Prediction Of Fans Conversion To Customers Using Structural Equation Modeling

S.Senith, G.Nisha Malini, A.Alfred Kirubaraj, Jino Ramson S.R

Abstract: Purpose-In recent years, we tend to area unit seeing larger usage of social media by all walks of life. Within the developing countries the employment of social media is growing at Associate in nursing exponential rate. During this development the company additionally connexion their hand and tributary by making their own pages this growth has created a giant within the minds of the investigator. What makes these public to take part in social media? By public taking part in Social media what these company try to get? Design/Methodology/approach-This study may be a combination of each qualitative and quantitative approach. The qualitative approach used the netnography technique to look at the Facebook community. The screening question was asked to clarify the unit of study so as to form certain that the respondents had just one Facebook account. The analysis conducted the survey of 1119 respondents from were received with needed coverage and details. To understand the performance of the Organization, separate form was used and picked up knowledge from seventy two social media marketers from industry, producing and rag trade.

Results: Through searching in what means social media will have an effect on whole equity of brands Fan page, this study known the potential key uses of social media in building whole equity of brands. This analysis has unconcealed that social media functionalities create it potential for wholes audience market the brand in their own network of relations. Originality/Value-This paper demonstrates the core drivers that encourage community to partake in social media and upshots of involvement also its doles to marketers, this is often the primary study steered for mobile brands. This study is often employed by types and organizations to interconnect commendably with customers and apps to fascinate fans.

Index Terms: Fan page, Facebook, Social media honeycomb model

1. INTRODUCTION
The collective speedy spreading out of such extremely advanced interactive communication channels as social media, has introduced a replacement selling term, Social Commerce. (Siau & Ericksom, 2011) Social commerce sites area unit connecting the indispensable quality of searching as a social follow. normally well-defined, Social commerce may be a partition of automatic commerce that uses social media to grip up social communications and user support to make up the accessible procure info in terms of product rejuvenation, product recommendation and co-creation of values. (Kozinets et al, 2010) in step with (Stelzner, 2011) followers use one to six hours per week on social media happenings, taking cues from these statistics, more than ninety four of firms have adopted social media as thought-about promotion tools (Evans, 2010). According to (eMarketers, 2011) approximations promotion returns in social networking sites reached more than greenback five billion in 2011. The step-up of social media has designed openings for novel promotion techniques like social commerce and for unsteady the mode to associate directly with customers at a private level. (Hennig-Thurau et al, 2010). The propagation of social media platforms offers firms with Associate in Nursing supplementary deliberate social venue that promotes associations with customers and involves with them. Business analysts have determined that social Networking sites area unit meaningfully unsteady the promotion landscape and can stay supporting to the attainment of elevation communication ways. (Birns, 2011) Researchers even have paid thought to Social networking sites influence on association developments (Ellison, 2007) By tributary in varied Social networking sites, individuals area unit ready to generate new social ties furthermore as uphold prevailing associations. (Kaplan & Haenlein, 2010). In the personal affiliation background Social networking sites have remodeled the importance and surroundings of “being friends”. (Eysenbach, 2008) For illustration being a “friend” in Social networking sites like Facebook or Twitter, include connections with each adjacent friends and distant connections. Unlike the traditional connotation of friendly relationship, that designates shut relationships as having sensitive well-being. Social networking sites conjures up users to possess as several friends as potential as a result of the amount of friends in Social networking sites usually show name of social position (Beer, 2008) kind of like, the arrangement of business -to-business (B2B) and client to consumer (C2C) relationships within the Social networking sites setting are often completely different than conservative communication networks. In terms of B2C relationships, companies preponderantly have a propensity to stay an eye fixed on and to form wider long relationships with customers because of potential edges like whole loyalty. (Baloglu, 1994) but B2C relationships in Social networking sites are often simply affected as customers implementation a lot of of power over firms operations supported the accessibility of snug style and its dissemination (Aikat, 2009) customers become a “member or “follower” of a whole in Social networking sites (Franklin John & senith, 2014) known the usage pattern and purpose of victimization facebook by people and investigate the intentions of those segments to debate brands throughout their daily socialmedia communications and located 3 segments in Social networking web site. Entertainers, Business Networkers and Expressers and located that Business Networkers area unit the followers of a whole. But very little investigation has endeavored to look at customers underlying stimulation to stay an eye fixed on a definite whole or to portray the means of building relationships in Associate in Nursing Social networking sites setting. Here the current study focuses on the motivating factors that encourage public to participate in facebook fan page additionally the results get as a result of public participation and also the edges that get to marketer’s. Considering these analyzers framed bound research queries

RQ1: What encourage public to participate within the social media activities?
RQ2: however equity of a product is increased by the participation of consumers in Fan pages?
RQ3: however marketer’s area unit benefited?

The investigation originates with a short-lived indication of the literature on the topic of name communities, Fan pages and social media. We tend to then progress our structure that
designates however Fan pages involvement is influenced by varied client standards. Additional we tend to designate the methodology of our study and show the outcomes of our queries. Finally we tend to discuss social control implications, constraint of the study and additional investigation recommendations.

2.RESEARCH BACKGROUND
(Hagel and Armstrong,1997) says that Fan page partaking encounter four forms of client wants supported interest ,relationship building ,transaction and fantasy .Communities of interest area unit fashioned by people with a shared interest ,expertise and keenness during a wide selection of areas like interior style ,sports cars or bird looking at. They take an ad perspective and outline community as a bunch of individuals drawn along by a possibility to share a way of community with like new arrival having common interest,(Balasubramanian and Mahajan ,2001) indicate that community participation as Associate in Nursing entity that exhibits all the four characteristics: an assortment of individuals, World Health Organization area unit balanced utility-maximizes, World Health Organization act along while not physical collocation, during a social exchange method, a shared objective. Community refers to the cluster of individuals within the virtual community. Not like ancient cluster of individuals within the virtual communities don't seem to be physically destined along. (Vogt & Fesenmaier,1998) steered that Handy, hedonic, appealing, novelty and sign wants area unit motivating the users to be a part of the Fan page. on-line travel community has been thought-about central to models of web selling and electronic commerce within the travel business,(Kaye,2010) known 9 completely different drives, together with info seeking, dodging obsolete media ,blog setting, look or association, steereage or read searching for, personal happiness, body thought, belief diversity and precise investigation. High drives in command of significance were info seeking, avoiding ancient media, journal setting and expression or affiliation.(Marla Koonin , 2013) recognized the significances of social media engagement on young adult's standing and temperament .He deliberates concerning social identity theory to grasp personal and social identity. As a final purpose recommendations got for generating awareness, name and identity during a socially networked society. Periodical designates that social media has created name and temperament hugely gossamer however has additionally meant that any communication will go virally.(Madden and Smith, 2010) he says that fifty seven of grown-ups aforethought used Google to verify their on-line individuality. At an equivalent time as adults within the survey showed a characteristic snooping to manage their on-line impression the study focused that young adults area unit much more targeting name management. In association to the adults, young adults area unit abundant severer on their privacy settings and comprehend that on-line standing administration is crucial and young users do place a high worth on managing their on-line identities.(Mangold and Faulds,2009) known whole Communication and engagement on social media sites like Facebook provides a considerable chance for marketers to make whole awareness and loyalty, form attitudes and impact purchase behaviour,positively tributary to the expansion of name equity,(Keller, 2009) enquires goals to examine the sights the sources and progress of client primarily based whole equity during a up to date promotion communications setting. Specifically concentrating on whole presence on the social media web site Facebook.(Sony kusumasondjaja,2009) communicates to the increasing level of influence of on-line communities within the digital selling atmosphere, it's extremely vital to grasp however client member in computer-generated public communicates to trust and Commitment. Most studies in virtual whole community area unit enthusiastic towards whole loyalty while not quantifying whether or not or not customers attachment to the community intercedes the interaction.(Pillai,2013) argued that whole teams supported social media have positive effects on the most public components and worth formation practices within the communities furthermore as on whole trust and whole loyalty.

3.METHODOLOGY
To investigate our framework we tend to applied a multi-step approach desegregation a sequence of qualitative and quantative analyses. Initial we tend to conducted a netnographic investigation (Kozinets,2002) to grasp associates motives for usage and involvement during a fan page. For this we tend to analyzed all user-generated posts throughout one year on active fan pages of various mobile brands. Data was collected victimization on-line survey on Qualtrics..The consumer cluster was a coast-to-coast illustrative sample and knowledge was collected and applied among Brands fan page fans. Perceived equal replies in population. In dissemination of survey section, the questionnaires are sent to Brands fan page fans particularly facebook internal electronic communication system. The message enclosed an outline, a portrayal of the study and a link to the webpage wherever the net form was accommodated. The sample for the focal study was members of 3 mobile whole Fan page. Adequate sample size is incredibly vital for approximation and interpretation of results (Hair et al ,1998).However there's no meticulous rule on the topic of Associate in Nursing adequate sample size for structural modeling. (Kline, 1998) counseled a hundred to one hundred fifty cases so as to decrease the chance of model approximation issues.(Hoelter,1983) planned a sample size of two hundred as “critical sample size” (Anderson and Gerbing ,1984) found that a sample size of one hundred fifty is equal to acquire a correct clarification for prototypes with 3 or a lot of indicators per issue. Massive sample size is additionally required to supply acceptable applied mathematics power. The analysis conducted the survey of 1119 respondents from were received with needed coverage and details. To know the performance of the Organization, separate form was used and picked up knowledge from seventy two social media marketers from industry, producing and rag trade. Knowledge collected and analyzed victimization Sps: 20 SEM framework has been accustomed check the planned abstract model. SEM consists of 2 elements. the primary constituent relates to the victimization of activity Model or collateral correlational analysis (CFA) that is used to spot the things of every construct or variable and additionally appraise dependability and validity of every variable or construct. The second element
relates to structural model or path analysis that is used to look at the causative relationship among constructs or variables. Table:1 Structural Analysis

4.RESULT ANALYSIS
 Structural model or path analysis is employed to estimate the strength of the causal association among unobserved or latent variables of dependent and independent variables. The sub models and overall model proposed in the proposed research is discussed at length in the following paragraphs.

Table :1 Structural model: Hypothesis testing and fit statistics

<table>
<thead>
<tr>
<th>Hyp</th>
<th>Structural path</th>
<th>SESti</th>
<th>SE</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1(a)+</td>
<td>Fan page Participation → Hedonic Motivations</td>
<td>0.66</td>
<td>0.03</td>
<td>Supported</td>
</tr>
<tr>
<td>H1(b)+</td>
<td>Fan page Participation → Utilitarian Motivations</td>
<td>0.94</td>
<td>0.10</td>
<td>Supported</td>
</tr>
<tr>
<td>H1(c)+</td>
<td>Fan page Participation → Monetary Motivations</td>
<td>0.81</td>
<td>0.08</td>
<td>Supported</td>
</tr>
<tr>
<td>H1(d)+</td>
<td>Fan page Participation → Psychological Motivations</td>
<td>0.71</td>
<td>-</td>
<td>Supported</td>
</tr>
<tr>
<td>H2(a)+</td>
<td>Fan page Participation → Brand awareness</td>
<td>0.74</td>
<td>0.05</td>
<td>Supported</td>
</tr>
<tr>
<td>H2(b)+</td>
<td>Fan page Participation → Brand Association</td>
<td>0.88</td>
<td>0.48</td>
<td>Supported</td>
</tr>
<tr>
<td>H2(c) +</td>
<td>Fan page Participation → Perceived Quality</td>
<td>0.85</td>
<td>0.52</td>
<td>Supported</td>
</tr>
<tr>
<td>H2(d) +</td>
<td>Fan page Participation → Brand Loyalty</td>
<td>0.81</td>
<td>0.59</td>
<td>Supported</td>
</tr>
<tr>
<td>H3(a)+</td>
<td>Brand awareness → Identity</td>
<td>0.82</td>
<td>0.57</td>
<td>Supported</td>
</tr>
<tr>
<td>H3(b) +</td>
<td>Brand awareness → Conversation</td>
<td>0.84</td>
<td>0.54</td>
<td>Supported</td>
</tr>
<tr>
<td>H4(a)+</td>
<td>Brand → Presence Associations</td>
<td>0.83</td>
<td>0.56</td>
<td>Supported</td>
</tr>
<tr>
<td>H4(b)+</td>
<td>Brand → Sharing Associations</td>
<td>0.84</td>
<td>0.54</td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>Perceived Quality → Brand Loyalty</td>
<td>0.67</td>
<td>0.03</td>
<td>Supported</td>
</tr>
<tr>
<td>H6(a)+</td>
<td>Brand Loyalty → Groups</td>
<td>0.88</td>
<td>0.49</td>
<td>Supported</td>
</tr>
<tr>
<td>H6(b)+</td>
<td>Brand Loyalty → Groups</td>
<td>0.83</td>
<td>0.56</td>
<td>Supported</td>
</tr>
</tbody>
</table>

H1: Fan page participation → Four constructs (a) Hedonic Motivations (b) Utilitarian Motivations (c) Monetary Motivations (d) Psychological Motivations. H1 tests the effects of Fan page Participation on (a) Hedonic Motivations (b) Utilitarian Motivations (c) Monetary Motivations (d) Psychological Motivations. Table: 1 provides the beta value, error value corresponding to the first causal relationship between Fan page participation and Hedonic motivations as 0.66 and 0.03 respectively. This proves that Hedonic motivations have a positive causal relationship with Fan page participation. Taking the second causal relationship ,the beta value and error value corresponding to the relationship between Fan page Participation and Utilitarian motivation are 0.94 ,0.10 respectively. This proves that the Utilitarian motivation have positive causal relationship with Fan page Participation. Coming to the third causal relationship the beta value and error value corresponding to the relationship between Fan page participation and Monetary motivation are 0.81 ,0.08 respectively .This proves that the Monetary motivation have positive causal relationship with Fan page Participation. Taking the final causal relationship the beta value and error value corresponding to the relationship between Fan page participation and Psychological Motivation are 0.7 respectively .This proves that the Psychological motivation have positive causal relationship with Fan page participation.

H2: Fan page Participation → (a) Brand awareness (b) Brand associations (c) Perceived Quality (d) Brand Loyalty. Table: 1 provides the beta value ,error value corresponding to the first causal relationship between Fan page participation and Brand awareness as 0.74 ,0.05 respectively. This proves that Brand awareness have a positive causal relationship with Fan page participation. Taking the second causal relationship ,the beta value and error value corresponding to the relationship between Fan page participation and Brand association are 0.88 ,0.48 respectively. This proves that the Brand association have positive causal relationship with Fan page Participation. Coming to the third causal relationship the beta value and error value corresponding to the relationship between Fan page participation and Perceived Quality are 0.85 ,0.52 respectively .This proves that the Perceived Quality have positive causal relationship with Fan page Participation. Taking the final causal relationship the beta value and error value corresponding to the relationship between Fan page participation and Brand Loyalty are 0.81 ,0.59 respectively .This proves that the Brand Loyalty have positive causal relationship with Fan page participation.

H3: Brand awareness → (a) Identity (b) Conversation. Table: 1 provides the beta value, error value corresponding to the first causal relationship between Brand awareness and Identity as 0.82 and 0.57 respectively. This proves that Brand awareness have a positive causal relationship with Identity. Taking the second causal relationship, the beta value and error value corresponding to the relationship between Brand awareness and Conversation are 0.84, 0.54 respectively. This proves that the Brand awareness has positive causal relationship with Conversation.

H4: Brand associations → (a) Presence (b) Sharing. 1 provides the beta value, error value corresponding to the first causal relationship between Brand associations and Presence as 0.83 and 0.56 respectively. This proves that Brand associations have a positive causal relationship with Presence. Taking the second causal relationship, the beta value and error value corresponding to the relationship between Brand associations and Sharing are 0.84, 0.54 respectively. This proves that the Brand associations have positive causal relationship with Sharing.

H5: Perceived Quality → Reputation. Table: 1 provides the beta value, error value corresponding to the first causal relationship between Perceived Quality and Reputation as 0.67 and 0.03 respectively. This proves that Perceived Quality has a positive causal relationship with Reputation.

H6: Brand Loyalty → (a) Relationship (b) Groups. Table 1 provides the beta value, error value corresponding to the first causal relationship between Brand Loyalty and Relationship as 0.88 and 0.49 respectively. This proves that Brand loyalty have a positive causal relationship with Relationship. Taking the second causal relationship, the beta value and error value corresponding to the relationship between Brand Loyalty and Groups are 0.83, 0.56 respectively. This proves that the Brand Loyalty have positive causal relationship with Groups. The SEM application involves five phases as stipulated by Bollen and Long (1993).These five steps are: Model Specification,
Model identification, Model estimation, Model testing and Model modification. A succinct of each of these phases is described here.

4.2 Model Specification
In general, a SEM model is grounded in theoretical Justification and includes 2 elements, namely activity model and structural model. The structural model section needs America to coin linkages between latent variables, distinguishing between exogenous and endogenous latent variables and making certain that no necessary latent variable is omitted. Which will otherwise equal to a specification error that is nothing however a scarcity of correspondence between the model beneath study and also the true model within the population. Bagozzi(1983). This stage additionally needs America to explain the activity model that specifies the relationships between measured variables and latent variables. The measured variables also are referred to as manifest or ascertained variables and every latent variable can have a collection of multiple indicators Howell,(1987) with relation to variety of variables to be enclosed in SEM model, it has been steered that the SEM model ought to contain utmost twenty variables with five to six constructs, each measured by three to four variables Bentler and Chou(1987).

4.3 Model Identification
The model identification worries with the correspondence between the knowledge to be estimated (i.e.free parameters) and the obtainable information (the ascertained variance-covariance matrix). There are a unit 3 potential model identification. A model is under-identified if one or a lot of parameters don't seem to be estimable from the variance-covariance matrix; a model is just-identified if the amount of parameters is estimable from the variance-covariance matrix, and it's over-identified if there are a unit many ways to estimate the parameters. The model laid out in this study is over-identified and thence it is often preceded for SEM analysis.

4.4 Model Estimation
In this section, decision is to be created on however the constant worth is calculable. At any case, the parameter estimate ought to endeavor to shrink the discrepancies between the calculable and ascertained variance matrix of the measured variables. Several estimation strategies area unit obtainable in any commonplace SEM software system package. Popular among them area unit most chance Estimate(MLE) and Generalized chance Estimate(GLE). The MLE is mostly thought-about sensible for sample size of any, and is powerful over GLE though the variable normality is desecrated. MLE is additionally a comparatively unbiased estimation of path estimates and isn't smitten by scale of activity. The only limitation of MLE is that it underestimates the quality errors related to parameter estimates. Boomsma (1983). However variety of substitutes to the MLE and GLE are developed once there are unit serious departures from normality. Common among them area unit symptomless distribution-free (ADF) technique and Satorra-Bentler(S-B) Correction procedure. Satorra & Bentler (1988 & 1994).

4.5 Model Testing
Here, the model is subjected to suit, which is nothing however making certain the closeness of ascertained and model calculable variance matrices. This is done through computing the world match Indices (GFI), which tells America however well the SEM model fits the info. The most common GFIs area unit Chi-Square data point supported MLE,GLE,ADF and S-B estimation strategies. Since the scientific hypothesis in SEM is that parameters area unit actually Zero, We should fail to reject the null hypothesis, which indicates the adequacy of the model to the ascertained knowledge. This is dominant to be taken note of Several different GFIs area unit obtainable like Root-mean-Square-Error-of –Approximation(RMSEA), Steiger & Lind (1980), Comparative match Index (CFI), Bentler(S), Root –Mean-Square-Residual(RMSR), Hu & Bentler(1995) and Goodness of match Index (GFI) developed by Joreskog and Sorebarn(1998). While the Values of GFI,CFI area unit to be nearer to a worth of one for a suitable match of model to the ascertained knowledge, the RMSEA,RMSR values area unit near to zero. In relation to evaluating the individual parameters, care ought to be taken to make sure that the t-statistic for every path co-efficient ought to be vital and also the standardized residuals mustn't be larger than zero.03. As so much because the latent variable worries, the r2 worth for every endogenous latent variable is to be massive. The planned model and also the hypothesized relationships among constructs area unit tested within the structural model. The model fits knowledge well as supported by chi square=2943.198,CFI=0.943 ,TLI =0.953 and RMSEA=0.050. Hence SEM has acted as a system for specifying the interrelationships among ascertained and latent variables with larger specificity than less complicated models like correlations and multiple regressions. Every whole on social media is on there for a decent reason that's to urge a lot of business. Based on that the investigator collected and analyze knowledge victimization four variables. They're High sales revenues, worker increasing in a corporation, Increase of consumers and Business growth. For the primary variable High Sales revenue quite eighthieth of the social media marketers believe statement that suggests the sales revenue is high because of the usage of social media. Secondly the variable is whether or not staff operating therein explicit organization area unit inflated or decreasing. The result shows that staff area unit increasing. Thirdly customers has been increasing or decreasing Here additionally the result proves that day by day customers area unit increasing and it proves that almost all of the social media marketers area unit changing traffic customers as paying customers. Finally concerning the growth of business, The result shows that a lot of of that hour of the Marketers planned to expand their business.

5. DISCUSSIONS
The investigator examined the role of fan pages as a unique accessible facility for the client –brand association, distinguished fan-page engagement as Associate in Nursing vital driver for the consumer-brand association and recognized varied distinguished influences for eminent whole fan pages. creating Associate in Nursing allowance for these results infer many implications for the administration of fan pages initial of all we tend to conclude that fan pages are a superb tool for firms nowadays they need quantitative effects on the patron whole association. Moreover the marketers of Brands fan page to bear in mind of their members consequently the ways are often developed for eminent Brands FanPages. Additionally these motivating factors are often accustomed attract potential
customers to hitch the brands Fan page. Brands Fan page will give communication devices with various formats eg. Real time synchronous or asynchronous communication technologies like chat or bulletin boards, virtual product shows. That modify members to exchange info a lot of concerning fan mobile properties, services sharing the experiences concerning the whole . Information gathering through whole pages is that the most influential part to draw in potential customers to hitch and encourage this members to go to the page often. Brands fan pages ought to enhance opportunities that facilitate members determine likeminded customers. It's the character of a web community that individual's gathers along supported similar interests and functions. (Wang & Fesennmiar 2004). On the Brands Fan page people might kind a spread of sub teams supported similar or specific wants for product services. Marketers have to be compelled to determine these potential sub-groups and provides a lot of specialized and customized services to every cluster. (Kasavana 2008). To categorizing subgroups, marketers have to be compelled to incorporate a spread of tools so as to facilitate the epicurean nature of their pages. As an example, Brands page might use a gambling platform eg. simple poll, online flash, on-line puzzles for notifications of latest product. Adding videos associated with new whole info might offer pleasant experiences. New technologies together with RFID are often allowed to hold out community activities. With these features; whole fan pages will enhance member engagement by increasing the epicurean experiences of being a member of brands fan page that directly influence the positive impression of brands. Marketers will implement varied options that modify members to get pleasure from all the contents on the brands fan page. Pages might also launch selling campaigns that increase member participation in their brands fan pages by encouraging members to post messages and photos. In the world with over seventieth of web users active on social networks, World Health Organization pay a minimum of one hour each day on the average on those social networks, we've to conclude that social networks became a form of reality within which individuals communicate, interact, and clearly trust. We tend to even have to bear in mind that over hour of these users access social networks via mobile devices, with sturdy indicators that this % can solely increase within the future years. In such world, we've to admit that social networks area unit a replacement dimension of reality that has become a locality of the business world furthermore. Over ninetieth marketers report they're or are victimization social networks for business, whereas over hour of them claim to possess no heritable new customers over social networks. The findings printed by business skilled and marketers support the very fact that companies will have plenty of advantages from victimization social networks that is why implementation of these has become a locality of business follow, this is often why social media selling is not any longer thought to be an option, however instead it's become a very important a part of the business world.

6. Limitations And Future analysis

The findings of this analysis ought to be understood with caution as all analysis suffers from inherent shortcomings (McGrath1981). The analysis findings from this study give pregnant insights to academicians and Marketers, this limitations of the study gift. Especially this study adopts a particular social media platform furthermore as requesting the respondents to pick a definite whole to look at the analysis model. But trends and technologies specifies of social media amendment at a speedy pace. Thus individual’s behavior in social media settings changes consequently. So future analysis is encourages to pay careful attention in applying the look of the study that specific on-line social networking web site. In regard to the purpose central to the analysis model asked the users to answer supported a particular whole fan page that respondents provided within the survey. This technique assumed that respondents deliberately recalled their feelings, thoughts and overall expertise with the whole and answered the queries. But it's uncontrollable to watch if respondents answered the queries during this expected means the techniques to attenuate this limitation are often conducting knowledge assortment in a research lab experiment wherever participants will truly browse and participate within the brand’s page. Permitting participants to possess your time to expertise and appraise the community before responsive queries might minimize the potential bias ensuing from the info assortment technique wishing on the respondents recall and self-reporting.

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