

# The Impact of Trust in Business Facebook Fanpage and Satisfaction

## Abstract

**Purpose** – The number of business Facebook Fanpages has been significantly increased, so has the users' participation on the pages. While there is a limited amount of research on business Facebook Fanpage, this study aims to examine the impact for the use of business Facebook Fanpage.

**Design/methodology/approach** – We proposed a research model to identify the factors on Fanpage users' purchase intention. The model includes several constructs such as information quality, communicability, responsiveness, celebrity, expert, regular consumer, trust, satisfaction, and purchase intention. With 215 survey responses, structural equation modeling method was used to identify significant factors.

**Findings** – We found that trust was positively influenced by information quality, expert, and regular consumer. Both information quality and communicability have positive impact on satisfaction. Also, users' trust on business Facebook Fanpage would positively affect their purchase intention.

**Research limitation/implications** – Our findings suggest some significant positive relationships between constructs, specifically on business Facebook Fanpage platform. Some important factors in other domains were not supported by our analyses. Such similarity and differences show the contribution of our study to research.

**Practical implications** – In order enhance Fanpage users' trust and satisfaction, it is suggested to provide complete, relevant, accurate, and up-to-date information. When experts and regular consumers "Like" the fanpage and share information they see on the page, users' trust would also be improved. Providing quality information on the page as well as recruiting experts and regular consumers for endorsement are recommended ways to enhance users' trust, which will ultimately increase user's purchase intention and sales.

**Originality/value** – Although the relationship between trust and purchase intention has been well studied in many domains, there was limited amount of research focusing on the trust in the social networking platform and its influence to purchase intention. Therefore, the study attempts to fill the gap by examining the factors influencing users' trust on social

networking websites used for marketing purpose, and examining the influences of user's trust on their satisfaction and purchase intention.

**Keywords:** Business Facebook Fanpage, Trust, User Satisfaction, Purchase Intention

# 企業粉絲專頁中信任度及滿意度之影響

## 摘要

企業經營 Facebook 粉絲專頁數量日益增加，而消費者在企業 Facebook 粉絲專頁上也有活躍的參與。然而過去研究缺乏關於企業經營 Facebook 粉絲專頁之實證研究探討，因此本研究欲透過提出的研究模型來探討企業粉絲專頁使用之影響。此模型包括資訊品質、溝通性、回應性、偶像明星、專家權威、一般消費者、粉絲滿意度、信任度以及購買意願等構面。本研究共回收 215 份有效問卷並以結構方程模式(SEM)來驗證。經分析之後，結果如下：(1)「資訊品質」、「專家權威」以及「一般消費者」對於 Facebook 粉絲專頁使用者的「信任度」有正向影響。(2)「資訊品質」及「溝通性」對於 Facebook 粉絲專頁使用者的「滿意度」有正向影響。(3)「信任度」對 Facebook 粉絲專頁使用者的「購買意願」有正向影響。本研究的學術及實務貢獻能提供未來企業在經營 Facebook 粉絲專頁時行銷經營的參考。

關鍵詞：企業粉絲專頁、推薦人、信任度、購買意願

## 1. Introduction

In Web 2.0 era, interaction-based social networking websites are emerged. Seven principles of Web 2.0 have been well circulated. The principles include: 1) Web as a platform, 2) harnessing collective intelligence, 3) data as the next Intel inside, 4) end of software release cycle-the “perpetual beta”, 5) lightweight programming models, 6) software above the level of a single device, and 7) rich user experience (O'Reilly 2005). Pai et al. (2013) argued that the Web 2.0 social networking websites have characteristics of rich user participation, openness, communicability, accessibility, and dynamic contents. Facebook is one of the fast growing social networking websites. In 2015, Facebook reported that there were over 50 million active business Pages and users left 2.5 billion comments on Pages every month (Facebook 2015). On Facebook, there were 1.23 billion daily active users on average for December 2016 (Facebook 2017). Since the launch of “Like” feature, there have been 1.13 trillion “Like” button pressed (Smith 2017).

Due to the popularity of the Internet, the number of Internet users has been growing. Montgomery and Chester (2009) pointed out that the Internet has become the most dependent information source for teens. The popularity and convenience of the Internet have also led to the emergence of online marketing which also changes the way to do business (Chang et al. 2011). The rapid growth for the use of social networking websites thus makes it one of most important online marketing platforms. Companies have utilized innovative and creative marketing strategies on this platform to establish better relationship with customers and create new business opportunities. As a result, the way to effectively enhance consumers' purchase intention is one of the most important topics for social networking marketing by companies.

Online shopping has become an important marketplace for consumers. However, online transaction frauds have brought concerns to online shoppers. Lack of trust in cybersecurity has also hindered the development of electronic commerce. If a consumer encounters a server crash while shopping, the service interruption would lower the consumer's trust to the site and reduce the willingness to purchase (Chang 2012). Beldad, Jong and Steehouder (2010) also stated that trust is an important premise to make a purchase decision over the Internet. Only when a consumer establishes a certain level of trust with a company, he or she is inclined to purchase from it. Prior studies showed that trust has positive influence on purchase intention. Hernández, Jiménez and Martín (2010) even argued that the relationship is bidirectional. Besides the influence of trust to purchase intention, customer satisfaction also positively affects purchase intention.

Although the relationship between trust and purchase intention has been well studied in many domains, there was limited amount of research focusing on the trust in the social networking platform and its influence to purchase intention. Therefore, the study attempts to fill the gap by examining the factors influencing users' trust on social networking websites

used for marketing purpose, and examining the influences of user's trust on their satisfaction and purchase intention. Specifically, the research questions of the study are as follows:

- Does information quality have any impact on user's trust when social networking websites are used as a company's marketing tool?
- Does endorser have any impact on user's trust when social networking websites are used as a company's marketing tool?
- Does interactivity have any impact on user's trust when social networking websites are used as a company's marketing tool?
- Does users' trust have any impact on their satisfaction when social networking websites are used as a company's marketing tool?
- Does users' trust have any impact on their purchase intention when social networking websites are used as a company's marketing tool?

To answer the research questions, we use a proposed structural model to examine the relationships of constructs and identify significant factors. The model includes information quality, interactivity, endorser, trust, satisfaction, and purchase intention. The potential contribution of the study is to provide companies practical implications on the management of business Facebook fanpages.

## **2. Literature Review and Hypotheses**

### **2.1 Facebook Fanpage**

Different from face-to-face communities, social networking websites are virtual communities which provide computer-mediated communications. Etzioni and Etzioni (1999) argued that this type of virtual communities have two attributes: 1) "it is a web of affect-laden relationships that encompasses a group of individuals—relationships that crisscross and reinforce one another, rather than simply a chain of one-on-one relationships." 2) "a community requires a measure of commitment to a set of shared values, mores, meanings, and a shared historical identity—in short, a culture."

"Fan" Page is one of the features provided by well-known social networking website—Facebook. When a Facebook user "Like" a Page, that Page will be listed on the user's main page. When the user's friends see this message and link on the user's page, this fanpage has higher exposure opportunities. Such exposure offered by the Facebook Page gives a recommendation impression by those who "Like" the page and further attracts more fans to join. Facebook gives it user to create a Page (<https://www.facebook.com/pages/create/>) to connect with the people who matter to the user. The Page can be of different purposes such as 1) local business and place, 2) company, organization, institution, 3) brand or product, 4) artist, band, and public figure, 5) entertainment, 6) cause or community (Facebook 2017). Without additional approval, any Facebook user can "Like" a Page to join it as a fan. The user can unjoin the Page by unclicking the "Like" button. Fanpages created based on the social

networking concepts have the following characteristics: 1) large size of members and strong network stickiness, 2) comprehensive social networking features, 3) convenient pointing feature, 4) easy to connect to other websites or blogs. Chou (2011) suggested that fans represent market opportunities because they are target audiences for enterprises, brands or products. When users join a fanpage, the one who owns the page has better chance to contact potential buyers. Thus, fans are the best advertisers for businesses and brands. What they say sometimes has higher influence than commercials.

Positive outcomes can be reached if a Facebook fanpage owner can apply an effective recommending procedure to quickly absorb a large number of fans while launched, strengthen the quality of information released on the fanpage, and maintain efficient interactions with the fans. Not only the fanpage owner can cultivate loyal fans, but also produce large volume of orders. Fan et al. (2012) argued that limited types of information available on the Facebook fanpage may give the owner difficulty in managing the page. Better community experience can be achieved when a variety of interaction methods are used for fanpage management.

## **2.2 Information Quality**

With the rapid development of the Internet and the advent of Web 2.0 era, Internet users can access a large number of information through the network. McKinney et al. (2002) advocated that online shoppers' satisfaction came from the quality of the website information. Molla and Licker (2001) considered that the information quality is sufficient to represent the information characteristics and description of the website, and it is also one of the key factors influencing user's decision on whether or not to use it. Information quality also has a positive impact on user's continuous use of the platform. Bailey and Pearson (1983) proposed to measure information quality using accuracy, reliability, timeliness, relevancy, completeness, precision, currency, and output format. DeLone and McLean (2003) stated that information quality can be measured in terms of accuracy, timeliness, completeness, relevance, and consistency. Chou et al. (2012) argued that when online users are unfamiliar with a website, the information quality presented on the site will be a key factor for them to stay on the site. Varlander (2007) confirmed that higher information quality would help reduce risk of information brought to consumers and lower the uncertainty of the information source. Thus, Facebook fanpage owners can provide complete, relevant, and accurate information to eliminate consumer doubts and then enhance consumer confidence. Therefore, we hypothesize that:

*H1: The information quality of a business Facebook fanpage would positively impact its users' trust.*

Rai et al. (2002) validated the DeLone and McLean's Information Systems Success Model (1992) and found that system quality and information quality are highly associated

with customer satisfaction. When applied to e-commerce setting, similar findings were found between information quality and customer satisfaction (2003). Also, Negash et al. (2003) examined the information quality of an online customer support system and obtained the result supporting high degree of association between information quality and customer satisfaction. Based on the findings from prior studies, we argued that:

*H2: The information quality of a business Facebook fanpage would positively impact its users' satisfaction.*

### **2.3 Interactivity**

Berthon, Pitt, and Watson (1996) found that interactivity is one of the factors making web browsers into consumers. Internet users also tend to give higher ratings and trust for webpages with higher level of interactivity. Qiu and Li (2008) believed that the social interaction on shopping sites would positively influence consumers' trust. Chen and Chen (2010) also supported that good online interaction would enhance customers' trust. Using a good interactive strategy by online stores is one of the best ways to boost customers' purchase and enhance customers' trust. We argue to measure the interactivity using communicability and responsiveness. So, we propose the following hypotheses:

*H3a: The communicability of a business Facebook fanpage would positively impact its users' trust.*

*H3b: The responsiveness of a business Facebook fanpage would positively impact its users' trust.*

Ghose and Dou (1998) suggested that the higher the interactions between the website and consumers, the higher the customer satisfaction to the site. Wu (2003) found that there was a positive relationship between quality of interaction and satisfaction to virtual community. Positive perceived interaction with other community members further improves members' satisfaction to the community. Similarly, if a Facebook fanpage can provide positive interaction with users, their satisfaction toward the fanpage will be increased. Therefore, we hypothesize that:

*H4a: The communicability of a business Facebook fanpage would positively impact its users' satisfaction.*

*H4b: The responsiveness of a business Facebook fanpage would positively impact its users' satisfaction.*

### **2.4 Endorser**

Using endorser is one of the popular ways to earn consumers' trust. Celebrity, professional, and the typical consumer are three widely used endorser types in advertising (Friedman and Friedman 1979). Celebrities can be well-known people who are directly related to a product category being advertised, or famous or well recognized people in an area

not directly related to a product category being promoted. Top corporate officials such as presidents and CEOs were also popular endorsers commonly used in advertising (Friedman 1984).

Kelman(1961) suggested that endorsers have persuasive effects. Different types of endorsers are needed for different types of products. When specialized knowledge is required to recommend a product, experts in the field will be used. Also, regular consumers are used to recommend daily necessities. Product popularity index, number of transactions, and number of buyers can be easily forged, so they are not reliable references for consumers. However, related information about a product being continuously cited and recommended can effectively enhance consumers' trust. If companies can find an appropriate endorser for their Facebook fanpage to recommend their products, consumers' trust will be further enhanced as well. The following statements are the hypotheses we propose:

*H5a: The participation of regular consumers on a business Facebook fanpage would positively impact its users' trust.*

*H5b: The participation of experts on a business Facebook fanpage would positively impact its users' trust.*

*H5c: The participation of celebrities on a business Facebook fanpage would positively impact its users' trust.*

## **2.5 Trust**

In the sociology and social psychology literatures, trust can be differentiated into cognitive trust and affective trust (Johnson & Grayson, 2005). Cognitive trust was defined as "a customer's confidence or willingness to rely on a service provider's competence and reliability" while the affective trust was defined as "Affective trust is the confidence one places in a partner on the basis of feelings generated by the level of care and concern the partner demonstrates." In this article, we focus on cognitive trust between Facebook users and company Facebook fanpages. He et al. (2008) argued that if one can effectively enhance the consumers' trust, one can effectively enhance their satisfaction. Trust is the heart of business for both physical stores and online stores. Only when consumers have confidence in the store, they feel comfortable shopping in the store. So, if business Facebook fanpage can effectively enhance users' trust, their satisfaction will also be enhanced. As a result, we have the following hypothesis:

*H6: Users' trust on a business Facebook fanpage would positively impact users' satisfaction.*

Hernández, Jiménez and Martín (2010) stated that trust is one of important factors for consumers to make purchase decisions. If a website provides higher level of trust, the likelihood of purchase is higher. Yan and Chou (2008) also considered that consumers place orders only when the online store offers a certain level of trust on the products or services



provided. Wu (2008) mentioned that making a deal or not depends on consumers' trust in the online store. When enough trust is perceived, the chance to complete the transaction is higher. Therefore, we propose that:

*H7: Users' trust on a business Facebook fanpage would positively impact users' purchase intention.*

## **2.6 Customer Satisfaction and Purchase Intention**

Many researchers agreed that customer satisfaction comes from the difference between customers' expectation before purchase and their perception after purchase. If the perception is greater than expectation, satisfaction is reached. If the perception is lower than expectation, dissatisfaction is formed (Westbrook, 1987; Mackenzie & Spreng, 1992; Matthew & Christine, 2000). Czepiel (1975) considered satisfaction measurement an overall subjective evaluation by consumers, while many researchers believed satisfaction should be evaluated using multiple aspects. Singh (1991) indicated that satisfaction was a multiple-facet construct. The measurement of customer satisfaction may differ depending on the industry and subjects.

Purchase intention is the willingness of a customer to buy a product. The higher the intention, the higher the probability to actually make the purchase (Rao & Monroe, 1989; Dodds, Monroe & Grewal, 1991; Grewal, Krishnan, Baker, & Borin, 1998). In Psychology, purchase is a process of decision making. Consumers will satisfy their needs when the needs arise. Then they perform cost-benefit analysis based on product information collected. Based on the evaluation of alternatives, they reach the purchase decision. Such buying process decision would directly influence purchase intention (Kollat, Engel & Blackwell, 1970; Morwitz & Schmittlein, 1992; Liebermann & Flint-Goor, 1996).

Kuo and Liang (2010) suggested that customer satisfaction and customer purchase intention are highly associated. The higher the satisfaction, the higher the purchase intention. Li (2008) employed 314 sample online users to examine the influence of the service quality of an online bookstore to customer satisfaction and customer purchase intention. The study suggested that it's more important to enhance customer satisfaction than service quality. The enhanced customer satisfaction further improves purchase intention. So, we propose that:

*H8: Users' satisfaction on a business Facebook fanpage would positively impact users' purchase intention.*

## **3. Research Methodology**

Figure 1 shows the research model of this study with eight hypotheses discussed in the previous section.

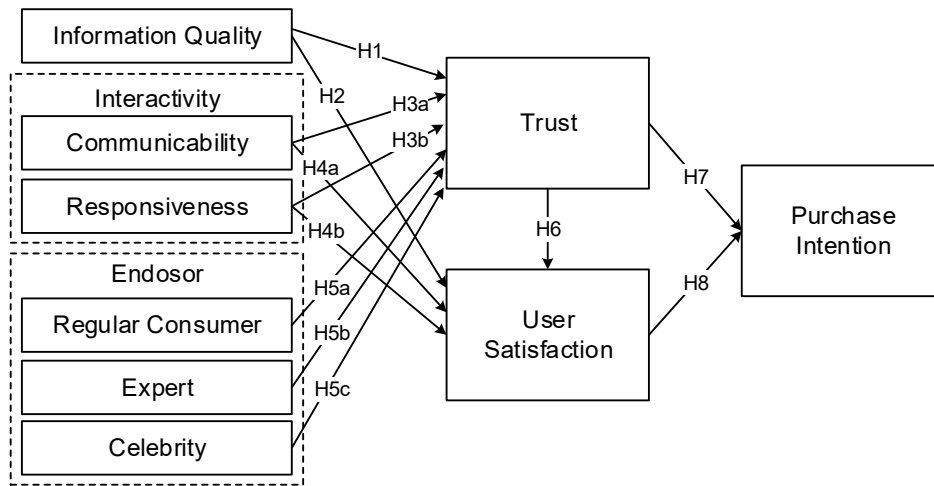


Figure 1. The research model.

### 3.1 Subjects

The research subjects of the study were the users of business Facebook fanpages. Using snow ball sampling, we recruited volunteers from various Internet sites such as researchers' personal Facebook Wall, electronic bulletin board system, Facebook thesis questionnaire recruitment fan page, etc. Instructions and the goal of the study were provided in the beginning section of the questionnaire.

To achieve higher reliability and validity, the questionnaire items and wording were pre-tested by 30 users of store Facebook fan pages. Based on the feedback of the pretest, minor modifications were made to avoid ambiguity and difficulty of understanding on questions. Survey items were measured using seven-point Likert scale: "Strongly Disagree", "Disagree", "More or Less Disagree", "Neither Agree Nor Disagree", "More or Less Agree", "Agree", "Strongly Agree". Higher value obtained on a construct shows stronger positive characteristic of the construct.

In total, 252 responses were collected. After removing invalid ones, 215 were complete. 75% (162) of them were male and 25% (53) of them were female. The most frequent (82%) age range was between 21 and 30. Most (78%) of the respondents were students.

### 3.2 Measurement Model Analysis

Partial Least Squares (PLS) method was used to analyze the research model. Both reliability and convergent validity were accessed. Composite reliability (CR) reflects internal consistency of a construct. With higher value of CR, higher internal consistency is reached. To ensure internal consistency of a construct, 0.7 was the minimum value suggested (Nunnally 1978). Table 1 shows that the CR of all constructs were higher than 0.7, suggesting that internal consistency was reached. Cronbach's  $\alpha$  shows the reliability and validity of a construct. It was suggested to exceed 0.7 (Hair et al. 2006). The Cronbach's  $\alpha$  of all constructs

were all higher than the suggested 0.7 (see Table 1). Reliability and validity of all constructs were secured. Average variance extracted (AVE) measures the convergent validity and suggested to be over 0.5 (Fornell and Larcker 1981). Both reliability and convergent validity were secured.

Table 1. CR, AVE, Cronbach's  $\alpha$  for all constructs.

Construct	Composite Reliability	Average Variance Extracted	Cronbach's $\alpha$
Information Quality	0.908578	0.713121	0.866024
Communicability	0.888634	0.726939	0.805261
Responsiveness	0.946949	0.899247	0.888265
Expert	0.922259	0.798225	0.874263
Celebrity	0.945922	0.853637	0.913872
Regular Consumer	0.940654	0.840868	0.904071
Trust	0.907484	0.711528	0.871912
User Satisfaction	0.950138	0.863990	0.920895
Purchase Intention	0.950798	0.865761	0.924063

Factor loading of each construct item was suggested to be higher than 0.5 (Nunnally 1978). Table 2 shows that the factor loadings were ranged between 0.7424 and 0.9611, exceeding the suggested criterion.

Table 2: Means, standard deviations and factor loading of construct items.

Construct	Item	Mean	Standard Deviation	Factor Loading
Information Quality	IQ 1	5.303738	1.302322	0.875300
	IQ 2	5.401869	1.291793	0.827400
	IQ 3	5.299065	1.308800	0.843000
	IQ 4	5.401869	1.220789	0.831300
Communicability	COM 1	4.808411	1.468199	0.880900
	COM 2	4.925234	1.524146	0.857000
	COM 3	4.004673	1.782802	0.818800
Responsiveness	RES 1	4.654206	1.498687	0.942000
	RES 2	4.757009	1.525010	0.954500
Expert	EXP 1	4.518692	1.804305	0.889000
	EXP 2	4.742991	1.710043	0.917100
	EXP 3	4.785047	1.684104	0.873600
Celebrity	CEL 1	4.471963	1.754045	0.905800
	CEL 2	4.728972	1.675956	0.944600
	CEL 3	4.518692	1.699800	0.921000
Regular Consumer	REG 1	4.967290	1.511724	0.906400
	REG 2	5.023364	1.461370	0.931100
	REG 3	4.967290	1.613865	0.913300
Trust	TRU 1	5.219626	1.294041	0.867300
	TRU 2	4.598131	1.429796	0.742400
	TRU 3	4.878505	1.432095	0.835700
	TRU 4	5.172897	1.282974	0.918900
User Satisfaction	SAT 1	5.355140	1.246609	0.925200
	SAT 2	5.014019	1.319692	0.921300
	SAT 3	5.322430	1.340507	0.941800
Purchase Intention	PI 1	4.822430	1.699561	0.943800
	PI 2	4.747664	1.733912	0.961100
	PI 3	4.532710	1.660464	0.884700

Discriminant validity refers to the extent to which factors are distinct and uncorrelated. It can be tested using cross-loading matrix. Discriminant validity is assured when the square root of the AVE (average variance extracted) for each construct is greater than its correlation to other constructs in the model (Chin 1998). Table 3 shows the correlation between constructs. The diagonal values are square root of the AVE for each construct. The off-diagonal numbers are the correlation coefficient between two constructs. Based on the results in Table 3, the discriminant validity was made.

Table 3: Correlation between constructs.

	IQ	COM	RES	EXP	CEL	REG	TRU	SAT	PI
IQ	<b>0.844</b>								
COM	0.462	<b>0.853</b>							
RES	0.516	0.813	<b>0.948</b>						
EXP	0.389	0.494	0.525	<b>0.893</b>					
CEL	0.377	0.418	0.484	0.767	<b>0.924</b>				
REG	0.468	0.456	0.512	0.605	0.712	<b>0.917</b>			
TRU	0.597	0.567	0.592	0.623	0.632	0.694	<b>0.844</b>		
SAT	0.607	0.597	0.608	0.556	0.483	0.562	0.809	<b>0.930</b>	
PI	0.422	0.395	0.468	0.538	0.423	0.528	0.538	0.473	<b>0.931</b>

Note: IQ: Information Quality; COM: Communicability; RES: Responsiveness;  
 EXP: Expert; CEL: Celebrity; REG: Regular Consumer;  
 TRU: Trust; SAT: User Satisfaction; PI: Purchase Intention;  
 \*The bolded numbers in the diagonal are square roots of AVE.

### 3.3 Structural Model Analysis

To test the research model, we used PLS to validate the structural model.  $R^2$  and path coefficients were measured.  $R^2$  shows the explanatory power of the model, represented by the percentage of explained variability. Larger  $R^2$  provides better explanatory power (Wixom & Watson, 2001). Bootstrapping method was used to test the significance of model path coefficients. Thus, the support of a hypothesis can be identified based on the significance of model path coefficient. Figure 2 shows the PLS results for structural model analysis.

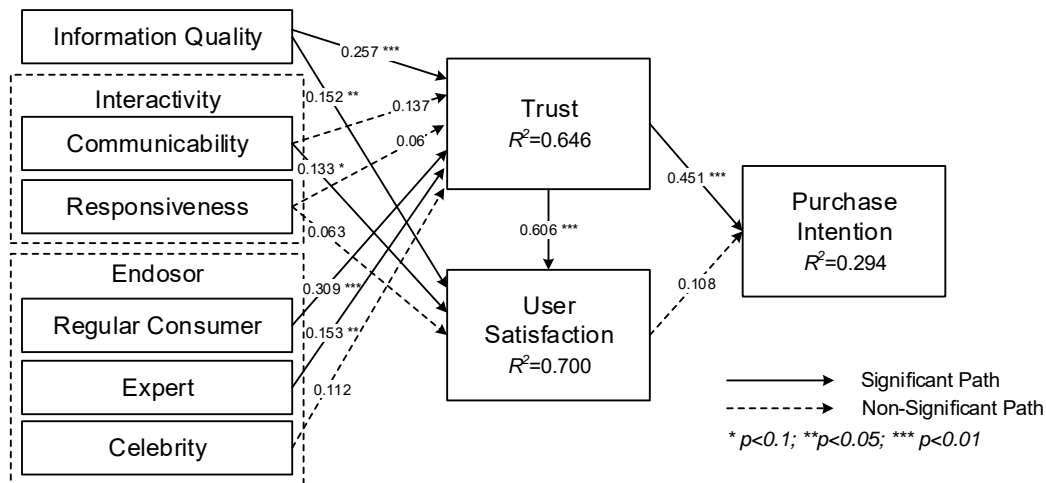


Figure 2. Results of structural model analysis.

Path coefficients along with corresponding p-values were used to test hypotheses. Our results (see Figure 2) show that Facebook fanpage users' trust was positively influenced by information quality ( $\beta=0.257$ ,  $p\text{-value}<0.01$ ), participation of regular consumers ( $\beta=0.309$ ,  $p\text{-value}<0.01$ ) and participation of celebrities ( $\beta=0.153$ ,  $p\text{-value}<0.05$ ), thus supporting hypotheses H1, H5a, H5b. In addition, Facebook fanpage users' satisfaction was positively affected by information quality ( $\beta=0.152$ ,  $p\text{-value}<0.05$ ), communicability ( $\beta=0.133$ ,  $p\text{-value}<0.1$ ), and fanpage users' trust ( $\beta=0.152$ ,  $p\text{-value}<0.01$ ). Therefore, the hypotheses H2, H4a, H6 were supported. Moreover, hypothesis H7 was supported ( $\beta=0.451$ ,  $p\text{-value}<0.01$ ), showing that Facebook fanpage users' trust would positively influence their purchase intention.

## 4. Conclusions and Discussions

### 4.1 Discussions on Findings

In the following, we discuss the findings from this study:

1. The information quality of a business Facebook fanpage would positively impact its users' trust.

Varlander (2007) confirmed that higher information quality would help reduce risk of information brought to consumers and lower the uncertainty of the information source. Our study showed that information quality of a company Facebook fanpage strengthens fanpage user's confidence or willingness to rely on the fanpage's competence and reliability. Thus, Facebook fanpage owners can provide complete, relevant, and accuracy information to eliminate consumer doubts and then enhance consumer confidence.

2. The participation of regular consumers and experts on a business Facebook fanpage would positively impact its users' trust.

We found that fanpage users' trust is affected by the participation of experts. When experts from the same product domain recommend something on the fanpage, fanpage users may "Like" it and immediately share the information. These users' trust to the fanpage would be also enhanced. Therefore, when a company managing its Facebook fanpage, it is suggested to invite experts from the relevant domain to endorse information or products. When the endorsement is exposed on the fanpage, it would further reduce users' uncertainty and enhance their trust to the page. Higher frequency of experts' endorsement would make fanpage users' trust stronger.

Similarly, we found that fanpage users' trust was highly related to regular consumers' participation. Similar users' reaction was found when the recommendation by regular consumers was posted to the fanpage. Its users "Like" the recommendation and share it with

their friends. Their trust would be also developed because of the recommendation. So not only a company provides quality information on its Facebook fanpage, but also does it apply incentives to make its regular consumers share positive experience on the platform. Fanpage users may feel that other regular consumers are like them in the same group. Such close relationship earns users' trust.

Using experts and regular consumers in advertising is a commonly used marketing technique, we found similar endorsement effects on the information they share with other fanpage users.

3. Users' trust on a business Facebook fanpage would positively impact users' satisfaction.

Trust is a psychological reference after assessing a target. Satisfaction is one's perception based on personal experience and emotional response. Higher trust gives one a better psychological reference and thus gives one a more satisfied perception. Such relationship was supported by our results. In order to earn users' trust on a Facebook fanpage and therefore satisfy them, management should maintain high quality information on the fanpage and invite experts and regular consumers as endorsers to share their experience on the fanpage.

4. The communicability of a business Facebook fanpage would positively impact its users' satisfaction.

We found that better communications among users on fanpage would further enhance users' satisfaction. So for companies managing Facebook fanpages, they need to facilitate users' participation, discussion, and interaction. When a fan joins a page, he or she would like to follow the activities happening on the fanpage. The user expects to be part of the group. The user not only receives information, but also wants to be heard as well. When he or she receives the expected response, the user is gratified. As a result, higher level of satisfaction is achieved.

5. Users' trust on a business Facebook fanpage would positively impact users' purchase intention.

Similar to prior studies in different domains and platforms, our study confirmed that users' trust is one of the factors influencing purchase intention. The higher the user's trust to a company Facebook fanpage, the stronger their intention to purchase a product from this company. Based on our findings, we therefore suggest companies to provide practical, up-to-date, accurate, and complete information to give users' higher confidence on the fanpage. Also, companies should use experts in the relevant field and previous shoppers to interact with fans on the page. Their endorsement would further raise users' trust and thus strengthen users' purchase intention. Finally, it is likely to transform fans into customers.

## **4.2 Implications for Research**

In this section, we discuss the contributions of the study to academia. Due to limited amount of research with the focus of Facebook users' trust on business fanpages, this study fills in the gap by examining the factors of trust and its relationship with user satisfaction and purchase intention. Specifically on business Facebook fanpage platform, we analyzed the proposed conceptual model and reached conclusions using structural equation modeling method. To the social networking domain, we found information quality to positively influence trust and user satisfaction. Communicability is positively linked to user satisfaction. Trust is also positively influenced by experts and regular consumers. The trust will thus positively affect purchase intention. Some insignificant factors are crucial to research as well since they are significant in other domains and platforms.

## **4.3 Implications for Practice**

We further discuss practical contributions of the study. First, we found that information quality of business Facebook fanpage enhances users' trust and satisfaction. While using a fanpage, users are influenced by the contents on the fanpage. When they are interested in the updates of the page, they would actively return to the page. As a result, we suggest fanpage managers to provide complete, relevant, accurate, and up-to-date information. Using a promotion of a new product as an example on the page, it is suggested to provide complete and accurate description of the product and promotion. Users may get better impression if graphical explanation is provided. During the promotion period, regular updates should be provided to let users better understand the details.

Second, when experts and regular consumers participate on the fanpage, the users' trust would be enhanced. It is suggested to encourage experts and regular consumers to "Like" the fanpage and share information they see on the page. The management should look for experts to endorse its products and provide incentive for consumers to share information on the fanpage.

Third, users' enhanced trust will increase their purchase intention and further transfer them into actual consumers. Getting new customers is not an easy task for companies. Our study suggests that positive relationship between trust and purchase intention. Thus, increasing users' trust is one of the most important focuses managing business Facebook fanpages. Providing quality information on the page as well as recruiting experts and regular consumers for endorsement are recommended ways to enhance users' trust, which will ultimately increase user's purchase intention and sales.

## **4.4 Limitations and Future Research**

The distribution of subjects shows some limitation of the study in terms of generalizability. Many studies suggest gender difference on many topics. While having 75% of male and 25% of female respondents, such difference also limits the possibility to conduct reliable gender comparison. Respondents' age distribution is also another limitation, the most frequent (82%) age range was between 21 and 30. Most (78%) of the respondents were students. It is suggested to replicate the study by using fairly distributed responses. Future studies may also apply our conceptual model to other social networking platforms in order to compare and contrast significant factors.

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