopts the use of construct validity because it involves the testing of a scale in terms of the hypothesis developed for the study. That is, according to Hair et al (2014), construct validity is used to test how well the results obtained fits construct validity.

Construct validity has two dimensions which include convergent and discriminant validity. Discriminant validity is used to identify how different one construct is from another whereas convergent validity is used to ensure that the various constructs are truly reflective of their indicators. Convergent validity is applied in this study using the Average Variance Extraction (AVE) and the factor loadings generated (Streiner & Norman, 2008; Rezaei, 2015).

4.8 Methods of data analysis

The data collected from the survey was organized, coded and entered into the Statistical Package for Social Science (SPSS) version 20. The study also employed the use of AMOS version 21.0 to conduct a structural equation modelling. These software's have been used extensively in quantitative research studies (Hayes, 2009). The study used SPSS for the data coding, cleaning of data and generation of frequencies and the study continued using the AMOS version 21.0 software to conduct further analysis and develop the structural equation model. The SPSS helped the researchers to prelude the data analysis and check for any errors, find any errors and correct the errors in the data. The analysis therefore, was a multivariate data analysis, confirmatory factor analysis and structural equation modelling using AMOS 21.0.

We began discussions on the analysis by first explaining the different analytical procedures which guided the study and why the current study adopted this method. First, the researchers conducted a factor analysis which was used to develop and evaluate the scales which .developed for the study. Malhotra and Birks (2006) defined factor analysis as “a class of procedures primarily used for data reduction and summarization” (p. 572). The study chose to conduct factor analysis based on discussion developed by (Tabachnick & Fidell, 2007) on the key distinctions between factor analysis (FA) and principal component analysis (PCA). In their conclusion, Tabachnick and Fidell (2007) suggest that factor analysis is best used if the researcher is interested in developing theoretical solution uncontaminated by unique and error variability and Principal component analysis (PCA) is best used if the researcher simply want to have an empirical summary of the data set” (p. 635). Factor analysis can be used for various reasons including identifying the factors that explain the correlations among the variables used for the study, to identify the most appropriate

variables within a data set for a particular study and to identify a set of uncorrelated variables that can replace the original set of correlated variables.

Factor analysis according to (Saunders et al. 2009) has been basically distinguished into two, which is exploratory and confirmatory factor analysis. Saunders et al (2009) explained that Exploratory Factor Analysis (EFA) is usually used as an early stage analysis to explore the interrelationships among the variables the study wants to use. The EFA is usually conducted with variables and scales that are not well established and tested, and so the researchers would want to explore the data set to check for the variables that best describes the interrelationships in the study. Confirmatory factor analysis, on the other hand, is conducted to confirm hypotheses and theories that inform the study, concerning on the set of variables and scales selected. The current study uses CFA because the scales and variables have already been established and tested.

4.9 Structural equation modelling

Structural Equation Modelling (SEM) is a statistical process which can be used to test measurement, functional, predictive and causal hypothesis (Bagozzi & Yi, 2012). Also, Byrne (2016) defines SEM as a statistical methodology that takes a hypothesis testing approach to conduct a multivariate analysis. Structural equation model uses the different types of models to show the relationships among observed variables by providing the test of the theoretical model hypothesized by the researcher (Lomax & Schumacker, 2012). One of the basic goals of conducting SEM is to determine the extent to which the researcher can determine how the theoretical model is supported by sample data. So the SEM can be used as a multivariate tool to test the relationships between one or more independent variables as against one or two dependent variables.

The current study adopts the use of SEM based upon the findings provided by (Lomax & Schumacker, 2012) that SEM is preferred by many researchers. The researchers suggested that there are four main reasons why SEM is preferred and these include; the use of multiple observed variables to explain a particular scientific direction, SEM gives a greater recognition of validity and reliability of observed scores from measurement instruments, SEM can analyze more advanced theoretical models and the user-friendly nature of software's that can run the structural equation modelling test, for instance, AMOS, LISREL and smart PLS. Again Bagozi and Yi (2012) outlined some advantages researchers can have when they employ SEM. They stated that SEM provides an integrative function, it helps researchers to become more precise in the specification of hypothesis, it takes into account reliability issues, it also suggests novel hypothesis originally not considered and it is useful in survey cross-sectional and longitudinal studies. The use of SEM helps to determine the impact, independent variables have on the dependent variables within a fully specified model (Byrne, 2016). SEM allows the researchers to examine more than one regression relationship at a time. This also helps the study to achieve its purpose of understanding the effect social media engagement has on word of mouth and purchase intention of customers of fashion products.

Structural equation modelling is widely distinguished in two parts that are the one-stage and two-stage approach (Hair et al., 2010). The one stage or single stage approach according to (Lomax & Schumacker, 2012) combines the measurement model and the structural model and analyzes them simultaneously. The two-stage approach separates the measurement model and the structural model estimation. The study adopted the two-stage model where the first face of the research model will be tested and confirmed then the structural model will be developed. This is in agreement with the assertion of (Kline, 2015) that all the

correlations between the constructs must be estimated for, before the structural model is tested. The measurement model of the study is therefore tested using the AMOS version 21.0 to confirm the model fit using CFA. That is using the confirmatory approach, we test our developed hypothesis based on the theoretical model the study is based upon.

Again, the study tests how well there is a good fit for the model to be generated. The study chooses to explore on some key fit indices that helped conceptualize the model fit for the study. There are basically two assumptions that are considered when conducting a model fit and these are comparative fit and absolute fit. The comparative fit checks for other models that may best describe the observed variables or dataset. Some criteria within this type of fit include normed fit indices (NFI), comparative fit indices (CFI) and relative non-centrality index (RNI). According to (Hair et al., 2014), some of the criteria for identifying absolute fit includes chi-square (χ^2), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), root-mean-square residual (RMR) and Root-Mean-Square-Error of Approximation (RMSEA). These indices were applied in the analysis of the data. The acceptable thresholds for these indices are as follows: Root Mean Squared Error of Approximation ($RMSEA \leq 0.08$), Goodness of Fit Index ($GFI \geq 0.90$), Normed Fit Index ($NFI \geq 0.90$) and Comparative Fit Index ($CFI \geq 0.90$) (Bagozzi & Yi, 2012; Hu & Bentler, 1999). Also, the chi-square (χ^2) is also used to test the model's covariance matrix and measure the coefficients compared with the covariance matrix. But large sample sizes can affect the χ^2 to be inflated so (Hu & Bentler, 1999) cautions researchers on the size of their sample.

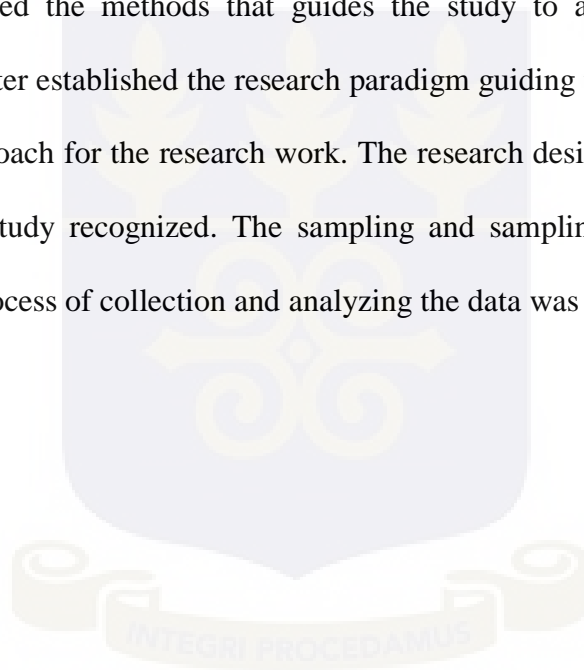
4.10 Ethical consideration

The study addressed ethical issues that showed up in the cause of the research. The study sought permission from the Department of Marketing and Entrepreneurship to distribute the

questionnaire to respondents. Permission was also sought from some fashion brand social media page administrators who allowed the online questionnaires to be sent to some of their customers. The purpose of the study was then explained to the respondents to help eliminate possible misunderstanding and to obtain the best of responses from them. Assurance of anonymity and confidentiality was given to the respondents on the information they were providing and all responses were welcomed based on the discretion of the respondents.

4.11 Chapter Summary

The chapter discussed the methods that guides the study to achieve its set research objectives. The chapter established the research paradigm guiding the study then moved to choose the best approach for the research work. The research design was outlined and the population for the study recognized. The sampling and sampling techniques used was discussed and the process of collection and analyzing the data was discussed.



CHAPTER FIVE

DATA ANALYSIS AND DISCUSSION

5.0 Introduction

The current chapter presents the analysis and discussion of the data collected for the study. The chapter first presents the descriptive of the data using SPSS version 20.0 and then continue to perform a confirmatory factor analysis. The chapter presented the model specification and continued to develop the structural model to test the relationships between the constructs in the model. Again the chapter presented results from tests of reliability and validity of the scales in the model. The chapter concluded with the demonstration of the structural model's assessments and the moderation test results in the conceptual framework presented.

The study began with a preliminary coding which was done to screen and sort out valid data responses. This process according to (Ainin et al., 2015) provides the researcher with the most valid data responses eliminating unfilled and non-engaging responses from the measurement scale in the questionnaire and so responses with no variation that is, standard deviation of zero were deleted. The study as according to (Anderson and Gerbing, 1988) conducted a confirmatory factor analysis to fit the measurement model and then continued to develop the various structural models.

5.1 Demographic analysis

The study after the screening had 322 valid responses which had a gender distribution of 50.3% being male and 49.7% respondents were female. This shows that more males partook in the study. The highest age distribution were respondents under the age of 20 years which represented 64.9% of the data responses. Next to it were respondents between the ages of

21-30 which was 34.2%. Respondents between the ages of 31-40 years old were only 0.9% of the total number of respondents. These findings indicate that most of the respondents are within their adolescent and youthful age who also fall within the millennial bracket. With educational qualification, 67.1% have their highest educational qualification up to WASSCE/ SSCE. Most of the respondents were undergraduate students who had not yet completed their course-work study and so had their highest qualification coming from the Senior high school level. The second highest educational qualification were respondents who had a degree and that made up 29.9% of the responses. Students who had both post graduate and Diploma qualifications were 1.3% of the total respondents with those who stated others being only 0.3%.

The last demographic variable was income which categorized the respondents on the amount of income they received per month. The category of respondents who earned below GHC 200.0 a month were 48.4 % of the respondents. Those who earn between GHC 200-700 are 36.3%, those who earn between GHC 700-1200 are 5.0% whereas those who earn above GHC 2200, between GHC 1200-1700, between GHC 1700-2200 and none were 3.1%, 1.2%, 0.9 and 5.0%. (Table 5.1).

Table 5.1 Demographic profile of the respondents

PROFILE OF RESPONDENTS	TOTAL NUMBER	PERCENTAGE
<i>Gender</i>		
Male	162	50.3
Female	160	49.7
<i>Age</i>		
Under 20	209	64.9
21-30	110	34.2
31-40	3	0.9
<i>Educational Qualification</i>		
SSCE/WASSCE	216	67.1
Diploma	4	1.2
Degree	96	29.8
Post Graduate	4	1.2
Others	1	0.3
<i>Income per month</i>		
Below 200	156	48.4
200- 700	117	36.3
700-1200	16	5.0
1200-1700	4	1.2
1700-2200	3	0.9
2200-above	10	3.1
none	16	5.0
<i>n= 322</i>		

Source:Field Data, 2017

5.2 Descriptive statistics of scale items

After the screening of data was performed and surety was ascertained that the data did not contain any out-of-range values as according to (Pallant, 2011), the study began with the descriptive statistics of the scale items. According to Pallant (2011), when conducting

studies that involve human respondents, it is advisable to also include certain demographic indicators such as the age, the gender, educational level and income. The descriptive statistics usually include the mean score, the standard deviation and sometimes the skewness and kurtosis (Pallant, 2011). The study therefore, presents descriptive from the data and the first table presents the scales and the means between the scale items. This can be seen in the table below which shows the values presented for the means, standard deviations.

From Table 5.2 below, it can be realized that the highest mean score is 3.29 which is for the item “*I read information posts by fashion brands on social media platforms*”. The finding shows that most of the respondents consume information of brands on social media platforms by reading them and thus indicating the presence of engagement on social media platforms of fashion brands. Again, the consumption of information on social media mostly takes the form where consumers’ read the information provided by other social media users on these interactive platforms.

The lowest mean score is 2.22 which is for the item “*I cannot separate myself when communicating with fashion brands on social media*”. This shows that respondents feel they cannot separate themselves when they interact with fashion brands and thus always feel absorbed with their social media platforms of the brands.

Table 5.2 Descriptive statistics of constructs

Details	Variable name	Mean	Standard Deviation
I use social media platforms to engage with fashion brands.	Vg1	2.8758	1.16949
I feel strong when I am using social media platforms to engage with fashion brands.	Vg2	2.7360	1.07733
I feel I cannot stop interacting with fashion brands on social media.	Vg3	2.3447	1.00580
I continually interact with fashion brands when using social media platforms	Vg4	2.5839	1.08836
I devote a lot of energy to fashion brand engagement on social media.	Vg5	2.2640	1.02091
I try to engage well on social media platforms of fashion brands	Vg6	2.6211	1.10757
I cannot separate myself when communicating with fashion brands on social media	Abp1	2.2205	.97531
Interacting with fashion brands on social media is so time-consuming	Abp2	3.1770	1.17993
I rarely get distracted when engaging on social media.	Abp3	2.7702	1.12324
I feel occupied with interacting with fashion brands on social media.	Abp4	2.6739	1.09766
My mind is focused when engaging with fashion brands on social media platform.	Abp5	2.6273	1.08699
I pay a lot of attention to Fashion brand's activities on social media.	Abp6	2.7050	1.13425
I feel happy when engaging with fashion brands on social media	Abp7	2.8758	1.10652
I am excited when engaging with fashion brands on social media platforms.	Ded1	2.9161	1.07468
I am inspired to interact with fashion brands on social media.	Ded2	2.8758	1.11214
I find engaging with fashion brands on social media meaningful.	Ded3	3.0217	1.06025
I am excited when engaging with fashion brands on social media.	Ded4	2.7764	1.13278
I am satisfied when I interact with fashion brands on social media	Ded5	2.8106	1.12109
I post information on social media pages on fashion brands	Co1	2.4658	1.09106
I upload pictures and videos related to fashion brands on social media	Co2	2.5155	1.14715
I give advice on fashion brand related information to other consumers on social media platforms	Co3	2.3385	1.05030
I write comments on social media platforms of fashion brands	Co4	2.7267	1.20997
I view videos and pictures put on social media platforms of fashion brands	Cp1	3.2484	1.14130
I read information posts by fashion brands on social media platforms	Cp2	3.2950	1.16139
I read reviews and product information of fashion brands on social media platforms	Cp3	3.1801	1.14325
I follow comments on fashion brands on social media platforms	Cp4	2.9255	1.16572
I send fashion brand related information to friends on social media	Cp5	2.7578	1.19070
I download fashion brand information on social media platforms	Cp6	2.8758	1.23681

I read comments and shared information of fashion brands on social media platforms	Cp7	2.9720	1.16644
I like social media posts by fashion brands	Cp8	3.2826	1.17514
I say positive things about fashion brands who have presence on social media	WOM1	3.1149	1.04233
I often recommend fashion brands that are active on social media to other people	WOM2	3.0031	1.09516
I encourage others to visit social media platforms of fashion brands	WOM3	2.9099	1.09144
I persuade my friends to visit social media pages of fashion brands	WOM4	2.7919	1.10374
I pass on information of products of fashion brands from their social media pages to other friends	WOM5	2.8571	1.11270
I intend to buy products of fashion brands when I see them on social media	PI1	2.9161	1.12842
I recommend others to buy products from social media pages of fashion brands	PI2	2.8789	1.08556
When I see the display of fashion products on social media, I ask of the price and cost	PI3	3.1273	1.15710
I intend to buy products of fashion brands in the future because I see them on social media	PI4	3.1180	1.16479
I trust that information I receive from fashion brands on social media pages are authentic	Trust1	2.9814	1.06178
I feel confident having discussion with friends on social media platforms of fashion brands	Trust2	3.0155	1.01534
I trust the views of my friends whom I interact with fashion brands on social media.	Trust3	3.0932	.98146
I trust the products I see on social media pages of fashion brands	Trust4	2.9317	1.00233
I believe in the fashion brand when I see them social media	Trust5	2.9938	1.06486

Source: Field Data, 2017

5.3 Confirmatory factor analysis (CFA)

After the descriptive statistics, the researcher moved on to test for the reliability and validity of the constructs using confirmatory factor analysis. According to Lomax and Schumacker (2012), conducting the confirmatory factor analysis or developing the measurement model is the first step in conducting a Structural Equation Modelling (SEM) followed by developing the structural model.

Researchers have indicated that it is imperative to meet certain threshold requirement when developing a measurement model and thus a report should be given on the characteristics of the measurement model which is further used for the structural model (Bagozzi & Yi, 2012; Hu & Bentler, 1999). The study measured the eight constructs (Vigor, Absorption, Dedication, Co-creation, Consumption, Word-of-Mouth, Purchase Intention and brand trust) was assessed through a confirmatory factor analysis. According to Hu and Bentler (1999), a good measurement model fit indices is estimated by CMIN/DF or Normed (χ^2) = >3, Composite fit indices (CFI) = >0.90, SRMR = <0.08, Root Mean Square Error of Approximation (RMSEA) = <0.06, PCLOSE = >0.05, Tucker–Lewis Index (TLI) = >0.90 and Goodness of Fit Index (GFI \geq 0.90, suggests these combination to verify good model fits.

The results of the initial measurement model is presented in Table 5.3 below. The study assesses the measurement model in three phases, first using convergent validity, then through a reliability test then a check for discriminate validity issues in the model. *Note: Criteria: Cronbach's $\alpha \geq 0.70$ (CA), composite reliability (CR) ≥ 0.70 , average variance extracted (AVE) ≥ 0.50 (Hair et al., 2003).*

Table 5.3 Initial measurement model

<i>Construct</i>	<i>Item</i>	<i>β Estimate</i>	<i>AVE</i>	<i>CR</i>	<i>CA</i>
Vigor	Vg1	.813	0.639	0.837	0.913
	Vg2	.838			
	Vg3	.730			
	Vg4	.852			
	Vg5	.747			
	Vg6	.810			
Absorption	Abp1	.635	0.417	0.821	0.822
	Abp2	.294			
	Abp3	.413			
	Abp4	.632			
	Abp5	.742			
	Abp6	.757			
	Abp7	.857			
Dedication	Ded1	.877	0.725	0.929	0.929
	Ded2	.853			
	Ded3	.823			
	Ded4	.863			
	Ded5	.840			
Co-creation	Co1	.857	0.696	0.901	0.897
	Co2	.885			
	Co3	.833			
	Co4	.757			
Consumption	Cp1	.668	0.639	0.934	0.934
	Cp2	.762			
	Cp3	.818			
	Cp4	.846			
	Cp5	.809			
	Cp6	.821			
	Cp7	.848			
	Cp8	.806			
WOM	WOM1	.730	0.651	0.903	0.900
	WOM2	.857			
	WOM3	.842			
	WOM4	.810			
	WOM5	.790			
Purchase Intention	PI1	.792	0.628	0.871	0.871
	PI2	.814			
	PI3	.802			
	PI4	.760			
Trust	Trust1	.732	0.600	0.882	0.882
	Trust2	.824			
	Trust3	.812			
	Trust4	.731			
	Trust5	.768			

Source: Field Data, 2017

 $\chi^2 = 2.275$, $PCLOSE = .000$, $GFI = .774$, $RMSEA = .063$, $CFI = .900$, $NFI = .836$

The researcher conducted an initial measurement test using AMOS version 21 to generate the necessary output. The initial output found some issues with the model which according to (Hair et al., 2010), some modifications had to be done to attain the best model fit. Some

items were deleted to help the study achieve the absolute fit indices as suggested by (Fornell & Larcker, 1981; Hu & Bentler, 1999; Schreiber, Nora, Stage, Barlow & King, 2006). Items that did provide good model fit results and had issues with construct validity were deleted to have the best of measurement model fit. The initial model shows that the AVE score for Absorption (0.417) did not meet the minimum threshold suggested by (Hu & Bentler, 1999) which has to be $> (0.50)$.

In the first modification tests, we deleted six items from a total of 43 items which included (Abp1, Abp2, Abp3, Abp4, Trust4 and Cp1). According to suggestions by Koo, Chung and Kim (2015), we dropped items that share a high degree of residual variance with other items. That is three items from the variable Absorption, one item from consumption and one item from trust. These removed items, helped the model to gain a comparatively good fit indices to the first measurement model generated. further modifications were carried out and two items from Vigor (Vg1 and Vg5), three items again from consumption (Cp2, Cp3, Cp8), one item from co-creation (Co4), one item from Dedication (Ded4) and from Trust (Trust5) were removed and all these were carried out based on the advice from (Hair et al., 2003) that deletion should be done for items that do not load well, cross loads on other factors or have measurement errors. Therefore the study deleted 14 items remaining with 28 items which then gave the model the best indices and fit results.

5.4 Reliability and validity of measurement model

Bagozzi and Yi (2012) posit that to develop a structural equation model, researchers need to consider the reliability and validity of the constructs to check if the measurement model holds before continuing to develop the structural model. The reliability and validity of the final measurement model is presented in table 5.4 below. The study tested for convergent

validity using three expectations. The standardized path loadings or standardized regression weights provided by the AMOS software should be greater than 0.7 as posited by Gefen, Straub and Boudreau (2000). Secondly, the study employed Fornell and Lacker (1981)'s proposition to test for Composite reliability (CR) and Cronbach's α which should be more than (0.7). The use of Average Variance Extracted figure was also employed of which (Fornell & Lacker, 1981;Hu & Bentler, 1999) suggest should be more than (0.5) or 50%.

From the final measurement model, the AVE's (Average variance extract which explains the average amount of variation which the latent construct is able to explain in the observed variables to which is theoretically related) for all the constructs were above the threshold of 0.5 which indicates that items are good effective measures for the various latent variables. That is showing that there are no convergent and discriminant validity issues within the study.

Discriminant validity is established when a latent variable is able to account for more variance in the observed variables associated with it than other measurement errors or constructs, so from the results, all the latent variables accounted for more variance in the observed variables. Discriminant validity can be calculated by comparing the shared variance (squared correlation) between each pair of constructs against the average of the AVEs for the various constructs.

The Composite reliability for the constructs are above the threshold of 0.7 and the Cronbach's alpha is also above 0.7 meaning this measurement model is the best model which fits the data. Again the final measurement model shows that all the items are reliable and can be used for further model designs such as the structural model (Hair et al., 2010).

Table 5.4 Reliability and validity check for final measurement model

<i>Construct</i>	<i>Item</i>	<i>β Estimate</i>	<i>AVE</i>	<i>CR</i>	<i>Cronbach's α</i>
Vigor	Vg2	.823	0.644	0.878	.878
	Vg3	.742			
	Vg4	.840			
	Vg6	.801			
Absorption	Abp6	.741	0.666	0.798	.792
	Abp7	.885			
Dedication	Ded1	.859	0.704	0.905	.910
	Ded2	.847			
	Ded3	.831			
	Ded5	.819			
Co-creation	Co1	.829	0.716	0.883	.895
	Co2	.861			
	Co3	.850			
Consumption	Cp4	.859	0.722	0.912	.912
	Cp5	.861			
	Cp6	.840			
	Cp7	.837			
	WOM1	.752			
WOM	WOM2	.886	0.656	0.884	.889
	WOM3	.819			
	WOM4	.777			
	WOM4	.777			
Purchase Intention.	PI1	.791	0.628	0.871	.871
	PI2	.818			
	PI3	.804			
	PI4	.756			
Trust	Trust1		.638	.840	.836
	Trust2				
	Trust3				

Source: Field Data, 2017

Table 5.5 below shows the person correlations between the constructs for the study. According to Pearson (1931) the more the correlation coefficient is closer to 1, the stronger the relationship is between the two constructs and the more closer it is to 0, the weaker the relationship between the constructs. There is a strong correlation between Dedication and Absorption with a Pearson's r coefficient of 0.766. This is followed by the correlation between Absorption and Vigor, Consumption and Co-creation, Trust and WOM, Purchase

intention and consumption, co-creation and dedication and the relationship with the least correlation coefficient is WOM and purchase intention with a Pearson's correlation figure of (0.600) at $p < 0.01$. This finding is surprising since most scholars argue that there is a positively strong relationship between WOM activities and purchase intention.

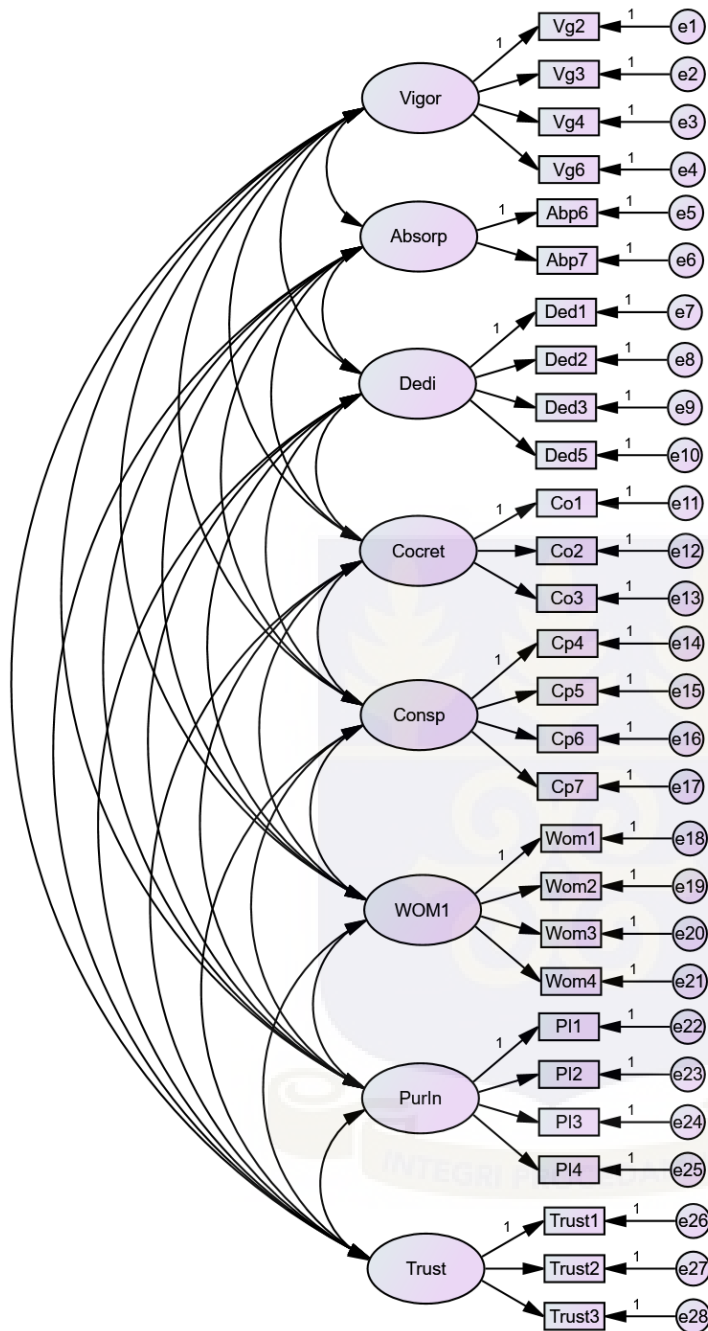
Table 5.5 Pearson Correlations

	Mean	Standard Deviation	VG	ABP	DED	COC	CONSP	PURIN	WOM	Trust
Vigor	2.57	.915	1							
Absorption	2.79	1.019	.742*	1						
Dedication	2.90	.969	.741	.766*	1					
Co-creation	2.44	.997	.588	.595	.634**	1				
Consumption	2.88	1.059	.605	.655	.712	.716*	1			
Purchase Intention	3.01	.963	.572	.525	.582	.589	.655**	1		
WOM	2.96	.938	.541	.549	.670	.637	.668	.600**	1	
Trust	3.03	.884	.521	.514	.591	.530	.590	.662	.688*	1

Source: Field Data, 2017

The figure 5.1 below shows the graphical representation of the final measurement model fit using Amos version 21.0.

Figure 5.1 Final CFA Model



CMIN/DF = 1.564, GFI = 0.901, CFI = 0.974, RMSEA = 0.042

5.5 The structural model

After confirming the measurement model as fit, the study went on to develop the structural model for the study. The causal relationships between the constructs (Hair et al., 2014) were evaluated based on the theoretical model underlying the study. According to Anderson and

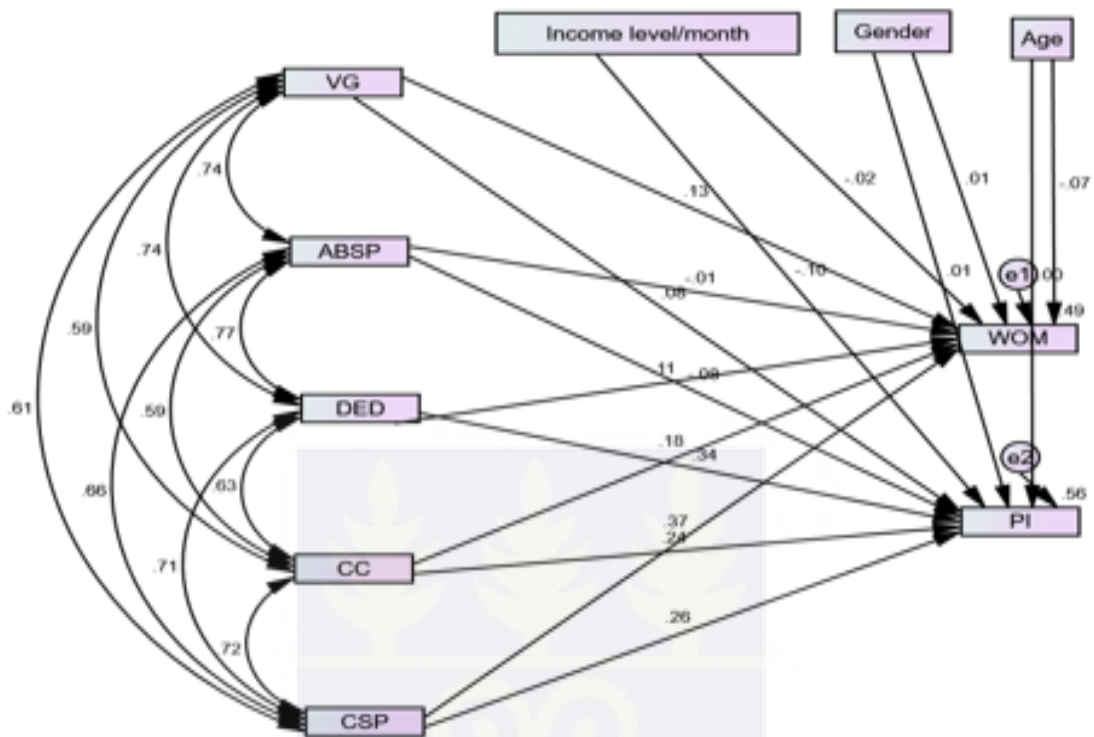
Gerbing (1988), after having achieved a good model fit and validating all the constructs, we then move on to develop the structural model. The study seeks to test the interrelationships between several latent variables hence, the use of structural equation modelling to address all the hypothesis developed for the study. So the structural model for this study, tests the interrelationship between constructs making up customer brand engagement on social media, WOM and Purchase intentions.

5.5.1 Customer brand engagement on social media: WOM and purchase intention

The study first tested the structural model on the initial theoretical foundation or the baseline theory supporting this study which says that when consumers engage on social media platforms, they develop purchase intention and engage in word of mouth about the brand (Putnam, 1995; Chi, 2011).

First, the study assessed the R^2 coefficients of the endogenous variables which in this study are measured on WOM and Purchase Intention and also assessed the path coefficients which represents our standardized regression weights. From the initial structural model estimating the R^2 , we had an R^2 value of 0.49 for Word of Mouth (WOM) and 0.56 (see figure 5.2 below) for Purchase Intention. That is using the R^2 values, customer brand engagement on social media has a predictive ability in determining consumer WOM and their purchase intention.

Figure 5.2 Initial Structural model test and Path Analysis



Secondly, the effect of the control variables on the outcome variables was assessed. Table 5.6 shows the results for the regression weights and path analysis results for the control variables. The model was controlled with three demographic variables which had an effect on the outcome variables. These variables are income, Gender and Age. Out of the six paths, only one path showed a significant relationship and this was income to purchase intention. This is evident given the strong correlation between the income of consumers and their intention to make purchases (Nadeem, Andreini, Salo & Laukkanen, 2015). Gender did not have a significant relationship on both WOM and purchase intention but had a strong factor loading on the path with WOM. The regression weight between age and purchase intention was also positive even though it was still insignificant.

Table 5.6 Regression Weights and path coefficient for control variables

Structural relationship among construct			β Estimate	C.R.	P	Interpretation
Income	→	PI	-.116	-2.091	.037	Supported
Gen	→	PI	.037	.679	.497	Not Supported
Age	→	PI	.071	1.280	.200	Not Supported
Income	→	WOM	-.047	-.851	.395	Not Supported
Gender	→	WOM	.052	.933	.391	Not Supported
Age	→	WOM	-.008	1.50	.881	Not Supported

Source: Field Data, 2017

From Table 5.7 below, results from the testing of the hypothesis using the path coefficients and the p-values are presented. The p-values presented show that six paths were significant where as four were insignificant. The p-value at significance level of 0.05, for the relationship between Vigor to Word of Mouth (WOM) (0.041) , Dedication to Purchase Intention (***) thus $p < 0.001$, Co-creation to WOM (0.003), Co-creation to Purchase Intention (***)thus $p < 0.001$, Consumption to WOM (***)thus $p < 0.001$ and Consumption to Purchase Intention (***) thus $p < 0.001$ were all statistically significant. Conversely, the relationship between Absorption to Purchase intention (0.187), Absorption to WOM (0.932), Vigor to Purchase intention (0.166) and Dedication to WOM (0.132) were not statistically significant at alpha level of 0.05.

Table 5.7 below illustrates the significant and non-significant relationships at alpha level of 0.05. Again, the effect of income on purchase intention was significant at p-value of (0.009) whereas the other controlled variables or demographic dimensions has no significant impact on the outcome variables. The model fit indices for the baseline structural model were perfect where; $CMIN/df = 1.602$, $GFI = .982$, $CFI = .993$, $NFI = .981$, $RMSEA = 0.43$ and $PCLOSE = .621$.

The results of the study present some intriguing consequences which are worth noting. From arguments in the literature, customer social media brand engagements, had a significantly positive effect on word of mouth and purchase intention. The various dimensions thus, H1 (a-e), H2 (a-e), were proposed to have significant effects on word of mouth and purchase intention respectively.

The table shows that H1b, H1d and H1e are supported at $p < 0.05$ significance level. That is, the relationship between dedication and purchase intention, co-creation and purchase intention, consumption and purchase intention were positively significant. Vigor, Co-creation and Consumption also significantly has a positive effect on Word of Mouth. Thus, Hypothesis H2a, H2d and H2e are all supported. But the relationship between vigor and purchase intention, absorption and purchase intention and WOM were insignificant. Thus H1a and H1c were not supported. There was also an insignificant effect of dedication and absorption on purchase intention. Thus, H2b and H2c were not supported. Another revealing case in the result is absorption which had an insignificant effect on both purchase intention and word of mouth. The effect of the control variables on the dependent variables showed that only Income significantly affects purchase intention.

Table 5.7 Regression Weights and path coefficient

<i>Structural relationship among construct</i>			β <i>Estimate</i>	<i>C.R.</i>	<i>P</i>	<i>Interpretation</i>
Income	→	PI	-.096	-2.597	.009	Supported
Gen	→	PI	.006	.146	.882	Not Supported
Age	→	PI	.000	.005	.996	Not Supported
Income	→	WOM	-.018	-.045	.653	Not Supported
Gender	→	WOM	.005	.138	.891	Not Supported
Age	→	WOM	-.066	-1.654	.098	Not Supported
VG	→	WOM	.134	2.046	.041	Supported
ABSP	→	WOM	-.006	-.086	.932	Not Supported
DED	→	WOM	.110	1.505	.132	Not supported
CC	→	WOM	.178	2.971	.003	Supported
CSP	→	WOM	.374	5.685	***	Supported
VG	→	PI	.084	1.386	.166	Not supported
ABSP	→	PI	-.085	-1.319	.187	Not supported
DED	→	PI	.343	5.032	***	Supported
CC	→	PI	.236	4.247	***	Supported
CSP	→	PI	.255	4.172	***	Supported

Source: Field Data, 2017

5.5.2 Test for Moderation

The current study has identified from the extant literature that trust has the tendency to moderate the relationship between customer's engagement and behavioural intentions. According to Baron and Kenny (1986), moderation can be possible, when there is a significant relationship between the independent and dependent variable established. The moderator provides an effect on the outcome variable and the intensity of the effect is recorded as a positive moderating effect or a negative moderating effect. The moderation was carried out on two paths: 1) the relationship between customer social media engagement and purchase intention, 2) the relationship between the customer social media engagement and WOM. Therefore trust was used to ascertain the moderating effect on these two relationships (Phua, Jin & Kim, 2016). The results for the moderating are presented in two sections thus, model 1 and model 2 where model 1 presents results before the moderation

and model two presents results after the moderator was introduced in the relationship. Even though some of the relationships exhibited an insignificant relationship in the first path analysis, they were included for the second path analysis with the moderation to test its effects on the outcome variable when interacted with trust.

Table 5.8 Moderation

<i>VARIABLE</i>	<i>Model 1</i>	<i>Model 2</i>
Income → PI	-.096(.009)	-.092(.007)
Gender → PI	.006(.882)	.030(.379)
Age → PI	.000(.996)	.001(.969)
Income → WOM	-.018(.653)	-.001(.968)
Gender → WOM	.005(.891)	.024(.485)
Age → WOM	-.066(.098)	.001(.025)
TR → PI		.310 (***)
TR → WOM		.392 (***)
VG → WOM	.134 (.041)	
DED → WOM	.110 (.132)	
ABSP → WOM	-.006 (.932)	
CC → WOM	.178 (.003)	
CSP → WOM	.374 (***)	
VG → PI	.084(.166)	
ABSP → PI	-.085 (.187)	
DED → PI	.343 (***)	
CC → PI	.236 (***)	
CSP → PI	.255 (***)	
VG * Trust → WOM		-.116 (.103)
ABSP * Trust → WOM		.049 (.541)
DED * Trust → WOM		-.043 (.596)
CC * Trust → WOM		.069 (.348)
CSP * Trust → WOM		-.045 (.531)
VG * Trust → PI		-.008 (.909)
DED * Trust → PI		.223 (.004)
ABSP * Trust → PI		-.010 (.899)
CC * Trust → PI		-.060 (.402)
CSP * Trust → PI		-.125 (.069)

Source: Field Data, 2017

Table 5.8 above, shows results from the moderation tests conducted. Before the full moderation was tested the baseline model or relationship was tested to ascertain the effect

the independent variables have on the dependent variables. That is the baseline model explains that customer social media brand engagement, positively affect the behavioural intentions of customers, specifically of fashion brand products. The second model shows the results after interacting the relationships with trust. The structural model had good model fit indices; P-value = 0.390, CMIN/df = 1.048, GFI = 0.986, CFI = 1.000, NFI = 0.989, RMSEA = 0.12 and PCLOSE = 0.989 which were all within the acceptable range for the model fit indices as proposed by (Hu & Bentler, 1999).

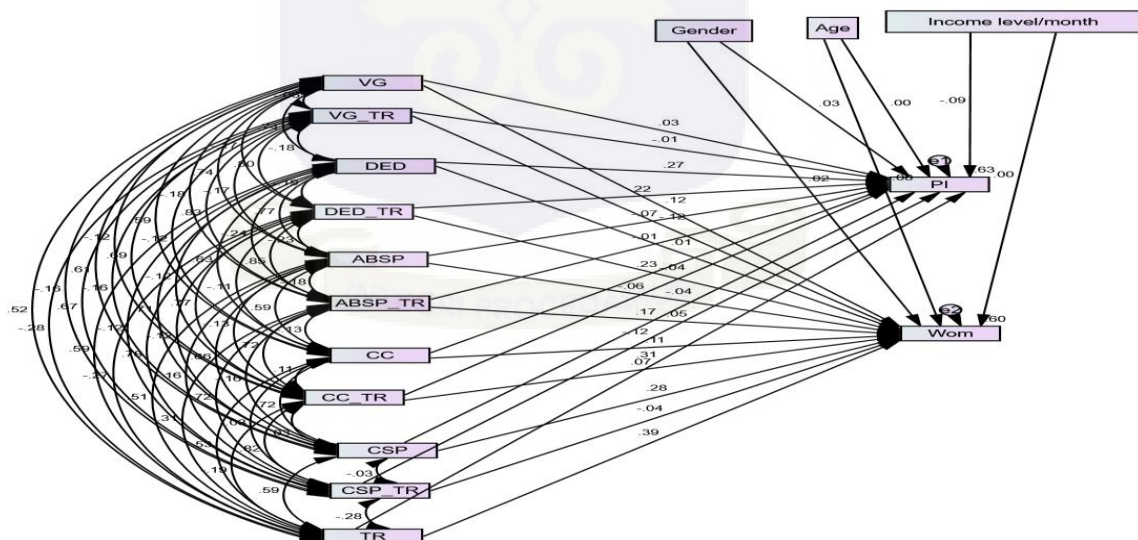
Using results from the β estimates (standardized regression weights) and P-values to determine the effect of the moderator on the various relationships, it was discovered that only hypothesis 3(1)b (Dedication to Purchase intention), has a significant interaction with trust. The standardized β value (see figure 5.3) for the relationship is 0.223 with a p-value of 0.004 which is less than the alpha value of 0.05. Again, Hypothesis 3(1)a, 3(1)b, 3(1)c, 3(1)e, 3(2)a, 3(2)b, 3(2)c, 3(2)d and 3(2)e had an insignificant relationship hence, were not supported. This shows contrary findings to what had been argued in literature pertaining the positive effect of the dimensions of customer social media brand engagement on word of mouth and purchase intention. But changes were realized from the β estimates which were different from the results of the initial model test. That is, the direction of the structural paths have been affected by the interaction. For instance, after the moderator was introduced, the p-value for Hypothesis 2d which had a p-value of 0.003 before the interaction, had a p-value of 0.63 after the interaction. This indicates that after the interaction with trust, the significant effect co-creation had on Word of Mouth, has reduced or was made insignificant.

The results also show that after the moderation variable was introduced in the model (see Table 5.8), the study found that five hypothesis had an insignificant but positive impact on

the outcome variables. From the initial test of the first model, vigor, co-creation and consumption were significant to word of mouth whereas dedication, co-creation and consumption had a significant impact on purchase intention. The moderation changed the relationship between these constructs and resulted in an insignificant effect on both outcome variables with the exception of dedication and purchase intention. These findings are amazing, given the impact the moderating variable, trust has on the relationships.

Therefore the results show that, even though the structural paths and direction after moderation shows significant changes in the β estimates, the moderation effect of trust were all statistically insignificant thus at (p -value > 0.05) except for hypothesis 3(1) d which recorded p -value of 0.004.

Figure 5.3 Final Moderation Path



5.6 Discussion of Findings

The discussion of the findings is provided below in accordance to the research questions set for the study.

5.6.1 Dimensions of customer social media brand engagement (CSMBE)

The first objective that guided the current study was to identify the dimensions that make up the customer engagement on social media construct. This objective was influenced by the lack of consensus in literature, on the dimensions that make up the construct. The study found that five dimensions can best describe and measure CSMBE which include Vigor, Dedication, Absorption, Co-creation and Consumption. This was consistent with studies by (Dolan et al., 2016; Dwivedi, 2015; Phua et al., 2016; Cheung et al., 2011) who underscored the validity of these scales to effectively measure CSMBE. All the dimensions had good β estimate values above the threshold of 0.5 which indicated that the scales or dimensions are good indicators for measuring the Customer Social Media Brand Engagement Construct. This objective also sought to identify the best dimensions which could be used to ascertain consumer understanding of social media engagement. After the analysis in the measurement model, it was confirmed that the five dimensions are good indicators of measuring customer social media brand engagement in the fashion industry.

Again, the study found contrary to previous research that the social media brand engagement construct can include co-creation and consumption as well as the already established Vigor, Dedication and Absorption. Dolan et al (2016) and Dwivedi (2015) found consistent with suggestions from (Schaufeli et al., 2002) that even though; Vigor, Dedication and Absorption describes customer social media brand engagement other variables such as co-creation and consumption found in our study, can equally measure customer social media brand engagement.

5.6.2 Impact of customer social media brand engagement (CSMBE) on WOM

The second objective of the study was to understand the individual effects of the independent variables on each outcome variable. The study sought to examine the effect of the dimensions of CSMBE on WOM. That is, the effect of Vigor, Absorption, Dedication, Co-creation and Consumption on WOM. The tests results through the analysis show that, CSMBE has an effect on WOM but at different significant levels for the different dimensions. The findings of the study after controlling for gender, age and income of respondents, suggests that, Vigor (which is the customer's energy expended in the engagement process on social media) has a significant effect on WOM thus spreading information about the brands, both electronically and offline WOM. Again *co-creation* (publishing information, involuntarily creating contents for the brand on social media platforms) significantly affects WOM. Consumption (viewing contents, reading and listening to audio information) was also significantly related to WOM. Contrariwise, *Dedication* (a sense of enthusiasm, belonging to the brand and feeling emotional towards the brand) and Absorption (being fully engrossed with the brand on social media) does not have a significant effect on WOM.

The first dimension of customer social media brand engagement, which is Vigor had a significant effect on consumer behavioural attitude of WOM. Consistent with studies by (Chu & Kim, 2011; Cheung & Lee, 2011) found that engagement with consumers has the potential to influence their behavioural intention of spreading positive word of the brand to others. This confirms suggestions from (Vivek et al., 2012) who suggested that when consumers are vigorous during engagement, they are likely to exhibit a strong consequence behavioural intention of WOM. *The findings of the study therefore, suggest the more energy*

consumers spent on engagement on social media platforms, the more they would give positive Word of Mouth about the brand.

The second dimension Absorption, represented by H1b, had an insignificant effect on word of mouth recording a p-value of 0.932 which is > 0.05 . This signifies that Consumers' cognitive attitude of being fully engrossed with the social media platforms of fashion brands did not influence their behaviour of spreading word of mouth about the brand. This findings, contrary to postulations by (Ind, 2014 and Cheung et al., 2011) who suggested that absorption with a brand can lead to the spread of word of mouth, suggests that even though consumers may seem engrossed on a particular social media page, it does not necessarily lead them to spread word about the brand. Again, contrary to findings and propositions of (Patterson et al., 2006 and Cheung & Lee, 2011) that being fully engrossed with a social media platform, leads to consumers' attitude of sharing information about a brand, the findings of the current study showed that absorption has an insignificant relationship with WOM.

The third dimension which is represented by Hypothesis 1c suggested there is a positive of Dedication on WOM. The analysis reveals that dedication has an insignificant relationship with WOM having a p-value of 0.132 ($p\text{-value} < 0.05$). This shows the level of enthusiasm exhibited by consumers on social media platforms has no significant influence on WOM. Even though studies conducted by (Cheung & Lee, 2011) suggested that Dedication has a significant influence on consumers word of mouth for the brand, the current study found otherwise, that in the Ghanaian context and more specifically, the fashion industry, being dedicated during engagement, has no significance on WOM.

Co-creation which is the fourth dimension of CSMBE, was found to have a strongly significant relationship with WOM. This was consistent with findings from (Dolan et al., 2016) who found that Co-creation has a significant influence on behavioural intentions, and in this situation, on WOM. This, therefore, suggests that the more consumers co-create, produce and share information about brands, the more they are likely to talk about the brand. This finding is also consistent with findings from (Jansen, Zhang, Sobel & Chowdury, 2009) who suggested that consumers who co-produce information for brands are more likely to engage in (eWOM).

The last dimension of CSMBE which is consumption was found to be perfectly significant with WOM. Dolan et al (2016) argued that consumers consume brand related information when they view, read or watch information about brands. From the findings, there was a significant effect of consumption to WOM which shows that after receiving information of fashion brands, consumers share that information with other consumers.

5.6.3 Impact of customer social media brand engagement (CSMBE) and purchase intention (PI).

The study examined the impact Customer social media brand engagement had on purchase intention (Chu and Kim, 2011; Kim & Ko, 2012; Schivinski & Dabrowski, 2013). The study found that the first dimension which is Vigor, had an insignificant impact on Purchase Intention which disconfirms the first hypothesis (H2a). The discussions in literature suggested that, when consumers expend energy to engage and spend more time during engagement, they are likely to develop a purchase intention for the brand. The results from the analysis show that, the p-value was 0.166 which is above the p-value threshold of 0.05. That is from the findings, consumers energy expended on engaging with brands does

not influence their behavioural intention of purchasing the product and in this situation, fashion products. This therefore, disputes the findings of (Chu & Kim, 2011) who found a positive effect of vigor on purchases. None the less, Vigor plays an important role in consumer's engagement behaviour.

The second dimension for CSMBE is Absorption which is hypothesized by H2b, was not supported. The study hypothesized that there is a positive effect of absorption on purchase intention. From the test results, the p-value of (0.187) signifies an insignificant relationship existing between the construct. That is consumers absorption with a brand on social media does not affect their behaviour to develop a purchase intention for the brand. Even though absorption with a brand can have an effect on the purchase decisions of consumers, the study found otherwise. This can be attributed to the context in which the study was conducted thus was contrary to the findings of (Kim & Ko, 2012) who suggested being engrossed with a brand can affect the purchase decision process of a consumer.

The third dimension which is Dedication had a $p < 0.001$. That is Dedication is positively significant with the purchase intention of consumers. Thus, the emotional elements consumers exhibit when engaging with brands on social media has an effect on the purchase intention of consumers. The possible reason for this outcome can be as a result of consumer's enthusiasm they exhibit during engagement even in offline situations. The more consumers are enthused when engaging a brand, the more the purchase intentions of consumers are enhanced and increased. This is in confirmation what the postulations of (Salanova et al., 2005; Kim & Ko, 2012) and supports H2c which suggests that, there is a positive relationship between Dedication and Purchase intention.

Co-creation was hypothesized (H2d) to have a significant effect on purchase intention. Dolan et al (2016) suggested that when consumers are involved in co-creating information or publish information about the brand, there is a more likelihood of consumer's developing a purchase intention. The findings of the study are therefore consistent with the results of (Dolan et al., 2016).

Consumption was also found to have a significant effect on the purchase intention of consumers. The current study hypothesized in H2e that there is a positive relationship between consumption of purchase intention and the results of the study supported this assertion. The findings also confirm studies by (Cheong & Morrison, 2008; Park, Lee & Han, 2007). The more they consume information provided by the brand on their social media pages, the more they can be influenced to develop a purchasing behaviour for the brand. The $p < 0.001$ indicates that when consumers listen, view and read information about brands, they are likely to make a purchase intention.

5.6.4 The moderating role of brand trust on WOM and purchase intention

The study examined the role of brand trust on the relationship between customer social media engagement and WOM and Purchase intention. The study based on recommendations from the study of (Keh & Xie, 2009) who suggested trust as having a moderating effect between brand participation and customer intention, adopted trust to moderate the relationship existing between CSMBE and WOM as well as Purchase Intention.

The results of the study show that trust moderated the relationship between the dimensions of customer social media brand engagement and word of mouth as well as purchase intention. For the ten paths examined only the path between dedication and purchase

intention was significant, having a p- value (0.004). Dedication which represents the emotional construct in the engagement plane, shows the level of enthusiasm consumers have when they engaged with a brand. The results of the study therefore, indicate that consumers are more likely to create a purchase intention when they feel enthused about their engagement on social media platforms through the brand trust they associate with the particular brand. For the other nine moderated relationships, $p < 0.05$.

This finding shows that, contrary to literature discussions, brand trust positively but insignificantly moderates the relationship between Dedication and Purchase Intention - H3(2c)-, Co-creation and Purchase Intention –H3(2d)- and Consumption and Purchase Intention –H3(2e)- (see table 5.8). That is, when you introduce the element of trust, the significant impact of Dedication, Co-creation and Consumption on purchase intention (before moderation) becomes insignificant. Therefore the findings of the study disagreed with (Hsin Chang and Wen Chen, 2008) who suggested customer engagement has a significant effect on purchase intention. Again trust did not affect the relationship between absorption and purchase intention –H3(2b)-, which originally had an insignificant effect on purchase intention before the moderation. The findings also showed that trust insignificantly but positively affects the relationship between Vigor and WOM –H3(1a)-, Co-creation and WOM –H3(1d)- and Consumption and WOM –H3(1e). Thus, with the introduction of trust, these three relationships changed from having a significant effect on word of mouth to have an insignificant effect on word of mouth (see Table 5.8). Therefore trust for the brand does not affect consumer’s engagement behaviour of co-creation, vigor and consumption hence, an insignificant effect on WOM. Again the relationship between consumption and purchase intention was ‘partially significant’ when moderated by trust as suggested by the p-value of 0.069 using ($p\text{-value} < 0.1$) (see Table 5.8). This factor is due to the understanding that the

more consumers receive information on brands and when there is trust for the brand, the outcome intention is to purchase.

Trust had an insignificant effect on the relationships between Vigor, Absorption, Co-creation and consumption and WOM. From the table above, all these relationships can exist on their own and do not necessarily depend on the moderating variable of brand trust. That is hypothesis 3(1) a, 3(1) c, 3(1) d, 3(1) e, 3(2) a, 3(2) b, 3(2) c, 3(2) d, and 3(2) e were all not significant but the moderator had an effect on the relationship. None the less, the β estimate values for these relationships were reduced after the moderation or interaction was conducted. This shows that even though the there was no significant p-value attained, brand trust could positively moderate the relationship between these constructs.

Another important and worth noting finding is the relationship between co-creation and WOM represented by H2d. The initial test of the baseline model, found this relationship to be significant at a p-value of 0.003 but after the interaction with trust, the p-value is 0.063 which is > 0.05 .

5.7 Chapter Summary

The chapter presented results and discussion for the empirical study conducted to examine the effect of trust as a moderating role in the relationship between WOM and Purchase intention. The chapter was in three sections, the demographic and descriptive statistics, the Confirmatory factor analysis or measurement model and the structural model. The study found that trust only moderates the relationship between dedication and purchase intention. There is also an insignificant effect of the interaction of trust with Vigor, Absorption, Co-

creation and Consumption on WOM and Purchase intention except for Dedication which was significant with purchase intention.



CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATION

6.0 Introduction

The chapter provides a summary of the study, outline detailed findings, limitations, and conclusions making suggesting, recommendations to scholarship, policy makers and finally future research directions. The study makes these discussions based on the three research objectives established as a guide for the study in the first chapter.

6.1 Summary

The defining objective of this study was to examine the moderating effect of brand trust on the relationship between Customer Social Media Brand Engagement (CSMBE) and WOM as well as Purchase intention. Specifically, the study was conducted in the fashion industry and consumer's responses were sought from a sample population size of 322 which was analyzed using SPSS version 20 and AMOS version 21.

The study found that when control variables were introduced in the relationship to test its effect on the dependent variables, only income was significant to purchase intention. After the first structural path, gender, age and income were introduced again to allow the model have a good fit and test its impact on the dependent variables as well. The findings showed that, again, only income had a significant impact on purchase intention but in this case, the significant effect had decreased significantly from 0.037 to 0.009 showing a stronger significant effect. Even though the other control variables that are gender and age had no significant effect on either WOM or purchase intention as well as income on WOM, their p-values significantly reduced showing the effect when the independent variables were introduced.

The study again found from the first path analysis, six hypothesis were supported where as four were rejected. This was contrary to discussions in the literature review which suggested that all five dimensions of customer social media brand engagement have a significant effect on WOM as well as Purchase Intention. The study again found that after the moderation, only the path between dedication and purchase intention was significantly moderated H3 (1b). The study also found that in the Ghanaian context, trust does not moderate the relationship between Vigor, Absorption, Co-creation and Consumption on WOM and Purchase Intention respectively which is against what has been proposed in literature. Again there was no moderation between dedication and WOM as well.

Objective one: To examine the dimensions of Customer Social Media Brand Engagement (CSMBE).

The first objective of the study sought to find out the dimensions that measured customer social media brand engagement. This objective was set due to the inconsistency in literature on the existing dimensions that measure consumer social media brand engagement adequately. Most studies that suggested dimensions were conceptual (see van Doorn et al., 2010; Verhoef et al., 2010) whereas (Vivek et al., 2012; Gummerus et al., 2012) developed empirical studies on customer engagement with social media. This clearly showed the need for an empirical study to be undertaken to ascertain the dimensionality of customer social media brand engagement of which the current study addressed. Cheung et al (2011) and Dolan et al (2016) extended these dimensions and the current study adopted the dimensions from these studies. The study therefore, discovered from its findings that there are five dimensions that best describe customer engagement on social media platforms in the Ghanaian context and these are Vigor, Absorption, Dedication, Co-creation and

Consumption allowing the study to make a significant contribution with the inclusion of co-creation and consumption.

Objective two: To assess the impact of Customer social media brand engagement on WOM and purchase intentions.

Secondly, the findings of the study show that, there is a significant effect of customer's brand engagement on both WOM and consumers' purchase intention. Thus, for every firm that engages on social media, it is imperative for a strategic direction to be provided on the dimensions of engagement that best affects customers' behavioural intention of spreading good WOM for the brand and develop a purchase intention. Specific hypotheses were developed and after the test, the results found, were intriguing.

The study hypothesized that the five dimensions of customer social media brand engagement had positive effects on WOM and Purchase intention. The study found that Dedication, Co-creation and Consumption had positive effects on consumer purchase intention whereas Absorption and Vigor did not affect Purchase Intention. The positive effects of Dedication on purchase intention is supported by the argument from Kim and Ko (2012) who posits that, consumer emotional expressions can affect their purchase decision process. This shows that when consumers show higher signs of dedication during engagement, they may develop a purchase intention for the brand. Again the study found that Co-creation and Consumption also have positive impacts on consumer purchase intention which is consistent with studies by (Mutinga et al., 2011; Park, Lee & Han, 2007). The study found contrary to suggestions by (Kim & Ko, 2012; Patterson et al. 2006) that Vigor and Absorption do not necessarily affect consumer purchase intention. This shows that even though consumers may spend time and energy in the engagement process and

sometimes get engrossed with the social media platforms, it has less effect on the consumer's purchase intentions. The study again found that Vigor, Co-creation and Consumption can affect consumer WOM behaviour. This is consistent with findings from (Dolan et al., 2016; Vivek et al., 2012; Muntinga et al., 2011) that Co-creation, Consumption and Vigor can affect consumer WOM intentions. Thus, when consumers expend much energy to engage, when they become co-creators of content or even consumer content, they are likely to send out word about brands. But contrary to that, Dedication to the brand and feeling engrossed with the brand (absorption) does not influence WOM of consumers.

Objective three: To examine the moderating role of brand trust on WOM and purchase intentions.

Thirdly, the findings of the study suggested that to increase consumer's purchase intention for a brand, trust must be introduced when they have dedicated or show signs of emotions towards the brand. The level of trust has a high potential to influence customers' behavioural intention to develop a purchase intention when they feel dedicated during engagement with the brand on social media platforms. Again even though the presence of trust, can have an effect on the relationship between Vigor, Co-creation, Absorption, Consumption and dedication towards WOM, it does not significantly increase consumers behaviour to spread word about the brand. Furthermore, the interaction of trust does not significantly affect consumer's Vigor, Co-creation, and Absorption on their purchase intention. Therefore, the study concludes that trust moderates the relationship between the dimensions of customer social media brand engagement and word of mouth as well as purchase intention.

6.2 Conclusions of the study

The study from the various analysis and discussions provided in the literature review and other sections, established that there is an effect on the WOM and purchase intentions when consumers engage with firms through social media platforms. This is evident as more consumers engage with brands through different social media platforms, which provides consumers with the ability to interact with these brands. The increase in usage of social media platforms cannot be underestimated and as proposed by Kaplan and Haenlein (2010), the effect of social media interactions with firms has a repulse effect on consumer behaviour.

The study further found that even though there is a significant effect of customer social media brand engagement on WOM and Purchase intention, the outcome effect varies depending on the dimension of CSMBE in consideration. *The study concludes that (Vigor, Co-creation and Consumption) has a significant effect on consumers word of mouth intentions whereas Absorption and Dedication do not affect consumer's word of mouth intentions. Also, (Dedication, Co-creation and Consumption) has a significant effect on consumer's intention to purchase but Vigor and Absorption do not affect consumer's purchase intention. The study also found that, Absorption which measures the cognitive dimension in customer social media brand engagement, does not affect either WOM or purchase intention.*

Previous studies had found that the relationship between customer engagements on social media can be moderated by factors such as brand involvement, trust and satisfaction, to affect consumer behavioural intention, but a resultant effect on WOM and purchase intention, is yet to be tested. The study therefore, concludes that with the moderating role of trust introduced in the relationship, consumer's dedication when they, (the consumers), are

engaging with brands on social media, highly affects their purchase intention. This is seen from the level of emotional attachment consumers give to brands and specifically in this study, to fashion brands; hence, their trust levels for the brand affects their purchase intention more when they are dedicated when engaging on social media platforms. This suggests that firms must consider the emotional attachment of consumers during engagement.

Again the level of trust consumers have for the brand increases their purchase intention when they express a sense of enthusiasm for a brand. Again the study concludes that brand trust in the relationship between Vigor, Absorption, Co-creation and Consumption and WOM as well as Purchase Intention, respectively, has an insignificant effect. Trust did not also affect the relationship between dedication and WOM. Thus, contrary to propositions in the literature, trust does not necessarily affect customer engagement dimensions on WOM and Purchase Intention except for Dedication on WOM.

6.3 Implications for management and practice

The use of social media to increase performance has become part of firm's marketing strategy. The need to understand reasons for engagement with customers on social media and its effect on firm performance, has become more enlightened taking into consideration a number of resources generated through these social networks. Firms can strategically use social media platforms to build a large customer base that would serve as agents for the brand through both eWOM and offline WOM.

Again firms should consider the dimensions of vigor, co-creation, dedication and consumption, as key influencers of consumer behavioural intention. These social media

engagement dimensions will aid the firm to have a return on its investment in social media and consequently enjoy the benefit thereof. Marketers should concentrate on building their brand through a constant interaction with consumers so that even though trust might not necessarily affect their purchase intention and word of mouth, they can feel a part of the brand during engagement but more especially concentrate on the dedication aspect of engagement. Practically, it is essential to understand the behavioural intentions of customers and what factors generally account for the manifestation of behaviour such as spreading positive word of mouth about the brand and developing an intention to purchase. Marketers must therefore, take advantage of the strategic opportunities being offered by social networking sites, to reach the majority of its targeted audience at a lesser cost, comparing it to traditional media.

6.4 Theoretical implications

The study makes a contribution to literature in the area of the customer engagement construct in the Ghanaian fashion industry. The findings of the study indicate that, though other dimensions of customer engagement have been found to have an effect on customer's behavioural intention, only Dedication and Co-creation has an effect on WOM whereas Dedication, Co-creation and Consumption significantly affects Purchase intention. Again when the trust of consumers was tested as a moderating variable, it was only significant when the consumer exhibits dedication when engaging with the brand. Absorption was found to be insignificant on both WOM and purchase intention likewise when moderated with trust.

The study, therefore, contributes contextually to the discussion of customer engagement on social media literature, purchase intention, word of mouth and the effect trust for a particular

brand has on the relationship between engagement on social media and word of mouth as well purchase intention. Again addressing the issue, positive correlation customer engagement has on word of mouth and purchase intention, the study contributes to literature that the various dimensions of customer engagement on social media, has different effects on behavioural intentions. The study, further, suggests that addition of co-creation and consumption dimension to the customer social media brand engagement construct.

6.5 Limitations and future research direction

There are some limitations that are associated with this particular study. First of all, future studies could incorporate the views of managers of social media platforms to understand their view on how they engage with their customers, how social media engagement actually drives sales and increase word of mouth about the brand. Secondly, the current study was a cross-sectional study which further studies can assess a longitudinal study to actually assess the changes in the behavioural or attitudinal expression of customers during their engagement journey. Thirdly, further studies can purposively select specific social media platforms mostly used by consumers to engage with brands. Further research could also be conducted using the findings of the current study as a guide. Firstly, the study could be replicated in other industries such as the banking or telecommunication industry. Again, further studies could be conducted by introducing other moderators to the relationship such as product involvement to verify and see if customer's involvement with a brand will influence their behavioural intentions. Again the dimensions of customer social media brand engagement could be tested on other behavioural outcomes such as repurchase intentions.

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APPENDICES

APPENDIX A

UNIVERSITY OF GHANA
DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP
QUESTIONNAIRE

Dear Respondent: This questionnaire is developed to understand the impact of social media engagement on purchase intention and WOM and the role of brand trust in the relationship. The questionnaire is purely for academic purposes and as such any information provided would be treated with utmost confidentiality. **Note:** there is no wrong or right answers, and the researchers would appreciate it if the responses would be as honest as possible.

SECTION A: GENERAL INFORMATION

1. Gender

Male [] Female []

2. Age of respondent

Under 20[] 21-30[] 31-40[] 41-50[] Above 50[]

3. Educational Qualification

SSCE/WASCE[] Diploma[] Degree[] Post Graduate[] Others[]

4. Income Level (GH¢)

<200[] 200 -700 [] 700 -1200[] 1200 - 1700[]
1700 -2200[]
2200 >[]

SECTION B

Please kindly indicate your level of agreement or disagreement with the following statement below, ranking from the lowest **1** – Strongly Disagree (**SD**), **2** – Disagree (**D**), **3** – Neutral (**N**), **4** – Agree (**A**), and to the highest **5**- Strongly agree (**SA**).

No.	Vigor	SD	D	N	A	SA
1.	I use social media platforms to interact with fashion brands.					
2.	I feel strong when I am using social media platforms to engage with fashion brands.					
3.	I feel I cannot stop interacting with fashion brands on social media					
4.	I continually interact with fashion brands when using social media platforms					
5.	I devote a lot of energy to fashion brand engagement on social media.					
6	I try to engage well on social media platforms of fashion brands					
	Absorption	SD	D	N	A	SA
7	I cannot separate myself when communicating with fashion brands on social media					
8	Interacting with fashion brands on social media is so time consuming					
9	I rarely get distracted when engaging on social media.					

10	I feel occupied with interacting with fashion brands on social media.					
11	My mind is focused when engaging with fashion brands on social media platform.					
12	I pay a lot of attention to Fashion brand's activities on social media.					
13	I feel happy when engaging with fashion brands on social media					
	Dedication	SD	D	N	A	SA
14	I am excited when engaging with fashion brands on social media platforms.					
15	I am inspired to interact with fashion brands on social media.					
16	I find engaging with fashion brands on social media meaningful.					
17	I am excited when engaging with fashion brands on social media.					
18	I am satisfied when I interact with fashion brands on social media					
	Co-creation	SD	D	N	A	SA
19	I post information on social media pages on fashion brands					
20	I upload pictures and videos related to fashion brands on social media					
21	I give advice on fashion brand related information to other consumers on social media platforms					
22	I write comments on social media platforms of fashion brands					
	Consumption	SD	D	N	A	SA
23	I view videos and pictures put on social media platforms of fashion brands					
24	I read information posts by fashion brands on social media platforms					
25	I read reviews and product information of fashion brands on social media platforms					
26	I follow comments of fashion brands on social media platforms					
27	I send fashion brand related information to friends on social media					
28	I download fashion brand information on social media platforms					
29	I read comments and shared information of fashion brands on social media platforms					
30	I like social media posts by fashion brands					
	Word of Mouth	SD	D	N	A	SA
30	I say positive things about fashion brands who have presence on social media					

31	I often recommend fashion brands that are active on social media to other people					
32	I encourage others to visit social media platforms of fashion brands					
33	I persuade my friends to visit social media pages of fashion brands					
34	I pass on information of fashion products from their social media pages to other friends					
Purchase Intention		SD	D	N	A	SA
35	I intend to buy products of fashion brands when I see them on social media					
36	I recommend others to buy fashion products on social media					
37	When I see the display of fashion products on social media, I ask of the price and cost.					
38	I intend to buy products of fashion brands in the future because I see them on social media					
Trust		SD	D	N	A	SA
39	I trust that information I receive from fashion brands on social media pages are authentic					
40	I feel confident having discussion with friends on social media platforms of fashion brands					
41	I trust the views of my friends who are interact with fashion brands on social media.					
42	I trust the products I see on social media pages of fashion brands.					
43	I believe in the fashion brand when I see them on social media					

APPENDIX B

<i>ONTOLOGY</i>	<i>EPISTEMOLOGY</i>	<i>METHODOLOGY</i>
<p>POSITIVISM Looks at a single achievable objective and tangible reality.</p>	<p>Knowledge created is objective and it is context-independent</p>	<p>Researchers formulate research questions and hypothesis and then test them empirically under carefully controlled circumstances. It is based on Deductive reasoning.</p>
<p>INTERPRETIVISM Multiple realities exist, subject to human experiences and interpretation. Reality is socially constructed</p>	<p>Value-laden. Knowledge generated is subjective, time-bound and context dependent.</p>	<p>Researchers identify various ways of interpreting constructs of reality then try to establish patterns to define them logically.</p>
<p>REALISM Reality is “real” but only imperfectly and probabilistically apprehensible, so triangulation from many sources is required to try to know it.</p>	<p>Value-cognizant/Value-aware. Findings are probably true...researcher needs to triangulate any perception collected.</p>	<p>Social phenomenon is understood through hypotheses which are tested to establish patterns of associations and hence, the most possible explanation. Hypothetical-Deduction</p>
<p>RELATIVISM Multiple realities exist. Reality as a truth is not “absolute”, it is relative; dependent on ‘something’ and it does exist.</p>	<p>The interpretation of the world requires some form of human processing</p>	<p>The construction of knowledge is influenced by the worldview and research paradigm of a researcher. Researchers should focus more on creating and developing new ‘useful’ theories-useful solutions to specific problems.</p>
<p>CRITICAL REALISM Two worlds- transitive and intransitive. Transitive is what we observe and learn with our mind- the perception of reality. Intransitive embodies the reality which is independent of what the mind thinks.</p>	<p>Transitive world is value-laden and changing continually. Intransitive world has underlying structures and mechanisms that are ‘relatively enduring’ – that is what we want to study</p>	<p>Researchers seek to deconstruct and understand the structures and mechanism underlying the subjective realities and exist. Triangulation from many sources is required to try to know it. Reproductive reasoning.</p>

Source: **Research Paradigms** (Boateng, 2014, p.233)