



RESEARCH ARTICLE

Developing S-O-R Conceptual Framework for Social Media Business Pages.

[¹] Dr. Zoha Rahman, [²] Nashid Bintey Hayder, [³] Marvin Razi Mebin, [⁴] Shirin Sharmin, [⁵] Nazia Akhtar, [⁶] Jubayer Asadullah, [⁷] Shahreen Sonia,

[¹] Independent University, Bangladesh, [²] BUFT, [³] Presidency University, Bangladesh, [⁴] Presidency University, Bangladesh, [⁵] Presidency University, Bangladesh, [⁶] Midland Bank PLC, [⁷] Presidency University

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***Corresponding Author**

joha_dusbe@iub.edu.bd

Social Media's business pages result in more selling opportunities for Business to Consumer (B2C) companies by increasing traffic to their respective websites and selling pages. However, the mechanisms of online brand pages and crucial constructs for managing those remain a mystery especially in the area of customer engagements and value perception. Also, it is essential to know that the positive associations between the value perception of a brand on social media and consumer positive behavior are genuinely causal or not. Despite the promising opportunities of brand pages to market brands and products and to get in touch with (potential) customers, the driving factors behind the number of active users on brand pages are still unexplored. Since the S-O-R model shows the human behavioral pattern from the perspective of Stimulus (S), Organism (O) and Responses (R), in the study we try to understand the deeper concept of consumer behavioral pattern of the social media through S-O-R model. The study develops a complete S-O-R conceptual model in the area of social media by considering all possible formative measures in the area of stimuli (contents) and organism (perceived value) and responses (engagement and purchase intention). The study serves as a fundamental guideline for marketers and academics to interpret the concept of Fanpages contents and its effects on online page performance. Also, the research serves as advanced parameter in analyzing the user's value perception and future intention, as well as opening a vast area of unexplored researches on the subject of social media.

INTRODUCTION

Academic social scientists have been interested in measuring impact of the media from a number of perspectives. The mass media have been hypothesized and found to have effects on public behavior. Behavioral effects concerns have focused primarily on social behavior, political behavior, consumer behavior and health-related behavior (Z Rahman, 2018). The current study focuses on the exploring the consumer behavioral pattern and outcome in case of social media. Nevertheless, social media are noticeably different from the former traditional media (Z Rahman K. S., 2016). In comparison with the other media, they provide interactive, interconnected and egalitarian organisms that cannot be controlled by any organization. Therefore, the companies now need a distinct tactic for the measurement, analysis, and afterward management. This study explores the constructs of S-O-R model from the perspective of social media. Since the S-O-R model explored the human behavioral pattern from the perspective of Stimulus (S), Organism (O)

and Responses (R), it will be effective in understanding the deeper concept of consumer behavioral pattern of the social media through S-O-R model. Thus, this study develops the conceptual model of S-O-R model from the perspective of social media user's behavior.

Conceptual Framework and Hypothesis Development

The study has been conducted on the adaptation of the SOR model in the perspective of Fanpage focused on various

B2C industries in Malaysia. The S-O-R framework is employed because the constructs included in the model and

the relationships among the constructs clarify the central interests of S-O-R model. It is proposed that brand-related Fanpage contents (S) evoke cognitive and affective responses (O) within Fanpage users, and these internal states impact consumer's behavioral responses (R). That is, when a Fanpage user encounters brand-related contents on Fanpage, contents (S) activate internal information processing by the users (O) and subsequently behavioral responses (R) related to the brand as the user processes the information.

In addition to the foundational constructs [i.e., informational stimuli(S), emotional responses (O), cognitive responses (O), behavioral outcome(R)] of the S-O-R model those were previously used in social media studies (Angella, 2016; Maoyan, 2014), our model embraces Fanpage content as a stimulus that combines diversities of all aspects of contents (Kay Peters, 2013; Z Rahman S. K., 2017). Furthermore, a new Organism factor (O) (i.e. Perceived community value) has been added because value creation in online communities is a very crucial question that still needs further research (Angella J. Kim, 2016; Kay Peters, 2013; Laurence, 2015). Besides the researcher added a new relationship-building variable (i.e. Fanpage engagement) as a factor of behavioral responses(R) because important goal for social media marketers is to build and enhance relationships with existing customers and the research about consumer engagement behavior in online community setting is yet to be done (Kim, 2012; Paul, 2017; Z Rahman D. K., 2016).

As brand contents shared via Facebook contains both informational and emotional messages (Angella J. Kim, 2016), the combination of predicted responses in the organism sector derived from stimulus is illustrated by the parallel response sequence (combination of Cognitive and affective responses). Also considering the instant aspect of online setting, our proposed model splits behavioral responses into immediate responses (i.e., Fanpage engagement) and latent responses (i.e., purchase intention) so the model can be useful to examine the influence of social media content stimuli within an online specific context (Angella, 2016; Z Rahman H. Z., 2016).

Establishing S-O Relationships

Past literature on S-O-R model indicated that the stimulus can influence customers' organism. (Wong, 2012; Daunt, 2012; Fiore, 2007; Lam, 2011; Kaltcheva, 2006). Utilizing the S-O-R model, previous studies have found a positive effect of website stimuli on emotional (affective) and cognitive responses (Angella J. Kim, 2016). Researchers identified that website design elements (i.e., interactive features, colors, images,) had a positive influence on consumers' emotions and cognitions such as perceived information quality (Eroglu S. A., 2003; Ha, 2012). Moreover, informational stimuli such as advertising content were also found to influence arousal as well as pleasure (Olney, 1991). Preceding studies also documented that pleasure and perceived information quality are emotional and cognitive perception to online visual stimuli (Eroglu S. A., 2003) and according to cognitive-affective model, researchers recognize perceived quality as a cognitive response to a brand stimulus (Kumar, 2009). Research indicated that "the perceived value derived from the online brand community" participation improve the behaviors of members and the community perceived value is connected to the informational or entertaining

aspects derived from the content posted on the online brand community (Dholakia U. M., 2004; Wiertz, 2007). One recent study explored that brand-related user-generated contents on Facebook was positively related to pleasure and perceived information quality (Angella J. Kim, 2016). Because brand-related contents often contain information about brands, users who encounter it are anticipated to process the information (O) internally and define a perception of its quality. Thus, the following hypotheses were proposed.

Hypothesis 1: Fanpage contents influence positively consumers' cognitive response (i.e., perceived online community value).

Hypothesis 2: Fanpage contents positively influence consumers' affective response

Establishing O-R Relationship

Most of the past literature indicated that organism influence customers' response (Fiore, 2007; Kaltcheva, 2006; Lam, 2011). Supporting the O-R relationship proposed in the S-O-R framework (Mehrabian A. R., 1974), the results evidently found that emotional and cognitive responses examined (i.e., pleasure, arousal, perceived information quality) significantly influenced all behavioral outcomes in relation to the identified brand and from this study information pass-along, impulse buying, future purchase intention, and brand engagement were identified as their behavioral responses of the consumers.

a) Relationship between organism (O) and Fanpage engagement(R)

As the previous study conducted research on identifying the impact of brand related contents on consumer's behavioral outcome, later researchers suggested a place for relationship building variables (i.e., brand engagement) as possible behavioral outcomes in addition to the outcome variables identified by previous researchers (Bagozzi R. P., 1983; Fiore, 2007). One qualitative study utilizing S-O-R model describes that if the marketing content addresses the motives of its target population or users, users will engage in social media activities (Kay Peters, 2013) that is, the users will only engage if it suits their motives. Study also indicating that response involvement in social media finally evokes from enduring involvement in conjunction with complex cognitive and affective processes. Conceptualizations by Wirtz, (2013), data disclose that online brand community value is derived from brand-related, social, community value and functional characteristics of online brand community membership and "the perceived value gained from online brand community" participation improve the behaviors of members. Another recent finding indicating that self-expression and socializing factors play primary roles in encouraging people to participate in moderately engaging activities (i.e. collaborating with others to contribute to content) and in highly engaging activities (i.e. creating one's own content online) (Lisette de Vries, 2017). A recent study results revealed a statistically significant relationships between customer's perceived value and separate customer engagement dimensions (Laurence, 2015; Z Rahman K. S., 2016). Another study considered customer perceived value as the consequences of customer engagement. (Mollen, 2010). The online users' level of engagement is subjective to the value they perceive from group participation (Gummerus, 2012) and this engagement is connected to the informational or entertaining aspects of value perception derived from the content posted on the online brand community (Dholakia U. M., 2004).

Besides, eWom (electronic Word of Mouth) is a part of consumers' cognitive mental activity and eWOM influences customer relationships with brands (Angella J. Kim, 2016). According to Kim and Ko (2012), brand-related content on Facebook influences consumers to stay in a close relationship with a brand (Kim A. J., 2012). Brand engagement defines the emotional tie that connects customer to brands (Goldsmith, 2012) and as previously discussed, Fanpage engagement is an outcome of brand engagement. In addition, brand engagement (R) is a result of cognitive and emotional states (O) evoked by the brand (Goldsmith, 2012) and that could be

evoked by brand-related contents (S).

Consequently, it was hypothesized that:

Hypothesis 3: User's cognitive response (Perceived community value) positively influences Fanpage engagement.

Hypothesis 4: User's emotional response (perceived emotional value) positively influences Fanpage engagement.

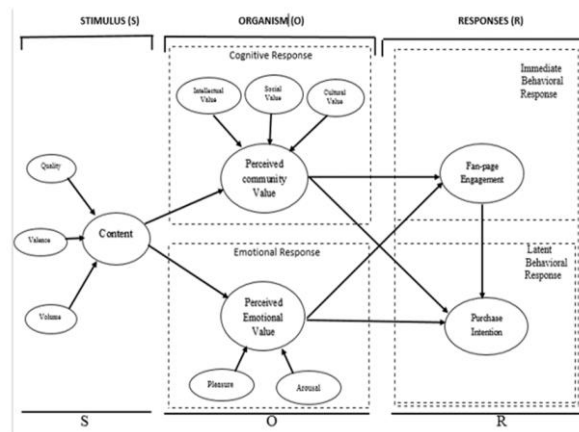


Figure 1: Conceptual framework

b) Relationship between Organism (O) and Purchase Intention(R)

Purchase intention refers to a future plan to buy a particular product or service (Adelaar, 2003). According to S-O-R framework, purchase intention signifies an intention to act favorably (i.e., approach behavior) in response to informational stimuli related to brands. Concerning relationships between emotional state and purchase intention, researchers have confirmed that intention to purchase occurs after positive internal response. Inspecting the influence of store environment on consumer response, Baker, (1992) found that participants' readiness to purchase was improved as pleasure and arousal enhanced. In case of retail industry, consumers' positive emotional or affective responses have a positive impact on impulse buying behavior (Hyo-jung, 2011). In the field of marketing, the construct of perceived quality (cognitive response) is widely acknowledged as the primary driver of purchase intention (Nor, 2016). According to cognitive-affective model, researchers define perceived quality as a cognitive response to a product which influences product purchase (Kumar, 2009). Perceived quality offers value to consumers by providing them with drivers to buy the particular product and by distinguishing the brand from other competing brands. Besides, emotional value is regarded as a significant predictor of Malaysian consumers purchase intention as the previous results indicate that affective component of a brand image has a direct relationship with its consumers' willingness to buy products (Nor, 2016). Besides, Dodds, (1991) are of the opinion that there is a positive impact of emotional value on consumer's purchase intention (Dodds., 1991). Moreover, Emotion had been used widely as the mediator between stimulus and response by past literature (Dong, 2013). According to S-O-R framework, the results suggest that a consumer's perceived emotions can be a mediating factor in the purchase process (Elaine, 1997). Zeithaml, in 2002 conducted research, which showed positive relationships between an online consumer's value perception and quality of product and the consumer's intention to return and purchase (Zeithaml V. P., 2002). One more study result found that perceived value has significant influence on online shopper's buying intention (Chen, 2012). Besides, the process of analyzing and storing eWOM messages denotes consumer's cognitive mental activity and Hung and Li (2007) found a positive relationship

between eWOM and purchase intention and identified that eWOM provides prospects for consumers to gain information about brands and to store the evidence into their consideration set. A consumer's consideration set comprises all the brands a consumer can think of when purchasing. Any brands involved in a consumer's consideration set may be recalled and purchased in the future. These findings headed to the expectation that emotional and cognitive responses (O) stemming from brand contents (S) is positively related to purchase intention (R). Thus, the following hypotheses were developed.

Hypothesis 5: Cognitive response (Perceived community value) positively influences purchase intention.

Hypothesis 6: Affective response (perceived emotional value) positively influences purchase intention

c) Relationship between engagement and Purchase Intention

An empirical study conducted by Sheppard, in 1988 found an average correlation of .53 between behavioral actions and intentions. In the e-commerce context, many studies have successfully utilized this theory to study online consumer behavior. There are diverse conceptualizations of the customer engagement concept in scientific literature. From practitioners' point of view customer engagement is being identified as activities encouraging repurchase behavior and strengthening customer commitment to a brand (Vivek, 2012). Preceding studies showed that engaging with other consumers on online brand communities is driver for purchase process as other consumer's reviews and suggestions plays an important role in the purchase decision (Laurence, 2015).

Fanpage usage and engagement are indicators for a high involvement with the brand (Benedikt, 2012). Oliver (1997) and Reicheld (1996) suggest that long-lasting brand involvement actions help consumers to store the brand name in their memory, which will affect consumer satisfaction and loyalty (Oliver, 1997; Reicheld, 1996). Besides, the ties among members of an online community start to develop into stronger relation and create loyalty towards the community (Seraj M., 2012). According to Anderson and Srinivasan's (2003) study, e-loyalty is defined as a customer's favorable attitude towards repeated buying and engagement with that company (Anderson, 2003). Furthermore, the study identified that user's virtual endorsement on SNSs might affect his or her network's behaviors, such as purchase intention (R.Mariani, 2014). Rogers outlined that when an innovation adopted by a highly respected individual within a social network, that adaptation may create an instinctive desire towards that innovation

An average of 100 million connections is made on Facebook pages every day on a global scale (Report, 2015). Looking at a luxury brand's Fanpage, it was concluded that it serves as a positive antecedent of consumer's interest in utilizing Facebook for online shopping (Jin, 2012). An appealing profile page on Facebook is usually used for showcasing products and services, interact with existing and potential customers, and highlight unique selling points of an organization (Mershon, 2015). The interactions in Fanpages are vital from the perspective of companies, because such active customers build on the brand by increasing awareness, involvement, and engagement, therefore stimulating purchases (Úblová, 2014). The results of a study found that higher amounts of Internet use (for non-shopping activities) are associated with an increased amount of Internet product purchases (Alka, 2000). In the case of Fanpages, fans that behave actively and participate in various activities are ready to buy products from a fashion brand (Úblová, 2014). Active users were depicted as users who frequently visit and interact with social media (Haven, 2007). Studies revealed that higher numbers of active users on a Fanpage increase the number of visits to the online shop, and User-generated contents in Fanpages is strongly correlated to a higher conversion rate (Kevin, 2013).

Engagement metrics can provide crucial information that can help companies improve marketing strategies, increase web traffic, and increase sales (Comcowich, 2015). The Fanpages help managers maintain a sustainable customer relationship management with their online consumers, which can increase sales volume by encouraging the purchase intention of consumers (Kevin, 2013). In Facebook, users spend time looking at their newsfeed (Luckerson V., 2015), which generates what their Facebook friends choose to post, click/view, like, share, and commented upon. As each Facebook fans engages the brand's page, these comments, likes, posts, clicks are shared with all their corresponding Facebook friends. This will, in turn, expand its reach and significantly improve marketing output (Luckerson V., 2015).

High Fanpage usage intensity and regular contact with the brand effect on the brand relationship and should increase their likelihood of repurchasing (Jhan, 2014). On the other hand, brands with high Fanpage engagement can develop a strong relationship to the Fanpage community and marketers. This emotional bond and loyalty are also associated with the object of the Fanpage and the brand (Quester, 2003). Also, online brand page interactions lead to increased brand awareness, positive brand associations, and consumer loyalty (Zailskaite, 2012). Prior studies have also shown a relationship between involvement and product purchase or brand loyalty (Quester, 2003).

Moreover, studies have shown that engagement within online brand communities on social media has a positive effect on purchase intention (Kumar V. M., 2012). All the Likes, Comments, and Shares on Facebook Pages are subtle brand recommendations for consumers to purchase products (Anderson, 2013). According to the aforementioned findings and assessments, the following hypothesis has been developed:

Hypothesis 7: There is a positive relationship between Fanpage engagement and purchase intention.

Mediating Impact of Fanpage Engagement

previous study indicated that having a large number of fans is not enough for a business, the fans need to be kept involved (He'lia G. P., 2014). Recent findings revealed that just liking a Fanpage have very little impact on purchase intention, and the study emphasised Fanpage engagement activities for a positive output from users (Chetna K. P., 2016). Creating a brand Fanpage and generating traffic data (e.g. likes, visits, page impressions, etc.) is no longer adequate. A brand Fanpage strategy involves completely engaging customers and integrates themselves in the online community to increase sales (Benedikt, 2012). Users follow brand pages, but they do not take part in the community, which is why engagement is significant in social media, and all representatives of brands should pay attention on users' engagement (Úblová, 2014).

Following brand page might result in active engagement (Linjuan, 2013), and the activities on brand pages not only affect the perception of brands, but also influences consumers purchase decision (Hutter, 2013). Several studies investigate why actors engage in social media and identified users' perceived community value derived from intellectual, social and cultural value (Mavis T. Adjei, 2010; Bo Edvardsson, 2011; Maik, 2012; Seraj M., 2012) and emotional value (Goldsmith, 2012) as a driving force to engage with brand. By perceiving the prevailing values, and conventions of the online community, consumers' mutual agreements among community members enhances, particularly with regard to engage in interactions (Maik, 2012) and these interactions leads to purchase (Vivek, 2012). However, within the formation of O-R relationship in S-O-R model, in the social media context, consumer's behavioral action (R) can follow two sequences (from immediate behavioral response (i.e., Fanpage engagement) and to latent responses (i.e., purchase intention) (Angella, 2016).

Thus, it is assumed that, consumer's value perception (Cognitive and affective value) may lead them to engage in Fanpage community, which enhance to increase purchase intention.

Hypothesis 8: Fanpage engagement mediates the relationship between user's perceived online community value and purchase intention.

Hypothesis 9: Fanpage engagement mediates the relationship between user's perceived emotional value and purchase intention

The study discovers the S-O-R model in the area of social media by considering all possible formative measures in the area of stimuli (contents) and organism (perceived value) and Response (Purchase Intention). Within the framework of S-O-R model, the study reveals the importance of the online user's perceived emotional value and their engagement action in the area of social media. Besides, the study describes about the emotional value and the user's engagement action in line with the previous literature indicating that emotion had been used widely as the mediator between stimulus and response. The current study elaborates the construct measures of Fanpage "content", "perceived community value" and "emotional value" by considering all possible facets and dimensions. Finally, this study proposes the application of an empirically tested framework of S-O-R model to the Fanpage community actions as the researcher argues that this framework can provide a useful foundation for future social commerce research. The results would help academics be aware of Facebook and its S-O-R model implication proving a new avenue of research. However, further research is required to test the model. Thus, it is highly recommended to test the conceptual model by the current researchers

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