



## Article Title

Restaurant brand pages on Facebook: Do active member participation and monetary sales promotions matter?

## Citation

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## Abstract

The purpose of this paper is to investigate the impact of members' active participation in customer– brand relationships, considering brand trust and brand commitment in an online community context. It also investigates the moderating effect of monetary sales promotions in building and maintaining customer– brand relationships.

## Methods

This study is based on an online survey sent to Facebook users who have been engaging with restaurants' brand pages on Facebook. The empirical data analysis was conducted using structural equation modeling.

## Results

Results revealed that members who actively participated in activities on restaurant, Facebook fan pages were likely to feel that the brands were trustworthy and developed commitment toward the brands. The moderating effect of monetary sales promotions between active participation and brand trust was supported. In particular, active participation was more likely to generate brand trust for members who had less interest in monetary sales promotions on restaurant Facebook fan pages.

## Conclusion

Previous studies have shown the positive links among active participation, brand trust and brand commitment (Casaló et al., 2007; Flavián and Guinaliu, 2006). The findings also identified members' active participation as the key determinant of brand trust and brand commitment. As restaurant customers increase their participation on restaurant Facebook pages, for the purpose of information seeking and/or communication with other members, their trust and commitment toward restaurant brands are likely to be enhanced. These findings can be supported by subjective cost-benefit analysis in the social exchange theory, which explains that individuals will only maintain relationships where perceived benefits outweigh perceived costs (Dagger et al., 2011). Furthermore, the present study tested the mediating role of brand trust on the relationship between active participation and brand commitment. The results showed that the direct effect of active participation on brand commitment is greater than the indirect effect through brand trust (Figure 3).

