



**A descriptive study on the relationship between the behavioural
dimension of consumer engagement and consumer purchase
intention in a social media context.**

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Abstract:

The ongoing positive effects of engagement on brands social media and its impact on consumers purchase intentions are motivating the academic and practical interest in influencing and explaining the concept. The study aims to identify the lack of understanding of how consumers' engagement on brand-related content on social media is defined and how it correlates to a consumers purchase intention towards the brands product. Therefore the study described the behavioural dimension of consumer engagement consisting out of three sub-dimensions, learning, sharing and endorsing, and its relationship with consumers purchase intention on Facebook using the Freedom of Movement (FOM) brand as a case study. The primary research was done through the use of a cross sectional study. The data was collected through the use of 20 online questionnaires. The method was used as the study is descriptive of nature and aim to understand the relationship between two constructs. The method was also inexpensive and helped the researcher to collect a great deal of information quickly. Further did the findings of the study made it evident that there was no relationship between consumers engaging through sharing, learning and endorsing on the FOM Facebook page and their purchase intentions. The paper will contribute to the existing body of knowledge by explaining and investigating these constructs.

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Chapter 1: Introduction

Nineteen year old Mark Zuckerberg had a vision. A vision that the world will be transformed by the transparency of information and by increased sharing of thoughts and ideas. The idea of people learning things faster and in effect gain more control over the world (Forbes, 2012). Today, Facebook is the most popular social medium in the world (Duffett, 2015: 498). A company that plays the biggest role in human interactions worldwide. The owner of one of the world's largest companies, Mr. Zuckerberg, refers to the social medium as a movement (Forbes, 2012).

Consumer engagement on social media is receiving increasing attention in recent marketing literature as it became evident that it is a multidimensional construct rather than a unidimensional construct (Pandey & Pandey, 2018; Dessart, Veloutsou, & Morgan-Thomas, 2015). Meaning consumer engagement consists out of three dimensions namely a cognitive, affective and behavioural dimension (Dessart, Veloutsou, & Morgan-Thomas, 2015). In the context of a business, consumer engagement involves maintaining customer attention and is been highlighted as one of the key research concerns in the past couple of years (Toor, Husnain, & Hussain, 2017). With its origins in relationship marketing, engagement offers further argumentation around consumer and brand relationships (Dessart, Veloutsou, & Morgan-Thomas, 2015). This matter has been highlighted by researchers as a main driver of the decision making process of consumers (Brodie, Hollebeek, Juric, & Ilic, 2011). The relationship between a seller and a buyer can easily be formed through consumer engagement. As the two parties connect, the value creation for both could be developed. This suggests that the increasing availability of social media platforms should be viewed positively as such platforms appear to simplify consumer engagement (Dessart, Veloutsou, & Morgan-Thomas, 2015).

Consumer engagement is context-specific and allows the creation and exchange of user-generated content on social media (Reference Zaglia, 2013). Furthermore social media also represent a rich context for engagement appearances, as it fosters the creation of strong interactive consumer relationships (Gummerus et al., 2012). It serves as a centre for marketing intelligence as marketers begin to understand consumers' purchase intention (Balakrishman, Dahnil, & Yi, 2014). For these reasons a social media platform, namely Facebook will be serve as the setting for this study (Dessart, Veloutsou, & Morgan-Thomas, 2015).

Facebook advertising offers consumers the chance to interact actively (Dehghani & Tumer, 2015; Duffett, 2015; Luarn, Lin, & Chiu, 2015; Hutter, Hautz, Dennhardt, & Fuller, 2013). Companies can establish Facebook brand pages, which offer individuals, businesses and organizations information with a specific purpose, to endorse and enlighten the audience about products and services (Cvijikj & Michahelles, 2011; Goorha & Ungar, 2010). According to Luarn et al. (2015: 1); Dehghani and Tumer (2015: 598), information on Facebook brand pages is shared in the form of posts and appears in the central part of the page, also known as the timeline. Users who are fans of brand pages can see posts and engage with them by liking, sharing and commenting (Duffett, 2015: 1).

Consumer engagement in a social media context is of relevance ever since having an engaged consumer platform quickly became one of the key aims of many marketing professionals (Dessart, Veloutsou, & Morgan-Thomas, 2015). With its roots in relationship marketing, consumer engagement offers a further development of the current theorisations around consumer and brand relationships. The ongoing positive effects of engagement for consumer behaviour and brand performance are motivating the academic and practical interest in explaining and influencing the

concept (Hutter, Hautz, Dennhardt, & Fuller, 2013). Organisations worldwide have started thinking on how to use social media platforms to attract customers and build profitable marketing relationships with consumers (Alalwan, 2018). Engagement has also been viewed as an encouraging concept projected to provide enhanced, foretelling and explanatory power of focal consumer behaviour outcomes (Hollebeek, Glynn, & Brodie, 2014). Its added value lies in supporting the progressively interactive and experiential nature of consumer relationships (Dessart, Veloutsou, & Morgan-Thomas, 2015). Furthermore consumer relationships are vital for competitive advantage, increasing customer loyalty, enhancing revenue and profitability (Alalwan, 2018). It has become an essential tool for global marketing communications and is demanding a larger share of advertising budgets, especially when it comes to reaching the younger generation (Duffett, 2015). The increasingly positive implications of engagement for consumer behaviour and brand performance are driving the academic and practical curiosity in explaining and influencing the concept (Hollebeek, Glynn, & Brodie, 2014; Dessart, Veloutsou, & Morgan-Thomas, 2015). Numerous studies have made it evident that consumer engagement that acts as a partial mediator of social media marketing has an influence on consumers purchase intention (Toor, Husnain, & Hussain, 2017: 167; Prentice, Han, Hua, & Lin, 2018: 339). It is also proven that there is a positive relationship between consumers engaging on brand-related Facebook posts and their purchase intention (Brodie, Hollebeek, Juric, & Ilic, 2011; Duffett, 2015; Putter, 2017).

Problem Statement:

There seems to be a lack of understanding when it comes to what consumer engagement is, with some authors stressing consumer engagement as a multi-dimensional concept and others as a unidimensional concept (Dessart, Veloutsou, &

Morgan-Thomas, 2015; Toor, Husnain, & Hussain, 2017). Meaning, some authors focus on one dimension of engagement, most often behaviour and others offer a broader perspective that include affective and cognitive dimensions (Dessart, Veloutsou, & Morgan-Thomas, 2015). Marketers are always faced with the challenge of how they can make use of consumer engagement on social media in a more effective and attractive manner (Alalwan, 2018: 66). Engaging with consumers is a difficult and complex task (Pandey & Pandey, 2018). Therefore it is of importance that organisations have a complete understanding of what consumer engagement offer so that they can use their marketing budgets effectively by targeting consumers' behavioural response (Duffett, 2015). Various studies have shown the importance of Facebook and its growing way of how it changes consumers' attitudes, communication habits and its influence on decision making (Dehghani & Tumer, 2015; Duffett, 2015; Luarn, Lin, & Chiu, 2015). This would suggest further attention as the new marketing communication reality presents new challenges and opportunities for companies as purchase intention are more and more influenced by social media relations (Hutter, Hautz, Dennhardt, & Fuller, 2013: 343). People are also increasingly more behaviourally engaged on social media platforms such as Facebook (Alalwan, 2018; Kapoor, Tamilmani, Rana, Patil, Dwivedi, & Nerur, 2017). It is also proven that people rely now more than ever on social media when it comes to making purchase decisions. However the outcome of social media engagement is still disputed in practice (Hutter, Hautz, Dennhardt, & Fuller, 2013). The problem that has been identified is the lack of understanding as to how a consumers' engagement with brand-related pages on social media is defined, and how it correlates to consumers purchase intention towards the brands products.

This paper plans to investigate the relationship between the behavioural dimension of engagement on Facebook brand-related pages. The reason being that the dimension proves to serve as a motivational driver towards the impact on consumers purchase intention (Prentice, Han, Hua, & Lin, 2018: 341; Dessart, Veloutsou, & Morgan-Thomas, 2015: 36).

Purpose Statement:

Research should always have a purpose and offer a valuable contribution towards a body of knowledge (Maree, 2019: 26). The researcher understands consumer engagement as a multi-dimensional concept. Meaning consumer engagement can be broken up into three dimensions namely the cognitive, affective and behavioural dimension (Dessart, Veloutsou, & Morgan-Thomas, 2015; Brodie, Hollebeek, Juric, & Ilic, 2011; Pandey & Pandey, 2018). Therefore, the purpose of the study is to contribute to the existing pool of knowledge by understanding more deeply the behavioural dimension of consumer engagement, consisting out of three sub-dimensions namely, learning, sharing and endorsing, and also its relationship with consumers' purchase intention in a social media context. The results of the study can help the Freedom of Movement (FOM) brand and also other advertisers, marketers and brand managers to make better use of social media and particularly Facebook in engaging with consumers. This will lead to companies using social media with the purpose of improving consumers' attitude towards a brand. The end goal will be influencing and improving the consumers' effective state, and their purchase intention towards the brand and its products (Plooy-Cilliers, Davis, & Bezuidenhout, 2014).

Research Goal:

An applied goal to a real life business problem is to be achieved by looking into the behavioural dimension of consumer engagement on the FOM Facebook page and its relationship with consumers purchase intentions. The research paper attempts to acquire a deeper understanding of the relationship between the consumer engagement and consumer purchase intention in a social media context. The paper specifically focuses on the behavioural dimension of consumer engagement and its three sub-dimensions learning, sharing and endorsing for the reason to produce new knowledge about the topic (Dessart, Veloutsou, & Morgan-Thomas, 2015). New knowledge and a deeper understanding about the relationship between the two constructs can help the FOM brand and other retail brands to approach the behavioural dimension of consumer engagement in an improved manner on social media platforms.

Research Question:

A good research question is concise, clear, operational and theoretically rich. An appropriate research question should merely direct the researcher to research appropriate literature. It also provides the researcher with a focus for his data collection (Maree, 2019: 3).

The following research question is suitable for this study:

Is there a relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages?

Research Objectives:

The aim of the study is to determine the relationship between two variables, the behavioural dimension of consumer engagement and consumer purchase intention. The study will be conducted on the FOM brand. Therefore the study aims to offer a deeper understanding about the relationship between the behavioural dimension of

consumer engagement and consumer purchase intention in a social media context (Dessart, Veloutsou, & Morgan-Thomas, 2015).

The following three objectives will be addressed:

- To explore the relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages.
- To establish if a relationship between the behavioural dimension of consumer engagement and consumer purchase intention exist on brand-related Facebook pages.
- To describe the relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages.

Hypothesis:

The research used a deductive research design and was accomplished in a quantitative manner. For this reason a hypothesis was formulated as the paper is attempting to answer a research question. One method of evaluating a research question is through hypothesis testing (laerd.com, 2014). The hypothesis is based on the literature review and can therefore be found after the literature review.

Chapter 2: Literature and Theories

Theoretical Foundation:

The theory of reasoned action (TRA) is used as a conceptual framework as it corresponds with the research study. It corresponds with the study in the manner that the theory predicts and explains human behaviour in precise situations. It is also developed to identify components that predict behaviour (Littlejohn & Foss, 2009).

The TRA relates to this particular study as it has been the basis of previous studies regarding Internet purchasing behaviour (Battacherjee, 2015; George, 2002).

The TRA is developed to clarify influences on behaviours that include conscious decision making (Littlejohn & Foss, 2009: 826). Therefore the TRA corresponds with the construct purchase intention, since purchase intention is referred to as a decision-making process, meaning the mental stage where consumers acquired disposition to act towards a product or brand (Wells, Valacich, & Hess, 2011). Also, purchase intention indicates the likelihood that consumers will be willing to buy a certain product or service (Martins, Costa, Oliveria, Goncalves, & Branco, 2019: 379). The eventual outcome of TRA is the prediction of behaviour. The TRA model predicts behaviour based on seven casual variables namely, behavioural intention, attitude, subjective norm, belief strength, evaluation, normative belief, and motivation to comply (Littlejohn & Foss, 2009: 827).

The paper investigates the behavioural dimension of consumer engagement and its influence on consumers purchase intention. In agreement with the TRA, consumer engagement on social media is a strategy implemented to persuade consumers into buying products or services (Toor, Husnain, & Hussain, 2017: 178). Several studies have shown that consumer engagement on social media by the use of likes, shares, and comments can be seen as engagement behaviour (Luarn, Lin, & Chiu, 2015; Dessart, Veloutsou, & Morgan-Thomas, 2015; Schau, Muniz, & Arnould, 2009). As a result consumer engagement is a valuable concept for enhancing the predictive and descriptive outcome of consumer behaviour. Further research has shown that positive online brand engagement leads to positive outcomes when it comes to consumers' willingness to buy (Martins, Costa, Oliveria, Goncalves, & Branco, 2019; Duffett, 2015). Gomes (2017) explained that social media engagement changed

consumers' lives by transforming attitude formation and opinions. Consumer engagement can be seen as an element influencing the attitude of consumers towards purchase decisions. Therefore, making the research in correspondence with the TRA as attitudes are specific to performing an certain behaviour (Littlejohn & Foss, 2009: 827).

The theory of planned behaviour (TPB) will also be used as it is an extension of the TRA (Azjen, 1991). In line with the TRA, the TPB explains that an individual's performance of certain behaviour is determined by his or her intent to perform that behaviour. Also, intent itself is formed by attitudes toward behaviour and the perception of whether an individual will be able to successfully engage in the target behaviour. The perceived behavioural control of engagement tends to impact consumers intend to buy (Azjen, 1991; George, 2002). Multiple studies enlightened the subject by explaining that positive consumer engagement will promote a purchase (Martins, Costa, Oliveria, Goncalves, & Branco, 2019; Balakrishman, Dahnil, & Yi, 2014). Furthermore, Azjen (1991) stated that attitude toward a behaviour is a positive or negative evaluation of performing that behaviour. Therefore, the behavioural dimension of consumer engagement corresponds with the TRA and TRB since it is a motivational driver towards consumers' purchase intention (Dessart, Veloutsou, & Morgan-Thomas, 2015: 36; Prentice, Han, Hua, & Lin, 2018: 344).

Literature review:

The social media uprising has changed the communication setting and for this reason impacted marketing communication significantly. The change has swiftly reformed the existing marketing field by creating ties between marketers and consumers (Pakistan reference, 168). Social media is progressively finding a place

in all aspects of people's lives. Research have shown that customers are becoming more behaviourally and perceptually engaged with major social media platforms such as Facebook, Youtube, Instagram and Twitter (Alalwan, 2018: 65).

Social media can be described as an online platform that provide tools for people to share their opinions and experiences including photos, videos, music, insights, and perceptions with each other (Sin, Nor, & Al-Agaga, 2012). Facebook, for instance, measure online engagement through clicks, likes, comments and the sharing of information (Luarn, Lin, & Chiu, 2015). The power of social media has pushed businesses to engage on different media platforms as it helps them to be connected to everything and everyone (Sin, Nor, & Al-Agaga, 2012). It has become the most interactive and engaging environment to conduct marketing and advertising activities (Di Gangi, 2014). Facebook and other social media platforms are of utmost important to marketers since it has a major impact on how marketers plan their strategic method and how they do their advertising to increase consumer engagement (Putter, 2017: 1).

The Behavioural dimension of consumer engagement:

According to Dessart et al. (2015: 29); Brodie et al. (2011: 3); and Hollebeek et al. (2014: 2) Consumer engagement can be defined as, "a psychological state that occurs through interactive, co-creative consumer experiences with a focal agent/object." Consumer engagement can also be described as the simple act of participation in an online brand environment (Gomes, 2017 ; Brodie, Hollebeek, Juric, & Ilic, 2011). Consumer engagement on social media platforms is largely supported by emotional attachment which could then lead to positive purchase behaviour, (Hajli, 2014). Martins, Costa et al. (2015) illustrated that positive online brand engagement leads to a positive outcome when it comes to consumers'

willingness to buy. The outcome was supported by Duffet (2015) which reinforced this argument by explaining that increased levels of engagement on social media were positively connected to purchase intention and attitudes towards a brand. Hutter, Hautz et al. (2013) proved that engagement on Facebook pages has positive effects on consumers purchase decisions. Engagement on social media is regarded as an essential factor when it comes to behavioural outcomes of consumers such as attitude and decision making (Luarn, Lin, & Chiu, 2015).

Furthermore, multiple studies have confirmed that consumer engagement is a multidimensional concept that consists of an affective, cognitive and behavioural dimension (Prentice, Han, Hua, & Lin, 2018; Dessart, Veloutsou, & Morgan-Thomas, 2015; Pandey & Pandey, 2018; Hollebeek, Glynn, & Brodie, 2014). The behavioural dimension of consumer engagement on Facebook prove to serve as a motivational driver towards the impact on consumers purchase intention (Prentice, Han, Hua, & Lin, 2018: 341; Dessart, Veloutsou, & Morgan-Thomas, 2015: 36). The behavioural manifestation toward a brand is derived from interactive experiences with the brand or consumers (Dessart, Veloutsou, & Morgan-Thomas, 2015; Prentice, Han, Hua, & Lin, 2018). According to Dessart et al. (2015: 36) the behavioural dimension of consumer engagement consists of three sub-dimensions namely sharing, learning and endorsing.

Sharing:

Sharing is presented throughout all social media platforms and creates a way for online communities to exchange experience, ideas or just interesting content (Dessart, Veloutsou, & Morgan-Thomas, 2015). Online communities and social media platforms are essentially used for interaction and sharing information (Hajli, 2014; Islam & Rahman, 2017; Sandstrom, Edvardsson, Kristensson, & Magnusson,

2006). Consumers have access to many different sources of information and experiences, which have been enabled by other consumers' information and recommendations (Hajli, 2014; Senecal & Nantel, 2004). Therefore consumer engagement on social media is a key factor in advertising (Hyung, Jumin, & Ingo, 2007). In addition, consumers liking, sharing and commenting on brand-related Facebook pages adds value to consumers which then leads to a positive relationship between the consumer and the content on the brand-related page (Islam & Rahman, 2017; Sandstrom, Edvardsson, Kristensson, & Magnusson, 2006; Luarn, Lin, & Chiu, 2015). According to Hajli (2014: 387) and Toor et al. (2017: 178) a positive relationship lead to intention to buy, making sharing a key contributor to consumer engagement. Furthermore, social media environments and brand communities are both liable to the development of sharing behaviours (Dessart, Veloutsou, & Morgan-Thomas, 2015).

Learning:

Studies have shown that consumers seek help, ideas, resources, and information from a company or other consumers (Dessart, Veloutsou, & Morgan-Thomas, 2015; Hajli, 2014; Zaglia, 2013). Online communities and brand-related pages are now places to share information and gain knowledge about products or services (Hajli, 2014; Prentice, Han, Hua, & Lin, 2018). According to Zaglia (2013: 220) users perceive advice from online members as highly valuable as they tend to trust other like-minded members with whom they share similar interests. Research done by (Ridings & Bc Gefen, 2004) has shown that potential consumers are more interested in other user's recommendations rather than merely the salesperson product information. These interactions provided by social media, help increase trust and reduce perceived risk (Hajli, 2014). Dholakia, Bagozzi, and Pearo (2004) indicated

that individuals seek help from online communities which lead the base for purchase decisions. Making social media which include Facebook suited for this goal as consumers can freely post questions and receive answers back (Dessart, Veloutsou, & Morgan-Thomas, 2015). Social media also serves as a platform to influence others and making decisions through online social interactions (Dholakia, Bagozzi, & Klien Pearo, 2004). Therefore, learning can be done by using the online community as a source for the latest trends and news or by seeking help from a social media page (Dessart, Veloutsou, & Morgan-Thomas, 2015). It is evident that learning is an important sub-dimension of consumer engagement (Dessart, Veloutsou, & Morgan-Thomas, 2015).

Endorsing:

According to the Cambridge Dictionary endorsing is the making of a public statement of your approval or support for something or someone (Cambridge Dictionary, 2019). This means by appearing in an advertisement saying that you use and like a particular product. Endorsing is the last behavioural manifestation of consumer engagement (Dessart, Veloutsou, & Morgan-Thomas, 2015). Fans of brand-related social media pages can give positive or negative comments which could lead to a positive or negative impact on the brand (Putter, 2017). For instance, Facebook fans of brand-related pages can engage by using content and ideas through the “like” mechanism (Gummerus, Liljander, Weman, & Philstrom, 2012). Similar to learning, endorsing is accomplished by the respondents in a very proactive way (Dessart, Veloutsou, & Morgan-Thomas, 2015). Endorsing is referred to as “impression management”, meaning it occurs when consumers actively recommend specific brands, products, services or organisations or ways of using brands or products (Schau, Muniz, & Arnould, 2009). Endorsing can therefore be seen as a key

component of consumer engagement (Dessart, Veloutsou, & Morgan-Thomas, 2015).

Purchase intention:

According to Martins, Costa et al. (2019: 379) and; Dehghani and Tumer (2015: 598) purchase intention point out the likelihood that consumers will plan or be willing to buy a certain product or service. Also, Wells, Valacich, and Hess (2011) refer to purchase intention as the decision-making process. The decision-making process refers to the mental stage where consumers acquired a disposition to act towards a product or brand (Dehghani & Tumer, 2015: 598). Furthermore, purchase intention is the probability that lies in the hands of consumers or customers who intends to purchase a particular product (Gomes, 2017: 10). Past research revealed that a set of determinants, such as attitudes, subjective norms and perceived behavioural control tend to impact consumers intend to buy products (Martins, Costa, Oliveria, Goncalves, & Branco, 2019). Therefore, brands play an important role in consumers' decision-making and serve as a guide to consumers when it comes to making purchase decisions (Hutter, Hautz, Dennhardt, & Fuller, 2013). Consumers purchase decision to buy a product depends largely on a product's value and recommendations that other users have shared on social media (Dehghani & Tumer, 2015; Gomes, 2017).

Social media has become a hub for market intelligence since marketers began to understand consumer's purchase intentions and gained insight in why consumers feel the way they do about certain brands (Balakrishman, Dahnil, & Yi, 2014: 178). Also, social media advertising and marketing presents new challenges and opportunities for companies since purchase decisions are more and more influenced by social media interactions (Hutter, Hautz, Dennhardt, & Fuller, 2013). People rely

now more than ever on social media when making purchase decisions (Toor, Husnain, & Hussain, 2017). Social media marketing has a way of assisting and grabbing the attention of consumers fairly quickly which in return can generate an increased purchase intention (Toor, Husnain, & Hussain, 2017). Furthermore, Gomes (2017) and Pjero et al. (2015) revealed in their study on social media and its influence on consumer behaviour, that products and services offered on social media positively influence the purchase intentions of consumers. It is also pointed out that Facebook and other social media platforms are the most favourable technology to introduce brand-related content (Putter, 2017: 1). Facebook advertising can have a great effect on brand image and brand equity by offering greater engagement, personalisation, and feedback. This in return has an effect on consumers purchase intention (Toor, Husnain, & Hussain, 2017).

The literature review has made it evident that Facebook advertising a seemingly great effect has on brand image and brand equity by offering greater engagement, personalisation, and feedback. This in return has an impact on consumers purchase intention (Toor, Husnain, & Hussain, 2017; Luarn, Lin, & Chiu, 2015). Engagement is regarded as an essential factor when it comes to behavioural outcomes of consumers such as attitude and decision making (Luarn, Lin, & Chiu, 2015). Also, the behavioural dimension of engagement is proven to be great a motivational driver towards purchase intention (Prentice, Han, Hua, & Lin, 2018: 341; Dessart, Veloutsou, & Morgan-Thomas, 2015: 36). The literature also pointed out that there is a strong relationship between consumer engagement and consumers' purchase intention on social media marketing. The literature went further by showing that positive consumer engagement on social media a positive impact has on consumer

purchase intention (Toor, Husnain, & Hussain, 2017; Prentice, Han, Hua, & Lin, 2018; Martins, Costa, Oliveria, Goncalves, & Branco, 2019).

Therefore, the following hypothesis is proposed:

H1: There is a positive and significant relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages.

Conceptualisation:

Social media can be described as an online platform that provide tools for people to share their opinions and experiences including photos, videos, music, insights, and perceptions with each other (Sin, Nor, & Al-Agaga, 2012). Facebook is a social media platform in which information on the platform's brand pages is shared in the form of posts and appears in the central part of the page, also known as the timeline (Luarn, Lin, & Chiu, 2015: 1; Dehghani & Tumer, 2015: 598). Users who are fans of these brand pages can see the posts and engage with them by liking, sharing and commenting (Duffett, 2015: 500). According to Dessart et al. (2015: 29); Brodie et al. (2011: 3); and Hollebeek et al. (2014: 2) consumer engagement can be defined as, "a psychological state that occurs through interactive, co-creative consumer experiences with a focal agent/object." Furthermore, multiple studies have confirmed that consumer engagement is a multidimensional concept that consists of an affective, cognitive and behavioural dimension (Prentice, Han, Hua, & Lin, 2018; Dessart, Veloutsou, & Morgan-Thomas, 2015; Pandey & Pandey, 2018; Hollebeek, Glynn, & Brodie, 2014). According to Dessart et al. (2015: 36) the behavioural dimension of consumer engagement consists of three sub-dimensions namely sharing, learning and endorsing. Sharing is presented throughout all social media platforms and creates a way for online communities to exchange experience, ideas

or just interesting content (Dessart, Veloutsou, & Morgan-Thomas, 2015). Learning can be done by using the online community as a source for the latest trends and news or by seeking help from a social media page (Dessart, Veloutsou, & Morgan-Thomas, 2015). Endorsing is referred to as “impression management”, meaning it occurs when consumers actively recommend specific brands, products, services or organisations or ways of using brands or products (Schau, Muniz, & Arnould, 2009).

There are a few key concepts identified for the research study, namely social media, Facebook, purchase intention and the behavioural dimension of consumer engagement consisting out of three sub-dimensions, sharing, learning and endorsing.

Chapter 3: Research Methodology:

Chapter 3 consists out of the research methodology. The methodology section is about principles that guide the researcher’s practices. It will also explain systematically how the research problem was solved (Bibi, 2017).

Research Paradigm:

Positivism is the chosen paradigm for the study since only observable facts can be the basis for science (Maree, 2019: 22) and because of quantitative researchers that work under the notion of objectivity (Antwi & Hamza, 2015: 221). Furthermore, Positivism is chosen because data, evidence and rational considerations shape knowledge (Creswell, 2014; Brittanica, 2018). According to Plooy-Cilliers, Davis, and Bezuidenhout (2014: 24) Positivism can be defined as an approach to natural sciences. Positivists advocate the claim of natural sciences methods to study a particular phenomenon. The phenomena being studied is the behavioural dimension of consumer engagement and its relationship with consumer purchase intention. The

phenomenon is of interest to the researcher and therefore being studied through a quantitative approach using a Positivist worldview (Antwi & Hamza, 2015).

The ontological position is explained as a single objective with a constant social and physical external reality that is governed by laws (Maree, 2019; Plooy-Cilliers, Davis, & Bezuidenhout, 2014). The study is based on the theory of reasoned action and its extension which is developed to clarify influences on behaviours that includes conscious decision making (Littlejohn & Foss, 2009: 826). The theory supports the study since the behavioural dimension of consumer engagement and its relationship towards consumers purchase intention is being investigated. Furthermore, multiple studies revealed that the emotional attachment of consumer engagement an impact has on consumers purchase intention (Toor, Husnain, & Hussain, 2017; Martins, Costa, Oliveria, Goncalves, & Branco, 2019). The reality of the study can be observed and measured, since multiple studies used quantitative measurements to analyse data collected on social media engagement and purchase intention (Prentice, Han, Hua, & Lin, 2018; Toor, Husnain, & Hussain, 2017).

Through an epistemological position, there is a concern around what can be regarded as knowledge (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 25). It has been demonstrated by previous research that there is a positive relationship between social media engagement and purchase intention (Toor, Husnain, & Hussain, 2017; Prentice, Han, Hua, & Lin, 2018; Martins, Costa, Oliveria, Goncalves, & Branco, 2019). Therefore, a relationship can be predicted between consumers engaging on the FOM Facebook page and their purchase intention (Plooy-Cilliers, Davis, & Bezuidenhout, 2014). The knowledge to be gained will be hard, real and objective by means of collecting evidence from consumers older than 18 years and liking the FOM Facebook page (Maree, 2019: 33). The evidence collected will either

support or reject the hypothesis presented (Plooy-Cilliers, Davis, & Bezuidenhout, 2014).

Conceptual approach:

The objective of the study is to investigate and understand the relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related content. The reasons for adopting a quantitative method is due to the results of the study relying on numerical data to test the relationships between variables (Maree, 2019: 207; Creswell, 2014: 4). These variables, in return, can be measured, usually on instruments, so that numbered data can be analysed using statistical procedures (Antwi & Hamza, 2015: 221; Maree, 2019: 163). The approach follows a confirmatory scientific method by focusing on hypothesis testing and theory testing (Antwi & Hamza, 2015: 221; Creswell, 2014: 19). The researcher will relate the variables to determine the magnitude and frequency of the relationship (Maree, 2019: 307). Since multiple studies used quantitative research to investigate the relationship between social media engagement and purchase intention, the approach is applicable because the outcome is, therefore, highly predictable and explainable (Toor, Husnain, & Hussain, 2017; Prentice, Han, Hua, & Lin, 2018; Hutter, Hautz, Dennhardt, & Fuller, 2013).

Out of a methodological position, the study will be descriptive of nature using a deductive research design. A descriptive study is chosen as it describes the characteristics of phenomena and the relationships between variables as accurately as possible (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 77). In this case the relationship between the behavioural dimension of consumer engagement and consumers' purchase intention is related in a social media context. A deductive research approach is chosen as it refers to reasoning that works from general to

specific and is based on previous theoretical models or frameworks (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 78). The approach is applicable as the aim of this study is to investigate the relationship between two variables, the behavioural dimension of consumer engagement and purchase intention. The approach is also valid since previous research used quantitative research designs and statistical techniques to help prove that there is a relationship between consumer engagement and purchase intention (Toor, Husnain, & Hussain, 2017; Prentice, Han, Hua, & Lin, 2018; Hutter, Hautz, Dennhardt, & Fuller, 2013).

The primary research will be done by using a cross sectional study. A cross sectional study is observational in nature and is known as descriptive research. This means it can't be used to determine the cause of something, but to describe the characteristics that exist in a community (Cherry & Gans, 2019). The primary research will be conducted by sending out online question surveys to participants that fall under the inclusion criteria. The method corresponds with the study as the research is descriptive and the aim is to understand the relationship between consumer engagement on brand-related Facebook pages and their purchase intention.

Research plan:

According to Maree (2019: 307) a research plan can be described as the plan that considers the philosophical traditions that underlie the research. This will include the identifying of participants, data collection, data analysing, validity and reliability. The importance of a research plan is to support the researcher to understand the structure of the study and to plan its execution.

Unit of analysis:

According to Parasuraman, Grewai, & Krishnan (2004: 356) the unit of analysis is the major entity that are analysed in a study. It is the “what” or “who” that is being studied. Units of analysis are in essence the things we examine in order to create summary descriptions of them and explain differences among them.

The unit of analysis for the proposed study were males and females older than 18 years who like the FOM Facebook page. The unit of analysis was studied as a group and not as individuals.

Population:

The target population can be described as the totally of cases that confirm to some designated specification (Churchill & Iacobucci, 2002: 283). For this study the target population was represented by consumers that have Facebook, like the FOM Facebook page and are older than 18 years.

The accessible population is the population of subjects accessible for researchers to draw a sample of the study (Ary, Jacobs, & Sorensen, 2010: 149). The accessible population for this study was represented by individuals that are older than 18, have Facebook and likes the FOM Facebook page. The population parameters for this study were 7 male and 13 female percipients older than 18 years by conducting non-probability convenience sampling. The percipients had a Facebook profile and liked the FOM Facebook page.

Sampling:

Sampling can be described as the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population (Mugo Fridah, 2002). For this particular study the sample of representatives were individuals with a Facebook profile, liking the FOM Facebook page and older than 18 years.

Sampling method:

Non-probability sampling was deemed most applicable to the study due to time limitations, the urgency of results as well as limited financial resources available (Maree, 2019: 197). Non-probability sampling was also used as it is nearly impossible to determine who the entire population is. The method was used to find all respondents that are in line with the parameters of the study (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 138).

Convenience sampling was applicable for the reason that the population elements are based on the fact that they are easily and conveniently available n (Maree, 2019: 197). Also, as it is commonly used and less expensive than other sampling techniques. Participants who participated in the survey are chosen according to an inclusion criterion (Maree, 2019: 197). Meaning, the representatives who filled out the question survey of this study were the first 20 people who find themselves within the population parameters of the study.

Sample size:

There are three factors to be considered when choosing the sample size, namely, the type of statistical analysis planned, accuracy of results required and the characteristics of the population. For this study quantitative research approach was pursued, therefore a large enough sample size has to be chosen to represent the target population (Maree, 2019: 199). However, due to the shortage of time and the limited finances available a smaller sample size was chosen. The sample size chosen was (n=20).

Data collection:

Data collection can be done by using different methods on the sample of respondents. Each method has its advantages and disadvantages, and some are better for certain circumstances than others (Maree, 2019: 175). The study was

descriptive in nature, meaning the characteristics of phenomena and the relationships between variables are described as accurately as possible (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 77). The secondary research for the study was conducted through the use of academic research that includes textbooks and articles. The research was used to familiarise the researcher with the problem in the study.

The primary research was done by using a cross sectional study. A cross sectional study is observational in nature and is known as descriptive research. This means it can't be used to determine the cause of something, but to describe the characteristics that exist in a community (Cherry & Gans, 2019). The method corresponds with the study as the research is descriptive and the aim is to understand the relationship between consumer engagement on and consumers' purchase intention on brand-related Facebook pages. The method was used as it is inexpensive and helps the researcher to collect a great deal of information quickly. It allowed the researcher to collect data on some different variables that helped to see how differences in age and gender might correlate with the critical variable of interest. The method was also used to find possible implications of consumer engagement on brand-related Facebook pages on consumers purchase intention. The findings were supported by further research and experimentation (Cherry & Gans, 2019).

The appearance of the questionnaire was digital, online and created on Google Forms. The questionnaire was user-friendly with clear instructions. The questions were ordered in a way that the respondent does not get confused. The first section of the questionnaire consisted out of closed multiple choice questions, meaning, the respondent had to choose one response only (Maree, 2019: 181). The goal of these

questions was to see if the respondent falls into the inclusion criteria for the study. The second part of the questionnaire consisted out of closed ranking questions. These questions were used to measure two constructs, the behavioural dimension of engagement and purchase intention. The ranking questions consisted out of 7-point Likert scales anchored in 1= very unlikely and 7= very likely (Hollebeek, Glynn, & Brodie, 2014; Prentice, Han, Hua, & Lin, 2018). Furthermore, the use of closed questions had several advantages. Meaning, it is easy and quick to answer. It made the coding and statistical analysis for the researcher much easier, and also helped the respondent to answer sensitive questions more easily (Maree, 2019: 183).

Data analysis:

A deductive data-analysis strategy was used for the purpose of analysing the quantitative data from twenty respondents (n=20), assisting the positivist paradigm which supports the study (Maree, 2019: 39). Prior to beginning the analysis of data, the specific questionnaire response categories were anchored from 1 to 7 for both of the constructs measured. This ensured consistency and simplicity of the process of analysis (Maree, 2019: 181). Descriptive statistics was used to analyse the quantitative data gathered in the form of numerical values, summarising the data in three different ways (Maree, 2019: 207). The data was firstly summarised in terms of centrality, making use of means, mode and median. Afterwards, the data was summarised through dispersion, using the range, variance and standard deviation. Lastly, the data was summarised through measures of shape, assessing skewness and kurtosis (Maree, 2019: 21). Furthermore, the descriptive data analysis was conducted on Microsoft Excel. The use of descriptive statistics for the purpose of data analysis supported the descriptive nature and purpose of the study. Meaning, the behavioural dimension of consumer engagement and consumer purchase

intention was described in this particular study. After conducting the data analysis, the data was graphically embodied in the form of Pie charts, enabling the researcher to identify the shape, spread and centrality of the data (Maree, 2019: 213). The data was presented by using text and graphics in order to ensure that the reader is able to understand the points being made (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 226).

Chapter 4: Findings and Discussion:

The chapter details the findings from the data collection described in Chapter 3. Data was analysed using a deductive data analysis strategy for the purpose of analysing the data of 13 female and 7 male respondents. Descriptive statistics was used to analyse the data in the form of numerical values (Maree, 2019: 207).

The data was analysed on Microsoft excel and will be presented in Pie charts. The figures below represent the findings. Interpretations will be discussed thereafter.

Findings on the 3 sub-dimensions (sharing, learning and endorsing) of the behavioural dimension of consumer engagement:

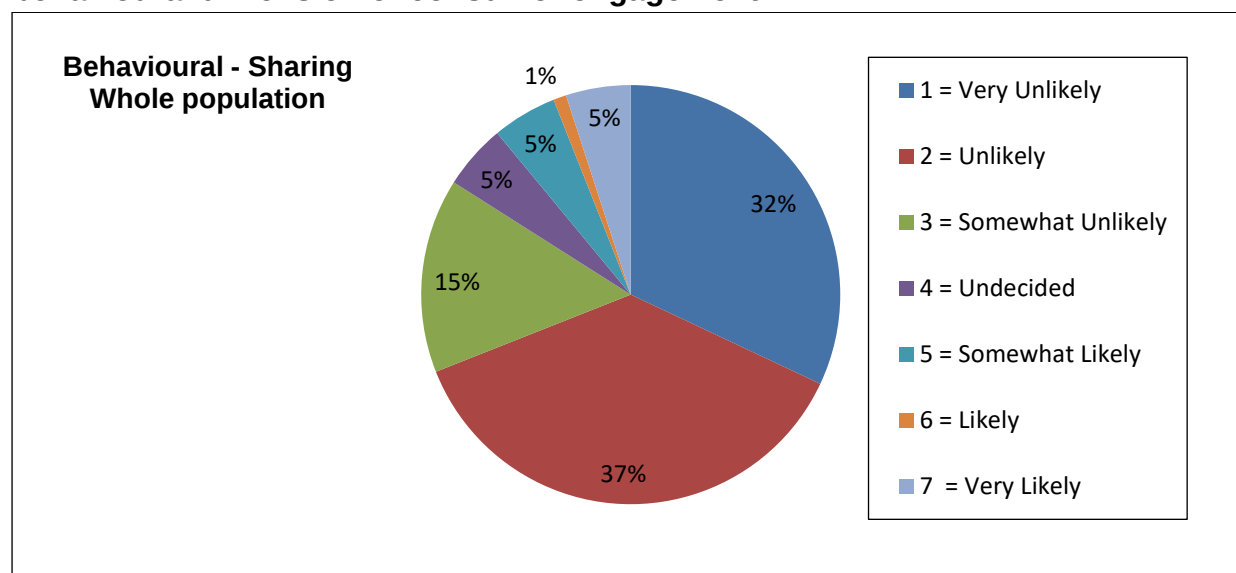


Figure 1: A visual demonstration of the levels of sharing presented by the 20 respondents.

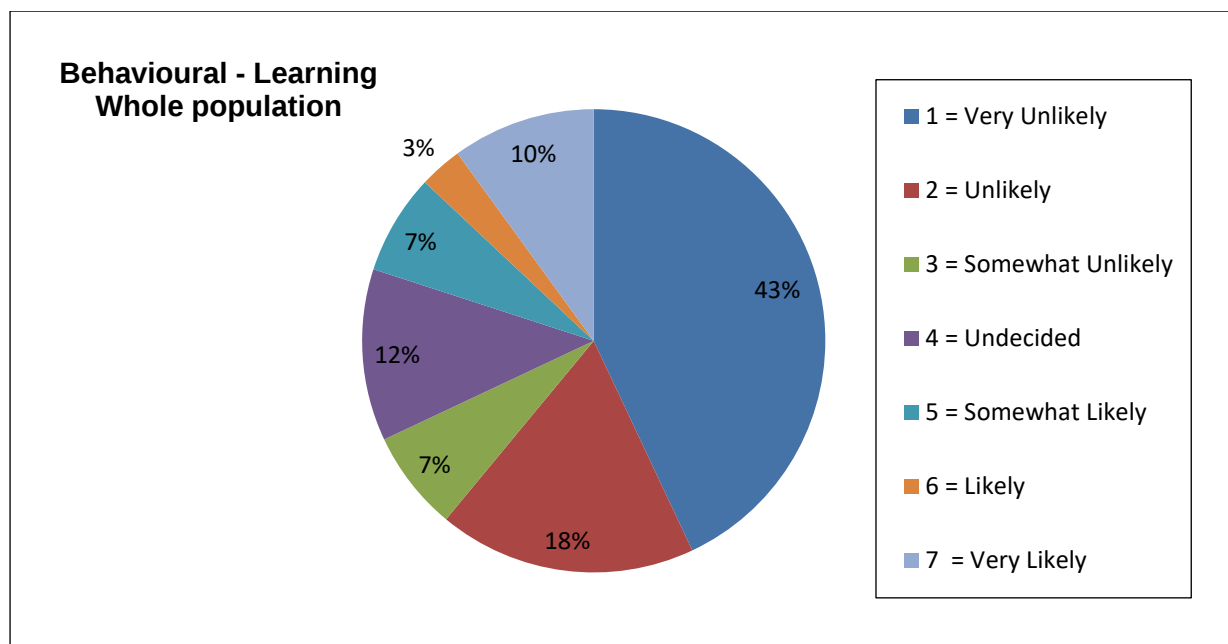


Figure 2: A visual demonstration of the levels of learning presented by the 20 respondents.

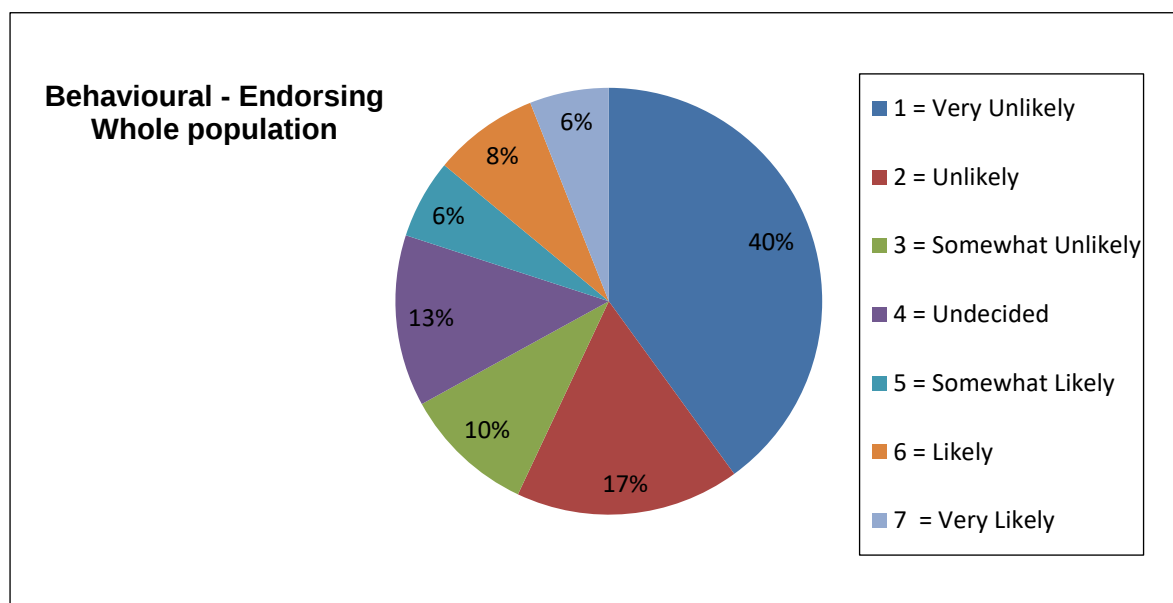


Figure 3: A visual demonstration of the levels of endorsing presented by the 20 respondents.

After conducting the data-analysis on Microsoft excel it became evident that the 20 participants (7 male and 13 female) tend to have very low levels of sharing, learning

and endorsing on the FOM Facebook page. Figure 1 reveals the levels of sharing presented by the 20 participants, with 32% of participants responses being “very unlikely” and 32% of the responses being “unlikely.” The mode was “unlikely” and the mean “somewhat unlikely.” Figure 2 offers the levels of learning presented by the 20 participants with 43% responding “very unlikely” and 18% “unlikely.” Also, the mode was “very unlikely” and the mean “somewhat unlikely.” Figure 3 presents the levels of endorsing from the 20 participants with 40% responding “very unlikely” and 17% “unlikely.” It was also found that the mode was “very unlikely” and the mean “somewhat unlikely.”

However additional findings revealed that the female participants lower levels of sharing, learning and endorsing had than the 7 male participants. There were 57% male participants and 69% female participants that responded “unlikely” when it came to the sharing questions. Also it became more apparent out of the learning and endorsing questions that males tend to be more behaviourally engaged than females. The learning questions revealed that 38% of males responded “unlikely” against the 71% of females that responded “unlikely.” The endorsing questions revealed that 39% of males responded “unlikely” against the 67% of females that responded “unlikely.”

Findings on the behavioural dimension of consumer engagement and consumers purchase intention:

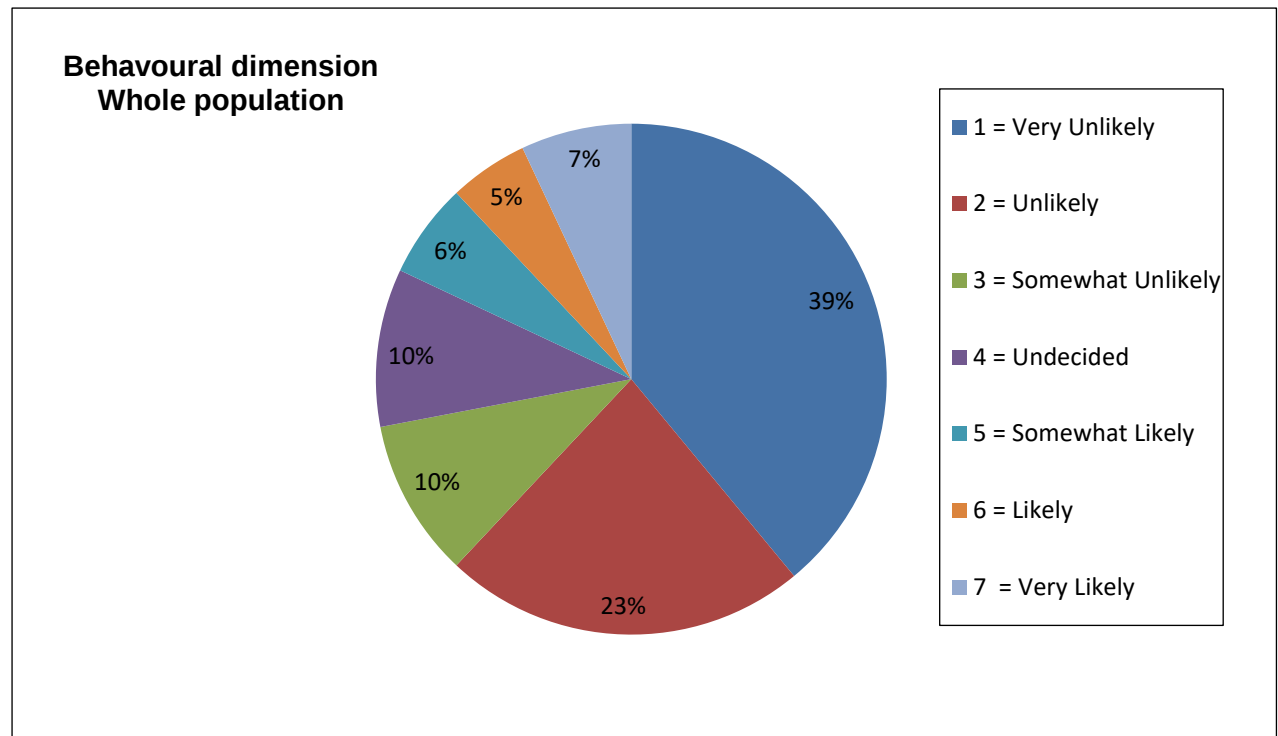


Figure 4: A visual demonstration on the levels of behavioural engagement presented by the 20 respondents.

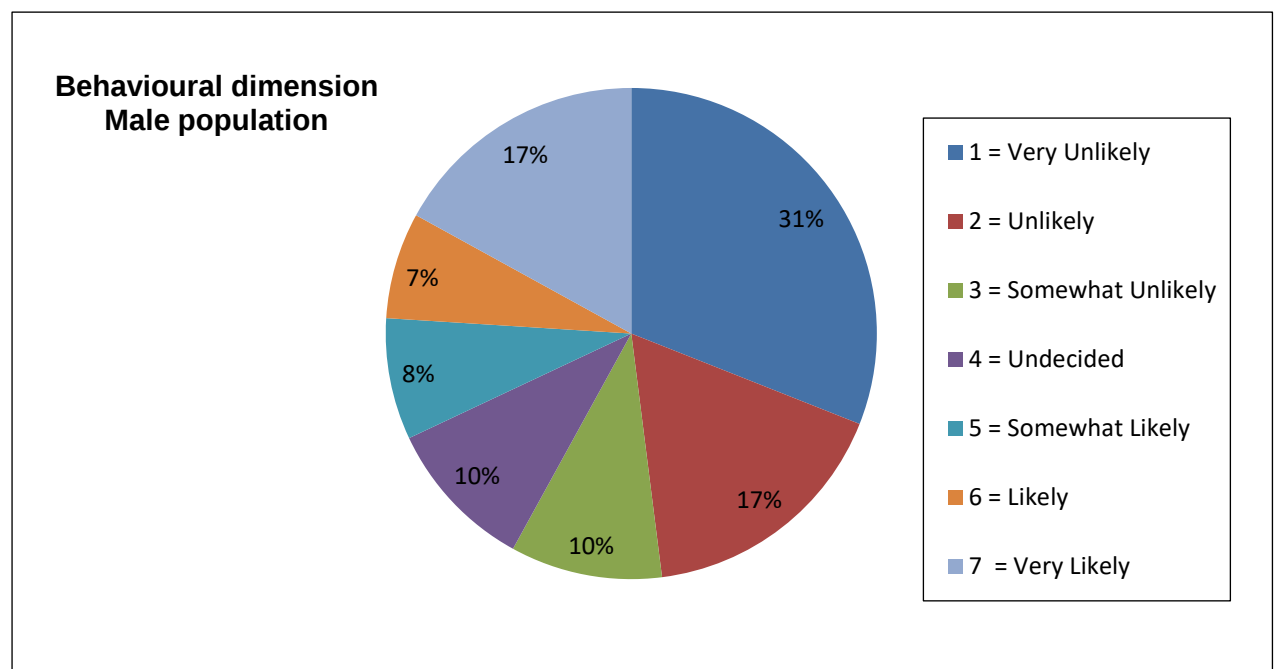


Figure 5: A visual demonstration on the levels of behavioural engagement presented by the 7 male respondents.

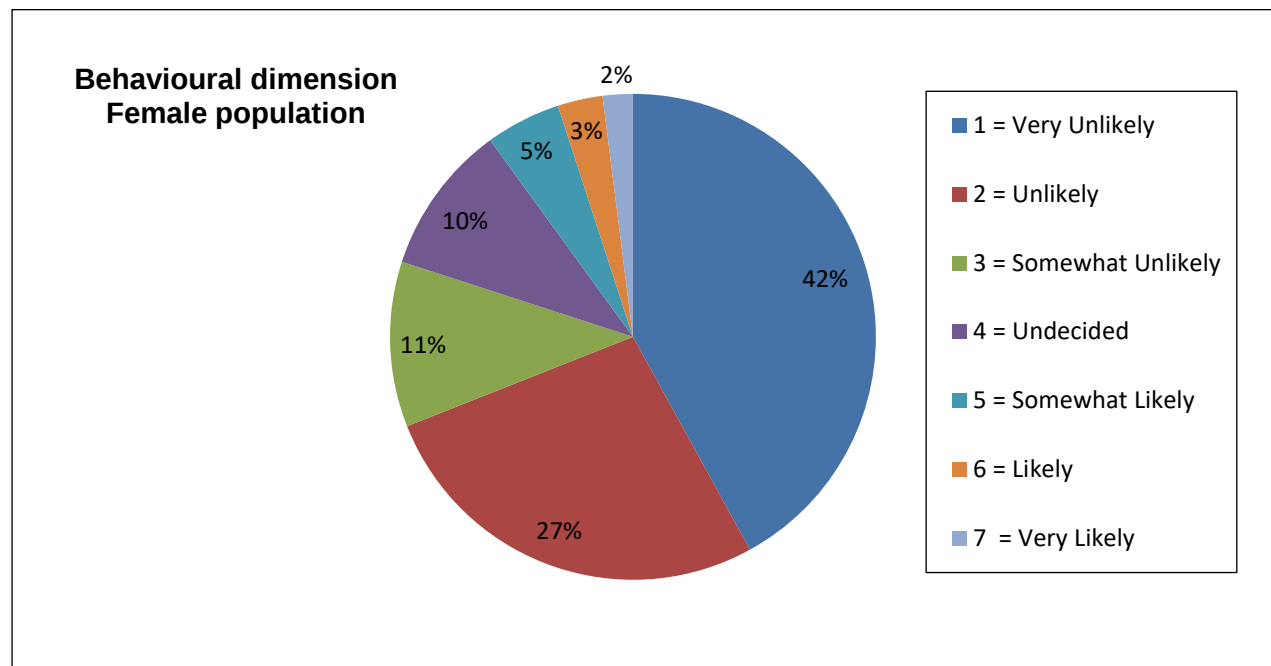


Figure 6: A visual demonstration on the levels of behavioural engagement presented by the 13 female respondents.

The data-analysis has shown that the population tend to have very low levels of behavioural engagement on the FOM Facebook page. Figure 4 reveals that 39% of participants responded “very unlikely” and 23% of the participants responded “unlikely”, thus presenting that 62% of the participants were unlikely to engage on the FOM Facebook page via sharing, learning and endorsing. Also, the female population presented lower levels of behavioural engagement on the FOM Facebook page than the male population with figure 5 and 6 presenting that 48% of the male participants responded “unlikely” against 69% of the female participants that responded “unlikely” to the behavioural engagement questions.

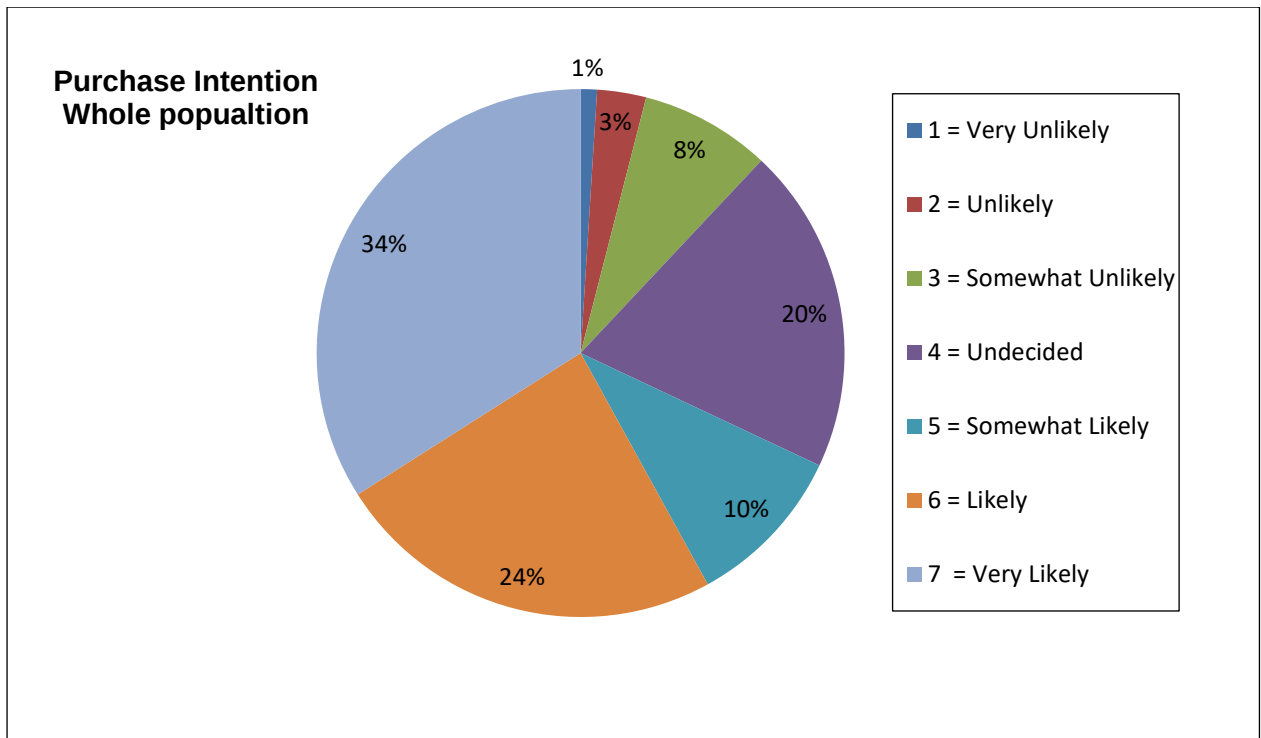


Figure 7: A visual presentation on the levels of purchase intention presented by the 20 respondents.

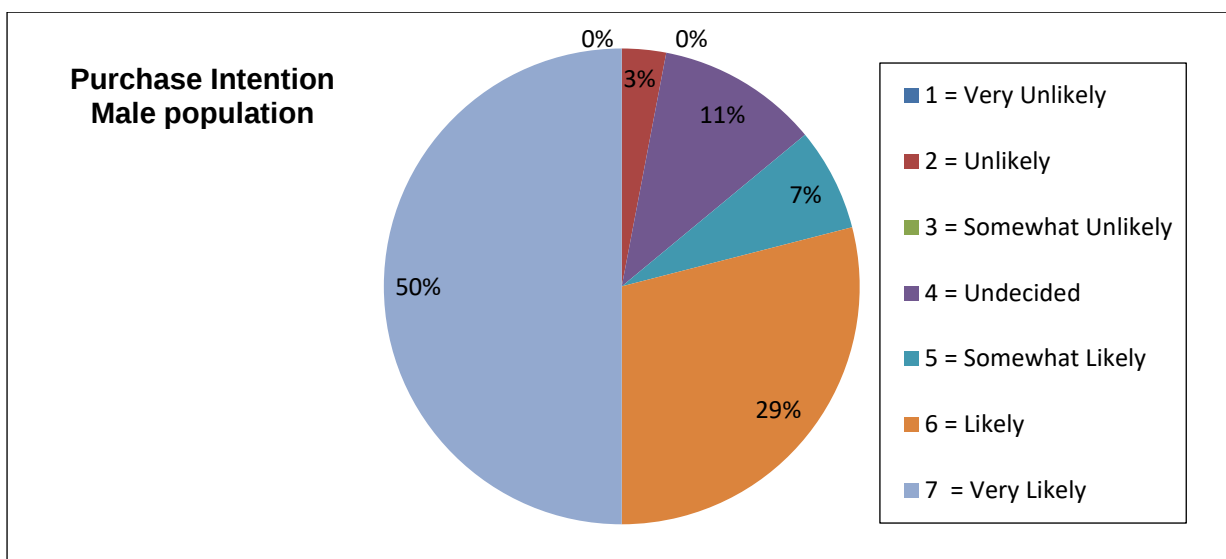


Figure 8: A visual presentation on the levels of purchase intention presented by the 7 male respondents.

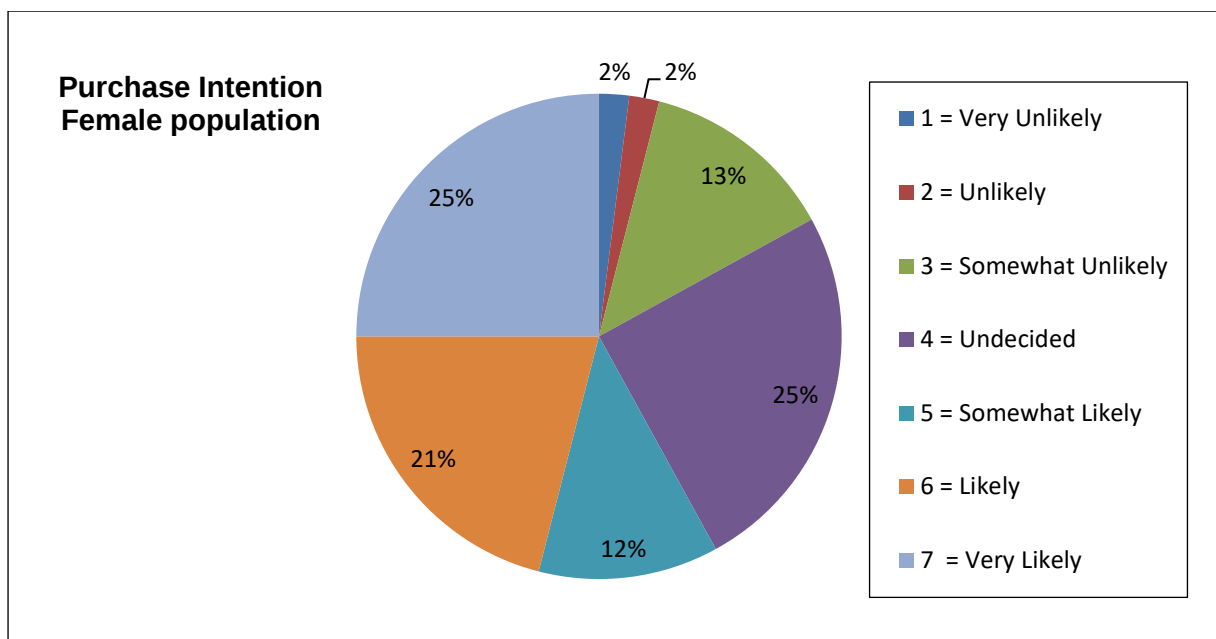


Figure 9: A visual presentation on the levels of purchase intention presented by the 13 female respondents.

The population showed higher levels of purchase intention than behavioural engagement on the FOM Facebook page with 24% of the participants responding “likely” and 34% of the participants responding “very likely” to the purchase intention questions. The mode was “very likely” and the mean “somewhat likely.” Further did the findings reveal that the male population tend to have higher levels of purchase intention than the female population with 79% of the male participants responding “likely” against the 46% of female participants responding “likely” to the purchase intention questions. It was also found that the mode for both male and female were “very likely.” However, the mean for male was “likely” and for female “somewhat unlikely.” These findings revealed that the male population was much more likely to buy products on the FOM Facebook page than the female population. The female population revealed that they had low levels of purchase intention on the FOM Facebook page.

As per the objectives of the study there were neither a positive nor a strong relationship between the behavioural dimension of consumer engagement and consumers' purchase intention on the FOM Facebook page. The behavioural dimension of consumer engagement did not prove to be a motivational driver towards the impact on consumers purchase intention (Prentice, Han, Hua, & Lin, 2018: 341; Dessart, Veloutsou, & Morgan-Thomas, 2015: 36). The responses from the sample size revealed that there were very low levels of sharing behaviours although social media environments and brand communities are both liable to the development of sharing behaviours (Dessart, Veloutsou, & Morgan-Thomas, 2015). The population was unlikely to engage through learning on the FOM Facebook page. There were low levels of learning, meaning, finding the latest trends and news or by seeking help from the FOM Facebook page (Ridings & Gefen, 2004). The population was also unlikely to engage through endorsing on the FOM Facebook page. The respondents revealed that they did not actively recommend specific brands, products, services or organisations or ways of using brands or products (Schau, Muniz, & Arnould, 2009).

However the population tended to have higher levels of purchase intention than behavioural engagement on the FOM Facebook page. It became clear out of the purchase intention questions that products offered on social media positively influence the purchase intentions of consumers (Gomes, 2017; Pjero & Kercini, 2015). The male population had very high levels of purchase intention emphasising the fact that social media marketing has a way of assisting and grabbing the attention of consumers fairly quickly which in return can generate an increased purchase intention (Toor, Husnain, & Hussain, 2017). It was also made clear by the data-analysis that the male population tend to have higher levels of sharing, learning

and endorsing than the female population making male respondents for the study more behaviourally engaged than female respondents. The data showed that the male population are much more likely to buy products on the FOM Facebook page than the female population. However, as mentioned before there was no strong or significant relationship between consumers behaviourally engaging on the FOM Facebook page and their purchase intentions.

Validity and reliability:

To conduct a successful research study that has academic value, the researcher needs to make a strong case for the validity and reliability of his data (Maree, 2019: 238). The researcher has to plan the implications what validity and reliability have for quantitative research.

Reliability refers to the degree in which a “measuring instrument is repeated and consistent” (Maree, 2019: 238). This means if the same instrument is used at different times or given to different respondents from the same population, the findings should be the same (Maree, 2019: 239). For this study two constructs were measured against each other namely, the behavioural dimension of consumer engagement and purchase intention. A number of studies have proved the same results when using ranking questions, consisting out of seven point Likert scales to determine the relationship between consumer engagement and purchase intention. These Likert scales were anchored in 1= very unlikely and 7= very likely (Hollebeek, Glynn, & Brodie, 2014; Prentice, Han, Hua, & Lin, 2018). Therefore, the data collection and data-analysis were based on these studies to ensure the internal reliability of the outcome (Maree, 2019: 239).

Validity pursues to regulate “whether the research measured what it was supposed to measure” (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 256). A measuring

instrument can be considered as valid, if it measures what the researcher claims it measures (Krippendorff, 2004). Therefore validity and reliability are criteria used to evaluate the quality of the research (Maree, 2019: 307).

For the purpose of this study, the researcher tried to enhance the validity of the study by ensuring that the research methodology was planned in a way that the hypothesis can be determined. For the results of the study to be trustworthy, there has to be a high degree in both internal and external validity. Internal validity refers to the extent in which an experiment has the appropriate control over variables other than the treatment (Maree, 2019: 169). This is a descriptive and quantitative study of nature and therefore a large amount of literature were collected to explain the expected outcome of the study. Numerous studies proved that there is a significant and positive relationship between consumer engagement and consumer purchase intention in a social media context (Toor, Husnain, & Hussain, 2017; Prentice, Han, Hua, & Lin, 2018; Martins, Costa, Oliveria, Goncalves, & Branco, 2019). External validity refers to the extent to which the results can be generalised to the entire population (Maree, 2019: 169). A sample size of (n=20) was used as there were limited time and finances available to conduct the study. For quantitative studies, a representative sample has to be n=100 (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 257). As a result, the findings of this particular study cannot be generalised to an entire population as the representative sample is too small.

Chapter 5: Conclusion

The focus of the research was to explore the relationship between the behavioural dimension of consumer engagement and consumers' purchase intentions. The primary aim of the study was to describe the relationship between consumers engaging behaviourally via sharing, learning and endorsing, and their purchase

intentions using the FOM brand as a case study. Chapter three detailed the research methodology which outlined the strategy in which the research question and hypothesis were going to be answered. The findings presented in Chapter four answered the research questions and objectives. The results rejected Hypothesis 1 of the study stating that there is a positive and significant relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages.

Concluding answers to the research question and hypothesis:

The primary research question states: Is there a relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages?

Out of the findings it became evident that there was no relationship between consumers engaging behaviourally on the FOM Facebook page and their purchase intentions. The results showed that the population had low levels of sharing, learning and endorsing in addition to the populations' higher levels of purchase intention on the FOM Facebook page.

Hypothesis 1 states: There is a positive and significant relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages.

Based on the findings there was no significant or positive relationship between consumers engaging behaviourally on the FOM Facebook page and their purchase intentions. The findings showed that the male and female population had very low levels of sharing, learning and endorsing although the male population tended to be more behavioural engaged than the female population. Further findings showed that the male population had relatively high levels of purchase intention with low levels of

sharing, learning and endorsing on the FOM Facebook page, thus showing that there is no strong or positive relationship between the two constructs. In addition, the female population had higher levels of purchase intention than behavioural engagement on the FOM Facebook page. However, their purchase intentions and behavioural engagement on the FOM Facebook page were much lower than the male population. The results of the female population also made it clear that there is no positive or strong relationship between the behavioural dimension of consumer engagement and consumers purchase intention on the FOM Facebook page.

Implications of findings for future practices:

The findings of the study disapproved the general assumption that there a positive and significant relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages. Nevertheless, this study has contributed to academic knowledge by discussing the relationship between consumers engaging via sharing, learning and endorsing, and their purchase intentions by using the FOM Facebook brand as a case study. The paper has explored and described the concepts, social media, Facebook, purchase intention and the behavioural dimension of consumer engagement consisting out of three sub-dimensions, sharing, learning and endorsing. A better understanding of these concepts will help brand managers, marketers and advertisers to engage better behaviourally with consumers on social media and specifically Facebook, which in return can lead to improving consumers' attitude towards the brand (Dessart, Veloutsou, & Morgan-Thomas, 2015).

However for future research, the researcher will make use of a bigger sample size than the sample size of (n=20) as it is too small for findings to be externally valid or generalizable to a larger population (Plooy-Cilliers, Davis, & Bezuidenhout, 2014:

257). Also, it is not recommended for future studies to make use of a single brand for the case study, since the findings cannot be generalised on all brands that have active social media profiles.

Conclusions:

The study aimed to conceptually refine the concept of the behavioural dimension of consumer engagement in a social media context. Although the notion of engagement received much attention in existing studies, few studies have focussed on the behavioural dimension of consumer engagement separately in the rich context of its relationship with consumers purchase intentions (Dessart, Veloutsou, & Morgan-Thomas, 2015; Pandey & Pandey, 2018). After conducting research, the findings disapproved the hypothesis and shed more light on the lack of understanding between the relationship of consumers engaging behaviourally on social media and their purchase intention. The findings showed that there were low levels of behavioural engagement and high levels of purchase intention, thus making it obvious that there is not a strong or positive relationship between the two constructs. Further findings did reveal that the male population tend to be more behaviourally engaged than the female population. Also, the male population was much more likely to buy products than the female population on the FOM Facebook page, as a result helping the FOM brand and other retail brands to approach the behavioural dimension of consumer engagement in an improved manner on Facebook. The findings can further help brands to look more closely to the impact behavioural engagement have or do not have on purchase intention on other social media platforms.

Limitations and delimitations:

Limitations refer to the different types of influences and constraints that a researcher has no control over. These limitations can limit the kind of research that can be conducted and carried out. For these reasons, limitations can have an influence on the findings from the research conducted (Datt, 2016).

Limited time and financial resources resulted in a small accessible population, as well as non-probability sampling for the purpose of accessibility and convenience. The small accessible population restricted each population element not having an equal chance to participate (Maree, 2019: 45). In addition, the sample size specified by the research study criteria ($n=20$) was too small for the findings to be externally valid or generalizable to a larger population (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 257). Further were there 13 female and 7 male respondents in the sample size of ($n=20$). The uneven number of male and female respondents made it difficult to determine findings for the population as a whole. The use of Excel software for the data-analysis of the study, influenced the results and findings of the study for the reason that the researcher did not have the needed skills to fully incorporate all the answers from the questionnaires.

Delimitations are choices made by the researcher that should be mentioned. These choices describe the boundaries that the researcher has set for the study (blog.stcloudstate.edu, 2017). The following delimitations have been recognised.

Consumer engagement is a multi-dimensional concept consisting out of a cognitive, affective and behavioural dimensions (Dessart, Veloutsou, & Morgan-Thomas, 2015). The study was based on one dimension only, the behavioural dimension. Meaning, the outcome of the study is limited to one dimension of consumer engagement and cannot be assumed for the cognitive and affective dimensions of

consumer engagement. The use of a single brand to base the study on, limits the extent to which the findings can be made generalizable. The results of the study could have been completely different if the study was not based on a single brand or a case study.

For future research it is important to use probability sampling for the purpose of drawing a representative sample which can eventually provide data and information that is generalizable. The study should also make use of a representative sample size and be conducted over a longer period of time in order to allow effective data collection and data analysis.

Ethical considerations:

Ethical considerations are critical for research. Ethics can be described as norms or standards for behaviour to differentiate between what is wrong and what is right. These considerations help to determine the difference between acceptable and unacceptable behaviours (Adams, 2013).

For research, ethical considerations refers to the procedures or techniques for determining how to behave and for analysing difficult situations. Ethical consideration is used in research as it is meant to protect the participants' rights (Adams, 2013).

Ethical considerations are important for research as it encourage the aims of the research. This will include knowledge, truth and the prevention of error. Research usually involves a big deal of cooperation and coordination among various people in different disciplines. Ethical standards encourage the values that are essential to collaborative work, such as trust and accountability. These standards make sure researchers can be held accountable to the public for their actions. Also, ethical norms help to strengthen public support for research as people are more likely to fund the research if they know they can trust its quality and integrity (Datt, 2016).

The following ethical considerations have been identified for the proposed research:

- Informed consent is a mean by which an applicant's right to self-government is protected. Meaning, it seeks to prevent attacks on the integrity of the participant and protect personal liberty and honesty (Brizee & Driscoll, 2012).
- There has to be respect for anonymity and confidentiality. Anonymity means the subject's identity is being protected and cannot be linked with his or her personal answers. Confidentiality means the subject are free to give and withhold as much information as they wish to. It is of utmost importance that the researcher maintains confidentiality that goes beyond ordinary loyalty (Plooy-Cilliers, Davis, & Bezuidenhout, 2014).
- Respect for privacy has to be in order. Privacy can be described as the freedom an individual has to regulate the time, extent and overall circumstances under which private information will be shared with or withdrawn from others. The purpose of the study, instruments to be used and the methodology must be discussed with the potential subject (Plooy-Cilliers, Davis, & Bezuidenhout, 2014).

The researcher will provide the participants with relevant and understandable information about the research project. The potential subject will be permitted to make an informed and voluntary decision about whether or not he or she wants to participate in the study. The participants will be asked to fill out a consent form to indicate that they agree to take part in the proposed research. Annexure A consists of a copy of the consent form that will be handed out to all participants. The researcher will also have to mention in the consent form that the answers given by the participants will remain confidential and that only the researcher will have access

to these documents. The consent form must indicate that the participant will remain anonymous throughout the proposed research.

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Annexure A: Consent Form

Research Questionnaire

To whom it may concern,

My name is Rudolf de Koning and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Anthony Wingfield around the relationship between consumer engagement and consumer purchase intention a social media context. I hope that this research will enhance a deeper understanding of the relationship between the two constructs in a South-African context by using the Freedom of Movement (FOM) brand as a case study.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

If you decide to participate in this research, I would like to give you a questionnaire that consists of two sections. Section 1 will consist of closed multiple-choice questions to see if you qualify according to the inclusion criteria. Section 2 will consist out of closed ranking questions consisting out of 7-point Likert scales anchored in 1= very unlikely and 7= very likely. The questionnaire will take you between 10-15 minutes to fill out. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular questions in the questionnaire.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is purely voluntary. If you do not wish to participate in this study, you have every right not to do so. Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. Nobody else, including anybody at FOM or Vega, will have access to your questionnaire information.

What will happen to the information that participants provide?

Once I have finished all questionnaires, I will write summaries to be included in my research report, which is a requirement to complete my Bcom Honours in Strategic Brand Management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Rudolf de Koning
074 644 5344
Rudolfdk1@gmail.com

NEXT

Research Questionnaire

* Required

Untitled Section

By reading the consent form above I agree to all the terms. I am ready to participate in the questionnaire. *

☐ Yes

Annexure B: Questionnaire

Please select the appropriate answer by marking the box with a cross.

What is your gender? *

☐ Male

☐ Female

What age group do you fall into? *

☐ 18 to 34 years

☐ 35 to 50 years

☐ 50 to 70 years

Do you have Facebook? *

☐ Yes

☐ No

Do you like the Freedom of Movement (FOM) Facebook page? *

☐ Yes

☐ No

BACK

NEXT

Research Questionnaire

Please select the appropriate answer by ranking how likely or unlikely you engage on the FOM Facebook page.

I share my ideas about the FOM brand with other people on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I help people in purchasing FOM products on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I share interesting content of the FOM brand with other people on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I ask questions on the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I seek ideas or information from the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I seek help from the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I try to get others interested in the FOM brand on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I promote the FOM brand on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I say positive things about the FOM brand to other people on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I actively defend the FOM brand from its critics on Facebook.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

BACK

NEXT

Research Questionnaire

Please select the appropriate answer by ranking how likely or unlikely you will buy products on the FOM Facebook page.

I will buy FOM products that are advertised on their Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I desire to buy products that are advertised on the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I am likely to buy products that are promoted on the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

I plan to purchase products that are promoted on the FOM Facebook page.

	1	2	3	4	5	6	7	
Very Unlikely	☐	☐	☐	☐	☐	☐	☐	Very Likely

Thank you for participating in this research survey.

BACK

SUBMIT

Annexure C: Ethical Clearance letter



August 26, 2019

Student name: Rudolf de Koning
Student number: 18014197



Re: Approval of Bachelor of Commerce (Honours) in Strategic Brand Management Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Amalia van Schalkwyk
Supervisor: Anthony Wingfield
Campus Postgraduate Coordinator

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Annexure D: Summary of Research report

Purpose	Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
To contribute to the existing pool of knowledge by understanding more deeply the behavioural dimension of consumer engagement consisting out of three sub-dimensions namely, learning, sharing and endorsing, and also its relationship with consumers' purchase intention in a social media context.	Is there a relationship between the behavioural dimension of consumer engagement and consumer purchase intention on brand-related Facebook pages?	The results of the study can help the FOM brand and also other advertisers, marketers and brand managers to make better use of social media in engaging with consumers. This will lead to companies using social media with the purpose of improving consumers' attitude towards a brand.	Dessert et al. Rodney Graeme Duffet Toor, Husnain et al. Plooy-Cilliers et. al.	T1: The behavioural dimension of consumer engagement T2: Sharing T3: Learning T3: Endorsing T4: Purchase intention	Paradigm: Positivism Epistemology: There is a relationship predicted between consumers engaging behaviourally on brands on Facebook and their purchase intentions. Ontology: Clarify influences on behaviours that includes conscious decision making. Axiology	Quantitative	Questionnaires was developed on Google Forms and sent to people who feel within the inclusion criteria. Thereafter the data was analysed on Microsoft Excel.	The participant had to fill out a consent form before filling out the questionnaire. The confidentiality and anonymity of the participant was protected. Respect for privacy was also in order.	There was no strong or significant relationship between the behavioural dimension of consumer engagement and consumers purchase intentions. The male population had higher levels of purchase intention and engagement than the female population	For future research the study has to be conducted on a bigger sample size. The study should also make use of brands in general for the case study as a single brand cannot make the study generalizable too all retail brands on Facebook.
						Population				
						The population had to have Facebook, like the FOM page and be older than 18 years.				
Research Problem	Hypotheses	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution	
The problem that has been identified is the lack of understanding as to how consumers' engagement on brand-related pages on social media is defined and how it correlates towards consumers purchase intention towards the brand's products.	There is a positive and significant relationship between the behavioural dimension of consumer engagement and consumers' purchase intention on brand-related Facebook pages.	Social media, Facebook, Purchase intention, behavioural dimension of consumer engagement consisting out of 3 sub-dimensions, learning and endorsing.	Theory of reasoned action (TRA) and Theory of planned behaviour (TPB)			Non – probability sampling Convenience -sampling Sample size (n=20)	Unit of Analysis: Male / female older than 18 years, have Facebook and like the FOM Facebook page. They were studied as a group Method: Used deductive research design and descriptive data-analysis. The analysis was conducted on Microsoft Excel.	Limited time and financial resources. The use of too small sample size. The use of one brand as a case study and the data-analysis conducted by researcher on Excel as researcher did not have the needed skills to incorporate all the questions.	The study disapproved the hypothesis which can help marketers and brand managers to look in a different way to the behavioural dimension of consumer engagement. The study will contribute to the existing body of knowledge with the constructs that is being investigated.	