European Journal of Business and Management
ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
Vol.15, No.6, 2023

Does Customer Engagement Behaviour Develop New Customer Base in Indonesia? Evidence from An Eco-Friendly Global Fashion Brand

Vivian Dominic Lasa
Widya Mandala Surabaya Catholic University
Email: ibm.vivian.d.19@ukwms.ac.id

Wahyudi Wibowo (Corresponding Author)
Widya Mandala Surabaya Catholic University
Email: wahyudi@ukwms.ac.id

Erick Theofilus Gunawan
Widya Mandala Surabaya Catholic University
Email: erick@ukwms.ac.id

Purnomohadi Sutedjo
Widya Mandala Surabaya Catholic University
Email: purnomohadi@ukwms.ac.id

Abstract
Green product is known as one of the efforts to minimize waste during the production process while maximizing the products made at the same time to meet environmentally friendly requirements. Eco-friendly means related to products, processed products, and raw materials that are not harmful to humans, the earth and the surrounding environment. The purpose of this research is to analyze the influence of Zara's official fan-page follow towards social media connectedness, fan-page engagement, social media connectedness, and purchase intention of eco-friendly fashion products among young customers in Indonesia.This research is a quantitative study. Source of data used are primary data, which were collected via a survey to young customers who have bought Zara's eco-friendly collection of products in the last three months. The analytical method used was multiple linear regression. The findings show that fan-page follow has positive effects on media connectedness, fan-page engagement, social media connectedness, and purchase intention. Also, social media connectedness has positive effect on purchase intention. Results of this research confirm that customer engagement behaviour which developed through official social media account can effectively form new base of customer for the company.
Keywords: fan-page follow, purchase intentions, social media connectedness, fan-page engagement
DOI: 10.7176/EJBM/15-6-03
Publication date: March 31st 2023

1. INTRODUCTION

Green products, according to The Commission of the European Communities (2001), are products that "use less resources, have lower impacts and risks to the environment and prevent waste generation already at the conception stage". This definition emphasizes the importance of designing a green product since its conception stage. Furthermore, according to Peattie (1995) a product is classified as green products when its environmental and societal performance, in the production, use, and disposal, is significantly improved and improving in comparison to the conventional or competitive products offerings. This highlights the different life cycle stages in which a product delivers its environmentally friendly features (Dangelico and Pontrandolfo, 2010).

Green product is in general described as one of the efforts to minimize waste during the production process while maximizing the products made at the same time to meet environmentally friendly requirements. Eco-friendly or environmental-friendly is also called environmentally friendly which means related to products, processed products, and raw materials that are not harmful to humans, the earth and the surrounding environment.

The perception of environmentally friendly products is basically not only seen from the aspect of the production process and post consumption but can also be seen from the product packaging. This illustrates that the understanding of environmentally friendly products basically refers to the whole of the product, namely from the initial process to the end of post-consumption and all that is attached to the product (Suntornpithug and Indiana, 2017).

On the one hand, this provides an overview of the progress of the community's concern for the environment and on the other hand there are consequences for the business world to be able to create environmentally friendly products. The green marketing phenomenon is also inextricably linked to the pressure on the entire world to care

more about environmental management, so that the production process is not only concentrated on productivity and efficiency but also on how to create environmentally friendly products starting from the beginning, namely through raw materials to the final product after consumption that can be recycled. way that it has a favorable effect on the production process's commitment to zero waste at all times (Mahmoud, 2018).

Numerous other factors, such as care for the environment, environmental expertise, and views of environmentally friendly products, have an impact on the trend of demand for environmentally friendly products (Ali and Ahmad, 2012; Sondakh and Wibowo, 2012). This reality indirectly confirms that building collective awareness of environmentally friendly products in a sustainable manner can have a positive effect on concern for environmental management through purchase intentions and continuity in consumption of environmentally friendly products.

Therefore, the business world needs to pay close attention to this as an effort to create and produce environmentally friendly products. However, it must be observed that the orientation towards the creation of environmentally friendly products is not easy, especially this is related to the availability of raw materials, guarantees for the production process and of course post-consumption recycling (Pillai and Junare, 2016). Customers' concern for environmentally friendly products is also shown through their willingness to pay more for the consumption of environmentally friendly products as a consequence of a series of stages of the production process to create environmentally friendly products (Biswas, 2016).

The eco-friendly trend has also received positive responses from various groups, especially millennial generation. Zara is one of the companies embracing this green fashion. Due of its reliance on stores that had to close as a result of the lockdown policy, Zara's strategy was significantly impacted by the COVID-19 outbreak. The first quarter of 2020 saw net sales for Inditex Group (Zara) fall by around 2.6 billion euros from the same period the previous year, to 3.3 billion euros. Inditex Group experienced a net revenue decline of almost 409 million euros during this time (Statista.com, 2020). Launching eco-friendly collections with the goal of sourcing and producing more sustainable goods is one of Zara's new strategies. the item is a part of "a selection made from more sustainable raw materials using processes that help take care of the environment," according to the Zara website, which is indicated by the tag "join life.

The millennial generation are those born between 1981 and 2000 with an age range of 23 to 42 years. The 2020 Indonesia National Census recorded that number of millennials reached around 70 million people or 25.87% of Indonesia's total population. This proportion is second highest after Generation Z (27.94%) and larger than the proportion of Generation X (21.88%), Baby Boomers (11.56%), and Post Generation Z (11.56%). The millennial generation is a generation that is more familiar with technology than the previous generation.

The millennial generation is a unique generation because it is heavily influenced by smartphones and social media so that it will influence mindsets and actions. Deal et al. (2010) stated that the millennial generation has been exposed to technology from an early age so they are more familiar with technology than the previous generation. The use of social media such as Facebook, Twitter, YouTube, Instagram, and others has become a place for self-existence to the point that it blurs the boundaries of real life and virtual world life. Social media as a space for sending messages and photos, making friends, as well as a forum for exchanging opinions online is the hallmark of the millennial generation.

Social media plays an important role because currently, social media still becoming one of the most effective tools. It is proven based on the fact that digital technology continues to evolve which ultimately drives the growth of internet users. The percentage of internet users in Indonesia increased by 10.12% from the previous year in 2018, per the Internet Service Providers Association (APJII) study.

According to figures from the Indonesia Central Statistics Agency, this rise surpassed 27 million users, indicating that 171.17 million out of Indonesia's total population of 246.16 million people utilize the internet. According to projections, this number will increase over time. Indonesia has an increasing number of online users. According to statistics from the second quarter of 2020, there were 196.7 million internet users in Indonesia. This number also continues to grow in early 2021, where it is recorded that there are 202.6 million internet users in Indonesia.

The growth of internet users in Indonesia has an impact on the growth of social media users in Indonesia. According to a report titled "Digital 2021: The Latest Insights, The Core of The State of Digital," the number of social media users in Indonesia as of January 2021 reached 170 million people or equal to 61.8% of the total population in Indonesia. This report also reveals that the average Indonesian uses 3 hours and 14 minutes each day to access social media. Number of social media users in Indonesia has experienced a growth of 6.3%, or equal to 10 million people compared to the same period in the previous year. The enormous growth of social media users provides opportunities for companies to develop marketing strategies within the company in order to expand market reach.

According to Kaplan & Haenlein (201o), social media is a group of internet-based programs that are based on the principles and methods of Web 2.0 and make it easy to create and share user-generated content. One example of online word of mouth is social media, which is the most potent and successful marketing tool (Kotler & Keller,

2016). Social media is a type of media that makes it easier for people to explain their personalities, collaborate, share, and connect with one another as well as form social virtual groups. Barnes (2014) and Cohen (2016) assert that social media has been successful in converting the practice of one media institution communicating directly with many audiences (one to many) into dialogical communication practices between numerous audiences (many to many). Therefore, social media is appropriate as a company marketing tool.

Instagram as one of the social media where we can choose people we invite to join as our friends. This is what called that a community stand up or form by itself according to what we want. Instagram is the best platform for promoting brands, according to a survey released by ecommerce CEO (2019), 68% of Instagram users can interact with posts of their favorite brands. Social media platforms are reinventing how to create, distribute and consume brand content and provide customers with unlimited opportunities to access and use brand information to make purchasing decisions (Tsai and Men, 2013).

Instagram users in Indonesia in 2020 are 79% of the total population or about 63 million people. Social media has the most impact on marketing. Many businesses now provide their goods on social media in order to inform customers and engage with them directly. As demonstrated by Kim and Ko (2012), who discovered that 70% of customers frequented social media sites to obtain information and that nearly half of these customers relied their purchasing decisions on the information they obtained through social media sites.

Utilizing Instagram fan pages has changed how people communicate, research products, make purchases, share content, interact with one another, and assist other people in making decisions (Jayasingh, 2019). According to Rahman et al. (2017), fan-page also becoming one of the media for creating Customer Brand Engagement (CBE). Furthermore, according to Wimmala et al. (2017), corporate fan page users are more experienced, and recent studies recommend further research on brand community member pages on Instagram, where fans are a potential metric (Naylor et al., 2012). The majority of research addresses this issue because numerous studies demonstrate intrinsic distinctions between active and passive fans (Laurence et al., 2015).

However, few studies have looked at how fan interaction and related actions (such Likes, Shares, and Comments) affect brand purchase intentions (Abeer and Abdelhamid, 2017). The impact of trust on the engagement behavior of the community has swiftly attracted attention as another crucial aspect (Febriane, et al., 2022; Li-Chun, 2017). Customer trust in retailers has a positive impact on customer attitudes towards physical stores from retailers (Kim and Park, 2005), and further investigation, especially for online continuation or extension, is highly recommended (Schultz, 2016).

This study also makes use of a number of mediating factors, including trust, gender, age, and income. According to Hoffman et al. (1999), trust has a considerable impact on customer behavior and buy intention (LiI and Kim, 2007). Men and women differ significantly in terms of their motivation to shop online, with gender being regarded a moderating factor in customer social media behavior (Huang and Yang, 2010). Age is a significant element that affects online behaviors like communicating, searching, interacting, and making purchases (Teo, 2001). Additionally, Narges et al. (2011) noted that money has a significant and indirect impact on the intention to shop online.

Therefore, the specific goals of this research are as follows:

1. To analyze the influence of Zara's IG fan-page follow towards social media connectedness.
2. To analyze the influence of Zara's IG fan-page follow towards fan-page engagement.
3. To analyze the influence of Zara's IG fan-page engagement towards social media connectedness.
4. To analyze the influence of Zara's IG fan-page engagement towards purchase intention.
5. To analyze the influence of Zara's IG fan-page follow towards purchase intention.
6. To analyze the influence of social media connectedness towards purchase intention.

2. LITERATURE REVIEW

2.1. Eco-Friendly Product

Environmentally friendly products can be defined as products that are environmentally friendly and have less negative impact on the environment, do not endanger human health, have quality criteria to protect the environment, for example by replacing chemicals with natural ingredients. Researchers divide the definition of environmentally friendly into environmentally friendly products, environmentally friendly brands and environmentally friendly marketing (Dangelico and Pontrandolfo, 2010; Sondakh and Wibowo, 2012).

Environmentally friendly products refer to products that do not cause environmental pollution or loss of natural resources because they can be recycled. Therefore, environmentally friendly products can also be defined as environmentally friendly products that have minimal impact on the environment, can be recycled, have a longer life cycle, are of better quality, use more efficient energy, are cost-effective and are made from natural materials. - materials that can be recycled (Dangelico and Pontrandolfo, 2010).

Peattie and Charter (2002) define green marketing as an all-encompassing management process that is in charge of recognizing, predicting, and meeting societal and consumer demands from a profitable and sustainable standpoint. Companies that care about the environment must develop their goods and services with the goal of

satisfying customers and the community. According to some experts, green marketing encompasses a variety of activities, including design, production procedures, packaging, and promotion (Peattie and Charter, 2002; Santoso and Fitriani, 2016).

According to the American Marketing Association (2013), green marketing is the practice of promoting goods that are presumed to be eco-friendly. Peattie and Charter (2002) assert that in addition to considering green marketing as an internal process, marketers should also consider how production and consumption affect consumers' quality of life and the creation of sustainable communities.

2.2. Fan-page Follow

Fan-page is a page dedicated to fans who may have an interest between two parties. There are many purposes in creating a fan- page. Whether being well accepted by the community or not, it can generally be seen from the number of social media application users. There are a lot of motivations for fans to like the page. Smart social media users will use their social media appropriately, especially for themselves (Teo, 2001). A fan-page in social media is aspecial business or community page created by companies or fans who are interested in celebrities, phenomena, television shows, films, blogs, and many others. Fan-pages are also being used to promote products. Usually, the creator always tries to make his fan-page get a lot of likes (Gupta, 2021).

Follow itself is defined as following, if defined further, follow is following someone's social media which is used to find out someone's news, posts, or posts that sent by someone sent on social media. (Febriane et al., 2022). Current social media such as Facebook, Instagram, Twitter, and others provide a "follow" feature which is useful for enabling social media users to interact with each other, for example when someone uploads a photo, other users can respond by giving likes or comments (Gupta, 2021). Moreover, follow is becoming one of a tool to make friends have the intention to more about the users to other users or products.

2.3. Fan-page Engagement

Simply said, engagement is interactional communication or two-way communication. A response from the audience indicates that the communication was effective (Febriane et al., 2022). Using Carter's research as a basis, each interaction is expected to connect the brand with the needs and desires of consumers and positive engagement that often occur can result in consumer loyalty.

Engagement on social media refersto actions that a person takes on social media pages, such as liking a post, leavinga comment, sharing an update, opening a link shared by other users, viewing a video, etc. (Wibowo, Lisnawati, and Adzimaturrahmah, 2019). Thus, online engagement becomes important due to the more online engagement achieved, the more chances that the brand can be known better (Carter, 2021). Additionally, it can be deduced that social media engagement is the kind of communication with a brand that encourages a shift in consumer behavior, from casual users to brand aficionados to advocates.

Online engagement is a psychological state that is distinguished by user interaction, co-creative experiences, and interactions with agents and objects (Febriane et al., 2022). Customer engagement can be built, rebuilt, or destroyed by every interaction madeby the brand (Carter, 2021). According to Kaushik (2020) 4 social media metrics can be measured as follows:

1. Conversation rate: Conversation between users.
2. Amplification rate: Message dissemination.
3. Applause rate: Short response given by audience by using certain symbols.

2.4. Social Media Connectedness

Juditha (2017) stated that social media has many characteristics such as:

1. Encourage everyone who is interested in using it to participate, and do so in a way that blurs the lines between the media and the audience.
2. Openness: The majority of social media platforms welcome comments, participation, and voting as well as the sharing of information. Rarely are access and usage limitations for communication content present.
3. Conversation, which allows conversations between users in two directions.
4. Social media, namely community, enables the rapid (instantaneous) development of communities and facilitates successful communication on a range of topics/interests (from hobbies photography, politics, to favorite TV shows).
5. The ability to facilitate connectivity between users through links to websites, information sources, and other users allows the majority of social media platforms to flourish.

Mayfield (2008) stated that "Most kinds of social media drive on their connectedness, making use of links to other sites, resources, and people." The fact that users can connect with other users, access websites, resources, and other users easily when looking for information is the reason why most types of social media are expanding quickly. Every social media must have an open dialogue between users. Social media can be tweaked and reorganized by

their creators, or in certain cases, by the community. Besides, social media also provides and forms new ways of communicating.

2.5. Purchase Intention

Purchase intention is a consumer behavior that appears as a response to products, both goods, and services, where the response shows the consumer's desire to make a purchase (Kotler, 2012). Consumers who have the intention tobuy will show their attention and pleasure towards the product, which in the endthe purchase realization of the product will be occurred by the consumer. Purchase intention is the final stage of a complex buying decision process starting from the emergence of a consumer's need for a product, then the consumer processes many sources of product information, and finally theconsumer will evaluate the product where the results of the evaluation ultimately generate interest in buying before the consumer actually makes a purchase.

There are several aspects of purchase intention described by Schiffman and Kanuk (2009), these aspects are described as follows:

1. Interested in finding information about the products. Consumers who will fulfill their needs will be motivated to find information on the products they need. There are two levels of encouragement in searching for information, firstly a lighter search for information where consumers just become more sensitive to the product, the second is an active level where consumers will search for product information through reading materials, ask friends, or visit stores to learn about the product.
2. Consider buying. Consumers will begin to gather information and learn about the various choices of the same product brand. In the next stage, consumers will evaluate these options and begin to consider buying a product.
3. Interested in trying. Consumers that have been in the stage of consider buying a product will start looking for the benefits or advantages of a product, this evaluation isconsidered as a process in which consumers assess a product very consciously and rationally, resulting in interest in trying.
4. Want to know more about the product. Following their interest in trying these products, customers will want to learn more about them. Customers will perceive the product as a collection of characteristics with various capacities to deliver advantages used to satisfy needs.
5. Want to have a product. In the end, consumers will pay close attention to the characteristics that include the benefits they seek, then they will assess the characteristics of the product and form purchase intentions.

2.6. Previous Research

Previous research related to the problems and discussions in this research are as follows. The first research was conducted by Rahman et al. (2017) with the title “Mediating Impact of Fan-page Engagement on Social Media Connectedness and Followers Purchase Intentions”. The findings demonstrated that fan pages significantly influence social media connectedness and purchasing intent through engagement. This study sought to determine the moderating impact of follower interaction on fan page activity as well as the demographic characteristics and degrees of buy intention confidence of followers.

Customer engagement behavior and consumer engagement theory are used as a foundation in this research design, technique, and approach to examine the effects of the variables. The approach was tested using structural equation modeling and information gathered from 307 Facebook fans of five Malaysian businesses. As well as opening up previously unexplored areas of social media research, the study's limitations and implications provide academics and researchers with a basic fundamental framework for interpreting the concepts and engagement actions associated with fan pages and their effects on purchase intentions and social media connectivity. The practical application of this research is to use fan pages based on user categories to inform consumers about business enterprises. This paper suggests using a framework that has been empirically tested to analyze fan pages. According to the authors, this framework can serve as a helpful starting point for upcoming commercial and social research. The findings will inform academics about fan sites and user engagement behaviors, opening up new research directions.

The second research was conducted by Renu and Gupta (2020) with the title “The Influence of Social Media on Consumer Purchase Intention”. The results revealed that the calculation result of the hypothesis test obtained a significance value of 0.001. The number 0.001 <0.05 then H0 is rejectedand H1 is accepted. This indicates that social media has an impact on the consumer buying interests. Regression analysis results revealed a positive link between social media X1 with the ease of use indicator and Y or purchase interest of 0.498 or 49.8%. This shows that social media is an accessible tool or strategy as a different shopping choice. This study sought to ascertain the impact of social media on the interest in making purchases.

Social media (X), which is the independent variable in this study, and the dependent variable were both used in the operational definition. The simplicity of transactions and confidence in social media are indicators of variable X. Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest are the indicators of variable Y. A person's propensity to recommend products to others is known as transactional interest.

Preferential interest, or interest that describes how someone who strongly prefers the product acts. Only in the event that the preference's outcome changes can this preference be replaced. Exploratory interest refers to the behavior of a person who is always seeking knowledge about the object of their interest as well as facts to support the object's advantageous qualities.

2.7. Hypotheses development

According to Mayfield (2018), the insignificant relationship between variables can be explained by the facts that with "following" features in a fan-page, can increase the interactions among the users inside the fan-page so they are connected to another and it is possible for users to create further relationship such as seller and buyer.

Therefore, it can be concluded that the more people following a fan-page, itwill affect their social media connectedness. This empirical evidence has been proven based on research conducted by Rahman et al. (2017) with the results that fan-page have a strong involvement impact in generating social media connectivity and purchase intention.

H1: Fan-page Follow significantly affects Social Media Connectedness

The occurrence of an insignificant relationship between variables can be explained by the facts taken based on the research conducted by Gupta (2021) that fan-page followers tend to develop interactions in a particular fan-page because everyone on a fan-page needs interaction in order to achieve their desires and goals.

One of the goals of following someone's social media is to find out about someone's news, posts, or posts that someone posted on social media (Febriane et al., 2022). So that it can refer to the actions that the person takes (after following) to achieve engagement on a fan-page. So, it can be concluded that there is communication between social media users on a fan-page which allows changes inuser behavior, such as from ordinary customers to loyal customers then to customers who are willing to recommend a brand.

In conclusion, the more people follow the social media pages of other users,it will affect the engagement they get on the fan-page that is followed, resulting inreciprocal interaction on the social media pages. This empirical evidence has beenproven from the research conducted by Rahman et al. (2017) with the results of thefan-page having a strong involvement impact in generating social media connectivity and purchase intention.

H2: Fan-page Follow significantly affects Fanpage Engagement

The occurrence of an insignificant relationship between variables can be explained by the facts taken from Mayfield (2018) that after someone decides to join a fan-page, the person will communicate in two wayswith other people in it so that it can grow the connectivity of a person with other people and can go further, such as group linkages with other groups in a fan-page. In addition, social media also provides and forms new ways of communication to facilitate the connectivity of the people in it.

Therefore, it can be concluded that the higher level of a fan-page engagement, it will increase the social media connectedness because more and morepeople are connected and interacting on the social media fan-page. This empirical evidence has been proven through a research conducted by Renu and Gupta (2020) which states the results that in the content of a fan-page there is an interaction of people that are related to one another.

H3: Fan-page Engagement significantly affects Social Media Connectedness

The insignificant relationship between variables can be explained by the facts taken from Gupta (2021) and Kotler (2012) that inside a fan-page, there is interaction connectivity among the users so it is possible to do transactions among users. Thus, social media users can increase the purchase intention of otherusers on a fan-page with the help of many factors such as have ever bought, used, wore, and reviewed or being an expert in something.

In conclusion, the higher engagement level on a fan-page, it will affect the people that interact inside the fan-page to increase their purchase intention. It is alsoin line with the result of research conducted by Rahman et al. (2017) that fan-page engagement has a strong involvement impact in creating social media connectedness and purchase intention. Moreover, according to Renu and Gupta (2020) there is an influence of social media towards consumer’s purchase intention.

H4: Fan-page Engagement significantly affects Purchase Intentions

Based on the facts taken from Gupta (2021) and Kotler (2012), after someone decides to join a fan-page the user looks for ways how they can achieve their goals such as their intention to buy an item, with the various options that the user is looking for, there will be an increase in the user's purchase intention becausepurchase intention is the final stage of the process before deciding to buy a product,both goods, and services.

Based on the explanation above, it can be concluded that the more people following the fan-page or the more people who are interested in something on the fan-page, it will increase the purchase intentions of the people in it. This empiricalevidence has been proven through two research based on Rahman et al. (2017) with the result that fan-page has a strong influence in creating social media connectedness and purchase intention and there is an influence of social media towards consumer's purchase intention (Renu and Gupta, 2020).

H5: Fan-page Follow significantly affects Purchase Intentions

Social media is an online media where content, opinions, and insights, in the form of images, audio, and video can be shared. Social media provides marketers with various kinds of consumer insights. It includes behavioral,

personal, engagement, attitudinal, and preference data. Consumer behavioral data comprises transaction history, social media usage patterns, the user stops, scrolls, and time spent on site (Kaplan and Haenlein, 2010).

Personal data refers to the consumers' identity, such as name, age, place of residence, occupation, etc. Meanwhile, engagement data measures users' social media interactions, including reach, liked posts, shared posts, most viewed pages, etc. Social media marketing helps companies to increase competitive advantage and company profitability. Consumers try to find out as much information about a product or brand as possible through social media. The information obtained shows a significant influence on buying interest because this variable brings trust by itself. However, a different statement according to (Chan et al., 2020) that Social Media Connectedness does not significantly influence Purchase Intention.

H6: Social Media Connectedness significantly affects Purchase Intentions

2.8. Research framework

Based on the figure above, this research examines the variables that influence purchase intention of a Zara eco-friendly products, which is fan-page follow variable towards fan-page engagement and social media connectedness. These variables influence each other and could strengthen or weaken the relationship between variables, then later will have an impact on the purchase intentions of Zara eco-friendly products consumers in Surabaya. The figure shows that fan-page follow (X1), fan-page engagement (X2), social media connectedness (X3) toward purchase intentions (Y) are moderated by trust, gender, age, and income.

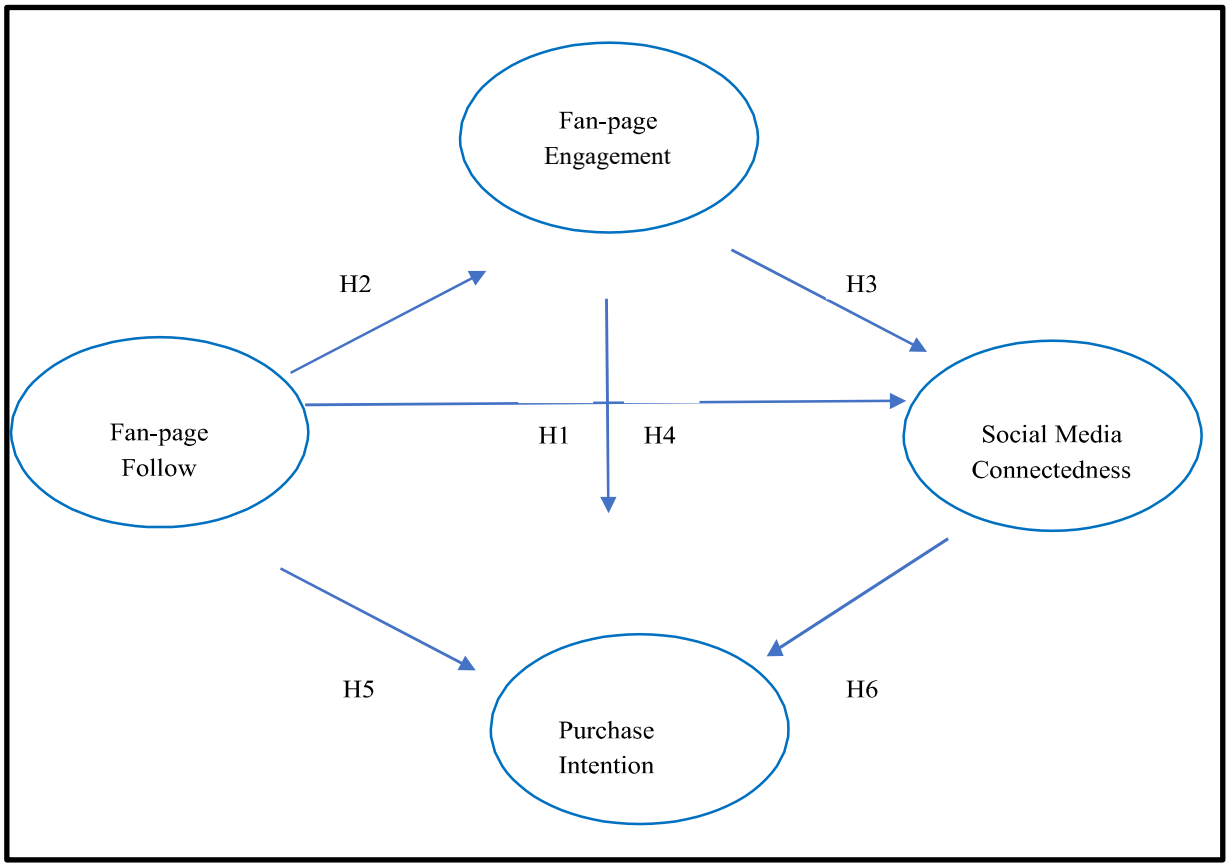

Figure 2.1 Model of Analysis (Source: Rahman *et al.*, 2017)

3. RESEARCH METHOD

To meet the purpose of this research correlational study was employed. This research used quantitative data. The data source of this research is primary data, which obtained directly by doing survey to the respondents. The survey was conducted in mid of year 2022 to young customers who have bought Zara's eco-friendly collection products in the last three months.

The respondents selected by the researcher were people who have visited a Zara advertising from a fan-page on IG with a certain age limit, in this case, the sampling method used by the researcher is the non-probability method - purposive sampling. In this research, number of samples used were 150 people with the following characteristics:

1. Respondents are milennials generation, i.e. the generation names are based on when members of that

generation become adults (23-42 years old)
2. Respondents reside in Indonesia.
3. Respondents have an IG account and ever visited a Zara advertisingfrom its official account.
4. Respondents have bought Zara's eco-friendly collection products in the last three months.

4. RESULTS AND DISCUSSION

4.1. Respondent Profile

Characteristics of respondents in this study include gender, age, education, frequency of buying Zara, trust in Zara products and income, which can be seen in the following table:

Table 4.1. Respondents by Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	102	55,7	55,7	55,7
	Female	81	44,3	44,3	100,0
	Total	183	100,0	100,0	

Based on Table 4.1. it is known that the majority of respondents in the study were male, namely 102 respondents (55.7%) and female respondents were 81 respondents (44.3%).

Table 4.2. Respondents by Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26 - 31 Year	107	58,5	58,5	58,5
	32 - 36 Year	67	36,6	36,6	95,1
	37 - 41 Year	9	4,9	4,9	100,0
	Total	183	100,0	100,0	

Based on Table 4.2, it is known that the majority of respondents in this study were aged 26 - 31 years, which amounted to 107 respondents (58.5%), aged 32 - 36 years totaled 67 respondents (36.6%) and aged 37 - 41 years were 9 respondents (4.9%).

Table 4.3. Respondents by Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3	38	20,8	20,8	20,8
	SMA	16	8,7	8,7	29,5
	Strata 1	99	54,1	54,1	83,6
	Strata 2	22	12,0	12,0	95,6
	Strata 3	8	4,4	4,4	100,0
	Total	183	100,0	100,0	

Based on Table 4.3, it is known that the majority of respondents in this study have a Strata 1 education, amounting to 99 respondents (54.1%), having D3 education totaling 38 respondents (20.8%), having a Strata 2 education totaling 22 respondents (12%), 16 respondents (8.7%) had high school education, and 8 respondents (4.4%).

4.3. Hypothesis Testing

Table 4.12. Coefficient of Determination (R^2) Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751[a]	,563	,556	1,79123

a. Predictors: (Constant), Social_Media_Connectedness, Fun_Page_Follow, Fan_Page_Engagement

Based on Table 4.12, it is known that the adjusted R Square is 0.556, which means that the independent variable can affect the dependent variable by 55.6% and the remaining 44.4% is influenced by other variables.

Table 4.13. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	741,297	3	247,099	77,014	,000[b]
	Residual	574,321	179	3,208		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Social_Media_Connectedness, Fan_Page_Follow, Fan_Page_Engagement

Based on Table 4.13, it is known that the sig.F value is 0.000 <0.05, which means that the model fit.

Table 4.12. H1 t test results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,685	1,130		5,917	,000
	Fan_Page_Follow	,396	,046	,541	8,665	,000

a. Dependent Variable: Social_Media_Connectedness

From Table 4.12. It is known that the significance value for the Fan-page Follow variable is 0.000 < 0.05 with a coefficient value of 0.396, which means that the first hypothesis in this study is accepted. So, there is a positive influence between Fan-page Follow on Social Media Connectedness.

Table 4.13. H2 t test results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,809	1,249		3,051	,003
	Fan_Page_Follow	,678	,051	,706	13,419	,000

a. Dependent Variable: Fan_Page_Engagement

From Table 4.13. It is known that the significance value for the Fan-page Follow variable is 0.000 <0.05 with a coefficient value of 0.678, which means that the second hypothesis in this study is accepted. So there is an influence between Fan-page Follow on Fan-page Engagement.

Table 4.14. H3 t test results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,876	,976		8,066	,000
	Fan_Page_Engagement	,418	,047	,548	8,813	,000

a. Dependent Variable: Social_Media_Connectedness

From Table 4.14. It is known that the significance value for the Fan-page Engagement variable is 0.000 < 0.05 with a coefficient value of 0.418, which means that the third hypothesis in this study is accepted. So there is an influence between Fan-page Engagement on Social Media Connectedness.

Table 4.15. T test results H4 – H5

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,708	1,594		2,954	,004
	Fan_Page_Follow	,435	,089	,373	4,893	,000
	Fan_Page_Engagement	,453	,093	,373	4,896	,000

a. Dependent Variable: Purchase_Intention

From Table 4.15. It is known that the significance value for the Fan-page Engagement variable is 0.000 < 0.05 with a coefficient value of 0.435, which means that the fourth hypothesis in this study is accepted. So, there is an influence between Fan-page Engagement on Purchase Intentions.

From Table 4.16. It is known that the significance value for the Fan-page Follow variable is 0.000 < 0.05 with a coefficient value of 0.453, so it means that the fifth hypothesis in this study is accepted. So there is an

influence between Fan-page Follow on Purchase Intentions.

Table 4.16. T test results H6

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,772	1,492		5,210	,000
	Social_Media_Connectedness	1,029	,090	,646	11,396	,000

a. Dependent Variable: Purchase_Intention

From Table 4.16. It is known that the significance value for the fan-page follow variable is 0.000 < 0.05 with a coefficient value of 1,029, which means that the six hypothesis in this study is accepted. So there is an influence between Social Media Connectedness on Purchase Intentions

4.4. Discussion

According to Gupta (2021) and Mayfield (2018), the insignificant relationship between variables can be explained by the facts that with "following"features in a fan-page, can increase the interactions among the users inside the fan-page so they are connected to another and it is possible for users to create further relationship such as seller and buyer.

Therefore, it can be concluded that the more people following a fan-page, itwill affect their social media connectedness. This empirical evidence has been proven based on research conducted by Rahman et al. (2017) with the results that fan-page have a strong involvement impact in generating social media connectivityand purchase intention.

The occurrence of an insignificant relationship between variables can be explained by the facts taken based on the research conducted by Gupta (2021) that fan-page followers tend to develop interactions in a particular fan-page because everyone on a fan-page needs interaction in order to achieve their desires and goals.

One of the goals of following someone's social media is to find out about someone's news, posts, or posts that someone posted on social media. So that it can refer to the actions that the person takes (after following) to achieve engagement on a fan-page. So, it can be concluded that there is communication between social media users on a fan-page which allows changes inuser behavior, such as from ordinary customers to loyal customers then to customers who are willing to recommend a brand.

In conclusion, the more people follow the social media pages of other users,it will affect the engagement they get on the fan-page that is followed, resulting inreciprocal interaction on the social media pages. This empirical evidence has beenproven from the research conducted by Rahman et al. (2017) with the results of thefan-page having a strong involvement impact in generating social media connectivity and purchase intention.

The occurrence of an insignificant relationship between variables can be explained by the facts taken from and Mayfield (2018) that after someone decides to join a fan-page, the person will communicate in two wayswith other people in it so that it can grow the connectivity of a person with other people and can go further, such as group linkages with other groups in a fan-page. In addition, social media also provides and forms new ways of communication to facilitate the connectivity of the people in it.

Therefore, it can be concluded that the higher level of a fan-page engagement, it will increase the social media connectedness because more and morepeople are connected and interacting on the social media fan-page. This empirical evidence has been proven through research conducted by Renu and Gupta (2020) which states the results that in the content of a fan-page there is aninteraction of people that are related to one another.

The insignificant relationship between variables can be explained by the facts taken from Kotler (2012) that inside a fan-page, there is interaction connectivity among the users so it is possible to do transactionsamong users. Thus, social media users can increase the purchase intention of otherusers on a fan-page with the help of many factors such as have ever bought, used, wore, and reviewed or being an expert in something.

In conclusion, the higher engagement level on a fan-page, it will affect the people that interact inside the fan-page to increase their purchase intention. It is alsoin line with the result of research conducted by Rahman et al. (2017) that fan-page engagement has a strong involvement impact in creating social media connectedness and purchase intention. Moreover, according to Renu and Gupta (2020) there is an influence of social media towards consumer's purchase intention.

Based on the facts taken from Gupta (2021) and Kotler (2012), after someone decides to join a fan-page the user looks for ways how they can achieve their goals such as their intention to buy an item, with the various options that the user is looking for, there will be an increase in the user's purchase intention becausepurchase intention is the final stage of the process before deciding to buy a product,both goods, and services.

Based on the explanation above, it can be concluded that the more people following the fan-page or the more people who are interested in something on the fan-page, it will increase the purchase intentions of the people in it. This empiricalevidence has been proven through two research based on Rahman et al. (2017) withthe result that fan-page has a strong influence in creating social media connectedness and purchase intention and there is an

influence of social media towards consumer's purchase intention (Renu and Gupta, 2020).

Social media is an online media where content, opinions, and insights, in the form of images, audio, and video can be shared. Social media provides marketers with various kinds of consumer insights. It includes behavioral, personal, engagement, attitudinal, and preference data. Consumer behavioral data comprises transaction history, social media usage patterns, the user stops, scrolls, and time spent on site (Kaplan and Haenlein, 2010). Personal data refers to the consumers' identity, such as name, age, place of residence, occupation, etc. Meanwhile, engagement data measures users' social media interactions, including reach, liked posts, shared posts, most viewed pages, etc.

Social media marketing helps companies to increase competitive advantage and company profitability. Consumers try to find out as much information about a product or brand as possible through social media. The information obtained shows a significant influence on buying interest because this variable brings trust by itself. However, a different statement according to Chan et al. (2020) that Social Media Connectedness does not significantly influence Purchase Intention.

5. CONCLUSION

The conclusions of this study are as follows:

1. Fan-page Follow on Social Media has a positive effect on Social Media Connectedness
2. Fan-page Follow has a positive effect on Fan-page Engagement.
3. Fan-page Engagement has a positive effect on Social Media Connectedness.
4. Fan-page Engagement has a positive effect on Purchase Intentions.
5. Fan-page Follow has a positive effect on Purchase Intentions
6. Social Media Connectedness has a positive effect on Purchase Intentions

REFERENCES

Abeer, A. M., and Abdelhamid, A. K. A. (2017). Antecedents of Participation in Online Brand Communities and Their Purchasing Behavior Consequences. *Service Business*, Vol. 11(2), pp. 229-251.

Ali, A. and Ahmad, I. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pakistan Journal of Engineering, Technology & Science*, Vol. 2(1), pp. 84-117.

Barnes, N.G. (2014). Social Commerce Emerges as Big Brands Position Themselves to Turn Follows, Likes and Pins into Sales. *American Journal of Management*, Vol. 14(4), pp. 11-18.

Renu, S.B. and Gupta, V. (2020). The Influence of Social Media on Consumer Purchase Intention. *International Journal of Scientific and Technology Research*, Vol. 9(03), pp. 3136-3142.

Biswas, A. (2016). A Study of Consumers' Willingness to Pay for Green Products. Journal of Advanced Management Science, Vol. 4(3), pp. 211-215.

Carter, B. (2021, April 20). What is the Definition of Customer Engagement? Retrieved from http://blog.accessdevelopment.com/what-is-thedefinition-of-customer-engagement

Cohen, D. (2016). Facebook: More Than 4 Million Active Advertisers; 60 Million-Plus Businesses Using Pages. Retrieved fromhttp://www.adweek.com/digital/facebook-more-than-4-million-active-advertisers-60-million-plus-businesses-using-pages/.

Commission of the European Communities. (2001). *Green Paper on Integrated Product Policy*. Retrieved from http://eurlex.europa.eu/LexUriServ/site/en/com/2001/com2001_0068en01.pdf.

Dangelico, R.M. and Pontrandolfo, P. (2010). From Green Product Definitions and Classifications to The Green Option Matrix. *Journal of Cleaner Production*, Vol. 18, pp. 1608-1628.

Deal, J., Altman, D., & Rogelberg, S. (2010). Millennials at Work: What We Know and What We Need to Do (If Anything). *Journal of Business & Psychology*, 25(2), pp. 191-199.

Febriane, R., Wibowo, W., Agrippina, Y. R. (2022). The Influences of Perceived Credibility and Consumer Attitude Towards Purchase Intention of Some by Mi's YouTube User Generated Content. *Proceedings of the 4th Asia Pacific Management Research Conference*.

Gupta, M. (2021). Enhance Customer Engagement via Facebook Fanpage for Increased Purchase Intentions: Case of e-Wallet. *International Journal of Online Marketing*, Vol. 11(1).

Hoffman, E., Novak, T. P., and Peralta, M. (1999). Building Consumer Trust Online. *Communication of the ACM*, Vol. 42(4), pp. 80-86.

Huang, J. H., and Yang, Y. C. (2010). Gender Differences in Adolescents' Online Shopping Motivations. *African Journal of Business Management*, Vol. 4(6), pp. 849- 857.

Jayasingh, S. (2019). Consumer Brand Engagement in Social Networking Sites and Its Effect on Brand Loyalty. *Cogent Business & Management*, Vol. 6, pp. 1-22.

Juditha, C. (2017). Understanding Social Media Network Structure as a Strategic Way of Advertising in Digital Economy Era. *Jurnal Pekommas*, Vol. 2(1), pp. 99-114.

Kaplan. A.M. and Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social

Media. Business Horizons, Vol. 53, pp. 59-68.
Kaushik, A. (2020, April 19). *Best Social Media Metrics Conversation*. Retrieved from Conversations, Amplification, and Economic Value: https://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/
Kim, A.J. and Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, Vol. 65, pp. 1480-1486.
Kotler, P. and Keller, K.L. (2016). *Marketing Management*. United States: Pearson Education.
Kotler, P. (2012). *Marketing Management.* New Jersey: Prentice Hall Inc.
Kim, J. and Park, J. (2005). A Consumer Shopping Channel Extension Model: Attitude Shift Toward the Online Store. *Journal of Fashion Marketing and Management*, Vol. 9(1), pp. 106-121.
Laurence, D., Cleopatra, V., and Anna, M. (2015). Consumer Engagement in Online Brand Communities: A Social Media Perspective. *Journal of Product & Brand Management.* Vol. 24(1), pp. 28-42.
Li-Chun, H. (2017). Investigating Community Members' Purchase Intention on Facebook Fan Page from a Dualistic Perspective of Trust Relationships. *Industrial Management & Data Systems*, Vol. 117(5), pp. 766-800.
LiI, R., and Kim, J. (2007), The Effects of Internet Shoppers' Trust on Their Purchasing Intention in China. *Journal of Information Systems and Technology Management*, Vol. 4(3), pp. 269-286.
Mahmoud, T.O. (2018). Impact of Green Marketing Mix on Purchase Intention. International Journal of Advanced and Applied Sciences, Vol. 5(2), pp. 127-135.
Mayfield, A. (2008). *What is Social Media?* London: iCrossing.
Narges, D., Laily, H. P. and Ali, K. (2011). Understanding Consumer's Internet Purchase Intention in Malaysia. *African Journal of Business Management*, Vol. 5(7), pp. 2837-2846.
Naylor, R. W., Lamberton, C. P. and West, P. M. (2012). Beyond The "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings. *Journal of Marketing*, Vol. 76(6), pp. 105-120.
Peattie, K. (1995). *Environmental Marketing Management: Meeting the Green Challenge*. Pitman Publishing, London, UK.
Peattie, K. and Charter, M. (2002). *Green Marketing*. Routledge, London, UK.
Pillai, P. and Junare, S.O. (2016). A Study on Consumers' Perception towards Eco-friendly Products in Ahmedabad. *International Journal of Research in IT and Management*, Vol.6 No.7, pp. 14-28.
Rahman, Z., Hasmah, Z., Md Nasir, H. N., and Zanuddin, H. (2017). Mediating Impact of Fan-page Engagement on Social Media Connectedness and Followers Purchase Intentions. *Emerald Publishing Limited*.
Santoso, I., and Fitriani, R. (2016). Green Packaging, Green Product, Green Advertising, Perception, and Consumer Buying Interest. *Journal of Family and Consumer Science*, Vol. 9, pp. 147-158.
Schiffman, L.G. and Kanuk, L.L. (2009). *Consumer Behavior*. Pearson Prentice Hall.
Schultz, C.D. (2016). Insights from Consumer Interactions on A Social Networking Site: Findings from Six Apparel Retail Brands. *Electron Markets*, Vol. 26(3), pp. 203- 217.
Sondakh, O., Wibowo, W. (2012). Save the Rain Forest: The Antecedents of Students' Ecological Behaviour Intentions. *Proceeding of the 3rd International Conference on RainWater Harvesting & Management*.
Suntornpithug, N. and Indiana, S.K. (2017). Green Marketing: Millennials' Perceptions of Environmentally Friendly Consumer Packaged Goods Products. *International Journal of Management and Applied Science (IJMAS)*, Vol. 3(8), pp. 20-24.
Tsai, W.S. and Men, L.R. (2013). Motivations and Antecedents of Consumer Engagement with Brand Pages on Social Networking Sites. *Journal of Interactive Advertising*, Vol. 13(2), pp. 76-87.
Teo, T.S.H. (2001). Demographic and Motivation Variables Associated with Internet Usage Activities. *Internet Research*, Vol. 11(2), pp. 125-137.
Wibowo, L.A., Lisnawati, and Adzimaturrahmah, R. (2019). Social Media Customer Expectations: Brand Engagement in Maintaining Customer Loyalty. *Jurnal Pendidikan & Bisnis Manajemen,* Vol. 5(3).
Wimmala, P., Mark, S., and Leela, T. (2017). Social Presence and Customer Brand Engagement on Facebook Brand Pages. *Journal of Product & Brand Management*, Vol. 26(3), pp. 262-281.

Results of SPSS Analysis

Table 4.7. Variable Validity Test *Fan-page Follow*

Indicators	r count	r table	Information
FPF1	0,505	0,148	Valid
FPF2	0,422	0,148	Valid
FPF3	0,374	0,148	Valid
FPF4	0,431	0,148	Valid
FPF5	0,427	0,148	Valid
FPF6	0,442	0,148	Valid

Source: primary data

Table 4.8. Variable Validity Test *Fan-page Engagement*

Indicators	r count	r table	Information
FPE1	0,614	0,148	Valid
FPE2	0,384	0,148	Valid
FPE3	0,558	0,148	Valid
FPE4	0,460	0,148	Valid
FPE5	0,599	0,148	Valid

Source: primary data

Table 4.9. Variable Validity Test *Social Media Connectedness*

Indicators	r count	r table	Information
SMC1	0,475	0,148	Valid
SMC2	0,258	0,148	Valid
SMC3	0,372	0,148	Valid
SMC4	0,347	0,148	Valid

Source: primary data

Table 4.10. Variable Validity Test *Purchase Intentions*

Indicators	r count	r table	Information
PI1	0,623	0,148	Valid
PI2	0,396	0,148	Valid
PI3	0,557	0,148	Valid
PI4	0,498	0,148	Valid
PI5	0,626	0,148	Valid
PI6	0,397	0,148	Valid

Source: primary data

Table 4.11. Reliability Test Results

Variable	Alpha Cronbach	Information
Fan-page Follow	0,702	Reliabel
Fan-page Engagement	0,754	Reliabel
Social Media Connectedness	0,577	Reliabel
Purchase Intentions	0,772	Reliabel

Source: primary data

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Social_Media_Connectedness, Fan_Page_Follow, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751[a]	,563	,556	1,79123

a. Predictors: (Constant), Social_Media_Connectedness, Fun_Page_Follow, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	741,297	3	247,099	77,014	,000[b]
	Residual	574,321	179	3,208		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Social_Media_Connectedness, Fan_Page_Follow, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,355	1,561		,868	,386
	Fan_Page_Follow	,303	,084	,260	3,595	,000
	Fan_Page_Engagement	,306	,088	,252	3,469	,001
	Social_Media_Connectedness	,585	,097	,368	6,012	,000

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fan_Page_Follow[b]	.	Enter

a. Dependent Variable: Social_Media_Connectedness
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,541[a]	,293	,289	1,42349

a. Predictors: (Constant), Fan_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152,133	1	152,133	75,078	,000[b]
	Residual	366,763	181	2,026		
	Total	518,896	182			

a. Dependent Variable: Social_Media_Connectedness
b. Predictors: (Constant), Fan_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,685	1,130		5,917	,000
	Fan_Page_Follow	,396	,046	,541	8,665	,000

a. Dependent Variable: Social_Media_Connectedness

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fan_Page_Follow[b]	.	Enter

a. Dependent Variable: Fan_Page_Engagement
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,706[a]	,499	,496	1,57331

a. Predictors: (Constant), Fan_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	445,705	1	445,705	180,060	,000[b]
	Residual	448,033	181	2,475		
	Total	893,738	182			

a. Dependent Variable: Fan_Page_Engagement
b. Predictors: (Constant), Fan_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,809	1,249		3,051	,003
	Fan_Page_Follow	,678	,051	,706	13,419	,000

a. Dependent Variable: Fan_Page_Engagement

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Social_Media_Connectedness
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,548[a]	,300	,296	1,41636

a. Predictors: (Constant), Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155,794	1	155,794	77,661	,000[b]
	Residual	363,102	181	2,006		
	Total	518,896	182			

a. Dependent Variable: Social_Media_Connectedness
b. Predictors: (Constant), Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,876	,976		8,066	,000
	Fan_Page_Engagement	,418	,047	,548	8,813	,000

a. Dependent Variable: Social_Media_Connectedness

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Social_Media_Connectedness, Fan_Page_Follow, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,751[a]	,563	,556	1,79123

a. Predictors: (Constant), Social_Media_Connectedness, Fun_Page_Follow, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	741,297	3	247,099	77,014	,000[b]
	Residual	574,321	179	3,208		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Social_Media_Connectedness, Fun_Page_Follow, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,355	1,561		,868	,386
	Fan_Page_Engagement	,306	,088	,252	3,469	,001
	Fan_Page_Follow	,303	,084	,260	3,595	,000
	Social_Media_Connectedness	,585	,097	,368	6,012	,000

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Fan_Page_Engagement, Fan_Page_Follow[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689[a]	,475	,469	1,95831

a. Predictors: (Constant), Fan_Page_Engagement, Fun_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	625,321	2	312,661	81,529	,000[b]
	Residual	690,296	180	3,835		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Fan_Page_Engagement, Fan_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,708	1,594		2,954	,004
	Fan_Page_Follow	,435	,089	,373	4,893	,000
	Fan_Page_Engagement	,453	,093	,373	4,896	,000

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Trust, Fan_Page_Follow[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637[a]	,406	,400	2,08310

a. Predictors: (Constant), Trust, Fan_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	534,542	2	267,271	61,593	,000[b]
	Residual	781,075	180	4,339		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Trust, Fan_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,681	1,722		3,879	,000
	Fun_Page_Follow	,741	,067	,636	11,071	,000
	Trust	-,161	,313	-,030	-,514	,608

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Trust, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641[a]	,411	,404	2,07517

a. Predictors: (Constant), Trust, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	540,481	2	270,240	62,754	,000[b]
	Residual	775,137	180	4,306		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Trust, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9,333	1,480		6,306	,000
	Fan_Page_Engagement	,776	,069	,640	11,175	,000
	Trust	-,396	,312	-,073	-1,272	,205

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Gender, Fun_Page_Follow[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640[a]	,410	,403	2,07686

a. Predictors: (Constant), Gender, Fun_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	539,214	2	269,607	62,505	,000[b]
	Residual	776,404	180	4,313		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Gender, Fun_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,822	1,730		3,365	,001
	Fan_Page_Follow	,745	,067	,640	11,164	,000
	Gender	,359	,309	,067	1,161	,247

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Gender, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637[a]	,406	,399	2,08445

a. Predictors: (Constant), Gender, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	533,532	2	266,766	61,397	,000[b]
	Residual	782,086	180	4,345		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Gender, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,829	1,485		5,944	,000
	Fan_Page_Engagement	,772	,070	,637	11,064	,000
	Gender	,018	,311	,003	,059	,953

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Age, Fan_Page_Follow[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,643[a]	,414	,407	2,06982

a. Predictors: (Constant), Age, Fun_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	544,471	2	272,235	63,545	,000[b]
	Residual	771,147	180	4,284		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Age, Fun_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,333	1,644		3,852	,000
	Fan_Page_Follow	,720	,068	,618	10,630	,000
	Age	,426	,265	,094	1,608	,110

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Age, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,641[a]	,411	,405	2,07415

a. Predictors: (Constant), Age, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	541,241	2	270,620	62,904	,000[b]
	Residual	774,377	180	4,302		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Age, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,755	1,432		6,115	,000
	Fan_Page_Engagement	,752	,071	,620	10,572	,000
	Age	,357	,267	,079	1,340	,182

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Income, Fun_Page_Follow[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,643[a]	,413	,406	2,07148

a. Predictors: (Constant), Income, Fun_Page_Follow

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	543,230	2	271,615	63,298	,000[b]
	Residual	772,388	180	4,291		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Income, Fan_Page_Follow

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7,564	1,806		4,189	,000
	Fan_Page_Follow	,725	,067	,622	10,754	,000
	Income	-,317	,209	-,088	-1,514	,132

a. Dependent Variable: Purchase_Intention

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Income, Fan_Page_Engagement[b]	.	Enter

a. Dependent Variable: Purchase_Intention
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649[a]	,421	,414	2,05744

a. Predictors: (Constant), Income, Fan_Page_Engagement

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553,666	2	276,833	65,398	,000[b]
	Residual	761,952	180	4,233		
	Total	1315,617	182			

a. Dependent Variable: Purchase_Intention
b. Predictors: (Constant), Income, Fan_Page_Engagement

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,195	1,547		6,592	,000
	Fan_Page_Engagement	,757	,069	,624	10,940	,000
	Income	-,450	,206	-,124	-2,182	,030

a. Dependent Variable: Purchase_Intention