

CONSUMER ENGAGEMENT IN ONLINE BRAND COMMUNITIES: AN EXPLORATORY STUDY ON “MASARAP BA? FACEBOOK COMMUNITY”

Kamyr Abrenica Catapang, CGSP, MA and Dr. Maria Gwenetha Y. Pusta

Rationale and Background

In the advancement of digital transformation, marketers have increased attention to maximizing the use of social media in order to enhance short-term revenue such as sales promotions. While this phenomenon remains true, new findings suggest that a relative small portion increases correspondingly in consumer-brand engagement. Therefore, marketers need to use evolving platforms that will create high-impact engagement (Schultz & Peltier, 2013).

Meanwhile, from 2014 to 2015, consumer engagement decreased by 17% over the same time period according to the report entitled, “The Content Marketing Paradox Revisited: Time for Reboot?” presented by TrackMaven in 2016. In the haste to practice brand-related content marketing in various media channels, a waste of marketing investment was made out of crafting weak strategies in content marketing. Although, social media can serve as platform in creating lasting consumer engagement, how engagement translates into consumer value remains a mystery. Early studies analyzed on understanding how consumer engagement is created, nurtured, and tackled such as studies conducted by Bowden (2009) and Sprott, Czellar & Spangenberg (2009). Consumer engagement traces its roots in relationship marketing by Fournier (1998) wherein the meaning of brand becomes inseparable from consumer’s brand experiences. Its nature continues to develop in other relational contexts which includes advertising, in-store messaging, retail environment, personal selling, public relations, word-of-mouth, and brand usage experiences (Bridgen, 2011; Lin, 2011; Pagani & Mirabello, 2011). In considering its behavioral interpretation, consumer engagement goes beyond purchase because the level of customer interaction and connection involving social network can directly influence and shape the brand.

A pool of conceptualizations and definitions of the concept of consumer engagement were pulled together by a number of authors which cut across different disciplines including marketing (Brodie, & Hollebeek, 2011; Mollen & Wilson, 2010; Vivek, Beatty, & Morgan, 2012). Early studies provided set of definitions or perspectives on consumer engagement on which few of them are widely used definitions in marketing industry. On an interesting note, previous researchers had difficulty deciding on the concept and nature of consumer engagement in the early years. There are different coined terms how to call it; consumer-brand engagement by Hollebek (2011), other definitions term it as a process by Sashi (2012), some researchers also consider it as a behavior like that of by Van Door, et. al. (2010); and others address it focusing on the online or computer-mediated entities similar to the study of Mollen, Wilson (2010). Commonalities, on the other hand, appears involving experiences, interactions and connections on consumer-to-consumer (Sashi, 2012), consumer-to-brand (Hollebek, 2011), and consumer-to-social media (Mollen, & Wilson, 2010). Moreover, the concept of consumer engagement highlights on its experiential value as a significant key in measuring the commitment as a level of engagement in creating active relationship in an online community (Sashi, 2012). A similarity also appears on its motivational value that engagement occurs by virtue of interactive, cocreative, customer experiences focusing on service relationships (Brodie, 2012). Jumping to another definition contributed by Higgins and

Scholars (2009), the concept of it is considered as another psychological state of being occupied and involved to measure the strength of engagement.

In relation to digital advancement, new bridges of communication were created that change the traditional interaction. Online social media becomes reliable that creates impact to brand preferences, as consumers become more proactive in sharing information and experiences that leads to a new field of brand marketing (Chen, & Lin, 2019). Social media marketing takes the role of shaping the virtual marketplace as an interactive marketing tool in this age of the empowered customers (Constantinides, 2014). This development such as observed on Facebook pages has acquired capacity in providing brand information, customer services, product reviews, and other types of entertainment (Breitsol, 2015). Facebook as a platform brings new revolution in viral marketing as it forwards messages broadly through sharing messages online and in a number of ways.

Due to this transformation, engagement also takes place in online platforms which eventually leads to the creation of online communities. A pool of research on online communities has flourished focusing on understanding active engagement in community members and value creation process (Brodie , Ilic, Juric, & Hollebek, 2013; Schau et.al, 2009; Zaglia, 2013). According to existing literature, consumers are found to increase interest to perform the content producers through online communities such as newsgroups, media sites, and brand communities where members can freely and actively interact with the whole online community.

In this regard, it is evident that consumer engagement in online brand communities exists. Early studies focused on understanding consumer engagement relating to electronic word-of-mouth (eWOM) (Jallivand & Samiei, 2012), virtual brand communities (Schau et al., 2009), and brand fan pages (de Vries, Leeflang, & Gensler, 2012). Liu, Lee, Liu, & Chen (2018) introduced consumer engagement in their study as a key influencing factor in communication process and trust transfer to the brand. Consumer engagement serves a key role in viral marketing by providing feedback and/or recommendations for specific product and/or services toward brands (Brodie et al., 2013). Consumers who are actively engaged play a significant role in promoting new product/service development (Hoyer, Chandy, Dorotic, Krafft, & Singh, 2010) and co-creating experiences and value (Schmitt, Zarantanello, & Brakus, 2009).

In 2010, another feature of Facebook was introduced. This new function was the emergence of community pages where users were able to create their own online community and participate in group discussions. Today, brand communities in online platform continue to develop showing existence (Zaglia, 2013), quality, and characteristics of online communities on social media platforms (Habibi, Laroche, & Richard, 2014) such as on Facebook. Over the past two decades, research studies on brand communities started to flourish in relation to new product development where individuals can access the community without restrictions on time and geography through an online platform. These literature found out that the structure of a community has been rich in innovation, dynamic, and a source of intense interactions (Kim, & Bae, 2008). As social networking sites continue to be part of an everyday life of an individual as a communication platform, it also means that the platform is onto becoming a powerful platform in connecting the brands and consumers. A study of Skiera, Hennig-Thurau, Malthouse, & Friege (2010), provided a pinball framework of the new media's effect on consumer relations which has showed the

significant role of new media in managing relationships to understand interaction and behavior, and measure consumer's activities and outcomes. Moreover, 94% of marketers preferred Facebook as the most commonly used social media according to the Social Media Marketing Industry Report released in May 2019. Having said this occurrence, there seems to have a strong tie between consumers and brands through the emergence of online brand communities because individuals see themselves not only as users but also act as members of the community (Algesheimer, Dholakia, & Hermann, 2005). Thus, the context of online community deserves attention as it drives marketing insights where marketing practitioners adopt as one of the main tools to be used in their marketing strategies factoring in the variables of firm-directed that relates to instruments such as information, content, and photos controlled by the brand, and self-directed, which perceives benefits of joining a community by being constantly updated and immersed in community activities (Demiray & Burnaz, 2019).

The recent Facebook update provided during F8 Developers Conference in San Jose, California last April 30, 2019. Mark Zuckerberg, CEO of Facebook, presented during his keynote speech about the future of the platform that includes putting communities at the center of the platform as central as friend connections (Gesenhues, 2019). As recently reported by Facebook, there are tens of millions of active groups on the platform with more than 400 million members. Putting groups at the heart of experience provides high-impact consumer engagement.

Putting this scenario in the Philippine context, one of the existing online communities there is, is Masarap Ba? Facebook Community, which was created in early October 2017. As an online community, the group shares common interests as they discuss mainly about food and/or food brands. Members are able to post either positive or negative feedback about a specific product or brand which opens discussion to all members. Posts are being approved by a group creator or admin who manages the group. Members call themselves, "kakulto" (cult followers) and they are free to post and or invite other Facebook friends in the group. In average, the group has about 10-15 posts a day and receives active engagement among the members that actually makes the group engaging compared to other existing Facebook groups. In addition, members are able to share their own food reviews and at the same time comment on other members' review posts. These posts are viewed by all group members and eventually stir up discussion among themselves. To date, Masarap Ba? Facebook Community is branded to be the most honest and funny food review community in the history of mankind. The community continues to grow in number. From 54,000 members in June 2019, it now has 82,697 members marked May 22, 2020.

Research Questions

On the given claims, it is noted on the presence of consumer engagement in online brand communities. Existing studies focused to analyze the concept towards a brand however overpassing the impact of value dimensions on consumer engagement. Thus, it remains limited in the value dimensions and distinct qualities for consumers which this paper aims to discuss. Particularly, the nature and relationship of consumer engagement and consumer value in online brand communities.

RQ1: How does hedonic and utilitarian values dimensions differ on consumer engagement in terms of:

- a) Consumer communication

- b) Consumer feedback
- c) Consumer collaboration

RQ2: What value dimension (hedonic or utilitarian) is a stronger driver for consumer engagement?

RQ3: Are there any distinct quality regarding the impact of hedonic or utilitarian values on consumer engagement observed in Masarap Ba? Facebook Community in terms of membership period?

Specifically, the study's research objectives are:

1. To determine how value dimensions such as hedonic and utilitarian dimensions differ on consumer engagement in terms of (1) consumer communication; (2) consumer feedback, and (3) consumer collaboration.
2. To identify which value dimensions namely hedonic or utilitarian is a stronger driver of consumer engagement.
3. To look into any distinct quality regarding the impact of hedonic or utilitarian values on customer engagement observed on the identified online community in terms of membership period.

The Study's Hypothesis

H1(a): There is a significant difference in consumer communication when grouped according to hedonic and utilitarian value dimensions.

H1(b): There is a significant difference in consumer feedback when grouped according to hedonic and utilitarian value dimensions.

H1(c): There is a significant difference in consumer collaboration when grouped according to hedonic and utilitarian value dimensions.

H2: Hedonic value is a stronger driver compared to utilitarian value as it shows significant difference on consumer engagement.

H3(a): There are significant differences on the average ratings of hedonic values on consumer engagement when grouped according to period of membership in Masarap Ba? Facebook Community.

H3(b): There are significant differences on the average ratings of utilitarian values on consumer engagement when grouped according to period of membership in Masarap Ba? Facebook Community.

Significance of the Study

The findings of the study redounds to benefit marketing firms and professionals to consider value creation in the promotion of their products and/or brands in the current landscape where consumer engagement takes place. Overarching the multi-faced of consumer engagement, Żyminkowska (2018) emphasized customer values identified as hedonic and utilitarian serve as strong drivers which is vital on customer engagement. In creating a clearer context of consumer engagement, the present study explores on analyzing online brand

communities as a consumer engagement platform nowadays. Thus, this study provides modern developments on consumer engagement and consumer value observed in online brand communities. Having explored this, marketers are able to understand how to reach their target market through high consideration of value creation and the importance of online brand communities as part of their marketing plan. Marketers can get insights on the possibility of adding values not only to provide product satisfaction but also being informed how companies should connect themselves closer to the needs of their consumers may it be for practical benefits or relation to sensations. For researchers, the study supports to reveal new insights on value creation and consumer engagement that remain to be limited at present. Additionally, this study contributes in the increasing studies related to online digital platforms specifically exploring brand communities that exist online in this digital age.

Scope and Limitations

This paper is focused on analyzing one online community which is the, “Masarap Ba? Facebook Community” that has active members since 2017. Specifically, the study focused on analyzing consumer engagement that takes place among the community members. Additionally, it closely explored the existing value dimensions and forms of consumer engagement within the online community. There are other social media platforms, however the study is consistent on analyzing online community of “Masarap Ba? Community” on Facebook.

Literature Review

Marketers need to be involved in social media platform to understand consumer engagement online. Consumers nowadays are more active in online activities especially on Facebook that has served as a platform to connect with over a thousand users as this connection can either increase social network and consumer engagement.

According to the latest social media report published by Nielsen (2017), the overall time spent on social media depends on the age, gender, or race/ethnicity of user. It is reported that the overall weekly media time spent using social media is more than 6.5 hours as conducted in the third quarter of 2016. The report also shows that mobile or smartphone, personal computer, and tablet are the most common devices used in social media activities. In addition, nearly 30% of social media users thought of the importance of social media in showing support to a brand. In such environment, consumers are empowered influencers of the brand through social networking sites (SNS) and online communities. This impact signifies social media as a tool for online engagement where consumers interact with other consumers even without the sole source of brand generated by companies. In addition, the strength of social media lies on reaching consumers broadly and in a geographically dispersed manner.

As consumers actively participate in digital platform, there are opportunities for greater consumer-to-consumer interaction and engagement where consumers connect, interact, and engage with wider audience (van Doorn et al., 2010). This setting has also strengthened through the creation of Facebook group where engagement takes place. As cited by Sanz-Blas, Bigné, & Buzova (2019), online community serves a natural and essential venue for users to socialize in context and influence about brand in relation to the study conducted by Muñiz & O’Guinn (2001).

As interaction also shifted to a different social form, brand communities and social media platforms are linked more than ever before. Today, brand communities and online platforms both strongly backed by social connection and the unique characteristics of platform. Aside from proven connection capacity in social media, the platform also provides a venue for users to create online communities. This shows that brand communities are found to be embedded in social media even more heightened (Zaglia, 2013; Habibi, 2014). Therefore, marketing is not only moderated or directed by organizations but also through consumer engagement or online activities. The review of literature discusses important values to support this study. A discussion on social media as a marketing platform will be discussed to provide an overview on the evolving platforms where high-impact engagement takes place. The literature continues to provide a comprehensive literature of key variables; online brand communities and the nature of consumer engagement, its value dimensions identified as hedonic and utilitarian, and forms such as customer communication, customer complaints and feedback, and customer collaboration to give light to the subject of this research.

Social Media as a Marketing Platform

Over the years, media platform experienced a radical shift on how business is conducted and how people interact. Way back from the introduction of personal computers to Web 2.0, there have been tremendous impacts on how businesses operate and market (Bashar, Ahmad, & Wasiq, 2012). As new technologies become available, there is an opportunity to maximizing the use of social media in the context of virtual marketplace.

Some of the developments that relate to becoming a virtual marketplace is the creation of online community where consumer engagement takes place. The efficient development of social groups enables consumers to interact with one another and allow other consumers to share their experiences and brand information online (Chen, & Lin, 2019). It does not only limit to disseminating communications but also allows consumers to generate their own marketing language within the group by creating their own content. The platform also observed the rise of feedback or product reviews that create great impact in influencing other consumers to patronize a brand (Mo, Li, & Fan, 2015).

It was in 2010 when the said new feature of Facebook was introduced that allowed users to create their own online community and participate in group discussions. The creation of online brand community is both beneficial to consumers and marketers as it serves as a platform for information-sharing and be in touch with consumers (Sanz-Blas, et al., 2019). Previous studies in early 20th century have observed the role of brand communities include enhancing brand identity and brand loyalty, a platform for new product development and market research due to consumer engagement, and co-creating value with consumers. In fact, brand communities generate resources of information and experience that impact components of a brand. Popp & Wilson (2018) cited that the core structure of a brand community lies on the most essential element which is the design of “customer-centered relationship”.

On this note, in the advancement of the social media platform and the generation of new resources, it is undeniable that the platform has transformed to a viable marketplace where marketers can benefit from. In a recently published report by Hootsuite and We Are Social (2020) about the digital trend in the Philippines, it presented that 93% of internet users aged 16 to 64 has

actively contributed to social media in the past months as figures present averages for 3rd quarter of 2019. Significantly, the report also presented the engagement benchmarks of Facebook users who engage with a Facebook page compared to total post reach. As compared to certain page’s reach or population, the report showed the average engagement specifically on page posts of any kind (4.10%), video posts (9.26%), photo posts (4.39%), link posts (3.23%), and status posts (2.12%). Having these figures, the platform over the years has been continuously reaching audience in different formats. Having a growing population, the report also mentioned that as of January 2020, there are 73 million internet users in the Philippines. The number of social media users in the Philippines increased by 5.8 million (+8.6%) between April 2019 and January 2020. In the marketers’ perspective, reaching that huge crowd will help immensely in promotions and sales.

Consumer Engagement

It is mentioned in the early literature that engagement has been previously explored across various disciplines including sociology, psychology, political science and organizational behavior. For instance, “student engagement” probed to be crucial importance relating to student’s receipt of teacher support in the context of educational psychology. In line with productivity and profitability, many organizations measure the function of “citizen participation” to propagate the concept as cited by (Ibrahim, Mustapha, Mokhtar, & Shah, 2019). In the field of social psychology, social engagement pertains to a “sense of participating in social activities by interacting with others” as quoted by (Um, 2016).

While the concept of engagement has been examined across disciplines, in marketing literature, the concept is in emerging phase. Early studies in the early 20th century viewed engagement to enhance power of customer loyalty, relational marketing, and customer retention which both discussed the significance of value-generating consumers. Therefore, in marketing literature, as cited by Nobre, Bilro, & Loureriro (2019), engagement has been mainly applied with the consumer as the engagement subject, while brands, products, and/or organization are regarded as engagement objects that provide the ground for consumer-product connections. In application, engagement in marketing context appears to follow subject, which is consumer engaging with the object, which can be a brand or community.

Table 1. Nature and Dimension of Consumer Engagement (Hollebeek, 2010)

<i>Author (s)</i>	Research Type	Construct	Definition	Engagement Dimensionality
<i>Bowden (2009)</i>	Conceptual	Costumer Engagement	A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand, as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand.	Multidimensional (Inferred)
<i>Ilić (2008)</i>	Empirical: Qualitative	Consumer Engagement	A contextual process that consists of interactions with engagement objects overtime and may exist at different levels.	Multidimensional: 1. Cognitive 2. Emotional 3. Behavioral

			4. Aspirational 5. Social
<i>Heath (2007)</i>	Conceptual	Engagement with an ad	The amount of subconscious feeling occurring when an ad is being processed. Unidimensional
<i>Patterson et al. (2006)</i>	Conceptual	Customer engagement	The level of a customer's physical, cognitive and emotional presence in their relationship with a service organisations. Multidimensional: 1. Vigour 2. Dedication 3. Absorption 4. Interaction
<i>Sprott et al. (2009)</i>	Empirical: Quantitative	Brand engagement in self-concept (BESC)	An individual difference representing consumers' propensity to include important brands as part of how they view themselves. This conceptualization builds on self-schemas to investigate the role of brands in the self-concept. Unidimensional
<i>Algesheimer et al. (2005)</i>	Empirical: Quantitative	Brand-community engagement	Positive influences of identifying with the brand community through the consumer's intrinsic motivation to interact/cooperate with community members. Multidimensional Inferred: 1. Cognitive 2. Emotional 3. Behavioural

Different approaches were developed in defining consumer engagement in marketing discipline. From Table 1, two perspectives are recognized among existing definitions. First perspective refers to attitudinal and multidimensional dimension while the other one denotes unidimensional, behavioral dimension. In understanding consumer engagement in attitudinal dimension, this suggest psychological state by creating interactive, co-creative consumer experience focusing on an object like a brand. The multidimensional concept breaks down to expressions identified as cognitive, emotional and/or behavioral dimensions as studied by Algesheimer (2005). Meanwhile, the unidimensional behavioral most frequently termed as consumer engagement behavior, interprets consumer's behavior toward a brand of firm beyond purchase from motivational drivers (van, Doorn, et al., 2010). In this one-dimensional behavior, engagement becomes voluntary from consumers to a brand which results going way beyond purchase (Harmeling, 2017).

Forms of Consumer Engagement

On another behavioral stream on consumer engagement, literature recognizes manifestations on consumer's behavior beyond measuring financial patronage. This includes engagement activities such as word-of-mouth, recommendations, reviews or providing feedback, or new ideas generation (van, Doorn, et al., 2010). Moreover, there are forms of consumer engagement behavior identified by Jaakkola, & Alexander (2014). Based on their study, these types are customer involvement in product development and innovation, and customers' communication about the firm or brand. The first type denotes that through providing feedback and ideas, and participating in product design or assembly, customers help in improving the brand or a firm's offering. Reviews from consumers plays a significant key in product development. Second, customers influence the perception of other customers through word-of-mouth (WOM)

activities such as blogging or other forms of social or customer-to-customer interaction (Brodie R., et. al, 2013).

Another study conducted by Verleye (2013) identified five types of consumer engagement behaviors to firms, employees and consumers. First is cooperation that results from participating in service process through facilitating exchanges. Second is feedback which shows engagement to firm and employees by providing reviews on possible improvements. Third is compliance which denotes how consumers comply on the organizational rules as they are expected to simply do so. While the first three involves relationship with firm and employees, the next two types defined by Verleye (2013) are observed through consumer-to-consumer interaction or WOM behaviors. Fourth is helping other customers that holds consumers to help one another showing signs of empathy in order to experience better experiences. Lastly is positive WOM which according to recent literature engagement takes place through spreading WOM or recommendations to other consumers.

In relation to the present study, the forms of consumer engagement is anchored on Żyminkowska (2018) as to exploring the impact of hedonic and utilitarian drivers on consumer engagement which is in three forms. These forms are; (1) customer communication (termed as consumer communication in the present study) which refers to WOM behaviors such as customer-to-customer interaction; (2) customer complaints and feedback (termed as consumer feedback in the present study) that occurs within consumers reviews which can be both negative or positive on a brand or firm; and (3) customer collaboration (termed as consumer collaboration in the present study) which is driven on customer-to-firm interactions where consumers engage to provide new ideas and information for product or firm innovation.

Value Dimensions of Consumer Engagement

As far as consumer value is concerned, value is formed both intangible and tangible experiential activities (e.g. social, virtual, mental, biological, and physical) that reflects on consumer's way (Heinonen, Strandvik, & Voima, 2013). According to Talonen et al. (2016), there are four value dimensions namely; (1) economic value which refer to financial aspect such as value for money, trade-offs, lowest price guarantees; (2) functional value which relates on quality or performance value; (3) emotional of experiential value scopes the value for fun and pleasure to satisfy emotion urge; and (4) symbolic or social value focuses on social ranks, self-satisfaction, and status. From these identified value dimensions, it can be observed that the dimensions can be grouped into two in reference to the study of Heinonen, Strandvik, & Voima (2013). These two value dimensions are named, (1) utilitarian and (2) hedonic. By definition, utilitarian provides practical benefits in terms of convenience, choice, information availability, lack of sociability, and cost saving. From the utilitarian perspective, the way to reach consumers can be predefined on providing instrument characteristics by providing help for future endeavors or task completion (Żyminkowska, 2018). Meanwhile, hedonic values results when there is experiential activity that gratifies a consumer. On this perspective, it includes elements of adventure, sociality, fashion, value and authority which show emotion of excitement and fun on consumer experiences (Cao, Foster, Yaoyuneyong, & Krey, N. (2019).

Consumer Engagement in Online Brand Communities

Hootsuite and We Are Social (2020) reported data on Facebook activity frequency. For active users aged 18 and above, a typical user performs as far as each Facebook activity is to be measured. Per Facebook use, results showed that users perform these activities: 1 Facebook page is liked for a lifetime; 17 liked posts in 30 days; 12 comments made in 30 days; 2 shared post in 30 days, and 10 clicked advertisements in 30 days. These results has shown 50% increase from the 2019 report conducted by the same organization in 2019. Therefore, as far as Facebook platform is concerned, engagement is vividly observed as users are very interactive online and activities are growing over time.

In search for information, consumers use social media to access brand information (Christodoulides, 2011). Facebook has encouraged online brand communities in the creation of group pages where consumer engagement takes place. Contributing to its capacity to form online communities is the fact that online groups are perceived to share information online with various consumers anywhere at any given time.

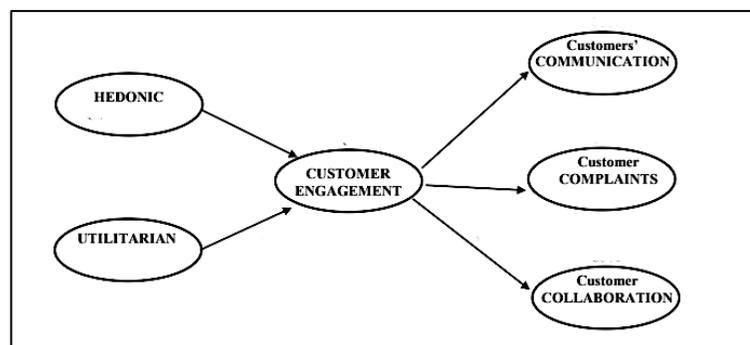
In the context of brand community, brand is the focal point of social interaction among passionate consumers (Heding, Knudtzen, & Bjerre, 2009). The community shares brand experiences and converse in a way that they facilitate the discussion instead of having a marketer present in the conversation. If a brand community has promoted the brand to more and more consumers, it can be a powerful force affecting value. This emerging consumer culture was replaced with the traditional media as consumers form online communities to discuss about brands.

Consumer engagement activities are well observed in line with the creation of online communities. Thus, it promotes engagement such as electronic word-of-mouth marketing (eWOM). In the study, eWOM is considered as a subtopic of consumer behavior that relates to social interation. In eWOM, Chen, Nguyen, Klaus, & Wu (2015) cited that larger audience is reached via the Internet compared to the traditional WOM. Over the years even after the advent of digital media, eWOM has to be an experiential value on consumer behavior. Consumers have the advantage to express emotions and opinions to wider reach online as the consumer-to-consumer approach is well practiced in the online platform.

Theoretical Framework

This study is framed on theoretical model of customer engagement by Żyminkowska (2018) as shown on Figure 1.

Figure 1. Theoretical Model of Customer Engagement (Żyminkowska, 2018)



According to Żymkowska (2018), there are drivers that serve vital roles in consumer engagement. These are value dimensions namely hedonic and utilitarian and the nature of consumer engagement in different behavioral forms such as customer communication, customer complaints, and customer collaboration. This behavioral interpretation of consumer engagement provided manifestations toward brands and firm’s activities in mobilizing how engagement occurs.

A related literature on this model presented how value dimensions influence consumer engagement brought by tangible (utilitarian) and intangible (hedonic) experiential activities. Forms of engagement, on the other hand, discusses its differences by definition and application. One common ground on these forms is that consumers serve as the subject in all forms, however, it varies on respective objects. For customer communication, since these are eWOM activities, it serves to other consumers. For customer complaints, the object is providing feedback which can be both positive and negative. Lastly for customer collaboration, generating ideas and information serves as the object.

Conceptual Framework

With its focus on consumer engagement in online brand community, *Masarap Ba? Facebook Community*, the study aims to determine how hedonic and utilitarian value dimensions influence consumer engagement in terms of (1) consumer communication; (2) consumer feedback; and (3) consumer collaboration. It will also identify on which value dimension identified as hedonic or utilitarian is a stronger driver of consumer engagement. Lastly, it looks into any distinct quality regarding the impact of hedonic or utilitarian values on customer engagement observed on the identified online community in terms of membership period.

Figure 2. Researcher’s Conceptual Framework of the Study

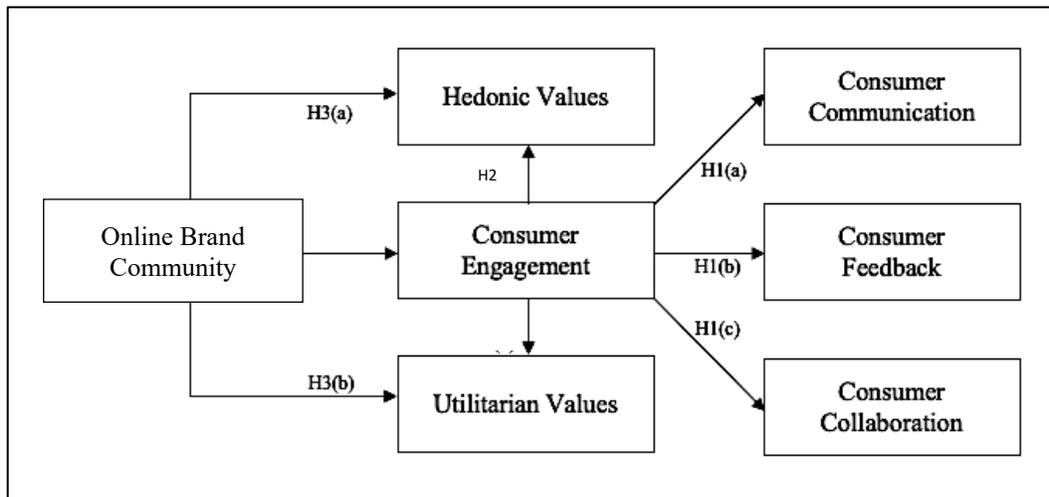


Figure 2 shows the key variables that mainly relate to the study. In discussing the platform, the first column highlights online community which specifically represented by *Masarap Ba? Facebook Community*. In discussing the values of consumer engagement, the simulacrum shows the value dimensions namely hedonic and utilitarian to test which serves as a stronger driver in consumer engagement. Breaking it to the forms of consumer engagement, it analyzes how hedonic

and utilitarian influence consumer engagement in (a) consumer communication; (2) consumer feedback; (3) consumer collaboration. Lastly, the framework looks into disparities or distinct qualities of hedonic and utilitarian values in online community by measuring the impact of the value dimensions to the period of membership of online community members.

Methodological Design

This section discusses the methods and procedures being used in the study. As to the purpose of this research, the study aims to determine how hedonic and utilitarian dimensions influence consumer engagement in terms of (1) consumer communication; (2) consumer feedback; and (3) consumer collaboration. It also investigates on which value dimension identified as hedonic or utilitarian is a stronger driver of consumer engagement. Lastly, it analyzes into any distinct quality regarding the impact of hedonic or utilitarian values on consumer engagement observed on the identified online community.

Research Design

A exploratory research design was employed to address the objectives of the study. According to Singh (2007), “exploratory research is the initial research, which forms the basis of more conclusive research”. One quality of exploratory design is that it tackles new phenomenon of limited researches being done and intend to add insights on a topic which has not been clearly defined yet. In addition, the research design does not conclude final answers but merely explores on the topic with varying levels of depth.

Moreover, both quantitative and qualitative were applied to measure results. As a quantitative method, a self-made 50-item online survey questionnaire was deployed to online community members of Masarap Ba? Facebook Community to quantify results in addressing the identified research questions. In applying the qualitative method in the study, the research conducted an online focus group discussion to a total of 20 selected members of the Facebook community using the self-structured online focus group discussion guide. The focus group discussion was done in four groups with five members each, as required. Through focus group discussions, it will create an open space for discussion with respondents to get deeper insights (While & Barribal, 1994). In addition, according to Tashakkori & Creswell (2007), focus group discussion serves to provide an interactive and insightful structure emphasizing informal methods of interviewing. With greater consideration of the study conducted by Höijer (1990), focus group discussion reveals more information to support the first stage of research. Considering also that there are limited studies on this concept, the focus group discussion even provides a clearer understanding of this rising scenario.

Population and Sampling

Purposive sampling technique, a non-random sampling, in which researcher relies on his or her own judgment when choosing members of population to participate was used in the study. The target online community is the Masarap Ba? Facebook Community that has 82,697 members as of 22 May 2020. Since the study aims to explore specific online community, the online survey questionnaire was posted on the Masarap Ba? Facebook Community for a duration of one week – specifically from May 27, 2019 until June 3, 2019 where all members were able to access the online questionnaire. The respondents were reached through the Facebook community. Permission and approval to post was done and was carefully addressed to the group creator or admin.

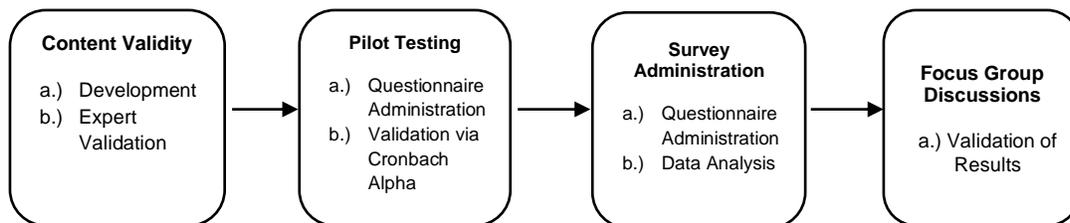
Before the gathering of quantitative data, respondents were pre-qualified based on their membership in the Masarap Ba? Facebook Community. The reason behind this is to ensure that the respondents are indeed members of the Facebook group so that they can relate to the questions stated in the online survey questionnaire. With the advice of the statistician, the researcher was able to gather 442 respondents for this study after the one week duration; these respondents confirmed that they are all members of Masarap Ba? Facebook Community.

For the online focus group discussion, the participants were selected given the pre-requisite that they are members of the Masarap Ba? Facebook Community. To serve one of the objectives of this study, these participants were grouped according to their membership period. In doing so, this gives a clearer result on identify the distinct quality on the impact of hedonic or utilitarian values on customer engagement which is crucial in the gathering deeper insights on their consumer engagement values. Moreover, the focus group discussion was conducted online to give highlight the use of online platform in the context of the study. The researcher used the Facebook community to reach out to the selected participants and invite them to participate since members' list is visible in the community. This data gathering procedure was conducted among 20 members of Masarap Ba? Facebook Community and grouped into four groups: members less than six months (Group A), six months to one year (Group B), more than one year (Group C), and since it started in 2017 (Group D).

Instrumentation

A self-made questionnaire was developed by the researcher for this study. The questionnaire followed the various procedures to ensure its validity and reliability (see Figure 3).

Figure 3. Procedure for Research Instrument and Data Collection



Pilot testing was administered to 50 respondents to test the validity and reliability of the online survey questionnaire as the first phase in data collection. The instrument was validated by three experts in the field to guide the researcher in formulating questions. An expert statistician was consulted to calculate and interpret the coefficient alpha or Cronbach's alpha survey results and the computed reliability coefficient resulted to be greater than the acceptable value of 0.70, which is 0.811.

For the actual data gathering, a 50-item online survey questionnaire was used as the research instrument through the creation of Google form. With emphasis on conducting survey online, it justifies the use of the online platform, which is Facebook community, in this study. The participants were required to confirm their membership in Masarap Ba? Facebook Community which actually serves as pre-qualifier question of the instrument. After confirming their

membership, participants were required to specify the extent of their agreement with a 4-point Likert scale which options are as follows (1-strongly disagree, 2-disagree, 3-agree, 4-strongly agree). A neutral midpoint was not employed to eliminate potential for tendency bias and social desirability, as cited by Nadler, Weston, & Veylos (2015). Thus, the 4-point forced choice response option does not allow for someone to report neutrality.

After the collection of quantitative data, the researcher conducted an online focus group discussion to validate survey results and to acquire more information. The online focus group discussion was done in four groups with five members each, as required. During the session, the approved discussion guide was used. The entire discussion was documented and transcribed for documentation purposes. Focus group discussion participants were all given a formal invite asking for their consent to participate in the discussion.

Statistical Analysis

Data sets were analyzed in order to apply the correct method of analysis. Given that mixed method was applied both quantitative and qualitative data analysis were included in analyzing findings (Creswell & Plano Clark, 2007).

To analyze patterns and significant relationships, various statistical tools were used by the researcher with the guidance of an expert statistician to produce valid and reliable results to address the research questions. First, independent sample t-test, also called as t-test, was used in comparing two unrelated groups whose means are not dependent on one another (Gerald, 2018). t-test notifies the researcher whether or not there is statistically significant difference in the mean scores of the two groups. Thus, the probability that the two sets came from same population is tested. With the Levene's test for equality of variances, the correct t-value will be determined. A p-value (Sig.) equal or less than 0.05, meant a significant difference in the mean scores of the dependent variable for each of the two groups. Pallant (2005) emphasized whereas, a p-value (Sig.) above 0.05, meant no difference.

In the current study, t-test was used to determine how hedonic and utilitarian dimensions influence consumer engagement in terms of (1) consumer communication; (2) consumer feedback; and (3) consumer collaboration; and investigate on which value dimension identified as hedonic or utilitarian is a stronger driver of consumer engagement.

The second statistical treatment is One-way Analysis of Variance test (ANOVA). "ANOVA is a statistical tool to detect differences between experimental group means", as defined by (Sawyer, 2009). As an experimental design, ANOVA applies to test one dependent variable and multiple experimental groups as independent variables to see if there is/are significant difference/s between/among variables. In ANOVA terminologies, independent variables are called factors, and groups within each factor are called levels. Moreover, the ANOVA test presents the results from descriptive statistics from ANOVA to post-hoc test to exactly identify which groups had a difference in means.

Applying ANOVA test in the study provided to identify any distinct quality regarding the impact of hedonic or utilitarian values on consumer engagement observed on the identified online community in terms of membership period. Therefore, consumer engagement values (hedonic and

utilitarian) were analyzed if there is/are significant difference/s between the different periods of involvement of members of Masarap Ba? Facebook Community.

Statistical data was analyzed using the Statistical Package for Social Sciences (SPSS) software with the guidance of expert statistician. This analysis enabled the researcher to develop an initial understanding of data gathered during the quantitative phase. Moreover, respondents who answered “No” on being a member of the Masarap Ba? Facebook Community are taken out to commit delivering credible results.

Findings of the Study

The focus of this paper is to prove the value creation present in consumer engagement in online brand community, *Masarap Ba? Facebook Community*. Specifically, the study explores to determine how hedonic and utilitarian value dimensions influence consumer engagement; identify which is stronger driver for consumer engagement; and identify if there are distinct quality regarding the impact of hedonic and utilitarian values on consumer engagement through membership period.

The first objective of the paper aims to determine how does hedonic and utilitarian as values dimensions influence consumer engagement in the *Masarap Ba? Facebook Community* in three forms namely consumer communication, consumer feedback, and consumer collaboration. *t*-test for independent samples was performed to determine if there is a significant difference between respondents’ consumer communication, consumer feedback, and consumer collaboration, when they are grouped according to value dimensions of consumer engagement (hedonic or utilitarian).

Table 1a. Group Statistics of Forms of Consumer Engagement when grouped according to Value Dimensions (Utilitarian and Hedonic)

	Value dimensions of Consumer Engagement	N	Mean	Std. Deviation
Consumer Communication	Utilitarian	366	3.14	.46
	Hedonic	76	3.48	.44
Consumer Feedback	Utilitarian	366	3.16	.43
	Hedonic	76	3.50	.39
Consumer Collaboration	Utilitarian	366	3.33	.40
	Hedonic	76	3.51	.41

*. The mean difference is significant at the 0.05 level

Table 1b. t-test for Forms of Consumer Engagement when grouped according to Value Dimensions (Utilitarian and Hedonic)

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Consumer	Equal variances assumed	-6.01*	440	.000	-.35
Communication	Equal variances not assumed	-6.37	115.29	.000	-.35
Consumer	Equal variances assumed	-6.54*	440	.000	-.35
Feedback	Equal variances not assumed	-6.92	115.14	.000	-.35
Consumer	Equal variances assumed	-3.51*	440	.000	-.18
Collaboration	Equal variances not assumed	-3.47	107.07	.001	-.18

*. The mean difference is significant at the 0.05 level

Table 1a indicated that hedonic values have significantly higher consumer communication (3.48 ± 0.43) compared to utilitarian values (3.14 ± 0.46), $t(442) = -6.01, p < .01$. Similarly, hedonic values have significantly higher consumer feedback (3.50 ± 0.39) compared to utilitarian values (3.16 ± 0.43), $t(442) = -6.54, p < .01$. The same results was found on consumer collaboration. Hedonic values have significantly higher consumer collaboration (3.51 ± 0.41) compared to utilitarian values (3.33 ± 0.40), $t(442) = -3.51, p < .01$. These results accepted H1(a), H1(b), and H1(c).

To give light to these results, hedonic value as defined in the paper is a value dimension of consumer engagement that refers to the emotional attachment or benefits such as sociality, adventure and fun; while utilitarian value is a value dimension of consumer engagement that refers to practical benefits such as convenience, lack of sociability and information availability. This definitions are also cited commonly by (Chen, 2017).

H1(a): There is significant difference in consumer communication when grouped according to hedonic and utilitarian value dimensions.

To complement the survey results, statements from the online focus group discussion (FGD) shared the same findings. Most of the participants well summarized the same themes. On consumer communication that refers to electronic word-of-mouth behaviors such as consumer-to-consumer interaction, survey results suggest that hedonic value (3.48 ± 0.43) is significantly higher compared to utilitarian values (3.14 ± 0.46). Hedonic values such as the element of sociality were highly acknowledged by the FGD participants to aid the quantitative result.

“The community is a caring community with honest answers in every post. Each people in the community aren't scared to post and share their insights about certain food posts.”

“Yes, it is because the members are very in engaged and are active in sharing information about food or brands in the said online community. These are observed whenever the members like, comment and share something to the group.”

“Yes, the way people give options on the restaurants and others will react and try your recommendation whether its masarap or no. Everyone express and exchanging ideas on the comment section. Though this makes some negative impact on the restaurant when received negative review.”

“Definitely yes. Whenever there are new stores selling new food, members usually posts on the FB group regarding their verdict, whether if it tastes good or not. Out of curiosity, the other members would then try to go to that store and order the food that was previously reported. They would then put their comments on the posts regarding their experience, whether they agree with the initial verdict or not.”

Given these insights, members found to be engaged in interacting among themselves in the online community through engagement activities such as likes, comments, and postings. The relationship bonds that members enjoy being able to communicate freely in the community by providing food posts that shows exchanges of ideas and eventually create curiosity to other members. As stated, one participant was able to mention that through members interaction, some are influenced to try the brands for themselves.

H1(b): There is significant difference in consumer feedback when grouped according to hedonic and utilitarian value dimensions.

Similarly for consumer feedback, hedonic value (3.50 ± 0.39) is significantly higher compared to utilitarian values (3.16 ± 0.43). Hedonic values surfaced are fun and sociality in terms of how members provide food reviews (either positive or negative). To name here are some notable statements from FGD participants with regard to feedback sharing:

“I find that members are very frank in saying whether a product is worth your money or not. They will also say whether the product is true to size or whether it is a lot smaller than how it was presented in the ad. They also describe the taste, whether something is too sweet, too spicy, or too bland.”

“As a member, I observe that everyone in the group are free to provide their honest feedback be it positive or negative. Their captions are very personal and also funny.”

“It's respectful with enthusiasm and humor(ous) too.”

“Because the group is very open and new members can easily join, same goes with members sharing their personal and honest reviews about the food. It can be positive or negative. Actually, the admin of the group post verdicts on food labeling it "Masarap" if the food tastes good, and "Di Masarap" if it doesn't. The same way members post their verdicts too. Most of them in funny and cool way.”

Given these statements, feedback sharing is very much observed in the community. Members are said to be frank and free to share what they think of their personal judgements. As it surfaced, their feedback-sharing are mostly on the basis of hedonic values. When asked, how members describe feedback in group discussions, a participant mentioned that the feedbacks were mostly respectful with enthusiasm and humorous too. This statement gives light that still hedonic value is much present whenever members provide feedback in the online community.

H1(c): There is significant difference in consumer collaboration when grouped according to hedonic and utilitarian value dimensions.

Moving to the last form of consumer engagement, consumer collaboration shared the same insight on having a higher hedonic values (3.51 ± 0.41) compared to utilitarian values (3.33 ± 0.40). The elements of sociality, fun, and adventure were acknowledged on how members provide ideas and information for product and firm innovation. Below are some notable statements shared:

“People are very knowledgeable in giving critics about food products and brands in this group. They put in an effort to describe as well as they can to let their fellow members know and somewhat experience what they have experienced.”

“Yes, I've seen members sharing how brands can be improved. For example, how to blend the right taste - too sweet, too salty and that I think is very valuable for brands to innovate their products.”

“Yes, everyone provides info such as location, price, and other details in reviewing. Also, they are using the hashtag to categorize masarap from di masarap. Everything is in order, especially the admin need to approve everything before posting.”

“I see a lot too. As a member for a long time now, there are a number of members sharing personal views on how a brand can improve their products like maybe not too sweet, too salty etc. I think some of those suggestion has value too for companies. Members can also agree or disagree on these suggestions.”

Given that members are really into sharing how brands or firms can be improved, members mentioned that the engagement is still reflects hedonic in a way that members still give an effort in constructing their views, not only that they provide information. The engagement of members are also creative by crating hashtags in their posts as mentioned by a participant. One common experience from the participants was how they remember the first time Mcdonald's introduced their milk tea drink. That review was a trending post because if a very funny caption that it says how the drink tastes like a door knob and highly recommended Mcdonald's to improve their milk tea drink.

In general, most of the participants agreed that hedonic values are more observed compared to utilitarian values in terms of all forms of consumer engagement namely consumer communication, consumer feedback, and consumer collaboration. Surfacing hedonic value elements of fun, adventure, sociality in the notable responses from the discussion groups. On these findings, more than getting brand information, members value emotional benefits the online community provides even more.

H2: Hedonic value is a stronger driver compared to utilitarian value as it shows significant difference on consumer engagement

Independent Sample *t*-test is also applied in identifying the second objective of the study which is to identify what value dimension (hedonic or utilitarian) is a stronger driver for consumer engagement. As indicated in Table 2a, hedonic values have significantly higher consumer engagement (3.50 ± 0.39) compared to utilitarian values (3.21 ± 0.40), $t(442) = -5.76$, $p < .01$. Thus, this result accepted H2.

Table 2a. Group Statistics of Consumer Engagement when grouped according to its Value Dimensions (Hedonic and Utilitarian)

Value Dimension of Consumer Engagement		N	Mean	Std. Deviation
Consumer Engagement	Utilitarian	366	3.21	.40
	Hedonic	76	3.50	.39

*. The mean difference is significant at the 0.05 level

Table 2b. *t*-test for Consumer Engagement when grouped according to its Value Dimensions (Hedonic and Utilitarian)

		<i>t</i> -test for Equality of Means				
		Sig.	<i>t</i>	df	Sig. (2-tailed)	Mean Difference
Consumer Engagement	Equal variances assumed	.882	-5.76	440	.000	-.29
	Equal variances not assumed		-5.83	109.74	.000	-.29

*. The mean difference is significant at the 0.05 level

As shown in tables and also in accordance to the earlier finding, hedonic value is well presented on how consumers engage in the online community. In providing qualitative results, most of the participants agreed that they feel good to be part of the community in a way that the engagement provides emotional feelings that provide sense of adventure when it comes to becoming curious of how food tastes like and eventually find where to buy the food and try it; and the sense of belongingness where they feel that they can trust other members who show concerns about your food choices, supporting small businesses, and value for money. To give a deeper understanding, participants were asked how the community engagement provide them fun and excitement as a member. Here are some of the statements from the FGD:

“Yes. There is fun and excitement especially in trying out food products and brands which I am unaware of. I am given an initial insight of a fellow member on how he/she experienced it, and somehow having a benchmark, which I truly like.”

“Definitely provides fun and excitement, everyone finds entertaining way of expressing their honest opinion either it's positive or negative.”

“Yes, being able to share is an achievement, and knowing others might like your recommendation/ review. Also engaging with other users is a good sign.”

“At first, it was fun because you get a lot of brand information but over time I appreciate the group as a community of people who share food interests. I would say at the moment, I enjoy seeing members pro-actively sharing their views and especially how they caption their posts in a funny and cool way! It wasn't really a formal critique but it was really funny and catchy!”

On these statements, aside from the fact that members agree that they enjoy being a member of the online community, hedonic elements of fun and excitement creates the engagement even more interesting and active. A member shared that both being able to share and engage in the community is considered as an achievement. This emotional attachment was brought by a funny, socially-active community of members which drives even better engagement.

For the third research question, a different statistical treatment is applied. “A one-way analysis of variance (ANOVA) is a statistical tool to detect differences between experimental group means”, as defined by (Sawyer, 2009). As an experimental design, ANOVA aims to test one dependent variable and multiple experimental groups as independent variables to see if there is/are significant difference/s between/among variables. In ANOVA terminologies, independent variables are called factors, and groups within each factor are called levels. Hence, this test was applied to address the third objective of this study.

Table 3a. Descriptive Statistics of Value Dimensions of Consumer Engagement when grouped according to period of membership in the *Masarap Ba? Facebook Community*

		N	Mean	Std. Deviation
Utilitarian	Less than 6 months	105	3.47	.42
	6 months to 1 year	157	3.56	.37
	more than 1 year	138	3.54	.36
	since it started in 2017	42	3.73	.24
	Total	442	3.55	.38
Hedonic	Less than 6 months	105	3.19	.46
	6 months to 1 year	157	3.32	.41
	more than 1 year	138	3.20	.40
	since it started in 2017	42	3.45	.40
	Total	442	3.27	.42

Table 3b. Analysis of Variance (ANOVA) of the Value Dimensions of Consumer Engagement when grouped according to period of membership in the *Masarap Ba? Facebook Community*

		Mean Square	F	Sig.
Utilitarian	Between Groups	.67	4.85	.002
	Within Groups	.14		
	Total			
Hedonic	Between Groups	1.06	6.08	.000
	Within Groups	.174		
	Total			

*. The mean difference is significant at the 0.05 level

**. The mean difference is significant at the 0.01 level

To measure, ANOVA test on the respondents' ratings of value dimensions of consumer engagement when grouped according to period of membership in the "Masarap Ba? Facebook Community" identified as less than 6 months, 6 months to one year, more than one year, and since it started in 2017. After measuring the survey results, analysis shown in Table 3b that there is significant differences both for utilitarian value, $F(3,438) = 4.85, p < 0.002$ and hedonic value, $F(3,438) = 6.08, p < 0.01$. The value dimensions of the four periods differ significantly both for utilitarian and hedonic. To analyze deeper, Table 3c showed the post-hoc analysis to exactly identify which groups had a difference in means.

Table 3c. Post-ANOVA Analysis (Turkey HSD Test) of the Respondents' Value Dimension when grouped according to Period of Membership in the "Masarap Ba? Facebook Community"

Dependent Variable	(I) Period	(J) Period	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Utilitarian	Less than 6 months	6 months to 1 year	-.09	.05	.233	-.21	.03
		more than 1 year	-.07	.05	.477	-.19	.05
		since it started in 2017	-.26**	.07	.001	-.43	-.08
	6 months to 1 year	Less than 6 months	.09	.05	.233	-.03	.21
		more than 1 year	.02	.04	.970	-.09	.13
		since it started in 2017	-.17*	.06	.047	-.33	-.00
	more than 1 year	Less than 6 months	.07	.05	.477	-.05	.19
		6 months to 1 year	-.02	.04	.970	-.13	.09
		since it started in 2017	-.19*	.07	.023	-.36	-.02
	since it started in 2017	Less than 6 months	.26**	.07	.001	.08	.43
		6 months to 1 year	.17*	.06	.047	.00	.33
		more than 1 year	.19*	.07	.023	.02	.36
Hedonic	Less than 6 months	6 months to 1 year	-.13	.05	.060	-.27	.00
		more than 1 year	-.01	.05	.996	-.15	.13
		since it started in 2017	-.27**	.08	.003	-.46	-.07
	6 months to 1 year	Less than 6 months	.13	.05	.060	-.00	.27
		more than 1 year	.12	.05	.066	-.01	.25
		since it started in 2017	-.13	.07	.255	-.32	.05
	more than 1 year	Less than 6 months	.01	.05	.996	-.13	.15
		6 months to 1 year	-.12	.05	.066	-.25	.01
		since it started in 2017	-.25**	.07	.003	-.44	-.06
	since it started in 2017	Less than 6 months	.27**	.08	.003	.07	.47
		6 months to 1 year	.13	.07	.255	-.05	.32
		more than 1 year	.25**	.07	.003	.06	.44

*. The mean difference is significant at the 0.05 level

**.. The mean difference is significant at the 0.01 level

H3(a): *There are significant differences on the average ratings of hedonic values on consumer engagement when grouped according to period of membership in Masarap Ba? Facebook Community.*

In terms of hedonic value, Table 3c indicated there are two significant differences observed between the mean rating of those members since 2017 and those who have been members for less

than 6 months (mean difference = $0.27 \pm .08$, $p < 0.01$). Second, the mean rating of those members since 2017 has significant difference when compared to those who has been members for more than 1 year (mean difference = $0.25 \pm .07$, $p < 0.01$). Thus, H3(a) is accepted. To get the clearer picture of these results, the researcher was able to gather FGD participants that grouped according to their respective membership periods to get distinct qualities.

Members for less than 6 months

In understanding the hedonic value of present for members for less than 6 months, a number of questions in relation to emotional attachment were asked to all participants. Although in general view, hedonic is greatly observed, participants under this group commonly shared that most of them considered themselves inactive when it comes to engagement.

“Well, we cannot determine the activeness of the members because I, for one, am not an active member who post everything I have experienced. But me, as a lurker, is having fun because I am being informed on food products and brands I am unaware of. But people in the community have daily posts to be updated with.”

Along this line, it is mentioned that mostly members for less than 6 months enjoy being in a community but considered themselves as “lurkers” who are not totally engaged in sharing posts and engaging in the group discussions. This statement shows that there is less or no emotional attachment displayed in their engagement in the community. This finding also remains true for most of the participants when asked how active they are in the discussions. Participants said:

“I don't really comment, but I do leave reactions to certain posts. When I see something interesting, I take a screenshot of it instead.”

“Not much. I only observe the posts and comments of the members.”

“I just like to read comments. Sometimes I share it to my girlfriend and to my other friends.”

Given these claims, hedonic values are not seen yet on this group as members are limited in sharing posts or brand review, inactive in nature, and reserved in interacting with other members in the community. These members highly appreciate the group in setting all the benefits the community can provide however due to being a new member, emotional attachment cannot be seen or observed yet. These members therefore has limited engagement given the period they have been involved in the online community.

Members for more than one year

To give light on hedonic value still, these members belonging to this period group were also asked if there is an emotional attachment developed with the online community and brands. Similarly, most of the participants who are grouped with other members for more than 1 year said that there is less or no emotional attachment developed yet as to being able to share, discuss, and interact in the online community. When asked if there is emotional attachment toward the community and brand, a participant shared the below response:

“No. Being a silent reader just gives me the right amount of being neutral for brands discussed in the group. It really helps especially when you don't always feel the need to try the brand right away.”

The statement shared clearly manifested that neutrality can affect emotional attachment of a members. Moreover, it is also good to mention that members belonging to this period shared that their attachment with the group differs from the past months and recognized that there was a change in their engagement. This substantiate the responses shared by the participants when asked if their engagement differs from the past:

“I would say that yes it differs. In the past, I was more engaged in the discussion. But currently, I just actually view the group once in a while. Although, I still enjoy being a member but not the same excitement as before.”

In summary, members under this period presented that engagement can change over time. As stated on the previous statements, members can change on how they engage in the discussion through postings, commenting, and interacting with other members, as similar as the way they were before. Therefore, their engagement can change or become limited over time.

Members since it started in 2017

At this point, this part closely examined how members in two periods discussed prior have significant difference with members since the creation of online community in 2017 in terms of hedonic value dimension. When participants under this group were asked if they feel good to be part of the community, all of them agreed that they are since they benefit from hedonic values such as having a sense of belongingness, sociality, and developing acquaintances. To quote, here are some statements to substantiate:

“Yes, I feel good about it. First because, I feel like there is a sense of belongingness. Imagine how these group can share the same interest which is food. Members help each other on suggesting what food to order on this restaurant or so. Over time, the group develops to have acquaintances.”

“Yes, I feel good about being part of the community. First it benefits me from getting food information but actually what makes it even more fun is to be able to be part of a group who shares interest when it comes with food. It feels like everyone in the group is in the same page and that nobody is "killjoy". Everybody participates!”

“Yes, I feel like I belong to a community who can collaboratively express their feedback although it is online only.”

Looking at these statements closely, we can see another element which was not mentioned in the earlier groups that shows great difference. This element is having a sense of belongingness as a community member. The statements above show how these members appreciate the active participation of members through comments and postings, and discussions in the comment section through providing feedback, to name a few. It is also good to note that this sense of belongingness is magnified as the community shares same interest, which is food. Significant findings were also presented when members were asked if they feel emotionally attached with the online community and brands. All the participants agreed that they have felt emotionally attached with the following explanations:

“Yes. I feel emotionally attached with the online community and brands because I am a true believer of the Masarap Ba community. Being one of the pioneer members, the community has given me an avenue to freely express my joy as one of gourmet lovers. Thus, my emotional attachment with the online community has deepen in the last few years.”

“This is a personal question but I think since I've been in the group since it started in 2017, I feel like I am becoming a fan of the group that I would check it out for more information, try brands as suggested by members. There is an emotional attachment that if members are trying this out, I will try it. Also since I've been in the group when members are still few, I appreciate how we also grow in numbers and not only in quantity but also on how members engage actively.”

“Yes, because I am a true believer of the Masarap ba? community.”

“Yes, I feel like I am part of a group that shares the same interest. In this case, food. For some time, I also appreciate being a long-time follower of this group!”

One commonality surfaced on these statements which was not earlier mentioned in other periods. On this period group, it is observed that members since the creation of the community in 2017 has developed co-ownership as they consider themselves as true believers of the community. Another interesting finding was presented by a participant on how the emotional attachment developed as a long-time member:

“Since I've been a member since 2017, I felt like being part of a community is a being with friends or acquaintances already. Actually, when the group hosted food bazaar titled "ChubbyCon", I was able to meet fellow members which we call "kakultos". It was really fun to meet members face-to-face and not only virtually. I was able also to interact with some members during that bazaar, and we can all agree in general how the community influences our views about a product.”

This statement can justify that there is higher emotional attachment when these long-time members felt like they have already created a circle within the community. Additionally, the engagement was strengthened when the community hosted a food bazaar entitled, “ChubbyCon” last November 2019 where members who called themselves as “kakulto” were able to have a meet and greet event. Interestingly, this participant also mentioned that during the event, the participant was able to interact community members this time personally and talk about how the community influences the perception of members toward a brand. Being able to actively attend in a community-hosted activity means how these members totally enjoy the engagement and continue to give importance on the community they considered as their own.

In general summary, members since 2017 has significant difference compared to members less than 6 months because new members have not yet become engaged or being able to immersed themselves because they are newcomers or newbies of the group. Since newcomers have not engaged well yet in the community, hedonic values does not observed yet. In comparison to members more than one year, the emotional engagement for them changes over time hence, engagement decreases. While members since it started in 2017 even with period of time, their engagement did not decrease nor change brought by the fact that they considered themselves as “true believer” hence they keep their engagement going even more.

H3(b): There are significant differences on the average ratings of utilitarian values on consumer engagement when grouped according to period of membership in Masarap Ba? Facebook Community.

In terms of the utilitarian value, Table 3c also indicated that there are three significant differences between periods. Specifically, there is a significant difference between the periods “since it started in 2017” and “less than 6 months” (mean difference = 0.26 ± 0.07 , $p < .01$); then between the periods “since it started in 2017” and “6 months to 1 year” (mean difference = 0.17 ± 0.06 , $p < .05$); and between the periods “since it started in 2017” and “more than 1 year” (mean difference = 0.19 ± 0.07 , $p < .05$). In summary, members since 2017 has shown significant differences among other members less than 6 months; 6 months to one year; and more than one year. Thus, H3(b) is accepted. A discussion of FGD results are presented to prove these quantitative results.

Members for less than 6 months

For utilitarian value dimension, participants who are grouped together with other members for less than 6 months, all agreed that members in the online community are engaged and active, in general. In terms of brand information, Members cited that there are regularly posts of foods or brands in the online community. A participant justified this mentioning how engaged the members are:

“Very engaged. They post about the brands/products everyday.”

Likewise, all participants agreed that the online community is effective and convenient in getting brand information which shows the benefits of utilitarian value dimension. Participants mentioned the practical benefits they can get from being part of the online community. This benefit includes access to brand information. These brand information also noted not limited since the community provides wide range of food products or brands that even introduce unfamiliar products and provide food in specific areas.

“Yes, it is. I joined the group and I’m a moderately active member because I get excited of unfamiliar products and brands.”

“Yes, it is, especially for someone like me who lives far away from business districts. I don’t really like to go out that much. This group helps me know what’s available around me.”

Therefore, the element of utilitarian value is very much observed which is the accessibility of information. Given that this community has proven to be active, members can easily access get the information they need in just visiting the online community. Participants share these additional insights that since the community is online, it is really one-access away from getting the food or brand information. The community was even compared to a food site like Zomato which provides information, user-reviews of restaurants and menus which is globally known.

“Yes, because people nowadays easily get engaged in one click, they can already get the information they want.”

“Yes. It’s free, accessible, everyone has an online account. It’s like the new norm.”

“For me, this has been a way of getting the cost, availability, location, and popularity. The community serves like the Zomato or Foursquare app but more organic.”

Given these claims, members for less than 6 months has benefitted utilitarian values in such a way that they can practically benefit from being a member. Moreover to justify these, participants were asked if they decided to become a member of the community is mainly to get brand

information and FGD results showed that most of the participants answered yes. Below are specific statements:

“Yes, I’ve come across a few posts where people were discussing whether a product was really as big as how it was presented in the ad, whether a product is worth the price, or which products to try instead.”

“Yes because they provide reliable information that I can use for future references.”

“Yes. Once I have an information about the brand, I already know what to expect from it considering that I already saw a post about it from the group and I was curious what that tastes like.”

Members for six months to one year

Similar with earlier period group, members for six months to one year has also agreed that the online community has engaged members actively. To cite, a participants shared these statements when asked how active members are in providing brand information.

“I would say that they are active. Expect to see posts everyday which can be good for 10-15 posts a day and in different kind of food. Also, the group grows in number meaning there are new members coming one which makes interaction even more fun!”

“They maintain on posting variety of food and able to exchange ideas by giving their personal feedbacks thru comments, frequently active.”

On these statement, that members belonging to this group, shares the same insight that the online community is active in general. The participant cited that it is expected to receive 10-15 posts a day that shows a relevant number of how active the community in a regular basis. To give more emphasis on the engagement, as far as utilitarian value dimension is concerned, participants also shared that they agree on the effectiveness and convenience the online community provides. Participants mention the following:

“Yes, the online community is very effective source of brand information because the members do provide a very contextual information whenever they share something about a brand. There are times that I also check the page when I am about to try a product just to check how members see it. Besides, a number of good products are being posted in the group. Most of them are those on trend or new brands to try.”

“In more ways the online community is a digital word-of-mouth. The people who find themselves trying something new even from an old establishment gets to recommend it if they like it or not.”

Undeniably, the online community is a good source of information for brands in general. It serves as a go-to site for members to check product information or reviews even before trying the food. The reviews were also helpful for every member to be able to see if the food or brand is recommended. Therefore, utilitarian value dimension lies on the advantage of participants to get brand-related information. The reason why most participants answered yes when asked if they intend to be part of the community to simply get brand information. FGD statements presented that the intention of joining the online community is to get brand information to serve practical needs which is under the utilitarian value. To be able to get brand information provided by the online community is truly of higher value consideration.

“Yes, to assure the brand quality which the online community provides honest review and comments for each subject.”

“Yes. Sometimes, I make decisions based on information acquired online.”

To cap it off, statements presented that utilitarian value is observed by members for six months to one year. Participants mentioned that the online community provided brand information for their practical use and benefit as a member. To highlight, members under this membership period cited the dependence of members in getting information before trying a brand.

Members for more than one year

Jumping onto the next group with members for more than one year, utilitarian values are again examined. To provide a context, similar to the insights gathered from the participants in the previous groups, these participants also shared that the online community has active engagement that results to loads of brand posts. All participants agreed on this, a participant even cited that the community is participated well and that members will never find the group in idle mode since many people post something every hour. Moreover, when participants were asked if the online community is effective and convenient in getting brand information, all of them answered yes. To cite some explanation, a participant shared:

“Yes, very much. I have known brands who became successful through this online community and since the reviews are based on a true experience, I consider it a reliable source rather than the sponsored ads I see everywhere else.”

As stated in this statement, the participant agreed that brands were successfully introduced to the community members because of active engagement in the online community. Another plus factor is that these posts are not paid or sponsored that makes it more believable. Extracting more information on utilitarian value dimension, the participants were asked if they have seen some changes in the past months as a member in the online community. A participant shared that the engagement is not that high compared before hence members has lessened engagement; while others mentioned that it has not changed a lot because the main objective of the online community for them is to provide brand information hence it satisfied the utilitarian value dimension. Participants shared:

“It is just a source of interesting information.”

“Especially if there is a hyped food item, you can just search the group and find interesting information on that food item and then you can decide if you still want to try it or just leave it.”

These statements show that utilitarian value is observed by members for more than one year. In summary, participants also mentioned that the online community provided brand information for their practical use and benefit as a member although these members observed lesser engagement on their part. On another note, members on this period group also shared that on trend food brands are also exposed in the community. Also these members shared the power of unsponsored ads that makes brand information even reliable.

Members since it started in 2017

After discussing the three membership periods, at this point this discussion closely examined how members since the community started in 2017 have significant difference with members in the past periods in terms of utilitarian value dimension. To start with, members since 2017 has shown to be pro-active in their participation in the online community. Considering themselves as

the pioneers of the community, these members have maximized the benefit of getting brand information since the beginning. To add on this, all the participants quoted that the online community has engaged members in creating quality posts, while at the same time increase the quantity of members allowing to have more engagements to create. To quote, participants justified the activeness of the members:

“Members always interact with each other by sharing reviews and feedbacks through comments and group discussion.”

“The members of the said community are very active in posting their feedbacks with different foods everyday.”

Meanwhile, while it is already proven that these members acknowledged the activeness of the group, an interesting statement was also shared by another participant mentioning about how the community expands to wider audience reach that cause better engagement covering not only NCR but also other regions.

“I would say members are very engaged! Expect daily posts in the community and they cover different kind of food! Actually, there are members outside NCR too! These members also share their reviews on local products like in Cebu.”

This insight substantiate in line with the study conducted by Muñiz (2001) that brand communities are geographically diverse as community can come from different locations as long as community members share same interests. As to the effectiveness and convenience this online community provide to members, all participants agreed that the community definitely serve as their source of brand information. The participants found it convenient that they can simply check the Facebook community if they want to know where to eat. Similar to these statement made by the participants:

“Definitely! Common posts on the community are new food products available in the market, or new food stores which just opened recently. These kind of posts serves as the main source of information to other members who are not yet aware that these kind of food is now available in the market.”

“The online community for me is very effective in getting brand information. At times, I check the group if I am meeting friends in a place I am not familiar with. For example, in QC if I am not familiar where we should eat, I search it on the group and find out the best food to try in the area.”

Imagine having the same scenario with these participants who are in quest to look for a restaurant near their area. The community provides them convenience that members can easily search for restaurants with good reviews or even recommended by the community members. On top of it, a participant even quoted that it is helpful in a way that it provides not only pieces of information but actually comprehensive and useful details:

“Definitely yes! It has a lot. If I have some free time, I might have a collection of all food in it.”

It is also good to mention that these pioneering members observe that not only familiar brands are given exposure in the community, even new brands or products are put on spotlight. This means how active these members are in trying brands and eventually share it with the whole community for the reference of everyone.

“Yes, especially on products that are new or trending. I can easily know what brand to consume or not.”

Deep diving to identifying the significant difference of these members among the previous member groups, it surfaced that these long-time members have maximized the online community in getting brand information since they have been members of the Facebook community since 2017. Specifically, way before the creation of the online community, engagement has been in place because these long-time members has been engaging in the discussions way before.

“In a day, there are daily posts which is which actually fun! My personal take, I have maximized this community in getting brand information since 2017. I have been following the posts because it benefits me a lot.

Without a doubt, members since 2017 has taken advantage of utilitarian benefits mainly getting brand information since they have been part of the online community in the beginning. Similar to its early years, the brand information benefits a lot to all members even in different membership periods. The significant difference lies on the longer members have been involved in the online community, the more brand information they can get.

Conclusions

Drawing on the interpretation of consumer engagement in the context of online community, this paper explores on the significance of hedonic and utilitarian as value dimensions, and types of consumer engagement identified as consumer communication, consumer feedback, and consumer collaboration. The current research provides insights on the significant role of value dimensions (hedonic and utilitarian) as drivers of consumer engagement. Although both values are observed in the engagement in the online communities, this study reveals the strength of hedonic values compared to utilitarian values. Findings suggest that consumer engagement in online brand community such as *Masarap Ba? Facebook Community* is motivated by consumer’s emotional needs such as having fun, adventure and appreciate sociality. Interaction among consumers toward a brand address the need of emotional attachment. Hence, the present study is consistent with the finding of Wikström, S., Hedbom, M., & Thuresson, L. (2010) that substantiates the notion of value creation through emotional attachment. Moreover, this study also affirms significant differences in the role of hedonic value as a stronger driver on its impact on the types of consumer engagement. In all forms, it is found that hedonic value is the higher value dimension among consumer communication, consumer feedback, and consumer collaboration. The study of Wikström, S., Hedbom, M., & Thuresson, L. (2010) shares common finding to this paper that consumers are value specifier in fulfilling higher goals that results to the hedonic value activities that make them feel good, experience happiness and satisfaction. Hedonic oriented type of value provide benefits that offer immediate subordinate goal to super-ordinate goal which is good life. Thus, the ability to provide sensorial pleasure is clearly a significant source to higher experiential and engagement value. “Pleasure will always win the day,” as stated by Scitovsky (1978). Finally, this paper reveals interesting distinct quality on identifying the significant differences in the strength of hedonic and utilitarian values across membership periods of community members in the *Masarap Ba? Facebook Community*. As far as utilitarian value is concerned, finding shows that members since 2017 has higher utilitarian value compared to all other membership periods categorized as members for less than six months, members for six months to one year, and members for more than one year. Results suggest that members since 2017 has maximized the

used of the online community in getting brand information compared to other members in other periods. In general view, consumers create utilitarian value through participation in online brand community in ways such as better quality service of experience, service customization, and increased control, as cited by Carlson, J., Wyllie, J., Rahman, M. M., & Voola, R. (2018). Specifically, in online community context, consumers are also motivated to join in online community to derive utilitarian benefits such as solve problems, advise inquiries, search for brand-related information, evaluate brand through reviews before purchase, and gain access to special deals and brand incentives (Davis, R., Piven, I., & Breazeale, M., 2014). Therefore, members since 2017 has used the online community in getting information, while at the same time, gathered more brand information as the community expands its population and engagement has been increasing among members. As regard to the strength of hedonic value, finding shows that members since 2017 has significant difference between members for less than six months, and members for more than one year. Comparing the emotional attachment of members since 2017 to members less than six months, and members for more than one year, the former has strengthened its emotional attachment showing signs of fun, adventure, and sociality in general. Furthermore, it is a good insight that what separates members since 2017 from other period groups is the fact that these members who consider themselves as “long-time members,” or “pioneers”, develop a sense of belongingness and ownership with the online community. This finding supports the study conducted by Muñiz in 2001, wherein legitimacy also serves as a factor whereas members of the community differentiate between true members and those who are not. In the context of online communities, basically the membership is generally open as a social organization and does not deny membership. However, it is good to note that there are hierarchical status. In the case of “*Masarap Ba? Facebook Community*”, the main key players are the moderator who has been incognito since the beginning and those who have been involved during the early years as they develop to become as true believers of the community. In the case of members for less than six months, emotional attachment is still not observed given that they just recently joined. Meanwhile, for members more than one year, it is cited that the emotional attachment differs from the past months that makes their engagement limited over time. The significant difference is observed that comparing these period groups to members since 2017, their attachment does not change because of legitimacy, regardless of membership period.

Given these results, in a marketing perspective it is suggested to look into how marketers should reach out to existing and new target market applying hedonic values and consider creating online communities that will serve as a platform for a rich consumer engagement activities. Perhaps for future research, it would be a good addition for digital marketing literature on exploring how to sustain online brand communities on Facebook in continuing to provide rich and organic engagement. The CEO of Facebook, Mark Zuckerberg, envisioned online communities to be at the center of the application to help empower people and build the world closer together. This is an interesting scenario the future researchers can explore in order to keep the engagement going despite of the rise of many online communities on Facebook, and at the same time, on another social media platform’s following, such as Instagram. By doing so, since it is already proven on the effectiveness of online communities, this success can be sustained by making sure that engagement will increase in quality and quantity.

References

1. Algesheimer, R., Dholakia, U.M., & Hermann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 19-34. DOI:10.1509/jmkg.69.3.19.66363
2. Bashar, A., Ahmad, I., & Wasiq, M. (2012). Effectiveness of Social Media as a Marketing Tool: An Empirical Study. *International Journal of Marketing, Financial Services & Management Research*, 88-99.
3. Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 63–74. DOI: 10.2753/MTP1069-6679170105
4. Breitsol, J.K. (2015). Does the host match the content? A taxonomical update on online consumption communities. *Journal of Marketing Management*, 1040-1064.
5. Bridgen, L. (2011). Emotional labour and the pursuit of the personal brand: public relations practitioners' use of social media. *Journal of Media Practice*, 61-76. DOI: 10.1386/jmpr.12.1.61_1
6. Brodie, R., & Hollebeck, L. (2011). Advancing and Consolidating Knowledge About Customer Engagement,”. *Journal of Service Research*, 283–284.
7. Brodie, R., Ilic, A., Juric, B., & Hollebek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 105-114. DOI: 10.1016/j.jbusres.2011.07.029
8. Cao, J. T. (2019). Hedonic and utilitarian value: the role of shared responsibility in higher education services. *Journal of Marketing for Higher Education*, 1-19. DOI:10.1080/08841241.2019.1605439
9. Carlson, J., Wyllie, J., Rahman, M. M., & Voola, R. (2018). Enhancing brand relationship performance through customer participation and value creation in social media brand communities. *Journal of Retailing and Consumer Services*. DOI: doi:10.1016/j.jretconser
10. Casey, S. (2017, January 17). 2016 Nielsen social media report. Retrieved September 2018, from <https://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html>
11. Chen, C., Nguyen, B., Klaus, P., & Wu, M.S. (2015). Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays – Evidence from United Kingdom (UK) Consumers. *Journal of Travel & Tourism Marketing*, 1-18. DOI: 10.1080/10548408.2014.956165
12. Chen, S., Lin, C. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 22-32. DOI: 10.1016/j.techfore.2018.11.025
13. Chen, W., Chang, D., & Chen, C. (2017). The Role of Utilitarian and Hedonic Values on Users' Continued Usage and Purchase Intention in a Social Commerce Environment. *Journal of Economics and Management*, 193-220. <http://www.jem.org.tw/content/pdf/Vol.13No.2/03.pdf>
14. Christodoulides, G., & Jevons, C. (2011). The Voice of Consumer Speaks Forcefully in Brand Identity: User-Generated Content Forces Smart Marketers to Listen. *Journal of Advertising Research*, 101-108. DOI: 10.2501/JAR-51-1-101-111

15. Constantinides, E. (2004). Influencing the online consumer's behavior: the Web experience. *Emerald Research*, 111-126. DOI 10.1108/10662240410530835
16. Creswell, W., & Plano Clark, V. (2007). *Designing and Conducting Mixed Methods Research*. Thousand Oaks, CA: Sage Publications.
17. Davis, R., Piven, I., & Breazeale, M. (2014). Conceptualizing the brand in social media community: The five sources model. *Journal of Retailing and Consumer Services*, 468-481. DOI: 10.1016/j.jretconser.2014.03.006
18. de Vries, L., Gensler, S. & Leeflang, P. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 83-91. DOI: 10.1016/j.intmar.2012.01.003
19. Demiray, M., & Burnaz, S. (2019). Exploring the impact of brand community identification on Facebook; Firm-directed and self-directed drivers. *Journal of Business Research*, 115-124. DOI:10.1016/j.jbusres.2018.11.016
20. Gambetti, R. C., & Graffigna, G. (2010), "The Concept of Engagement: A Systematic Analysis of the Ongoing Marketing Debate," *International Journal of Market Research*, 52 (6), 801-826. DOI: 10.2501/S1470785310201661
21. Gesenhues, A. (2019). Brands take heed: Facebook is putting Groups at the center of its app. *Marketing Land*. San Francisco: Marketing Land.
22. Habibi, M.R., Laroche, M., & Richard, M.O. (2014). Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. *International Journal of Information Management*, 123-132. DOI: 10.1016/j.ijinfomgt.2013.11.010
23. Harmeling, C., Moffett, J., Arnold, M., & Carlson, B. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 312-335.
24. Heath, R. (2007). How do we predict advertising attention and engagement? University of Bath School of Management Working Paper Series (No. 2007.09). University of Bath Opus Online Publications Store [online]. Retrieved February 18, 2020, from <https://purehost.bath.ac.uk/ws/portalfiles/portal/415647/2007-09.pdf>
25. Heding, T., Knudtzen, C.F., & Bjerre, M. (2009). *Brand Management: Research, Theory and Practice*. USA and Chicago: Routledge. DOI: 10.4324/9780203996171
26. Heinonen, K., Strandvik, T., & Poima, V. (2013). Customer dominant value formation in service. *European Business Review*, 104-123. DOI: 10.1108/09555341311302639
27. Höijer, B. (1990). Studying viewer's reception of television programmes: Theoretical and methodological considerations. *European Journal of Communication*. 29-56. DOI: 10.1177/0267323190005001003
28. Hollebeek, L. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 785-807. DOI: 10.1080/0267257X.2010.500132
29. Hoyer, W.D., Chandy, R., Dorotic, M., Krafft, M., & Singh, S.S. (2010). Consumer cocreation in new product development. *Journal of Service Research*, 283-296. DOI: 10.1177/1094670510375604
30. Ibrahim, F., Mustapha, S.M., Mokhtar, A.H., & Shah, D.F. (2019). Youth as Stakeholders and Their Engagement Towards Government Programmes. *Malaysian Journal of Communication*, 211-226. DOI: 10.17576/JKMJC-2019-3502-13
31. Ilic, A. (2008). Towards a conceptualisation of consumer engagement in online communities: A netnographic study of vibration training online community. *University of Auckland (Department of Marketing)*, Auckland, New Zealand.

32. Jaakkola, E., & Alexander, M. (2014). The Role of Customer Engagement Behavior in Value Co-Creation. *Journal of Service Research*, 247–261. DOI:10.1177/1094670514529187
33. Jallivand, M.R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence & Planning*, 460-476. DOI: 10.1108/02634501211231946
34. Kim, J.H., & Bae, Z.T. (2008). The role of online brand community in new product development: Case studies on digital product manufacturers in Korea. *International Journal of Innovation Management*, 357–376. DOI:10.1142/s1363919608002011
35. Kozinets, R., de Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. *Journal of Marketing*, 71-89. DOI: 10.1509/jmkg.74.2.71
36. Lin, J.S., Peña, J. (2011). Are you following me? A Content Analysis of TV Networks' Brand Communication on Twitter. *Journal of Interactive Advertising*, 17-29. DOI: 10.1080/15252019.2011.10722188
37. Liu, L., Lee, M., Liu, R., & Chen, J. (2018). Trust transfer in social media brand communities: The role of consumer engagement. *International Journal of Information Management*, 1-13. DOI: 10.1016/j.ijinfomgt.2018.02.006
38. Mo, Z., Li, Y., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*. 419-424. DOI: 10.4236/jssm.2015.83043
39. Mollen, A., & Wilson, H. (2010). Engagement, Telepresence and Interactivity in Online Consumer Experience: Reconciling Scholastic and Managerial Perspectives,. *Journal of Business Research*, 919–925. DOI: 10.1016/j.jbusres.2009.05.014
40. Muñiz, A.M., Jr., & O'Guinn, T. (2001). Brand Community. *Journal of Consumer Research*, 412-432. DOI: 10.1086/319618
41. Nadler, J. T., Weston, R., & Voyles, E. C. (2015). Stuck in the Middle: The Use and Interpretation of Mid-Points in Items on Questionnaires. *The Journal of General Psychology*, 142(2), 71–89. DOI: 10.1080/00221309.2014.994590
42. Nobre, P., Bilro, R.G., & Loureiro, S.M. (2019). The Influence of Cross-Cultural Effects on Kérastase (L'oreal Group) Consumer-Brand Relationship and Engagement. *2019 Global Fashion Management Conference*, (pp. 804-809). Paris. DOI: 10.15444/GFMC2019.07.08.02
43. Pagani, M., & Mirabello, A. (2011). The influence of personal and social-interactive engagement in social TV web sites. *International Journal of Electronic Commerce*, 41-67. DOI: 10.2753/JEC1086-4415160203
44. Pallant, J. (2005). *SPSS survival manual: A step by step guide to using SPSS for windows (version 12)*, New South Wales, Australia: Allen & Unwin.
45. Patterson, P., & Yu, T. (2006). Understanding customer engagement in services. *Paper presented at ANZMAC 2006 Conference: Advancing Theory, Maintaining Relevance [online]*, Brisbane, Australia.
46. Popp, B., & Wilson, B. (2018). Investigating the role of identification for social networking Facebook brand pages. *Computers in Human Behavior*, 141-152. DOI: 10.1016/j.chb.2018.01.033
47. Samuels, P. (2014). *Independent sample t-test*. Birmingham City University: statstutor.<http://www.statstutor.ac.uk/resources/uploaded/independentsamplesttest3.pdf>
48. Sanz-Blas, S., Bigné, E., & Buzova, D. (2019). Facebook brand community bonding: The direct and moderating effect of T value creation behaviour. *Electronic Commerce Research and Applications*. DOI: 10.1016/j.elerap.2019.100850

49. Sashi, C.M. (2012), "Customer Engagement: Buyer–Seller Relationships and Social Media," *Management Decision*, 253–272. DOI: 10.1108/00251741211203551
50. Sawyer, S. F. (2009). Analysis of Variance: The Fundamental Concepts. *Journal of Manual & Manipulative Therapy*, 27E–38E. DOI:10.1179/jmt.2009.17.2.27e
51. Schau, H.J., Muñiz, A.M., Jr., & Arnould, E.J. (2009). How brand community practices create value. *Journal of Marketing*, 30-51. DOI: 10.1509/jmkg.73.5.30
52. Schmitt, B.H., Zarantonello, L., Brakus, J.J. (2009). Brand experience: What is it? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73 (3), 52-68. DOI: 10.1509/jmkg.73.3.52
53. Schultz, D., & Peltier, J. (2013). Social media's slippery slope: challenges, opportunities and future research directions. *Journal of Research in Interactive Marketing*, 86-99. DOI: 10.1108/JRIM-12-2012-0054
54. Singh, K. (2007). *Quantitative Social Research Methods*. SAGE Publications Pvt. Ltd. DOI: 10.4135/9789351507741
55. Skiera, B., Hennig-Thurau, T., Malthouse, E.C., & Friege, C. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 311–330. DOI: 10.1177/1094670510375460
56. Sprott, D., Czellar, S., & Spangenberg, E. (2009). The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale. *Journal of Marketing Research*, 92-104.
57. Talonen, A., Jussila, I., Saarijärvi, & Rintamäki, T. (2016). Consumer cooperatives: uncovering the value potential of customer ownership. *Academy of Marketing Science*. DOI: 10.1007/s13162-016-0083-2.
58. Tashakkori, A., & Creswell, J. (2007). Editorial: The new era of mixed methods. *Journal of Mix Method Research*, 3-7. DOI: 10.1177/2345678906293042
59. TrackMaven. (2016). *The Content Marketing Paradox Revisited: Time to reboot?* Washington, DC.
60. Um, N. (2016). Antecedents and consequences of consumer engagement in social media. *International Journal of Contents*, 59-68. DOI: 10.5392/IJoC.2016.12.3.059
61. Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Primer, P., & Verhoef, P. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 253-266. DOI: 10.1177/1094670510375599
62. Verleye, K., Gemmel, P., & Rangarajan, D. (2013). Managing Engagement Behaviors in a Network of Customers and Stakeholders. *Journal of Service Research*, 68–84. DOI:10.1177/1094670513494015.
63. Vivek, S., Beatty, S., & Morgan, R. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 122–146. DOI:10.2753/mtp1069-6679200201.
64. Vivek, S., Beatty, S., Daleda, V., & Morgan, R. (2014). A Generalized Multidimensional Scale for Measuring Customer Engagement. *Journal of Marketing Theory and Practice*, 401–420. DOI: 10.2753/mtp1069-6679220404.
65. We Are Social, & Hootsuite (2020). *Digital 2020: The Philippines*. Retrieved from DataReportal: <https://datareportal.com/reports/digital-2020-philippines>

66. While, A., & Barribal, K.L. (1994). Collecting data using a semi-structured interview: A discussion paper. *Journal of Advanced Nursing*, 328-335. DOI: 10.1111/j.1365-2648.1994.tb01088.x
67. Wikström, S., Hedbom, M., & Thuresson, L. (2010). Value Creation from Consumer Perspective. *Italian Marketing Association*. DOI: 10.3280/MC2010-001006
68. Zaglia, M. (2013). Brand communitites embedded in social networks. *Journal of Business Research*, 216-223. DOI: 10.1016/j.jbusres.2012.07.015
69. Żyminkowska, K. (2018). Hedonic and Utilitarian Drivers of Consumer Engagement. *Central European Business Review*. DOI: 10.18267/j.cebr.204.