

Customer Engagement Factors in Facebook Brand Pages

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Received: July 4, 2015 Accepted: July 29, 2015 Online Published: August 28, 2015

doi:10.5539/ass.v11n26p19

URL: <http://dx.doi.org/10.5539/ass.v11n26p19>

Abstract

India is relatively new in adopting social media and this paper try to identify the factors influencing customer engagement in Facebook brand pages. The main source of data used in this article is from Facebook's insight data. The 134 selected Facebook Brand Pages were monitored regarding both the brand's activity (posts) as well as the consumers' interactions with the brand's activity (likes, comments, etc.). The Fanpage Karma, a social-media monitoring tool was used to collect the data. A conceptual framework is provided that helps to understand the factors influencing the consumer engagement in Facebook brand pages. This paper proposes an empirical model based on Indian Facebook brand pages, which can help in increasing the brand engagement in Facebook brand pages.

Keywords: brand engagement, customer engagement, Facebook pages, brand community, social media, marketing

1. Introduction

Customer engagement (CE) in the marketing literature is a new phenomenon, which has recently received considerable attention. Customer engagement in social media has become a particularly important topic as the abundance of social media channels such as Facebook, Twitter, YouTube, etc. as well as a vast number of customer support forums and online communities provide many opportunities to reach consumers to make companies more noticeable and interact with customers. Customer engagement is defined as "a customer's behavioral manifestation toward a brand or firm" (Van Doorn et al., 2010). Brodie et al. (2011) proposes that engaged customers have a key role in enhanced business performance by providing word-of mouth (WOM) about the products, services and brands.

Consumer engagement has been one of the most widely discussed topics in the social media research (Menezes, 2013). Facebook brand page activity may potentially influence engagement. Brand can post an item of content on its page, and reach is the number of people who receive an impression of a piece of content. Interactions are when a user likes, comments on or shares the content. Reach depends on several factors, like number of fans, number of interactions and number of friends that fans of a brand page have. Brands have to provide content that fit needs of the customer, in order to engage the customer, by clicking the like button or responding to the brand's message. Facebook activity is related to number of posts and what kind of content is been posted.

India's Internet population is 288 million, as of 2014 with around 20% penetration rate (Internet Live Stats, 2014). According to comScore (2013), social networking's is the second fastest growing activity in India after entertainment. India has approximately 118 million social media accounts in 2014 (we are social, 2015). According to a survey conducted by IPSOS (2012), 66% in India post questions, ideas and pictures on brands' social networking sites. Khan, (2014), India is the second largest country on Facebook users. Delhi has the greatest number of Facebook users in India, followed by Mumbai, Bangalore. Around 90% Facebook users in India are younger than 35 years of age. 71% users on Facebook users (in India) belong to 19-35 years age group (Khan, 2014). Around 75% of Facebook users in India are Male.

India is relatively new in adopting social media customer engagement and this paper try to develop a research framework for Indian scenario. This study focuses on understanding the customer engagement with Indian brands in Facebook brand pages. This study helps to identify the key factors, which influence the customer engagement in, Facebook brand pages. This paper examines how the Indian brands is using the social

networking platform like Facebook to create valuable brands by providing an overview on the types of activities the brands undertake, the types of interactions and the implications this has on brands.

2. Literature Review

2.1 Brand Community on Facebook

A brand community is a group consists of individuals who are specialized, non-geographically bound community based on a structured set of social relationships among admirers of a brand (Muniz & O'Guinn, 2001). A brand community allows followers to share information about the brand to others. Brand communities facilitate interactions through exchange of opinions about the brand or a particular product among consumers, thus engaging their members in a form of word of mouth communication (McAlexander et al., 2002). Further, a brand can become an informational resource for the members of the community and provide customer service. Creating a strong brand community is a key step in developing a strong relationship marketing strategy.

Facebook's emergence as an important marketing channel due to brand pages as they establish direct communication with their fans and customers. Due to popularity of social media websites, several companies are using social networking sites to support the creation of brand communities (Kaplan & Haenlein, 2010; Muniz & O'Guinn, 2001). Facebook fan pages allow a brand to create an online community of brand users through the social networking site. Communities in Facebook are formed around Facebook Pages and Facebook Groups. The people who "like" the page (who pressed the Like button on the page) become fans. When a user clicks the like button, a link to this Page will appear on the user's timeline. There are six types of posts to choose from on Facebook page: video, photo, Link, Question, Event and Text (Olczak & Sobczyk, 2013). Photos along with questions create lot interactions and drive engagement among fans. Brand community members join a community based on either the positive or negative feelings they have towards a brand (Wilimzig, 2011). Further, individuals choose to join a Facebook brand community because they are loyal to that brand. Other motivations for joining these brand communities are economic benefits, such as discounts, and entertainment. Providing exclusive deals and discounts available only to members of the Facebook brand community is an incentive for individuals to join the community (Vorvoreanu, 2009). Syncapse (2013) report found the 42% like a brand page to get a coupon or reward. Weman (2011) found that consumers are not joining brand communities to make new friends or socialize and connect with strangers.

Facebook Page enables three interactions features connected with each post, such as: like, share and comment. When a user likes a post, this means that also other users can see that he has liked it (including their friends). The more likes the post gained, the higher value it has in the context of Page marketing value. Share feature makes it possible to publish someone's post on own profile (Time-line) or Page's. This is the way content goes viral in social media. The most engaging are comments – a feature that enables Facebook users sharing their thoughts about the post (Olczak & Sobczyk, 2013). This feature might be risky, if a dissatisfied customer attacks the company, criticizing its products or service. It can damage brand reputation, if there's no proper reaction from the Page moderator. Almost every major brand and company in India has a Facebook Page.

2.2 Customer Brand Engagement

In digital era, the term "consumer engagement" typically refers to the ways in which consumers engage with brands through digital channels, such as the brand's website, blogs, social networking sites, and videos. The term 'engagement' is defined as a mental state of enjoyment of the representation of an action or object (Laurel, 1993). The Consultancy defines engagement as "an outcome of repeated interactions that strengthen the emotional, psychological, or physical investment a customer has in a brand" (Mollen & Wilson, 2010, p. 919). Many other researchers define engagement as the simple act of participating in an online environment (Harden & Heyman, 2009; Solis, 2010). The engaged users metric can be found within Facebook Insights at both the Page and post levels. Engaged users aren't just limited to brand fans; anyone who engages with Brand Page is an engaged user. The page engagement is calculated by dividing absolute interactions (likes, comments, shares) by total fans. The number of comments, likes and shares is not an absolute measure, but is related to the number of page fans at the moment of posting, a ratio to the number of fans was used as more accurate engagement measure (Robinson, 2014).

Customer engagement is a psychological state, but can be manifested into action (Van Doorn et al., 2010 p. 13). Bowden (2009) defines customer engagement as a sequential psychological process that customers move through to become loyal towards a brand. Brodie et al., (2011) makes an extensive analysis of definitions and conceptualizations of the term engagement in social sciences and management disciplines, and the term customer engagement in the marketing and service literature. All the customer engagement behaviours are proposed to comprise five dimensions: valence (positive or negative), form and modality, scope (temporal and geographic),

nature of impact and, finally, customer goals. Customer engagement has also been explored as a new perspective in the field of customer management (Verhoef, Reinartz, & Kraft, 2010). Vivek (2009) examines various disciplines including psychology, sociology and management and defines consumer engagement as - the intensity of consumer's participation and connection with the organization's offerings, and/ or organized activities.

Cvijikj and Michahelles, (2013) formulated a conceptual framework in which they propose that digital engagement on a social network depends on several elements like: (1) the type of content published, ie the nature and content of the messages; (2) the post format, which could be understood as the message's wrapper; and (3) the time of publication, which refers to the chronological or psychological timing of the post. Reitz (2012) study examined how perceived Facebook Company page features (i.e., perceived information quality, perceived enjoyment and perceived interactivity) predicted online consume engagement, loyalty and purchase intent. 233 online surveys were collected from U.S. Facebook users who "like" companies on Facebook to test the online consumer engagement framework. The research findings shows that perceived Facebook characteristics influence online consumer engagement, which influences loyalty and ultimately purchase intent. Vivek et. al., (2012) studies shows that participation and involvement serves as antecedents of CE, while value, trust, effective commitment, word of mouth, loyalty and brand community involvement are potential consequences.

2.3 Conceptual Framework of Consumer Brand Engagement

Brand Engagement is the total number of fans interacting with brand page marketing content. Ehrenberg-Bass Institute studies demonstrated that only 1 percent of Fans of the biggest brands on Facebook are actually engaging with brands (Creamer, 2012). Engagement rate is the ratio of likes, comments and shares per day and fan during a certain period. Most Facebook brand pages show very low engagement values. Total number of fans potentially a direct effect on customer engagement. This proposition is based on Menezes (2013 studies, number of fans will foster more engagement, as more customers have access to brand related content, allowing for more chances to interact with the brand. Customer reach has a significant negative impact on customer engagement; the results show that engagements are strictly content related (Menezes, 2013). A report by SocialBakers suggests that in general more fans means lower engagement rates, except for the fashion industry (Allen, 2012). According to previous studies the number of fans doesn't influence brand engagement.

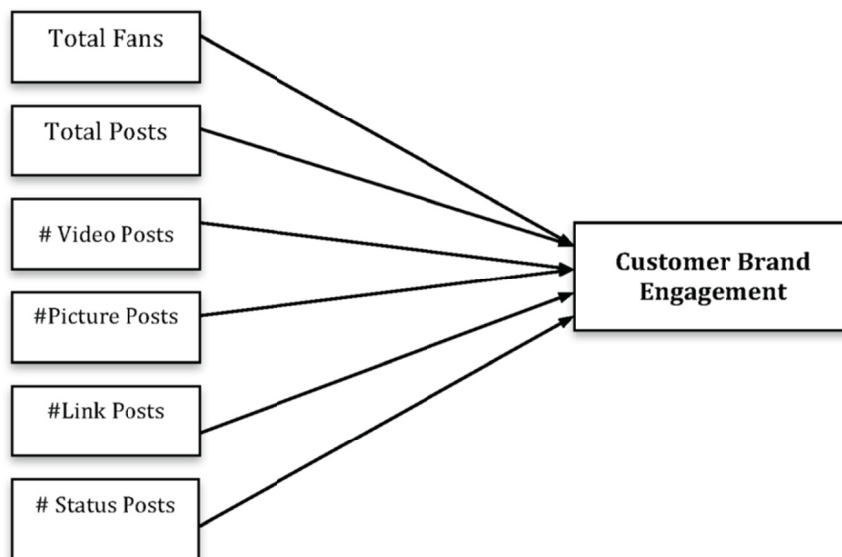


Figure 1. Conceptual framework of customer engagement

Huber, Landheer, Probst and Reisser (2011), studies shows that posting on company wall page increase the number of daily active users on a fan page. The number of daily company wallposts, and the number of daily company comments all have a significant positive impact on the number of daily active users on the fan page. Moreover, the studies show the impact of different media types and find that photo and app wallposts lead to a

higher number of daily active users than status and link wallposts. Photos touch people on an emotional level and are thus more often shared by users (Huber, Landheer, Probst, & Reisser, 2011). In addition, photos can increase the credibility of content and attract more attention than text. Moreover, the studies show the impact of different media types and find that photo and app wallposts lead to a higher number of daily active users than status and link wallposts.

A study by social media analytics company Fanpage Karma reveals that there are remarkable differences in engagement rates between categories (Fanpage Karma, 2013; Socialbakers, 2012). These studies show that the most engaging brands on Facebook belong to the following categories: sport, automobile, alcohol, airlines and services. Leung (2012) analysed the impact of post formats on generated engagement. He analysed the content of the Facebook pages of 12 hotels and found that links were the most commonly used post format (37.9%), followed by images (30.5%), plain text (28.7%) and video (2.9%). Cvijikj and Michahelles (2013) research study provides a coherent model which explains (1) the relation between individual content characteristics as factors that influence the level of brand engagement, and (2) the relation between engagement and (a) loyalty, (b) WOM communication, (c) growth and (d) community size. The proposed model is empirically evaluated, based on the large dataset consisted of all activities over two months on the top 100 Facebook brand pages in the Food/Beverages category. The key motivators for customer participation on online social media are learning benefits, social integrative benefits, personal integrative benefits and hedonic benefits.

3. Methodology

Our empirical investigation is implemented on Facebook, which is the largest social media platform in the world. Many top brands now maintain a Facebook page from which they serve posts and messages to connected users. This is a form of social media marketing that has increasingly become a popular and important channel for marketing. In order to collect the data and test the hypotheses established for this study, a sample of 134 Indian brands was selected using three important criteria: Active Official Facebook Brand Page, number of Indian fans and B2C brand. The list of brands to be considered was chosen from TRA's India's most attractive brand list.

The number of fans was also used as a selection criterion for this study. The leading Indian brands based on number of local fan count were checked using Social Bakers (2014) list. Upon visiting Facebook, a search was conducted to find the official page for each of the 150 brands. We searched each brand on Facebook to determine if it had an Indian Facebook page and how many fans it had. We identified 134 brands with a Facebook fan base of more than 100,000 fans. The time period of the data collection is between January 2014 to December 2014. 10169 posts were analyzed during this period and its engagement score is calculated based on number of likes, shares and comments.

4. Results

Table 1. Brand and its associated industry

Industry	Number of Brands	Percentage	Total Fans as on December 2014	Average Number Fans per brand	Growth Rate (Yearly)
Airlines	6	4.5	4067517	677920	18.47%
Apparel	7	5.2	9336188	1333741	10.09%
Automobile	14	10.4	34362468	2454462	21.41%
Consumer Electronics	5	3.7	12838630	2567726	13.17%
Electronics - Mobile	5	3.7	32527990	6505598	31.22%
Watches	3	2.2	2256780	752260	9.92%
Bank	8	6.0	13768724	1721091	26.56%
Beverages – soft drinks	4	3.0	39531477	9882869	8.97%
Beverages - Spirits	5	3.7	21701528	4340306	10.52%
FMCG Food	13	9.7	44786273	3445098	12.89%
Retail Food	5	3.7	24688685	4937737	16.53%
Health	5	3.7	6256514	1251303	14.68%
Beauty	18	13.4	61277090	3404283	38.13%
Detergent	2	1.5	2784578	1392289	2.68%

eShop	8	6.0	29504729	3688091	38.48%
Retail	6	4.5	26815350	4469225	19.89%
Sporting Goods	6	4.5	16183314	2697219	18.17%
Telecom	6	4.5	40560200	6760033	19.23%
Travel	8	6.0	5253322	656665	5.75%
Total	134	100.0	428501357	3197771	

The results of the statistical analyses conducted for this study are summarized below. Firstly, descriptive statistics on the data analyzed is provided, followed by a summary of the regression analysis results. The 134 brands used for the study was categorized into their respective industry.

The Table 1 presents the characteristics of the brand and its associated industry. The fan reach on Facebook is number of users actually manifested their interests for a brand and for consuming content from that brand via its profile page on a Facebook. The table 1 presents the number of total number of fans following the Facebook pages of each industry. Pepsi India has the highest number of fans, which is followed by Nivea, Sunsilk, Tata Docomo, and Samsung Mobile India. Average number of total fans is found to be higher in soft drink industry followed by telcom industry. Mobile brands and beauty brands shows the highest growth rate in fans in year 2014.

Table 2. Facebook brand page activity (posts)

Industry	Status	Video	Picture	Link	Offer	Total Posts	Average Posts per Brand
Airlines	340	72	2178	283	0	2873	479
Apparel	16	49	2916	22	0	3003	429
Automobile	43	776	8721	146	1	9687	692
Consumer Electronics	83	99	3339	142	0	3663	733
Electronics - Mobile Phone	32	323	2784	118	0	3257	651
Watches	1	36	643	13	0	693	231
Bank	55	157	3135	179	2	3528	441
Beverages – soft-drinks	21	80	738	32	0	871	218
Beverages - Spirits	21	154	1524	33	0	1732	346
FMCG Food	115	164	7204	42	0	7525	579
Retail Food	452	114	5145	52	136	5899	1180
Health	3	41	993	4	0	1041	208
Beauty	186	276	10636	6303	0	17401	967
Detergent	12	46	794	5	0	857	429
eshop	227	207	19035	4318	1	23788	2974
Retail	47	61	3522	48	7	3685	614
Sporting Goods	102	58	1938	49	0	2147	358
Telecom	37	300	2921	125	0	3383	564
Travel	26	121	6223	289	3	6662	833
Total	1819	3134	84389	12203	150	101695	759

Table 2 presents the Facebook activates in their brand pages. It is related to the total number of posts during the data collection period. The post type is also listed in the table, status, photo, links, video and offers. Average post per brand is calculated by dividing the total post by the total number of brands studied in selected industry. Facebook enables users to interact with any kind of content on its platform: likes, comments and shares. A brand that posts a lot of content that is of little interest to its fans will be incrementally ‘filtered out’ of their news feeds by Facebook’s algorithms. It’s clear from Table 2 that most number of post are from online retailers and food retailers brands.

Brands need fans to continuously interact with their content to generate presence in their news feeds. Table 3 shows that highest brand engagement in electronic retailers and lowest engagement rate is for soft-drinks brands. The highest average an interaction per post is related to mobile phone brands and lowest is related to travel brands eshops post the most followed by retail food industry. Post interactions are measured using like, comments and number of shares. The total number of posts of 134 selected brand pages is 12,925 and total interaction is 21,591,353. Average interaction is highest for offers and least for links. 89.5% of the posts are photos, which is followed by videos.

Table 3. Facebook brand page interactions

No.	Industry	Total Fans	Total posts	Likes	Comments	Shares	Total Interactions	Average Interactions per post	Interactions per fan
1	Airlines	677920	479	229960	8515	9860	248334	519	0.37
2	Apparel	1333741	429	169248	2218	2314	173779	405	0.13
3	Automobile	2454462	692	1851019	22745	47118	1920881	2776	0.78
4	Consumer Electronics	2567726	733	683010	15875	27673	726557	992	0.28
5	Electronics - Phone	6505598	651	3693257	76582	72245	3842084	5898	0.59
6	Watches	752260	231	69615	2266	4161	76041	329	0.10
7	Bank	1721091	441	765545	15969	32128	813642	1845	0.47
8	Beverages-softdrinks	9882869	218	75478	17573	8281	101332	465	0.01
9	Beverages-Spirits	4340306	346	794128	14125	45432	853684	2464	0.20
10	FMCG Food	3445098	579	603364	109212	30577	743152	1284	0.22
11	Retail Food	4937737	1180	2812327	100337	55400	2968064	2516	0.60
12	Health	1251303	208	633432	7486	10573	651491	3129	0.52
13	Beauty	3404283	967	1015512	46313	45055	1106880	1145	0.33
14	Detergent	1392289	429	499102	14212	10501	523815	1222	0.38
15	eshop	3688091	2974	3050087	104897	55936	3210920	1080	0.87
16	Retail	4469225	614	682063	11081	8602	701746	1143	0.16
17	Sporting Goods	2697219	358	278605	3429	6104	288137	805	0.11
18	Telecom	6760033	564	2374288	62816	38653	2475757	4391	0.37
19	Travel	656665	833	149000	3930	12126	165056	198	0.25
20	Total	62937915	12925	20429040	639577	31257	21591353	1671	0.34

Table 4 presents to type of post and the total interactions. Table 4 shows that Picture has the most number of post interaction, which is followed by link. If we look at the average likes, Offer and Video has the highest number of likes. Comment is highest for status and offer and video has the highest number of shares. The results show's that photos and offers increase the average customer interaction. 83% of the post is picture type and Offer is only used by few brands. But Average likes and comments is highest for offers, which is followed by video posts.

Table 4. Type of post and post interactions

	Likes	Comments	Share	Total
Status	385878	187941	6641	580460
Video	5347341	118123	309846	5775310
Picture	136643879	4463052	3400091	144507022
Link	7901620	492621	432803	8827044
Offer	639516	16534	39004	695054
Total	150918234	5278271	4188385	160384890

Table 5 shows the type of post and its average interaction. Average interaction is considerable higher for offers, which is followed by photos and link. 82.98% of the post from the sample is picture type, which is followed by Link and Video.

Table 5. Type of post and average post interaction

	Status	Video	Picture	Link	Offer
Average number of Likes	212	1668	1605	645	4263
Average number of comments	103	37	52	40	110
Average number of Shares	4	96	40	35	260

Table 6. Customer engagement model summary

Variables	Beta	t	Sig
(Constant)	0.369	4.798	0.001
Total Fans	0.001	-2.916	0.004
Total No. Video Posts	0.005	3.607	0.001
Total Posts	0.001	4.510	0.001

A regression analysis was conducted according to the proposed conceptual model for customer engagement. The model using the selected variable was found to be significant ($F=14.643$; $p=0.001$), with a low model fit, resulting in a R^2 of 0.271. The result shows that number of links post and status posts variable of the conceptual model is not a significant factor to increase brand engagement. Number of fans following, number of videos posted and total number of posted is associated with customer engagement. Overall the research results show the consumer engagement depends on Facebook activities like total fans, total number of videos posted and total number of posts on the wall page. The total number of posts in brand page is considered as the most important factor to increase consumer engagement in Facebook fan pages.

5. Conclusions

An encouraging number of Indian brands had established an official Facebook page at the time this study was conducted. Several Indian brands have significantly large numbers of users who “like” them, which suggests that the brand is popular but the sheer number of likes does not definitively measure sales figures or purchase intentions. Companies are using Facebook for a variety of purposes but the focus seems to be more on trying to develop relationships with consumers rather than on simply providing information. The research shows that the key determinants for consumer engagement are content-related and frequency of brand posting activities and not on number of fans following the page. The paper is an initial attempt to develop a theoretical framework for customer engagement and further research is required to better understand several aspects of the framework. Future research can also investigate more Indian brands and compare it with other countries engagement rate. The paper develops a conceptual model of customer engagement that improves understanding of the concept and provides the foundation for strategies to increase their engagement in Facebook Pages. The results presented in this paper are limited to Indian Facebook brand pages only.

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Appendix A. Brand Page Interactions in year 2014

No.	Brand	Total Fans	Total posts	Likes	Comments	Shares	Total Interactions	Average Interactions per post	Interactions per fan
1	Timex India	1,41,638	327	60563	1095	1103	62761	192	0.44
2	Yamaha Motor India	1,62,321	1536	429850	32007	19883	481740	314	2.97
3	Trendin.com	1,65,935	494	12567	2179	598	15344	31	0.09
4	Sonata	1,72,398	199	31904	3793	1797	37494	188	0.22
5	Air India	1,92,849	154	142796	7888	14448	165132	1072	0.86
6	Whirlpool	2,10,662	664	128660	3283	5672	137615	207	0.65
7	Zodiac	2,20,827	988	97210	1473	1129	99812	101	0.45
8	Sterling Holidays	2,23,683	899	233284	2136	14937	250357	278	1.12
9	Taj Mahal Tea	2,35,508	227	35993	949	1309	38251	169	0.16
10	Cox and Kings India	2,40,999	1178	155907	2355	8613	166875	142	0.69
11	Lux India	2,59,488	403	114632	7700	1447	123779	307	0.48
12	IndiGo	3,21,795	540	115552	10444	9214	135210	250	0.42
13	Standard Chartered India	3,39,569	358	308752	3249	5096	317097	886	0.93
14	ING Vysya Bank	3,48,103	318	138773	17485	7668	163926	515	0.47
15	Park Avenue	3,77,305	210	28463	1240	896	30599	146	0.08
16	Thomas Cook India	4,11,058	684	86097	3055	3394	92546	135	0.23
17	EaseMyTrip.com	4,15,566	515	65275	3220	33903	102398	199	0.25
18	Cinthol godrej	4,53,656	144	21155	2770	887	24812	172	0.05
19	Countryclub	4,70,081	1052	148416	2794	17378	168588	160	0.36
20	Lufthansa India	4,83,391	569	506738	9089	12486	528313	928	1.09
21	Lee India	5,23,349	277	62664	434	1203	64301	232	0.12
22	Johnnie Walker India	6,04,163	382	1434138	15887	153144	1603169	4197	2.65
23	CitiBank	6,45,810	29	145696	464	551	146711	5059	0.23
24	SBI	6,69,038	824	357245	20722	57833	435800	529	0.65
25	L'Oreal India	6,89,983	166	156516	1496	1119	159131	959	0.23
26	Wrangler	7,33,453	350	211580	2338	3982	217899	623	0.3
27	FlySpiceJet	7,45,828	782	378630	10591	10191	399412	511	0.54
28	AirAsia India	7,51,551	487	65425	5508	4350	75283	155	0.1
29	Vicks India	7,63,954	162	670774	6964	5846	683584	4220	0.89
30	John Players	7,68,073	505	74850	4189	1743	80782	160	0.11
31	Foster's India	8,33,000	346	344327	6330	26317	376974	1090	0.45
32	Via.com	9,45,176	714	67016	1764	9156	77936	109	0.08
33	Frooti	10,26,315	4	160	21	1	182	45	0
34	Wildcraft	10,92,899	330	318002	2302	18295	338598	1026	0.31
35	Ariel India	10,98,092	280	260909	10367	3557	274833	982	0.25

No.	Brand	Total Fans	Total posts	Likes	Comments	Shares	Total Interactions	Average Interactions per post	Interactions per fan
36	Bacardi India	10,98,843	359	329701	31184	9961	370846	1033	0.34
37	Olay India	11,67,427	226	1440376	15251	9521	1465148	6483	1.26
38	Lifebuoy	12,14,306	96	93601	2951	17606	114157	1189	0.09
39	Amul	12,27,406	463	728467	114378	115737	958582	2070	0.78
40	Club Mahindra	12,27,571	1232	279218	14783	6895	300896	244	0.25
41	Monte Carlo	12,42,469	456	69174	842	844	70860	155	0.06
42	Colgate Max Fresh India	12,67,130	149	158100	1163	733	159996	1074	0.13
43	Mentos	12,85,303	2148	855739	872938	81491	1810168	843	1.41
44	VodafoneIN	12,90,541	110	42440	14875	3145	60460	550	0.05
45	McDonalds India	12,94,127	765	435846	39881	11214	486941	637	0.38
46	Bajaj Pulsar	13,06,624	369	1110852	25272	45013	1181137	3201	0.9
47	Mahindra Adventure	13,19,188	388	156786	1333	2732	160850	415	0.12
48	Oriflame	13,20,885	1067	814107	38713	54108	906929	850	0.69
49	Pantene India	13,80,455	183	1234396	12462	5900	1252758	6846	0.91
50	Basics Life	14,07,692	356	723548	5289	6336	735173	2065	0.52
51	Snickers India	14,26,263	3	780	2	0	782	261	0
52	Jet Airways	15,72,103	341	170618	7568	8468	186654	547	0.12
53	Surf Excel India	16,86,486	577	737295	18057	17444	772796	1339	0.46
54	Mahindra Verito	17,06,293	335	519908	3813	3123	526843	1573	0.31
55	Sunfeast Dark Fantasy	17,16,345	709	1172546	15561	62217	1250324	1764	0.73
56	Oral B India	18,05,125	153	588044	8505	7132	603681	3946	0.33
57	Harley-Davidson India	18,23,183	2005	6858116	34081	236736	7128933	3556	3.91
58	Sony	18,92,085	749	565893	11426	17655	594974	794	0.31
59	Titan	19,42,744	167	116378	1909	9582	127869	766	0.07
60	Elle 18	19,56,504	677	2634792	42385	52951	2730128	4033	1.4
61	LG	19,72,070	626	1088213	24479	28217	1140909	1823	0.58
62	Maruti Suzuki Ritz	19,93,312	394	152111	3335	2511	157957	401	0.08
63	MTS India	20,02,192	568	178179	23183	1778	203140	358	0.1
64	7UP India	20,27,537	262	68609	2003	1964	72575	277	0.04
65	Garnier India	20,55,527	878	697388	28956	6451	732795	835	0.36
66	Puma India	20,55,627	66	116160	990	858	118008	1788	0.06
67	Head & Shoulder India	20,73,618	260	1843510	25599	17856	1886965	7258	0.91
68	Mahindra XUV500	21,14,854	324	3224839	31768	55767	3312374	10223	1.57
69	Jaguar India	21,35,313	372	3392553	19095	91361	3503009	9417	1.64
70	Kitkat	21,60,138	231	418356	12949	41929	473234	2049	0.22
71	Volkswagen India	21,61,967	162	571721	8213	3463	583397	3601	0.27
72	Mountain Dew India	21,62,506	188	107442	7707	8998	124147	660	0.06
73	Mahindra Xylo	21,92,667	407	707895	5385	3908	717188	1762	0.33
74	Pantaloons	21,99,582	904	219775	4662	1525	225962	250	0.1
75	Colgate India	22,11,157	311	1074676	11552	23442	1109670	3568	0.5
76	HDFC Bank	22,99,531	546	210969	10834	26330	248133	454	0.11
77	Garnier Men India	23,51,478	1096	452915	17361	4488	474764	433	0.2
78	Dove	23,53,741	44	1861	12	822	2695	61	0
79	Reliance Digital	23,82,803	530	1495920	20172	9790	1525882	2879	0.64
80	Lakme	24,36,444	9628	3259492	549031	548871	4357395	453	1.79
81	Reebok India	27,10,705	753	63390	4021	1582	68993	92	0.03
82	Cadbury 5 Star	27,77,777	282	996224	17539	10796	1024559	3633	0.37
83	Snapdeal	28,51,903	855	160506	63175	23509	247190	289	0.09
84	Meri Maggi	28,61,340	216	676286	30003	17156	723445	3349	0.25
85	Gillette India	28,67,716	126	1933020	20525	22390	1975935	15682	0.69
86	BMW India	29,57,612	721	1230555	14105	44453	1289113	1788	0.44
87	Axis Bank	29,68,346	554	2336761	24451	35850	2397062	4327	0.81
88	HDFC Life	31,37,411	600	144973	4699	4440	154112	257	0.05
89	Mahindra Scorpio	32,50,402	273	4188406	42930	73285	4304621	15768	1.32

No.	Brand	Total Fans	Total posts	Likes	Comments	Shares	Total Interactions	Average Interactions per post	Interactions per fan
90	ebay India	33,08,052	1495	1560553	50976	48502	1660031	1110	0.5
91	ICICI Bank	33,60,916	299	2481194	45846	119254	2646294	8850	0.79
92	Woodland	33,80,079	626	483528	4379	6078	493985	789	0.15
93	Jabong	33,93,169	6325	1736943	32888	20009	1789841	283	0.53
94	Adidas Cricket	34,00,662	293	367233	6360	6897	380490	1299	0.11
95	Kurkure	34,30,544	1555	990740	270728	14018	1275487	820	0.37
96	Xolo	34,51,252	680	2800112	54222	35469	2889803	4250	0.84
97	Nike Cricket	35,43,342	79	323316	2520	2912	328748	4161	0.09
98	Audi India	36,71,738	271	1129844	11162	26252	1167258	4307	0.32
99	Maybelline India	37,29,859	1660	3126549	55494	47916	3229959	1946	0.87
100	Tata Nano	38,27,053	620	421371	10395	8977	440743	711	0.12
101	Lays India	38,32,212	310	9127	9127	9556	27810	90	0.01
102	Panasonic India	39,06,895	742	1123540	25889	63528	1212957	1635	0.31
103	Pizza Hut India	39,08,310	508	1752602	31812	44814	1829229	3601	0.47
104	Oreo India	39,35,249	684	524695	14646	5496	544837	797	0.14
105	Flipkart	42,38,171	1201	3183585	112629	74524	3370738	2807	0.8
106	Ponds	42,75,185	444	279721	7249	10098	297069	669	0.07
107	AmazonIN	43,82,512	1519	705767	93534	74768	874069	575	0.2
108	Lifestyle International	46,00,637	747	330353	14394	9956	354703	475	0.08
109	Cadbury Dairy Milk	46,45,372	133	1337377	20201	37120	1394698	10486	0.3
110	Samsung India (Durables)	48,56,918	882	508744	14296	23292	546332	619	0.11
111	Sony Mobile India	50,21,251	754	3478300	44188	76172	3598660	4773	0.72
112	Hyundai India	50,59,129	1898	1976246	76862	44914	2098023	1105	0.41
113	Café Coffee Day	51,13,652	504	945598	17965	31133	994696	1974	0.19
114	Bingo!	51,37,781	440	118525	40761	1732	161018	366	0.03
115	HTC India	52,30,792	526	1192852	25583	19907	1238342	2354	0.24
116	Levis India	54,70,712	217	640794	5008	6400	652202	3006	0.12
117	Yepme Shopping	55,33,032	10304	15097052	419709	145344	15662105	1520	2.83
118	Junglee.com	56,31,955	1595	1943720	64085	60235	2068040	1297	0.37
119	Airtel India	59,40,448	838	803724	34476	24643	862843	1030	0.15
120	Microsoft Lumia India	65,02,399	238	942153	61877	41001	1045031	4391	0.16
121	Shoppers Stop	65,47,470	807	326025	11046	3372	340443	422	0.05
122	Domino's Pizza India	69,60,696	3031	4398652	298400	53697	4750749	1567	0.68
123	Idea	72,46,179	551	7140685	126019	47824	7314528	13275	1.01
124	KFC India	74,11,900	1091	6528939	113626	136142	6778707	6213	0.91
125	Kingfisher World	75,47,606	479	1853818	16917	36222	1906957	3981	0.25
126	Fasttrack	96,77,166	341	996756	10924	20634	1028315	3016	0.11
127	Aircel India	98,37,688	973	4591645	141826	63860	4797331	4930	0.49
128	Cornetto (IN)	1,03,50,543	351	14869	920	247	16036	46	0
129	Smirnoff India	1,16,17,916	166	8654	305	1515	10474	63	0
130	Samsung Mobile India	1,23,22,296	1059	10052870	197038	188674	10438582	9857	0.85
131	Tata Docomo	1,42,43,152	343	1489054	36519	90668	1616241	4712	0.11
132	Sunsilk	1,45,91,281	285	174000	5496	8561	188057	660	0.01
133	Nivea	1,60,99,537	18	1190	174	5	1369	76	0
134	Pepsi India	3,43,15,119	417	125702	60559	22162	208423	500	0.01
Total		42,85,27,717	103085	151700433	5301695	4208325	161210452	1564	0.38

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