



BRAND PAGE CONTENT AND CONSUMER ENGAGEMENT IN THE NIGERIAN ONLINE BRAND COMMUNITY: AN EMPIRICAL EVIDENCE

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Abstract

This paper examined the influence of brand page content on consumer engagement in the online brand community in Nigeria. Although studies on content marketing and consumer engagement are gorged in the extant brand management literature, studies that investigate the empirical nexus between brand page content and consumer engagement in a typical Sub-Sahara African context is largely under-researched and under-reported. The study employed survey design and the population comprised active Facebook followers of the brand page of some selected fast-moving-consumer-goods firms in Nigeria. The sampling method adopted was convenience and a sample of 288 respondents was statistically drawn using Topman formula. Questionnaire was the research instrument and it was administered via online. The hypothesized relationships were tested using multiple regressions. The paper discovered that brand page content significantly influences consumer engagement in the online brand community. It discovered that favourable perceptions, evaluation, and interpretation of brand page content as informative, entertaining, originality, relational and economic value, positively influence consumer engagement in an online brand community. Firms in Nigeria investing in social media content marketing should direct brand page's manager to ensure brand page content is optimized for better engagement by designing, creating and displaying posts that offer consumers the opportunities to acquire valuable knowledge, discounts/rewards and connect them with other like-minded consumers, and such posts must be entertaining, fresh, innovative, creative, amusing, and catchy.

Key words: Brand page content, Online brand community, Consumer engagement, Content marketing, Nigeria.

1. Introduction

Social media traffic and its content consumption have been on the increase over the last two years in Nigeria. The daily surged among consumers in Nigeria frequently interacting in social media has brought an untold proliferation of firms' indifferent sectors operating in the country leveraging on social media content marketing. They aggressively invested in social media content marketing to make consumers aware, socialize, interact and purchase their focal brand in light of the ever-growing active users of social media networks. They create advertising content in social media to acquire and persuade followers of their brands and co-create the value



of their brands through positive word of mouth, endorsement, and recommendation of the focal brands of the firms. This co-creation of brand opportunities in the social media platform has been addressed from the concept of online brand community engagement (Vohra & Bhardwaj, 2019).

Online brand community engagement is defined as harnessing fans and followers to express themselves cognitively (reading, viewing and pay attention), emotionally (pleasurable feelings) and behaviourally (commenting, posting, linking, creating, and sharing) to the content of the posted adverts or messages on the brand fan pages of a particular firm in social media (Chiang, Lo & Wang, 2017). It is an innovative marketing effort in which consumers voluntarily and discretionally comment, create, endorse and share the stories and adverts that are related to the brand of a firm with the intention to linking consumers with the brand of the particular firm. The comments, endorsement, and sharing of the posts on a brand page of a firm to other consumers do not only transform consumers to active co-value creators of a brand of the firms, which are central to sustainable competitive advantage in the digital age but also, drive relational excellence, resulting in significant positive effects on brand loyalty, intention to patronize the focal brand, purchase expenditure and repeat purchase of the firm's offerings (Matute, Palau-Saumell & Occhiocupo, 2019).

Engagement with a brand page of a firm in social media is driven by several factors. One of them is consumer perception of brand page content characteristics. Carlson, Rahman, Voola and De Vries (2018), in their study on online-service design characteristics, assert that consumer evaluation and interpretation of social media brand page content characteristics usually drive a range of gratification (hedonic benefits) and social benefits of consuming, interacting and sharing of posts of firms on their brand page in the social media. This assertion has also been empirically validated by several studies on consumer engagement in an online community that discovered that the entertainment value of brand page content (Chianget al, 2017); visual appeal-media richness (whether the color of the graphics, fonts and photographs of the brand are enticing) of the brand page (Moran, Muzellec & Johnson, 2019); information content value of the brand page (De-Silva, 2019); economic content value of the brand page (Jayasingh, 2019); and social/relational content value of posts from a firm on their brand pages (Zhang, Shabbir, Pitsaphol & Hassan, 2015) in social media network influence customer engagement with the brand page.

These extant studies on brand page content, however, failed to offer insight on how originality (freshness, uniqueness, innovative, creative and conservative) of brand page content influences customer engagement in the online brand community. Moreover, empirical evidences on how information content value, entertainment content value, economic content value, originality of content value, and relational content value of posts or brand page of firms in the social media influence the affective, cognitive and behavioural engagement of consumers/followers of online brand pages of firms in Nigeria is grossly under-researched and under-reported hence, the need to fill this gap in the brand management literature. Accordingly,



this paper is subdivided into the following sub-section namely: literature review, material and methods, analysis and result, conclusion and recommendations.

2. Review of Literature

2.1 Online Brand Community: An Overview

The online brand community is usually developed based on a shared consciousness, which collective sense of connecting, participating, celebrating and sharing of stories in virtue space (Gong, 2018; Islam, Rahman, & Hollebeek, 2018). The online brand community is, therefore, a virtual space that is aided by internet facilities, where organizations and consumers share information about brands as well as have a structured set of social relationships. It is a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand (Muniz & O'guinn, 2001) and characterized by people who may be dispersed or concentrated in a location that is virtually connected to share and interact with a brand (Munjal, Mishra & Shanker, 2019).

In light of this, social media forms roots of online brand community given that they are a set of online applications built on the Web 2.0 base, which allows the creation and exchange of users' generated contents, which take forms in the text, image, video, audio (Carlson et al, 2018). Social networks are the most recognized social media, consisting of web-based services that allow individuals to construct a public or semi-public profile with a bounded system, articulate a list of other users with whom they share a connection, a view and traverse their list of connection and those by others within the system (Boyd & Elisson, 2008). The personal profile created in social networking sites, notable Facebook, Instagram, Twitter, and LinkedIn applications enable users to create interactive process comprising of a feedback loop and immediate communication (Touni, Kim, Choi & Ali, 2019).

2.2 Consumer Engagement in Online Brand Community

Customer engagement is a multidimensional concept comprised of customer cognitive, emotional, and behavioural directed towards a brand. It is defined as cognitive processing (processing and elaboration in a particular consumer-brand interaction), affection (positive brand-related affection in a particular consumer-brand interaction), and activation (energy, effort and time spent on a brand in a particular consumer/brand interaction) (Hollebeek, Glynn, & Brodie, 2014). It is the intrinsic motivation felt by community members to co-operate and interact with the brand through (i) learning, which refers to one acquiring cognitive skills; (ii) sharing information, knowledge, and experiences through active contributions; (iii) advocating in favor of the brand, actively recommending it; (iv) socializing, acquiring and developing attitudes, norms, and languages; and (v) co-developing, contributing to the organization, assisting in the development processes of products, brands, and brands meaning (Gummerus et al, 2012).

In the context of online brand community or social media networks, consumer engagement in a virtual community emerges from learning, sharing, co-developing, advocating



and socializing with the brand-related pages in social media (Gummerus, Liljander, Weman & Pihlström, 2012). Customer engagement in the context of online brand community or social media network is a cognitive (paying attention in reading and viewing), affective (feeling/emotions experience) and behavioural (commenting, liking, sharing, endorsing, recommending) display by consumer toward a brand in the social media networks (Chiang et al, 2017). It involves the extent to which consumers are enthusiastically inspired (affective) by the brand; mentally engrossed (cognitive) in the interacting with the brand, and willing to invest brain, time and effort in interacting, posting, commenting, and sharing of the brand (behaviour) (Dwivedi, 2015). The liking, endorsing, commenting, reviewing, posting and sharing of the brand-related content on social media websites lead to co-value creation of a brand (Vohra & Bhardwaj, 2019).

2.3 Forms of Consumer Engagement in Online Brand Community

Consumer engagement in an online brand community can take in form of active and passive forms. The active engagement is creating, contributing and destructing behaviours of a consumer toward posts on the brand page of a firm in social media. The passive engagement is consuming, dormancy and detachment behaviour posts on the brand page of a firm in social media. The extension of these forms of consumer engagement in an online brand community is the cognitive, emotional and behavioural dispositions of consumers toward during focal brand interaction (Hinson, Boateng, Renner & Kosiba, 2019). Each of these is explained below.

2.3.1 Cognitive Engagement of Consumer

This is a set of enduring and active mental states, which broken into attention and absorption, that consumer experiences concerning the focal brand. The attention form of cognitive engagement is the amount and numbers of time devoted or spend in viewing, checking and interacting with the posted brand in the online community (Vohra & Bhardwaj, 2019). The absorption cognitive engagement is how a consumer is grossly immersed with the brand displayed to the extent of finding it difficult to detach his/her self once interacting with and viewing the brand display in the social media network (Matute et al, 2019). Thus, consumers are said to cognitively engage by firms in social media when such consumers pay considerable attention reading and viewing advertising contents of the brand posting by the firms on their brand fan pages all over again. Cognitive engagement of consumers is simply the consumption of posts on the brand page of a firm by watching, clicking and viewing the posts.

2.3.2 Affective Engagement of Consumers

This is the extent to which consumers are enthused and derived enjoyment in interacting with the brand-related content in the online community (Hollebeek et al., 2014). The enthusiasm form of affective engagement is an intrinsic level of excitement experience or derived from interacting, viewing and commenting on the brand-related content while enjoyment form of affective engagement is pleasurable feeling and happiness derived from interacting with the focal brand in



the online community (Dessart, et al. 2015). Thus, consumers affectively engage when they derived pleasurable positive feeling for the displayed brands of the firms based on the evaluation of the logo, message content, and attributes of the brands in the brand fan pages in the social media.

2.3.3 Behavioural Engagement of Consumers

This focuses on activation, which manifests in effort and energy dedicated by the consumer in endorsing the brand through the act of liking, posting, retweeting, recommending and referring the brand to another person (Brandão, Pinho, & Rodrigues, 2019). Behavioural engagement involves sharing and posting of the brand and brand-related content, information, and logo favourable comments (Jayasingh, 2019). Thus, consumers are behaviourally engaged by commenting, liking, sharing, endorsing, and recommending the focal brands to others.

2.4 Brand Page Content

The brand page content is created and managed in social media by brand owners or paid sponsored through the manager of the brand page. The brand page content is the environmental cues of a brand page of firms in social media (Touni et al, 2019). The environment cues reflect the advertising and non-advertising (massage) post on fans brand page of the firms in the social media (Pongpaew, Speece&Tiangoongnern, 2017).

The environment cues including the advertising and non-advertising (massage) post on fans brand page of the firms have been evaluated based on the information value, entertainment value, economic value, originality value, and relational value of posts on the fan brand page of the firms in the social media (Carlson, Rahman et al, 2018; De-Silva, 2019; Jayasingh 2019). Given that the perception of each of the environment cues/content of the brand page of a firm in social media offer a source of interesting, pleasurable, enjoyment, excitement or stimulation and overall impression of the brand page of a firm in social media, this paper review each of the component of the content value of the brand page below.

2.4.1 Information Content Value of the Brand Page

This is the degree to which consumer evaluates and belief the posts of a specific firm on the brand page in social media are usually educative, clear, useful and relevant and such post is difficult to find elsewhere (Coulter, Gummerus, Liljander, Weman, & Pihlström, 2012). Brand page information is also valuable when consumers perceived accuracy, completeness, relevance, and timeliness of information related to their brand on their brand page and such information is hard to find through other various sources (Moran, Muzellec & Johnson, 2019). The belief of getting relevant information about specific brand offerings on the home page of the brand instead of searching through huge amounts of information available from a variety of digital sources motivate customers to participate in virtual communities on brand page communities (Dincer & Dincer, 2017). The useful, relevant and effective brand information unleash on a brand page of a firm in social media offer opportunities consumers to learn more about the brand (capital of



knowledge), which in turn enable the consumer to initiate, create and generate by their content about the brand for others to effectively interact with, resulting in a greater communal interaction (Carlson et al, 2018).

2.4.2 Entertainment Content Value of the Brand Page

This is the degree to which users of social media interpret brand page posts as amusing, appealing, exciting and fun (Pongpaew, Speece, & Tiangsoongnern, 2017). It is also a consumer evaluation of the photos, animations or graphics and information display on the brand fan pages as enticing, fascinating, entertaining, catchy, attractive, alluring, amusing and appealing (Hinson, Boateng, Renner & Kosiba, 2019). The brand page of a firm is said to command entertainment value with prominent use of creative logos, distinctive colours, and appropriate use of suitable backgrounds (Hariss & Goode, 2010). Consumers expect brand-related content to provide an entertaining experience.

2.4.3 Originality Content Value of Brand Page

This reflects how users perceive the post/ on the brand page or online service environment to be fresh, unique, innovative, creative and conservative (Hariss & Goode, 2010). Consumer derives gratification from the posts on a brand page in social media that is fresh, novel, and original (Moran, Muzellec, & Johnson, 2019). Such posts increase interactivity with the brand page, which is the extent to which customers derive a strong sense of control, focus and deep cognitive enjoyment in playing around the brand page (Moran, Muzellec, & Johnson, 2019).

2.4.4 Economic Content Value of Brand Page

This is the extent to which consumer perceived trade-off between the benefits and risks/sacrifices of interacting with posts on the brand page of a firm in the social media (De-Silva, 2019). The perceived economic benefit usually derived when a post on the brand page is related to incentives, reward, contests, loyalty points, giveaway, prize drawing, lucky draws, and slash in prices/price promotion, special offers, and other monetary compensation (Jayasingh, 2019, Kaur, Paruthi, Islam, & Hollebeek, 2020). The perceived economic risk is derived when posts on the brand page are perceived as manipulative, deceptive, dishonest and fraudulent that may result in goal interruption and loss of privacy (Voorveld, 2019).

2.4.5 Relational Content Value of the Brand Page

This is the extent to which consumer perceived brand page of a firm in social media provide not only a channel for followers and other customers to connect and identify with other consumers who can help them solve their problems but socially connect them with other consumers with similar interests to discuss and comment on various aspects of the brand (Alnawas & Aburub, 2016). The brand page relational value is satisfying consumer needs for socio-cultural affiliation by creating, designing, and posting ads or message on the brand page that show concern, care and value for followers/ consumers need for emotional wellbeing, social cohesiveness, and a sense of belonging with others who share the same norms, values, and interests (Zhang, Shabbir, Pitsaphol, & Hassan, 2015).



2.5 Hypotheses Development

The following hypotheses were developed from the review of related literature:

H₁: Economic content value will have a significant effect on the customer engagement of online brand community.

H₂: Relational content value will have a significant effect on the customer engagement of online brand community.

H₃: Entertainment content value will have a significant effect on the customer engagement of online brand community.

H₄: Information content value will have a significant effect on the customer engagement of online brand community.

H₅: Originality content value will have a significant effect on the customer engagement of online brand community.

2.6 Empirical Review

Coulter, Gummerus, Liljander, Weman, and Pihlström (2012) examined customer engagement behaviours using data from 276 members of a gaming Facebook brand community. They tested the data using SEM, with a result showing that social benefits, entertainment benefits, and economic benefits influence consumer's engagement behaviours. Moreover, the consumer's engagement behaviours on satisfaction and loyalty are mediated by entertainment benefits.

Lee, Hosanagar, and Nair (2015) examined the influence of social media advertising content on customer engagement (Likes, comments, shares, and click) using a large-scale dataset of 100,000 unique messages across 800 companies. They discovered that advertising content related to brand-personality (humour, emotion, and discussion of the brand's philanthropic positioning) positively influences consumer engagement. They also observed that advertising content related to information on prices, availability, and product features negatively influence engagement but increase engagement when the advertising content related to information is combined with brand-personality advertising content.

Zhang et al (2015) investigated the influence of the online brand community on the commitment of consumers toward a brand using data from 308 social networking sites users in China. They discovered hedonically (feeling pleasing and relaxing, gaining joy and happiness, feeling inspired, feeling a sense of satisfaction), learning (increasing technical, problem solving and knowledge), self-esteem (increasing credibility and authority, enhancing status and reputation) and social benefits (strengthening the connection with other members, expanding social network, sharing common interest) influence online brand community commitment but this influence is moderated by consumer knowledge in an online brand community.

Chiang et al (2017) examined customers' engagement in social media advertising with the primary purpose of investigating antecedents and consequences of social media advertising



engagement measured with and creating, sharing, commenting on social media advertising. SEM was used in testing data collected from 502 Internet users. They discovered that social capital and social influence have no significant influence on users' engagement behaviour in social media advertising but social ties connection does influence sharing, commenting and creating behaviour towards social media advertising. They also observed that the credibility of the content of advertising did not significantly affect users' engagement behaviours (sharing, commenting and creating behaviour) but interactivity and entertainment value of advertising has a significant influence on sharing, commenting and creating behaviour. Moreover, each commenting, the other two dimensions (sharing, and creating behaviour) of engagement influence products, and brand relationship enhancement.

Gaber (2017) examined consumer engagement in Facebook brand pages, with specific objectives of ascertaining the factors influencing consumer engagement on fast food brand pages in Egypt using data from 345 young consumers, with ages ranging from 18 and 29, who are active members of official fast-food brand pages on Facebook in Egypt. They discovered through multiple regression that brand identification, brand satisfaction, and brand trust, which are brand-related factors as well as perceived functional, hedonic and monetary benefits of using social media influence consumer engagement, which in turn influence the development of brand love (consumers' emotional connections with brands).

Dincer and Dincer (2017) examined the influence of the online environment brand page's information quality and interactivity on brand loyalty using SEM in testing data from 976 social media (Facebook) users. They found that the brand page's information quality and interactivity influence customers' brand loyalty.

Pongpaew et al (2017) examined how social presence influences brand engagement in the online community using data from 4 managers of smart IT devices and data from 18 social media users who visit the smart IT devices corporate Facebook fan pages in Thailand. They discovered through content analysis that brand engagement results from viewing information, followed by clicking the like button, comments, and sharing. They also discovered that brand engagement is influenced by informational, entertainment, economic, self-expression and socializing benefits of getting informed smart IT devices corporate Facebook community.

Carlson et al. (2018) examined the influence of online-service design characteristics in social media brand pages on customer engagement intention (customers' feedback and collaboration intentions) through customer-perceived value perceptions to optimize online services in the customer engagement. Using SEM in testing data collected from 654 United State consumers of brand pages on Facebook, they discovered that online-service design characteristics (content quality, brand page interactivity, brand page sociability, and customer contact quality) influence customer value perceptions (brand learning value, entitativity value, and hedonic value) that influence customer feedback and collaboration intentions towards the brand page.



De-Silva (2019) examined customer engagement in Facebook brand pages using data from 327 undergraduate Facebook users in Sri Lanka. The data were tested using SEM, with the result showing that customer engagement in social media brand pages is positively influenced by information, remuneration, social interaction and personal identification with apparel/fashion, FMCG and hotel/restaurant. However, entertainment value does not influence customer engagement. Customer engagement influences trust and commitment to patronize apparel/fashion, FMCG and hotel/restaurant.

Moran et al (2019) examined the influence of message content on consumer-brand behavioural (clicks, likes, shares, and comments) engagement on Facebook using a negative binomial model to analyse 757 Facebook-based brand posts from a media and entertainment brand over 15 weeks. They discovered that interactivity cues (calls to action) and media richness content (e.g. video, photo, and text) are the most effective drivers of consumers' exhibition of clicking, liking, commenting and sharing behaviours toward branded content. Media richness strongly influences all engagement behaviours, with visual imagery (photos and videos) attracting the most consumer responses.

Jayasingh (2019) examined the determinants of consumer brand engagement behaviour in Facebook brand pages and its impact on brand loyalty using data 344 followers of different fan pages of the firm in the online community. SEM was used in testing the data, and the was that computer, mobile and airlines have higher consumer engagement than retail, electronics, and restaurants. He also observed that information seeking, social influence and economic benefits are the significant determinants of consumer engagement behaviours in brand pages of firms in social networking (Facebook) site, which in turn influence brand loyalty.

3 Materials and Methods

This paper employed survey as the research design given that the data utilised were collected from the respondents are a point in time using a questionnaire via online. The population of this study comprised active followers of the official brand pages created by some selected fast-moving consumer goods (FMCG) companies in Nigeria on Facebook. Thus, this study has an infinite population since there is no sampling frame for the population and; the sample size determination followed the statistical method for determining samples from such population. Because the population of this study is infinite, a pilot survey was conducted among 30 active followers of the companies' Facebook page and the questions asked were related to their knowledge of brand page content. Of this, only 23 or 75% answered affirmatively while, 7 or 25% answered to the negative or were indifferent. With this information the sample size for this study was obtained using the Topman formula:

$$n = \frac{Z^2 \times P \times Q}{e^2}$$



where: Z = standard normal deviation which at .01 level is 1.96.

P = the proportion of success and from the pilot study is 0.75

Q = the proportion of failure which is 0.25; and

e = the error margin which is assumed to be 5% or 0.05

$$\text{Therefore: } n = \frac{1.96^2 \times .75 \times .25}{0.05^2} = 288.12$$

Hence the sample size for the study is approximated to 288 respondents.

Since the population of this study is infinite, convenience sampling was employed as the sampling technique. The questionnaire was administered to the followers of the firm's brand page on Facebook using Google form. This was done by messaging the Google form link that contains questionnaire design on the variables to the followers of the brand pages of the three firms. The type of questions in the questionnaire form is a five-point scaled questions which includes consumer engagement as the dependent variable and brand page content as the independent variable. Hypothesized relationships between the independent and the dependent variables were tested using multiple regressions.

3.1 Description of Research Variables

The dependent variable, which is the consumer engagement in an online community, was measured using behavioural components of consumer engagement (ENGAGE). The scale on the behavioural component of engagement was five points and its items were adopted from the previous study of Coulter et al. (2012) that is based on the scale, with sample items include "I frequently make constructive comments on the brand page of this firms in this social media site", "I frequently share ideas about the brand of this firm with other community users in this social media site", "I often endorse the posts from this firm on its brand page by liking them" and "I usually share posts from this firm on its brand page to other community users in this social media site".

The independent variable is brand page content. This is evaluated based on information, entertainment, relational, economic and originality of the content value of the brand page of a firm in social media. Four items-scale were used to gauge each of the components of brand page content. The items were adapted from the work of Harris & Goode, 2010 and Carlson et al, (2018), with sample items on information content value of the brand page (INFCVBP), entertainment content value of the brand page (ENCVBP), originality content value of the brand page (ORICVBP), relational content value of the brand page (RELCVPG) and economic content value of the brand page (ECOCVPD)



4. Analysis and Result

Table 1 showed the mean scores on the consumer engagement (ENGAGE) in online brand community, which is the dependent variable as well as the mean score on each of the dimensions of the independent variable (brand page content), which include information content value of the brand page (INFCVBP), entertainment content value of the brand page (ENCVBP), originality content value of the brand page (ORICVBP), relational content value of the brand page (RELCVPG) and economic content value of the brand page (ECOCVPD) in the social media. It also showed the correlation matrix among the variables.

The level of consumer engagement (ENGAGE) in online brand community and as well as consumer perception of each of the brand page content of firm value was determined based on whether their overall mean values are greater or less than 3.00 (three) on a scale of 5 (five) utilized in measuring the items on the variable of interest. The mean that exceeds 3.00 indicates that a high level of consumer engagement as well as the perception of information, entertainment, relational, originality, and economic content value of the brand page.

Table 1: Mean, and Correlation Matrix

Variables	Mean	ENGAGE	ORICVBP	ECOCVPD	RELCVPG	ENCVBP	INFCVBP
ENGAGE	2.3553	1	.737**	.722**	.541**	.373**	.769**
		.000	.000	.000	.000	.000	.000
		304	304	304	304	304	304
ORICVBP	2.3257	.737**	1	.766**	.433**	.174**	.703**
		.000	.000	.000	.000	.002	.000
		304	304	304	304	304	304
ECOCVPD	2.5762	.722**	.766**	1	.462**	.379**	.824**
		.000	.000	.000	.000	.000	.000
		304	304	304	304	304	304
RELCVPG	2.5280	.541**	.433**	.462**	1	.206**	.439**
		.000	.000	.000	.000	.000	.000
		304	304	304	304	304	304
ENCVBP	2.7336	.373**	.174**	.379**	.206**	1	.101
		.000	.002	.000	.000	.000	.079
		304	304	304	304	304	304
INFCVBP	2.4370	.769**	.703**	.724**	.439**	.101	1
		.000	.000	.000	.000	.079	.000
		304	304	304	304	304	304

** . Correlation is significant at the 0.01 level (2-tailed).



Table 1 shows that consumer engagement (ENGAGE) in an online brand community is low, suggesting consumers are not highly engaged by firms in Nigeria on their brand page in social media. It also showed that consumer evaluation/perception of each of the dimensions of the independent variable (brand page content), which include information content value of the brand page (INFCVBP), entertainment content value of the brand page (ENCVBP), originality content value of the brand page (ORICVBP), relational content value of the brand page (RELCVPG) and economic content value of the brand page (ECOCVPD) in the social media is also low. This suggests that brand page managers of the firms under investigation have not successfully engineered the content of a brand page to stimulate a high level of consumer engagement. Table 1 further revealed that the zero-order correlation coefficients demonstrated that consumer engagement (ENGAGE) in the online brand community positively and significantly correlated with each of the components of brand page content.

4.1 Hypotheses Testing

This section statistically establishes the brand page content and consumer engagement in an online brand community. The regression results are shown in Table 2.

Table 2: Brand page content and consumer engagement in the online brand community.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.975	.160			
	ECOCVPD	.587	.042	.499	13.998	
	RELCVPG	.214	.039	.106	5.463	
	ENCVBP	.215	.041	.108	5.288	
	INFCVBP	.487	.092	.261	5.292	
	ORICVBP	.216	.057	.154	3.802	
Durbin Watson		Adjusted R Square		Overall Std. Error	F-statistic	Overall Sig.
1.894		0.912		0.24065	627.356	0.000 ^b

a. Dependent Variable: ENGAGE

The Adjusted R Square of 0.912 in the regression model shows that information content value of the brand page (INFCVBP), entertainment content value of the brand page (ENCVBP), originality content value of the brand page (ORICVBP), relational content value of the brand page (RELCVPG) and economic content value of the brand page (ECOCVPD) in the social media jointly explained 91% of the variation in consumer engagement (ENGAGE) in the online brand community. The F-statistic of 627.356 at Prob. (F-statistic) value of 0.000 which is less than a 5% level of significance suggests a significant relationship between the five components



of brand page content in group and consumer engagement (ENGAGE) in the online brand community.

Moreover, Prob. (F-statistic) value of 0.000 of each of the components of brand page content was less than a 5% level of significance. This suggests that information content value of the brand page (INFCVBP), entertainment content value of the brand page (ENCVBP), originality content value of the brand page (ORICVBP), relational content value of the brand page (RELCVPG) and economic content value of the brand page (ECOCVPD) individually has a significant influence on consumer engagement (ENGAGE) in the online brand community. The Durbin-Watson statistics of 1.894 suggest no presence of auto-correlation in the model; hence the model can be applied to improve the level of consumer engagement (ENGAGE) in an online brand community.

4.2 Discussion

This paper discovered that consumer evaluation or perception of brand page content and each of its attributes (information content value of the brand page, entertainment content value of the brand page, originality content value of the brand page, relational content value of the brand page and economic content value of the brand page positively and significantly influence consumer engagement with the brand page of a firm in social media. This finding collaborates with the position of Coulter et al (2012), Jayasingh (2019) and that perceived information benefits, perceived social benefits, entertainment benefits and economic benefits of brand page influence consumers' engagement behaviours (clicking the like button, commenting, and sharing of posts in brand pages of firms in social networking(Facebook) site, which in turn influence brand loyalty.

The finding of this study also supports the empirical position of Carlson et al (2018) that brand page design characteristics (content quality, brand page interactivity and brand page sociability and customer contact quality) influence on customer value perceptions (brand learning value, entitativity value, and hedonic value) that influence customer feedback and collaboration intentions towards the brand page. It agreed with the empirical work of Chiang et al (2017) that the entertainment value of advertising has a significant influence on sharing, commenting and creating behaviour. It confirmed the empirical observation of De-Silva(2019) that customer engagement in social media brand pages is positively influenced by information, remuneration, social interaction and personal identification with apparel/fashion, FMCG and hotel/restaurant as well as the empirical position of Gaber (2017) that perceived functional, hedonic and monetary benefits of social media influence consumer engagement, which in turn influence development of brand love(consumers' emotional connections with brands).

5. Conclusions

This paper offers insight into how firms in Nigeria can tailor their brand page content on social media to proactively stimulate consumer engagement with their brand page. It concluded that management of firms in Nigeria investing in social media content marketing should direct



the managers of their brand page to design, optimize and manage brand page content as levers to produce consumers favourable perceptions, evaluation, and interpretation of the informative, entertaining, original, relational and economic value of brand page content.

6. Implications

Brand page content can be managed for better engagement by the management of firms in Nigeria on social media by ensuring brand page's manager display posts offering consumers the opportunities to accomplish tasks, acquire more knowledge and information about the use of the firms' brand and the technical details of the firms' brand. Such posts on the brand page should also provide answers to problems/questions related to their brands and wellbeing of consumers.

Brand page content can be optimized for higher engagement by ensuring the brand page's manager displays posts that provide consumers the opportunities to meet, interact and share ideas with other consumers in the online community. Managers of a brand page should create and display the posts facilitating a sense of unity, belonging, and bonding among consumers. Such posts on a brand page on social media should be designed to promote and enhance empathy, responsiveness, connectedness and relationship building among customers following the brand pages.

Moreover, brand page content can be enhanced for high engagement by directing manager of the brand page to ensure the display of posts that contains graphics, logos, images, fonts, and photographs that are attractive, fresh, original, innovative, creative, amusing, and catchy. The appealing, exciting and fun (entertainment value) of the brand page is reinforced by perceived originality (use of creative logos, distinctive colours) of posts on the brand page. Consumers spend more time viewing posts on a brand page and desire to explore the brand page further when their image and photos are fresh, new, pleasing and appealing to them.

Brand page content can be optimized for higher consumption/engagement by ensuring the brand page's manager frequent displays and posts exclusives offers, price slash on products, discounts, free offers, bonuses, gifts, rewards, and other monetary inducements on the brand page of firms on social media. Such posts must devoid of manipulation, deception, dishonest and fraudulent.



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