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Consumer Engagement Perspectives at the Business Social Network Site

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Abstract

This small business case study assesses replacement projection lamp consumers purchasing from the online business (XYZ). A post-adoption technology acceptance model approach shows consumers frequenting the XYZ social network site (SNS) are often sourcing transaction-related product information from its SNS (brand) fanpages community. The intention to engage with XYZ is raised when it adopts a SNS consumer focus built around strong community awareness of its products (and their usefulness, economic value and brand recognition). These SNS (brand) consumers can experience SNS (brand) fanpages promotions of a product, and/or other consumer benefits that further incentivize their movement towards completing purchases.

Keywords websites, social-information-processing, human-computer-interaction, perceptions, customer-engagements

INTRODUCTION

Online markets show vertical and horizontal boundaries, shape business relationships, change the way commerce is performed, and are embedded (as activities, products and services) within varieties of value chain models whilst displaying links with consumer performance and values solutions (Methlie & Pedersen, 2007). Kozinets (2002) identifies online markets as a place where consumers, and others with some interest, partake in various informative product and brand discussion forums that in-turn influence fellow online consumers. Pure online businesses engage consumers via multi-online channels and various computer-mediated communication (CMC) approaches (Kozinets, 2002). They convey their products/brands as items of relevance to interacting social network site (SNS) consumers (Berry et al., 2010).

This study explores the SNS consumer's perspectives of an online retailer (XYZ). XYZ is the Australian and New Zealand online subsidiary of a USA parent company (with additional subsidiaries in Canada, Germany, Taiwan, and mainland China). It services the commercial, education, and government projection lamp purchases market. The study deploys an online questionnaire, confirmatory factor analysis and regression path analysis to investigate its consumers' perceptions against their intention-to-participate in XYZ's SNS (brand) fanpages.

XYZ AND THE PROJECTION LAMP INDUSTRY

Today's liquid-crystal display and organic light-emitting diode televisions have maintenance-free screen image operations. In contrast, video projection devices (including older rear projection televisions) continue to project images using projection lamps. Philips Electronics, Osram, Masushita Electric (Panasonic), and Toshiba continue to manufacturer projection lamp replacements but no longer sell replacement projection lamps.

As all projection lamps fail, and require replacement, small companies like XYZ now sell these replacement projection lamps, and most sellers add options of copy-cat, non-genuine, compatible, generic projection lamps. In 2011 this worldwide replacement projection lamp sales exceeded USD \$1 billion, including XYZ's pure online replacement lamp sales.

XYZ employees maintain all operational responsibilities across daily business activities – including its website, warehousing and dispatch, information and technology, inventory, accounting, sales, and customer service. XYZ's information systems are hosted through its USA parent's data-centre, and stock draw-downs are monitored and resupplied automatically.

XYZ previously acquired knowledge of its online SNS consumers using non-systematic trial approaches. This study seeks consumer feedback to assess its SNS (brand) consumers, to understand ways to grow its online communities, and hopefully to have them 'spread the word' about the value of XYZ as a preferred replacement projectors lamps provider. Over time XYZ's management suspect a systematic understanding of these positive consumer contributions may materialize into measurable differences in sales and market share.

ONLINE COMMUNITIES AND SOCIAL NETWORKING

Online communities deploy electronic or mobile communications to engage and share consumer interests or goals (Methlie & Pedersen, 2007). These common interest groups can offer information, entertainment, friendship and/or geographic links (Ridings & Gefen, 2004) that can locate others, discuss views, exchange items, and sometimes form interest-based sustainable online communities.

Online communities are increasingly important to businesses pursuing consumer engagements and seeking ways to influence consumers concerning their products and brands (Kozinets, 2002). Since 2005 SNSs such as Facebook offer real-time group dialogues and capabilities (Doyle, 2007) where consumers post a profile, create controllable sharing between consumers, and share personal perspectives with others (Schneider, 2009). When a business engages with its SNS consumers (Winer, 2009) the online community can become a second-wave of sales generated through business electronic commerce approaches (Zhou, Dai & Zhang, 2007; Schneider, 2009).

SNSs interconnect consumers with content and applications that are continuously and collaboratively modified by other engaging consumers (Kaplan & Haenlein, 2010). Several 'user-generated content' (UGC) tools such as YouTube (videos) and Flickr (images) aid consumer connectivity, but overall SNSs remain relatively unstructured, with ad-hoc UGC, group-decision-making, impromptu-leadership, and information-sharing jointly contributing to user generated content (Sashi, 2012).

Social Networks for Business

Business typically engages in social networks through their online SNS (brand) communities. Some SNS applications including Facebook and Google now offer dedicated business usage where employee-controlled business (brand) pages foster relationships with consumers. Belleghem, Eenhuizen & Veris (2011) recently estimated half the social network consumers as following selected business brand pages on SNSs.

Bagozzi and Dholakia (2006) find consumers, once fans of a business's SNS (brand) fanpages, become loyal and tend to accept further brand information. These consumer fans often follow the brand, revisit the business's online and offline stores, generate positive word-of-mouth, and become more emotionally attached to the brand (Dholakia & Durham, 2010).

These consumers act as brand community fans and they: reflect a strong relationship with the brand (M^cAlexander, Schouten & Koenig, 2002); broaden this business-consumer brand relationship (Muñiz & O'Guinn 2005); and become a source of brand information to the other social group members (Bagozzi & Dholakia, 2006). These brand community fans share both a belief and an interest in the brand, and so generate enthusiasm to further engage in such dedicated fanpages – and they are likely to be online shoppers (Tsai & Huang, 2007).

ONLINE SHOPPING

Online shopping motivators include convenience, sufficient selections, low prices, original services, personal attention, and easy access to information (Zhou et al., 2007). Rijnsoever, Farla & Dijst, (2009) observe online product recognition links to consumer's engagements across the Web – suggesting business online channels deliver targeted/tailored information concerning a product (or service) can induce improved consumer attitudes toward this brand.

SNS marketing studies continue to focus on consumer responses such as why consumers use SNSs, or how SNSs can be leveraged for business use. But, scant research assesses the diving influences of a consumer's intention-to-participate, or assesses what drives brand popularity within a business's SNS fanpage (Ryan & Zabin, 2010).

Recent literature on online brand communities also suggests applicability limitations into other online consumer areas (Algesheimer, Dholakia & Herrmann, 2005).

Past SNS (brand) communities studies generally engage large, well-established communities, and each covers differing mixes of consumer products – such as Harley-Davidson Motorcycles (M^cAlexander et al., 2002), Apple

Macintosh, Volkswagen drivers (Brown, Kozinets & Sherry, 2003), and Sun Microsystems' Java community. For this study, as transferability of large SNS communities likely has inconsistencies we assess all of XYZ's brand community as a small niche market of purchase-focused online consumers – with each consumer seeking necessary, purpose-built (brand), projection lamp products.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

Consumer adoption of online shopping often applies variations to the technology acceptance model (TAM) (Davis, 1993) and adds adoption of technologies including: internet approaches (Venkatesh, Morris, Davis & Davis, 2003), consumer acceptance of online shopping (Zhou et al., 2007), and other consumer considerations (such as trust, risk, and intention-to-transact) (Pavlou, 2003).

Such TAM constructs remain of interest in the post-adoption consumer context as opinions of prior experiences can clarify drivers of continual usage. However, studies normally involve actual experiences, rather than consumer perceptions prior to an adoption (Kollman, 2004), suggesting online shopping TAM constructs can be examined in the context of an online consumer's post-adoption involvement with the business (or online business).

As the ongoing success of an online shopping channel also depends on its post-adoption usage, Liu and Forsythe (2010) suggest acceptance (or preference) and sustained usage (or usefulness) of online shopping be differentiated into an initial acceptance, and then a consumer-belief (intention-to-act) fits a post-adoption approach. Similar to other post-adoption TAM approaches, this study investigates whether a consumer's intention-to-participate (by revisiting XYZ's SNS (brand) fanpages) is influenced by their perceptions of prior encounters. Cheung & Vogel (2013) support consumer perceptions as affecting attitudes that in-turn influence intention-to-participate when information is shared across technologies.

In this study the current consumers of the pure online business of XYZ purchase projection lamp products online. These consumers hold prior XYZ shopping experiences (pre-event perceptions), and their online feedback is used to test consumer acceptance of XYZ and its product purchases (current attitudes) as consumer motivators toward growing their intention to engage in the social network offerings available at XYZ's SNS (brand) fanpages.

Figure 1 depicts this study's post-adoption TAM approach as a conceptual social-engagement framework – specifying social network preference, usefulness, economic value, and brand recognition as a set of drivers towards encouraging XYZ's consumers into an intention-to-participate again in its SNS (brand) fanpages.

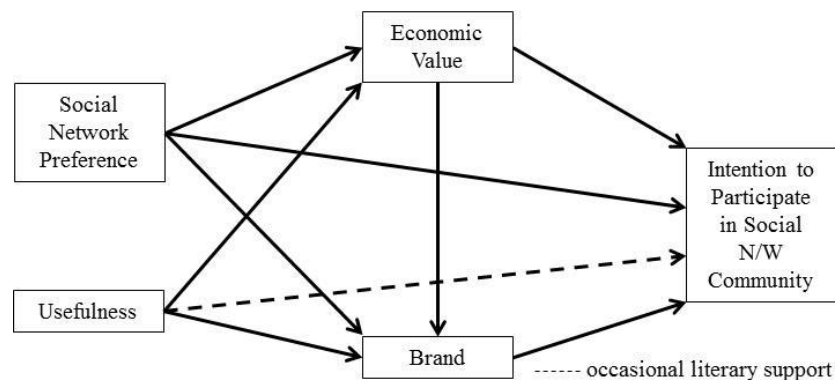


Figure 1: Conceptual social-engagement framework

Construct items draw upon existing literature including: values (Jahn & Kunz, 2012), social networks (Hur, Yoo & Chung, 2012), Psychology, marketing and retailing (Arnold & Reynolds, 2003; Roig, Sánchez & Moliner, 2006), and are supported with XYZ's internal assessments of relevance.

XYZ offers few value additions around its online projection lamps. This specific consumer purpose offers XYZ clarity when tracking its consumer website and SNS (brand) fanpages traffic, when providing its SNS stimulations, and when assessing its SNS community sharing of ideas. Current SNS literature shows scant quantitative investigation of pure-purpose online shopping consumers and their activities at a chosen business and its SNS (brand) fanpages community. Thus, this study's conceptual social-engagement framework (Figure 1) approach with a clarity of consumer purpose constructs across XYZ's SNS (brand) fanpages engagements are is now discussed.

SOCIAL NETWORK PREFERENCE

Chi's (2011) suggests online social networking consumers perceive advertising and virtual brand communities differently. On Facebook, Chi (2011) finds consumers accept/trust virtual brand communities over advertising – perceiving brand communities as less irritating. This suggests consumer motivations for online social networking aid in determining responses to SNS (brand) fanpages engagement.

Considering information, search tasks, and customer service Brunelle (2009) finds consumer channel selection is relevant and relates to the situation to be solved. By extension, and according to cognitive fit theory (Vessey & Galletta, 1991), as the nature of information sought often differs per channel, then the choice of social network communication channel likely depends on the product type (brand) or application purpose sought (Hassanein & Head, 2006).

XYZ remains a preferred single product(s) area for SNS consumers. By seeking specifics regarding potential projection lamp purchases a clarity of consumer connection purpose across its preferred SNS (for purchasing, servicing and feedback issues) and the linkage to intention-to-participate (to acquire further information, understanding updates and performance or product quality) is exposed.

Geyskens, Steenkamp and Kumar (1999) identify economic satisfiers as a channel member antecedent to maintaining vendor relationships. This relationship between preference-to-use a channel and economic value experienced by consumers through prior interactions also warrants investigation. We capture social network preference as a preference to use a SNS as a means to contact or comment on XYZ's products (brand), purchasing information, service issues, or after-sales comments and general feedback.

USEFULNESS

Usefulness as the degree individual consumers believe engaging with the online environment helps them complete their goals (Shaupp, 2010) is a consumer perception affecting both the consumer's attitude to join online shopping and their intention/acceptance to continue online (Pavlou, 2003).

Online channels provide useful product (brand) information and comparisons (Bhatnagar & Ghose, 2004), and consequently display a perceived usefulness when compared to other channels. Liu and Forsythe (2010) add perceived usefulness as an important driver of value (particularly economic value) for online shopping channel consumers, but online transactions add other values (such as convenience, less physical effort, broad product selection, and availability). Perceived usefulness of the brand community is a positive relationship (Casaló, Flavian & Guinaliu, 2010) suggesting the usefulness of an online shop as a direct effector of intention to join in a social network brand community likely exists. Cheung & Vogel's (2013) integrated consumer perceptions across collaborative information sharing technologies influences consumer attitudes and then indirectly influences intention-to-participate (and extends to behaviour toward online platforms). Thus, we investigate usefulness (perceptions) as an effector of economic value and brand recognition (attitudes), with indirect effects on intention-to-participate in XYZ's Facebook fanpage. We capture usefulness a convenient place to shop, an easy place to locate and visit (online store), and one having the products needed available anytime from any location.

ECONOMIC VALUE

Consumers shop online where perceived benefits exceeding those of traditional in-store shopping experiences (Zhou et al., 2007). They recognise consumers foregoing traditional purchasing methods should acquire something not attainable in the traditional physical store (Bhatnagar & Ghose, 2004). Perceived online benefits include an open marketplace offering lower pricing, plus added knowledge (and recommendations) from other social network page consumers (Casaló et al., 2010).

Donthu and Garcia (1999) note consumers as convenience-oriented but see recreational and economic shoppers as dominating transactional shopping markets.

In online communities (such as Facebook, YouTube, and Twitter) consumers assess the brand and gain a perception of the values the brand provides (Casaló et al., 2010). Supporting the brand, a positive perception of economic value increases a consumer's intentions to recommend the business (and its products) to other members (Kozinets, 2002). Hence, this study includes economic value of purchases as an effector on intention-to-participate again in XYZ's SNS (brand) fanpages. We capture economic value as XYZ providing reasonably priced products that hold sufficient consumer value and are consistently competitively priced.

BRAND RECOGNITION

Algesheimer et al. (2005) see brand as a lead-in to participation in the brand community and as a move towards long-lasting consumer relationships, with 'brand community identification' being a place where consumers feel they 'belong' to the brand community.

Brand communities positively relate community identification with brand loyalty, suggesting brand identification leads to a strengthening of intention to be loyal to both community and to brand (Bhattacharya & Sen, 2003). Loyalty towards the community stems from consumer considerations of usefulness (such as finding a suitable answer to a problem), and from perceptions of both belongingness and of shared values (Kozinets, 2002). Thus, recognition and identification with the brand affects a consumer's intention-to-participate in a brand community – such as XYZ's (brand) fanpages. We capture brand recognition as a place where consumers recommend XYZ to their friends particularly because XYZ appears to recognize and understand the consumer's product requirements and their purchasing needs.

INTENTION-TO-PARTICIPATE IN SOCIAL NETWORK COMMUNITY

Intention-to-use a business-hosted online community builds from prior TAM constructs including perceived usefulness (Casaló et al. 2010). But, such 'intentions' remain difficult to measure against actual behaviours. Hence, within the TAM context, others recommend intention-to-participate to gauge consumer behaviour (Brown et al., 2003; Algesheimer et al., 2005; Muñoz & Schau 2005) suggesting greater participation implies higher levels of involvement with the online community and reinforces feelings binding consumer members to others in their online community. We capture this intention-to-participate via the use and reuse of XYZ's SNS (brand) fanpages as an informative, quality performing and feedback channel.

Thus, in line with Figure 1, and the above, we propose the following hypotheses:

H_{1a}, H_{1b} and H_{1c}: SNS preference affects: (a) consumer economic value, (b) consumer intention-to-participate in XYZ's SNS (brand) community (c) XYZ's brand recognition.

H_{2a}, H_{2b} and H_{2c}: Usefulness affects: (a) consumer economic value, (b) XYZ's brand recognition, and (c) consumer intention-to-participate.

H_{3a} and H_{3b}: Economic value affects: (a) consumer intention-to-participate in XYZ's SNS (brand) community, (b) XYZ's brand recognition.

H₄: Brand recognition affects consumer intention-to-participate in XYZ's SNS (brand) community.

DATA COLLECTION

Over a five week period in July 2012, XYZ's past and current consumers were email-invited to participate in an SNS online questionnaire. Previously, and on 'sign-up registration' with XYZ, consumers agreed to receive such communications. Being online consumers, the use-of, and access-to such technologies is not an obstacle (Hair et al., 2009).

Emailing XYX's consumers complied with anti-spam regulations and the online SurveyMonkey.com hosted questionnaire collects attitudes, thoughts, and behaviours of a large group of consumers (Hair et al., 2009). Compliant privacy, encrypted security and ethics requirements ensured uniqueness of each respondent's data. The approach reaches XYZ's target market of consumers, and circumvents resourcing (financial, geographical and contact) issues and time relevance limitations (de Vries, Gensler & Leeflang, 2012). Five-point strongly-agree (1) to strongly-disagree (5) Likert scales ensure consistent indicative respondent agreement (or disagreement) with a question (Hair et al., 2009).

The link to the questionnaire was advertised via: email to current consumers; through a banner add on XYZ's website; and through Facebook ads to current consumers and fans of XYZ's SNS (brand) fanpages. The questionnaire remains available at XYZ's SNS Facebook page – as a HTML iFrame Page Tab (or app), and through XYZ's website. Each respondent is directed to the information and consent form page, and only verified respondents can complete this SNS online questionnaire.

DATA PREPARATION

Of the 1384 Australia and New Zealand XYZ current and informed consumers emailed, 105 consumers completed questionnaires (7.6%). These were coded, entered into SPSS20, examined for: invalid entries, missing data, coding problems, entry mistakes, and outliers (Graham, Hofer & MacKinnon, 1996), leaving 100 valid surveys.

Descriptive statistics show each item mean's acceptable (2*SDs) spread, and no observed item requiring rejection (Hair, Black, Babin & Anderson, 2009). Home replacement projection lamps consumers (60.4%) and business purchasing consumers (39.4%) – who typically reside the education or government sectors, constitute the data set. Respondents are male (83.2%) and female (16.8%), with age groupings 50-54 (14.9%), 45-49 (24.8%), 40-44 (13.9%), 35-39 (13.9%), and 55-59 (10.9%). Highest education level attained is tertiary education (29.7%), diploma (23.8%), certificate (17.8%), and high school 15.8%) thereby indicating mature, educated, male consumers predominate across the data set.

ANALYSIS

This study's theoretical constructs of Figure 1 frame Table 1's variables into five confirmatory factor analysis (CFA) constructs (Hair et al., 2009). Principal axis factoring in an oblimin environment establishes theoretically meaningful constructs (Hair et al., 2009), each with at least 3 items per construct (Costello & Osborne, 2005). Table 1's 100 cases display strong construct item loads (> 0.80), suitable means and standard deviations, and strong construct alphas. With above 10 cases per construct, a composite single indicator per construct is acceptable for path analysis (Hair et al., 2009). Grace and Bolen's (2008) single indicator composites study strongly supports this approach. Munck's 1979 equations (utilizing composite construct alphas, means and standard deviations) develop the load and error for each single indicator composite used in the following regression assessment.

Regression correlates independent CFA constructs into predictors of dependent construct(s), and further explains interactions between independent constructs (Hair et al., 2009) in complex real-life situations. With three outliers removed for regression sensitivity (Hair et al., 2009) this case study exceeds the lower acceptance limit of 82 cases.

Table 1: Measurement items

Key References	Social Network Community Constructs and Item Measures	Item Loading	Mean	Std Dev	Cronbach Alpha
	Social Media Preferences		2.16	0.86	0.91
Casalo, Flavian, & Guinaliu (2010); Chi, (2011)	Prefer SM to contact XYZ for product or purchasing information	0.90			
	Prefer S N/W sites to contact XYZ for customer service issues	0.96			
	Prefer S N/W sites to contact XYZ for after-sales comments or feedback	0.90			
	Usefulness		4.36	0.55	0.88
Liu and Forsythe (2010)	Convenient as don't have to leave home	0.89			
	Saves effort of visiting stores	0.89			
	Choose to shop whenever want	0.86			
	Easier than visiting stores	0.80			
	Economic Value		3.92	0.79	0.90
Liu and Forsythe (2010)	BL provides reasonably priced goods	0.95			
	Buying product from XYZ has provided acceptable economic value	0.92			
	BL consistently provides competitive prices	0.88			
	Brand Recognition		3.80	0.88	0.83
Casalo, Flavian, & Guinaliu (2010); Algesheimer, Dholakia, & Herrmann (2005)	Recommend XYZ's business to friends	0.90			
	Feel that XYZ understands my needs	0.87			
	Intend to buy a product from BL again	0.82			
			2.18	0.94	0.93
	Intention to Participate in Social Network Community (XYZ's Fanpage)				
Casalo, Flavian, & Guinaliu (2010); Algesheimer, Dholakia, & Herrmann (2005)	Follow S N/W pages and accept updates from XYZ	0.81			
	Use S N/W pages when seeking more product information	0.93			
	Use S N/W pages for feedback on product quality or performance	0.95			

Checking multiple causal pathways between Figure 1's conceptual social-engagement framework constructs shows no multicollinearity issues (high correlation tolerances (0.35 - 0.99). Variance inflation factor values remain under 10 (Hair et al., 2009). Mahalanobis distances (0.27 - 18.18) without gaps indicate no further outliers.

The social network preference and usefulness covariance (0.01) is insignificant and the Figure 2 AMOS20 generated social-engagement model is regression. 41% of the variance in the intention-to-participate construct is from independent constructs ($R^2 = 0.43$, adjusted $R^2 = 0.41$, $p < 0.001$, $F = 17.63$), with SNS preference ($\beta = 0.72$, $p < 0.001$) and brand recognition ($\beta = 0.27$, $p < 0.05$) being significant direct contributors.

DISCUSSION

The consumer's intention-to-participate in XYZ's SNS (brand) fanpages community is directly affected by consumer recognition of XYZ's brand and each consumer's preference to use SNSs to communicate with the business, and is indirectly affected by the combinations of significant dependent and intermediate constructs shown in Figure 2. The social-engagement model's path analysis (Table 2) significantly supports H_{1b} , H_{2a} , H_{2b} , H_{3b} and H_4 , but does not establish significant support for H_{1a} , H_{1c} , H_{2c} and H_{3a} . Insignificant pathways H_{1a} and H_{1c} lack importance to XYZ's post-adoption SNS consumers possibly because consumers know what they want

and can already gauge something of the product (brand) and its economic value. Pathway H_{3a} shows economic value perceptions alone do not significantly drive the consumer's intention-to-participate. Finally, in line with other studies we support past studies indicating the insignificance of H_{2c} , and recognise only indirect pathways exist between usefulness and intention-to-participate.

The strong (72%) effect of SNS preference towards intention-to-participate supports Casaló et al.'s (2010) consumer perceived problem solutions (such as overcoming online purchasing doubts) through joining the business's relevant SNS community (along with an associated increased intention-to-join the SNS community). Total effect of consumer SNS preference is the largest consumer perception driver towards growing an intention-to-participate in XYZ's SNS (brand) fanpages community.

Thus, XYZ's management can focus on building its site as a preferred SNS knowledge sharing location for projection lamps. It can further emphasise the quality, currency and specificity its SNS online products and further pursue these embedded transaction drivers through outstanding customer servicing and by the provision of immediate conversational responses to consumer thoughts and commentaries.

Usefulness captures the degree each consumer believes online shopping assists them to successfully complete their goal (Schaupp, 2010). Kuenzel and Halliday (2008) add usefulness and post-event satisfaction perceptions of the brand contribute to strength of brand recognition. With usefulness directly affecting economic value (68%) and brand recognition (22%), and indirectly supporting consumer intention-to-participate (Pavlou, 2003) a further set of online shopping preferences arises. But anywhere anytime convenience to engage with projection lamp consumers means XYZ should promote its SNS (brand) fanpages as a time and effort saving location where product/brand and pricing comparisons can be discussed. These usefulness-savers add support to a consumer's economic value perception of XYZ as globally-priced, reliable, easy-to-use, trouble-free, online purchases SNS location.

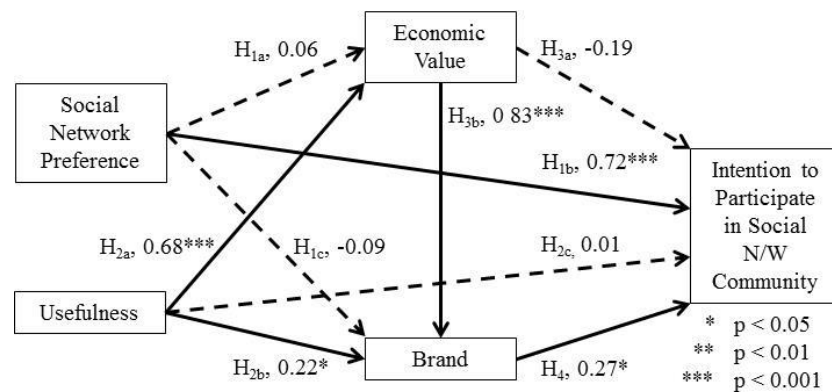


Figure 2: Social-engagement model

Table 2: Social engagement model path analysis

Dependent Construct	Independent Construct	Coefficient	p value	Path Support
Intention to Participate	Social Media Preference	0.72	0.000	H_{3a} - Significant
	Usefulness	0.04	0.813	H_{2c} - Not Significant
	Economic Value	-0.19	0.222	H_{1a} - Not Significant
Brand Recognition	Brand Recognition	0.27	0.045	H_4 - Significant
	Usefulness	0.22	0.043	H_{2b} - Significant
Economic Value	Economic Value	0.83	0.000	H_{1b} - Significant
	Social Media Preference	0.06	0.445	H_{3b} - Not Significant
	Usefulness	0.68	0.000	H_{2a} - Significant

Although positive feelings toward economic value increase intention to recommend a business and its products (Kozinets, 2002), economic value only indirectly affects intention-to-participate. Thus, for the online business a perception of economic value does not necessarily articulate into a decision to engage in XYZ's SNS (brand) community.

However, economic value (83%) strongly influences brand recognition, suggesting consumers partially recognise the brand through their perception of its economic value. Liu and Forsythe (2010) observe economic value is influenced by utilitarian goals, and these strongly influence online shopper decisions (Zhou et al., 2007). Hence,

online businesses such as XYZ should develop each product's value proposition (such as price-point competitiveness) to maximize appeal to each consumer's choice of brand (Overby & Lee, 2006), and should deliver a SNS (brand) community that is worthy of recommending to friends.

Brand recognition (27%) directly affects intention-to-participate. But literature adds brand recognition strengthens intention-to-join and to be loyal to both the community and to the brand (Bagozzi & Dholakia, 2006; Bhattacharya & Sen, 2003). Although, brand recognition aligns a consumer's values/objectives to those of a community (Algesheimer et al., 2005), and also increases intention-to-participate (Casaló et al, 2010), this hypothesis (H_4) pathway should be interpreted with caution – as identification with a business can arise without the need to interact, or without any existing business ties (Bhattacharya & Sen, 2003). Nevertheless the total effect of brand recognition (and its contributing support constructs) remains the second largest direct consumer perception driver towards increasing a consumer's intention-to-participate in XYZ's social network community via its engaging and interactive SNS (brand) fanpages.

Discounts and bonuses can assist in prioritising and promoting SNS (brand) fanpages as a preferred dialogue exchange site for consumer online projection lamp purchases. To broaden its consumer base XYZ should also ensure its products (and services) are multi-channelled, well-promoted, well-branded, highly useful, of reliable quality, and readily recognised as competitively priced.

MANAGEMENT, THEORETICAL AND PRACTICAL IMPLICATIONS

XYZ's management sees its SNS (brand) fanpages community as useful and recognises its online supporters require informative-dialogue plus well-priced, well-branded products that are always available through its easy-to-use website and that each perform to their optimum levels. This area of research and the disappointments applicable to poor consumer perceptions warrant management investigation, as upset consumers (or suppliers) can be a real cost to business.

Post-adoption SNS studies that extend beyond TAM studies can build into consumer post-event outcomes (satisfaction, trust and loyalty) with related business measures supporting the determination to reuse its SNS fanpages. Additional business understanding of the drivers within its online SNS communities can grow from economic value (Figure 1) into a suite of multi-dimensional values (such as: servicing, performance, quality, and emotional). Lastly the input drivers can also be expanded as expectations and engagement attitudes and experiences. These, detailed comprehensive studies of SNS consumers can also be stepwise grouped by activity preferencing – through psychological motives, to attain gratification (Arnold & Reynolds, 2003).

Even with small SNS (brand) fanpages (exceeding 30 in Facebook) the procedures discussed herein can shed light on consumer behaviors. However, when a business behaves poorly online, and consumers become angry and/or destructive, then business internet anonymity regarding discretionary actions is suggested in any SNS (brand) fanpages interactions (Berry et al., 2010). This may avoid further consumer commentary (Champoux, Durgee & M'Glynn, 2012). Deceptive advertising, poor guarantee policies, refund problems, overcharging, late-delivery of products, poor quality products, price inflators, payment, redress, security and privacy (Ha & Coghill, 2007) also build social network consumer negatives. Hence, businesses SNS (brand) fanpages should encompass ethical, fairness, reliability, and responsiveness, and should capture economic, brand, and other value propositions as direct online consumer appeal mechanisms (Overby & Lee, 2006).

CONCLUSION

Online replacement projection lamp SNS (brand) consumers, purchasing from the purely online international business XYZ, can be influenced in their intention-to-participate. A post-adoption TAM *social-engagement* model approach – with two inputs (SNS preference and usefulness) and two intermediate constructs (economic value and brand recognition), generate positive influences on intention-to-participate. Consumers frequenting this SNS are typically strong business (brand) fanpages users (and generally seek transaction-related product information).

XYZ can raise the consumer SNS intentions to engage with this small business by focusing around community awareness and products (usefulness, economic value and brand recognition). XYZ can include SNS (brand) fanpage product promotions of brand and consumer benefits to drive engagement; build the SNS (brand) fanpages community and relationships with the business; and are possible incentivizers capable of moving these SNS (brand) consumers closer towards completing purchases.

The success of this post-adoption expansions to TAM approaches hinges on the relative time-positioning (past, present or future) of the online SNS questionnaire constructs – with a consumer decision-timeline applying left-to-right across the business's online social-engagement model. In future, specific psychological influences pertinent to each construct, and consumer segmentation studies (along with subsequent management retargeting opportunities), can combine to advance management understanding of XYZ's SNS (brand) communities.

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