



RESEARCH ARTICLE

Literature Review on S-O-R Model from the Perspective of Social Media

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ABSTRACT

Since the S-O-R model discovered 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 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.

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 (Barrie, 2000). The current study focuses on the exploring the consumer behavior in case of social media. Nevertheless, social media are noticeably different from the former traditional media (Hoffman D. L., 2012). 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

literature review 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 explores the literature review of S-O-R model from the perspective of social media.

Problem Statement

Although existing social media research offers some valued insights, it comparatively lacks in theory-based study on the fundamental mechanisms through which preferred brand aims are attained (Zoha, 2016). Value creation in online communities is a key inquiry that still requires

advance research. Besides, the impact of user's online value perception on brand engagement and future intention needs to be analyzed in the area of the particular online community. Thus, this study attempts to explore the literatures on S-O-R model relevant to social media.

Significance of the Study

Increasingly, customers use social media as a way for pre-purchase information collecting and post-purchase experience sharing. Although existing social media studies show some valuable insights, it comparatively lacks in theory-based research on the fundamental understanding through which desired brand goals be achieved. Value creation in online communities is a key issue now that requires added research (Angella J. Kim, 2016; Kay Peters, 2013; Laurence, 2015). This study is an effort to observe the literatures relevant to Fanpages to summarize the factors that enhance online community value and emotional value for Fanpage community members and to discuss about the users' perceived value on their purchase intention and engagement action. The study applied the S-O-R model in understanding social media because the S-O-R model proves deeper understanding on why and how consumers choose and provide positive intention towards a particular service provider (Mei, 2014). The findings of this study have theoretical implications for social media and online engagement related literature as well as critical business implications for B2C (Business to Consumer) marketers to distinguish themselves within the expanding number of online platforms.

The progression of social media possibilities has helped focused academic research. Though standing academic research is stepping forward towards the understanding on Fanpages, most is concentrated on identifying factors of Fanpage content popularity (Ferran, 2014); factors of purchase intention in social sites (Ng, 2013); the importance of Fanpage (He'lia G. P., 2014); the effect of the contents of Fanpages on online engagement (Luarn, 2015; Johannes H. A., 2012; Lisette d. V., 2012; Zoha, 2016; Angella, 2016); consumers drive or motivations to engage on the Fanpage of the brands (Shao, 2015; Mauro, 2016), importance and impact of Fanpage engagement/social media (Linjuan, 2013; Paul, 2017); strategy to engage consumers in Fanpage or social media (Jahn B. &, 2012; Kunal, 2014), and discovering significant drivers of customer loyalty to social media or Fanpages (Ruiz, 2014; Bamini, 2014; Rafael, 2014). Limited researches were conducted on impact of following Fanpages on brand loyalty, awareness, and customer relationships (Jhan, 2014; Chetna, 2016; Damianos, 2015). Many researchers identified the relationship between SM (social media) and business prospects (Eric, 2015; Margaret, 2011; Agnieszka, 2010; Sheena, 2016; Bang, 2015; William, 2016). Results identified that the impact of social media on purchase intention and sales has been increasing (He'lia H. G., 2014; Insu, 2014; Úblová, 2014; Raj, 2016; Sarah, 2016; Ewelina, 2016). Many companies are now investing in social media and creating many channels to attract and engage customers. Also, the estimated sales latent for Internet commerce indicated that companies must understand consumer's value perception and engagement action phenomenon inducing consumer adoption of such medium for purchasing (Smith C., 2015).

To successfully use a Virtual World (VW) for commercial purposes, an important issue for those organizations pertains to why customers use VWs and which motivational factors might stimulate their participation actions (Maik, 2012). Studies yet not examined the motivations for brand-related actions on social media, and the preceding studies do not emphasize on the comparative effects of the motives in a particular online community that might foster brand-related social media actions (Lisette de Vries, 2017). Thus, a principal framework identifying why and how certain motivations can lead to brand-related engagement actions and behavioral outcome in social media is still missing (Lisette de Vries, 2017). Current marketing research is gradually focusing on value as a principal concept of consumers' motivation (Grönroos, 2013). This trend also becomes essential in social media marketing, with researchers identifying that value suggests a complete framework for understanding the motivations of people to involve in socially desirable behaviors (French, 2015). The study on the value in social media marketing has newly emerged and has therefore far essentially been conceptual (Domegan, 2013). Value research proposes possible information for social media marketing campaign planning and delivery (Katherine, 2016).

Marketers are posting contents in their Facebook Fanpage to gain users, but it is vital for them to find out the effect of those contents on user's perceived community and emotional value. A recent study found a significant relationship between Fanpage's users' generated contents and user's value perception. However, the author suggested conducting a future study to show the impact of content valence (negative contents) on the user's value perception (Angella, 2016). Moreover, none of the previous research combined all the aspects (Content quality, valence, and volume) of social media contents along to show their impact on consumers' behavioral actions (Kay Peters, 2013). This study combines all three elements of S-O-R model; hence the study aims to investigate impacts of marketers' stimulus Fanpage content (Stimulus) on user's perceived community and emotional value (Organism) and the impact of perceived value (Organism) on Users' engagement actions (Responses) and purchase intention (Responses). This study focused on Fanpage usage as it is the most commonly used social media among the users of B2C companies (Parveen, 2013; Jr, 2014).

The common framework underlying all existing studies in the virtual world and Fanpages is the Technology Acceptance Model (Davis F. D., 1989; Hsin, 2014). Nevertheless, a TAM model is only of partial use for reviewing the determinants of VW acceptance for two reasons: First, the rather abstract determinants within the TAM (i.e., perceived usefulness and perceived ease of use) do not appropriately reflect the specific user motivations for VW participation, which can be considerable in number given the varied usage opportunities in VWs. Second, the TAM ignores important group-level influences arising from social interactions between VW members (Bagozzi R. P., 1988). Therefore, there is a strong requirement to recognize the specific user motivations and value perception of VW participation as well as to analyze – in a more holistic framework – how these value perceptions translate into participation behavior. Another research undertook uses and gratification (U&G) theory and social influence model (SIM) in the development progression to find the key drives of VW use (Blumler, 1974; Hsin, 2014). The key objectives of U&G and SIM approach are to discover the social and psychological needs that stimulate people to use certain types of media and involve in specific media-usage actions and assumes that users' requirements will be fulfilled by particular categories of media, rather than a situational dictated incidental act (Lin, 1996). To fulfill this gap the researcher used motives analysis (Value perception Organism) of S-O-R model (Kay Peters, 2013) that combines users perceived social, Intellectual, cultural and emotional values of using social sites. Moreover, several researchers have proved that perceived value is a direct antecedent of behavioral intentions (Cronin JJ, 1997; Tam, 2000; Dodds, 1991). However, Kumar and Grisaffe in 2004 argued that perceived value has a very weak direct impact on consumer's behavioral intention. (Kumar A, 2004). Besides, several researchers still indicated that satisfaction is a partial mediator between customer perceived value and behavior intention. (Patterson PG, 1997; Petrick JF, 2002; Gill D, 2007). Therefore, this research is to explore the literature review of the skeptical view of consumer's perceived value

dimensions (social, intellectual, cultural and emotional value) and their behavior intention (Purchase intention).

Facebook page provide more selling prospects for B2C companies by generating more traffic to websites and improving selling opportunities (Matista, 2015). However, since B2C e-commerce website represents cognitive and affective signals (KARIMOV, 2011), it is important to identify the user's cognitive and affective value perception of B2C's social networking sites. Limited previous studies analyzed the relationship between following a brand on the Facebook Fanpage and likely outcomes (Chetna K. P., 2016) and the connection between consumer's brand engagement and brand love within the context of offline environment (Bech-Larsen, 2010; Sarkar, 2014) and the alike relationship remains majorly unknown in the area of online platforms (Chetna K. P., 2016). Another study indicated that online member's observation could support in a greater way for in-depth elucidations about the procedure of the public social media engagement model phenomenon (Linjuan, 2013). Additionally, a recent study indicated an urge for Future research to clarify the impact of social media engagement and to develop strategies for strategic management resolutions (Schultza, 2016). Moreover, most of the previous researchers examined the direct action of consumer-brand engagement, and the user's engagement with similar-minded individuals in social community settings is yet to get devotion and focus (Laurence, 2015). Besides, a holistic model exploring the drivers and outcome of engagement actions in particular online community is yet to be examined (Laurence, 2015). How brands can apply social media to increase engagement among consumers and the outcomes of customer engagement through social media are the key question now (Paul, 2017). The present study thus aimed to fulfill this gap by exploring the driver and outcome of Fanpage engagement actions through examining the responses from the community members (followers) of Fanpages. This study targets to expose the antecedents and outcome of consumer engagement in online brand community rooted in Fanpage to suggest integration of current conceptualizations. In this attempt, data are composed from social media users who are active in online brand page communities (Fanpages), offering a profound realization of the online brand page community engagement (Fanpage) occurrence through evidence of engagement practices. Additionally, consumer engagement is being identified in the scientific works as a context-specific phenomenon (Hollebeek, 2011). It was indicated that the manifestation of consumer engagement extents is contingent with the subjects of engagement (i.e., who has engaged) as well the context, specified by the particular circumstances (Brodie, 2011). Thus, different research on customer engagement in diverse service sets and diverse countries are needed to distinguish customer engagement phenomenon in greater facet (Laurence, 2015). So, the current study is an attempt to explore the literatures of Fanpage follower's perceived value and their Fanpage engagement action to explore the literatures in the specific service setting (Fanpage). Current studies suggested that now individuals use social media more repeatedly than a company's official website when examining the information on a brand, or product (Worldwide., 2008) and Facebook is one of the best arenas for business-to-consumer sales. On the other hand, Elliot (2014) reported that measuring engagement metrics data in SM is difficult, and in fact, their findings admitted that engagement metrics are not indicative of a successful company (Elliott, 2014). Unfortunately, Elliott did not elaborate further on his points (Traphagen, 2015). Interestingly, research findings showed that there was no evidence that high-frequency visits to Fanpage stimulate purchasing behavior (Wasupol, 2015). Therefore, these contradictions emerge from empirical research on the real participants' engagement and purchase intention, as there currently have been numerous calls for increased investigation on social media services (Kunz, 2011; van, 2010), with huge demands from the business context for empirical exploration in this area (Benedikt, 2012; Chetna K. P., 2016). Thus, the present study explores the literature of Fanpage engagement action and consumer's purchase intention.

Value creation within the context of online communities is a very vital question now that still requires added research (Seraj M., 2012). This study is an effort to summarize the literatures of the drivers and outcome of Fanpage members' perceived community and emotional value. The

motive is to utilize the S-O-R model in the context of Fanpage and to investigate the factors that generate value for online community participants in Fanpages. These results have theoretical suggestions for social media and online engagement related literature as well as crucial business inferences for B2C marketers to distinguish themselves within the expanding figure of social

S-O-R MODEL

Define the S-O-R Model:

Robert Sessions Woodworth is known for introducing the Stimulus-Organism-Response (S-O-R) formula of behavior. The S-O-R model explains how the external stimuli impact personal inner perception and behavior state, namely the factors - perception - consumer behavior (Minjung, 2009). S-O-R model consists of stimulus as an independent variable, organism as mediator, and response as the dependent variable (Spies, 1997; Turley, 2000; Yoo, 1998; Vieira, 2013) . The model specified that the marketers’ offerings or environmental clues (S - Stimulus) could influence the customer mood (O - Organism) that evokes behavior response (R - Response). In the S-O-R model, most previous literature approves the three basic variables. The scopes of each variable are diverse among the previous literature (Table 2.3). A study conducted on social media showed that social media marketing motivates external factors and consequently influence the consumer's inner perception factors, and lastly, it will affect consumers' purchase intention (Maoyan, 2014). A study uses the stimuli as variables which are operated by companies and within the S-O-R model the organism and response divisions are the variables which are openly controlled by consumers (Buckley, 1991). In the area of consumer behavior research, S-O-R can be applied as a structure to demonstrate the effect of external influences on consumers (S), the internal processes responding to that influence (O), and the resulting behaviors (R) (Bagozzi R. P., 1983). The external influences (S) (e.g., informational inputs) contain managerially regulated factors such as price, advertising, product design, or non-controlled environmental factors (Bagozzi R. P., 1983). In internal processes (O), variables for internal responses represents emotional responses such as fear, arousal, pleasure and cognitive responses includes perceived risk, dissonance, and expectations (Bagozzi R. P., 1983) Finally, intention to act, outcomes, and reactions to choose can be included to denote behavioral responses (R) (Bagozzi R. P., 1983).

The theoretical descriptions of Stimulus (S), Organism (O) and Response (R) in the S-O-R model are defined in the following:

a. *Stimulus:*

Bagozzi in 1986 described that, when consumer behavior is depicted as a (S) stimulus-(O) organism- (R) response system, the stimuli are “external to the person” and consist of both marketing mix variables and other environmental inputs (p.46) (Bagozzi R., 1986).

b. *The Organismic Variable*

In a (S) stimulus-(O) organismic-(R) response model within consumer behavior, organism denotes to “internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted. Here an important factor to be noted that the intervening processes and structures consist of perceptual, physiological, feeling, and thinking activities”, (p, 46) (Bagozzi R., 1986). Consistent with this definition, consumer’s emotional state and perceived community value are conceptualized as the organismic (intervening) variable.

Within the S-O-R framework customers reactions may show diverse response orders (i.e., affective, cognitive, parallel) stemming from the reactions aroused within the organism after contact to stimuli (Bagozzi R. P., 1983). The cognitive response model describes that the

cognitions happen before affect (Bagozzi R. P., 1983). The cognitive response modules within S-O-R framework comprised thoughts, beliefs, and perceptions generated via direct contact with the stimuli or the processing of secondary causes of information (e.g., advertisements, WOM) (Fiore, 2007). When a customer is offered to stimuli (e.g., product information), cognitive processes arise to comprehend the accurate content offered. After realizing the stimuli, the customers might advance an emotional or affective response toward the given information. Within the affective response model, a stimulus induces an affective state (e.g., fear, anger) (Bagozzi R. P., 1983). When a customer is exposed to a positive message or a negative message the stimuli may prompt the primary emotional reactions. Lastly, in the parallel response model, both affective and cognitive reactions co-occur. While both cognitive and affective responses are aroused, each shows independent impact on the behavioral response (Bagozzi R. P., 1983). As brand contents generated via Facebook provides both informational and emotional messages (Angella J. Kim, 2016), the sequence of predicted responses in the organism sector derived from the stimulus is illustrated by the parallel response series.

c. The Response

Bagozzi in 1986 describes response as the consequence or outcome action toward or reaction of consumers, including psychological reactions such as behavioral reactions (Bagozzi R., 1986). Considering the instant characteristics of online setting, in applying S-O-R model for social media, consumer's behavioral response can be of two types (Instant behavioral response and latent behavioral response) (Angella J. Kim, 2016).

Background of S-O-R Model

The S-O-R model has been used in consumer research to comprehend consumer responses to numerous consumption frameworks. Early studies analyzed of consumer intentions and behaviors concentrating on variables manifest in traditional brick and mortar stores (Yalch, 2000; Chebat, 2003) . The previous studies researched the diverse area including buying intention (Bellizzi, 1992; Babin, 2003), consumer's unintended purchasing (Donovan R. J., 1982), patronage intention (Baker, 1992; Babin, 2003) , and time spent in the store (Donovan R. J., 1994). Olney (1991) studied about the influence of advertisement content on ad viewing time (i.e., behavioral response) and found pleasure, arousal, and attitude (O) toward the ad mediated the relationship between ad content (S) and viewed time (R) (Olney, 1991).

Researchers also applied S-O-R model in the environment of online shopping examining the impact of online websites' environmental attributes (i.e., design quality, presentation, sound) on consumer responses counting shopping intentions (Koo, 2010) , satisfaction and service quality (Eroglu S. A., 2003; Ha, 2012) , intention to repurchase and revisit the site (Peng, 2014; Wang, 2011), engagement intention in WOM activities (Ha, 2012) ,website support intention (Eroglu S. A., 2001; Jeong, 2009) and volume of money and time spent (Eroglu S. A., 2001)

A study conducted by (Eroglu, 2001) has developed (S-O-R) model for the atmospheric cues and responses in the context of online stores and shoppers. However, here the authors have not explained the role of any stimuli and the model was generally discussed. Moreover, the same S-O-R framework has been verified empirically by the same authors and they studied the site atmosphere as a stimulus. However, the authors described many variables in site atmospheric, but they have not shown the impact of (IIT) on consumers' responses (Eroglu, 2003).

A model resulting from the S-O-R model (Mehrabian A. R., 1974) was tested that shows the effects of environmental and informational stimuli on consumer response in the context of Fanpage (Angella J. Kim, 2016). In the study, brand-related UGC (User Generated Contents) was treated as stimulus and pleasure, and arousal was treated as emotional responses, and perceived information quality was treated as cognitive response. In the study impulse buying, Information

pass-along, brand engagement and future-purchase intention were treated as behavioral responses. The study found that the Users Generated Contents (brand related) triggered consumers' emotional and cognitive responses and user's emotional and cognitive responses have significant positive impact on their behavioral responses. Another study analyzed the Stimuli(S)-Organism(O)-Response(R) model to inspect about the consumers' motives for shopping and the study found that the website stimuli affect consumer's attitudes toward online shopping, and repurchase intentions (Cgen, 2014). The summery of previously conducted research utilizing S-O-R model has been demonstrated in Table: 1.

Although previous researches adopted S-O-R model, no universal model has been introduced. With consumers coming from diverse cultural backgrounds in Malaysia, a unique S-O-R model might be needed to assist service providers (Mei, 2014). Based on Mei 2014 suggestion, this study aims to fill the gap to examine a full S-O-R model that focuses on social media networking industry. One recent study utilized S-O-R model in the area of Fanpage and suggested future research that could be focused at diverse situational contexts (e.g., intentional visit to brand Fanpages) as well as a variety of product categories (e.g., Malaysian, automobiles, healthcare, entertainment) that differ in terms of product attributes so that the model of consumer response to brand-related contents can be validated and modified as needed.

	Industry	Stimulus	Organism	Response
(Yoo, 1998)	Retailing	Product Assortment Value of Merchandise Salesperson Service After Sale Service Facilities, Atmosphere Store Location	Positive Emotions Negative Emotions	Store Attitudes
(Turley, 2000)	Review Past Literature	Exterior, General Interior Store Layout Interior Displays Human Variables	Employees Customers	Employees Customers
(Lin I. Y., 2004)	Review	Visual cues Auditory cues, Olfactory Cues	-	- Emotional response Cognition Behavioral
(Kim W. G., 2009)	Restaurant	Facility Aesthetics Layout, Electric Equipment Seating Comfort Ambient conditions	Pleasure-feeling Perceived Service Quality	Revisit Intention
(Lam, 2011)	Casino	Ambiance Navigation Seating Comfort Interior décor Cleanliness	Customer Satisfaction Cognitive Affective	Desire to Stay Intention to revisit
(Walsh, 2011)	Coffee Shops	In-store music In-store aroma Merchandise quality Service quality Price	Emotions (Arousal, Pleasure) Outcome	Store satisfaction Store loyalty
(Daunt, 2012)	Hospitality	Physical Service scape Social Service scape	-	-Customer disaffection (Inequity, Dissatisfaction)
(Wong, 2012)	Shopping mall	Mall/store quality Quality of merchandise Convenience Enhancements Price orientation	-	- Shopping enjoyment
(Kay Peters, 2013)	Social Media Metrics	Marketing Input	Content Motive Network Social Role	Marketing outcome
(Cgen, 2014)	Website	Website design	Attitude	Emotional purchase Re-purchase Intention
(Angella J. Kim, 2016)	Fanpage	User-generated content	Perceived information quality	Information pass along

Table 1: Summary Table of S-O-R Model (Mei, 2014)

As well the study suggested that inspecting varied situational contexts and product categories could offer valuable suggestions for social media marketing strategies applicable to a broader range of consumer products and services (Angella J. Kim, 2016). The recent study in Fanpage also emphasized future research in S-O-R model by examining the influence of negative brand related contents (Angella J. Kim, 2016), because the previous study proves that the impact of negative eWOM is greater than positive eWOM (Park C. &, 2009).

User's Perceived Value

1. Perceived Online Community Value

Brand communities were first defined by Muniz and O'Guinn (2001, p. 412) as "specialized, non-geographically bound community, based on a structured set of social relationships among

admirers of a brand" (Muniz, 2001, p. 412). Although these communities of individual members can form both online and offline, the online environments seem progressively relevant (McKenna K. G., 2002). With the progression of Internet, the community of consumers moved online, and consequently 50 per cent of the topmost 100 global brands maintain an online brand community (Manchanda, 2012). So, online brand community is now an intensifying wonder, which can be defined "as a grouping of individuals sharing a mutual interest in a brand, using electronic mediation to overcome real-life space and time limitations" (Laurence, 2015, p. 32). From a research viewpoint, they are considered to offer vital information on culture (Kozinets R., 1999), networks (Kozinets R. d., 2010) and consumer behavior (Kozinets R. ., 2002), which are now considered as excessive strategic importance.

Online users have choices to pass their time on particular sites, join in certain virtual communities though others are not. Consequently, some of these online communities are successful while others get unrestrained. So, there is definitely a value perception difference between successful and failing online communities. (Zeithaml, 1988, p. 14) Zeithaml (1988, p 14) defines 'value' as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" and it is a critical concept in establishing marketing strategy since it is an antecedent to satisfaction, loyalty, sustainability, etc. Cheung and Lee (2009) found support for purposive values, entertainment value, social enhancement value, maintenance of interpersonal connectivity and self-discovery as significant factors in fulfilling the satisfaction of online community members (Cheung, 2009). past study about online communities has discovered driver to join such communities, types of communications on virtual platforms, factors affecting satisfaction, generally users' perceived community value and re-use plans of community users (Dholakia U. M., 2004; Simmons, 2008; Füller, 2006; Jayanti, 2010; Bagozzi R. P., 2002; Molesworth, 2007; Muñoz, 2001; Balasubramanian, 2001; Preece, 2001; Kim H.-s. J., 2008). People engage in online communities to reach group and individual goals (Dholakia U. M., 2004) such as self-exhibition (Simmons, 2008), learning through knowledge transfer (Jayanti, 2010), participation in co-creation and innovation (Füller, 2006), socialization (Bagozzi R. P., 2002; Cheung C. C., 2011; G.M.Chen, 2011) and recreation (Molesworth, 2007). Furthermore, Studies have also been conducted regarding the emerging types of online communities (Cheung, 2009), online community culture formation (Cova, 1997) and the economic value of social media and online communities (Balasubramanian, 2001), social influence (Postmes, 1998), sociability and usability (Preece, 2001; Kim, 2008), goal orientation and social identity (Hogg, 1988), information exchange, social support, friendship and recreation (Ridings, 2004), information seeking and entertainment (Z.Papacharissi A. , 2010) ,relationship-based model (Langerak, 2003), purposive values, self-discovery, entertainment value, social enhancement, and maintenance of interpersonal connectivity (Cheung, 2009) and has explored these factors that affect overall satisfaction, types of interactions on virtual platforms, and re-use intentions of community members. Mena Siraj in 2012 indicated three characteristics that bring the concept of perceived online community value: Intellectual value, social value and cultural value (Fig: 1) (Seraj M., 2012).

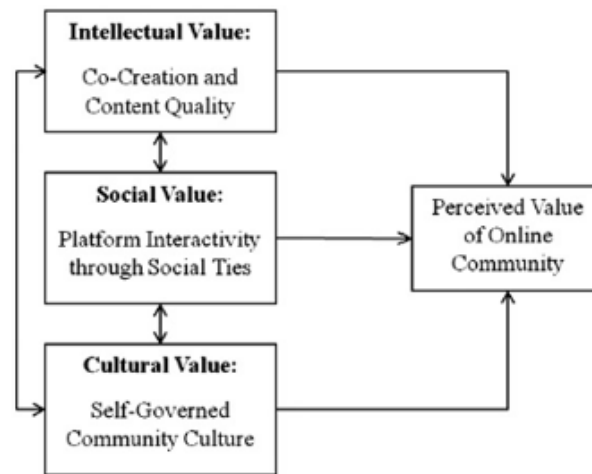


Figure 1: Characteristics that bring perceived online community value (Seraj M., 2012, p. 213)

All of the motives empirically explored by these previous researches arise from the value created for the participating online users. Finally, consolidating all the collective insights, Key peter in 2013 (Kay Peters, 2013 , p. 286), subsume them into the motivational structure suggested by Seraj (2012): (1) intellectual value stemming from co-creation and content quality (Seraj M. a., 2012). Additionally, Key peter subsume the motives of creativity (Maik, 2012) and uncertainty reduction (Mavis T. Adjei, 2010) into this value category; (2) social value from platform activities and social ties (Seraj M. , 2012) which also entails domination (i.e., by drawing on unequal distribution of resources like abilities and network ties; (Bo Edvardsson, 2011) as well as socializing, escape, and social identity (Maik, 2012); and (3) cultural value which represents the self-governed community culture (Seraj M. , 2012) and subsumes legitimation (i.e., social norms to evaluate other actors' behaviors; (Bo Edvardsson, 2011)) and “we-intentions” (Maik, 2012). Key peter in 2013, add these three value dimensions to the ‘motives’ element in the S-O-R framework of social media metrics analysis (Kay Peters, 2013).

1) Intellectual Value

The main aspects that contribute to intellectual value in online community are co-creation of knowledge, content quality, creativity motives and uncertainty reduction tendency, (Seraj M., 2012; Maik, 2012; Mavis T. Adjei, 2010). Sharing recent activities or feelings online through Facebook, adding comments and opinions to the disclosed message are indicators of co-creation characteristic of social networking sites. (Seraj M. a., 2012, p. 213). Content quality is the focused approach along with technical details, sincere feedbacks, trustworthy as well as updated information, news or opinions (Seraj M., 2012, p. 215). The motivational driver, named “creativity,” reflects the capacity in VWs to create virtual objects and Creativity can be regarded as a dimension of the entertainment motive (Maik, 2012, p. 9). The primary source of entertainment in VWs, beyond interacting with others, is engagement in a creative manner (Baumeister, 1995). Uncertainty reduction theory (URT) suggests a scale that measures the degree to which the respondent had confidence in his/her ability to make predictions about the firms and its products after obtaining information from other forum members of the online community (Morgan, 1994; Mavis T. Adjei, 2010, p. 640). The interactions that are exchanged between users in an online brand community decreases the level of uncertainty about the firm and its products, which relates to impulse purchase intentions by increasing users’ intellectual value (Mavis T. Adjei, 2010).

2) Social value

Social value emphasizes on promoting other people as a way of attaining the desired goal such as maintaining status or influencing within group (Russell-Bennett, 2009). The efficacy of social value for a consumer is developed from the relationship of a product or behavior with social groups (Sheth, 1991). The previous study has found that social value is often desired when consumers pursue to shape the response of others (Holbrook, 2006). It is also found that consumers often pursue similarity with the norms of friends when consuming (Sánchez, 2007), or when performing behaviours (Cialdini, 2004). Social value is important to social media marketing as consumers may prefer to perform desirable behaviors to fit in socially, or to influence others to conduct similar behaviors (Katherine, 2016).

Online community social values emerge from the interactive environment and social ties (Seraj M., 2012) as well as socializing, escape and social identity (Maik, 2012). Social media like Facebook is regarded as an interactive media (Sulaiman, 2015) and interactivity is referred as a crucial and distinguishing factor that impacts users' response to new technologies (Agarwal, 2002; Lee, 2012). The online set-up an interactive environment is the only option for the varied group in the online community to meet and conduct interactive social rituals in the community that do develop to a reasonable level in online community surroundings. (Seraj M., 2012). Creation of strong social ties raises the commitment levels of participants helping a real online community culture to develop (Seraj M., 2012). Certainly, there is the excessive deal of evidence that human has an ultimate need to belong to social groups or ties (Hornsey, 2004) and the sense of belongingness with others impacts human behavior (Baumeister, 1995). Socializing refers to the social benefits derived from establishing and maintaining contact with other VW users (Maik, 2012, p. 10). Numerous studies approve that many members join interactive communication sites to lessen boredom, come across like-minded friends, and find comradeship and social contacts (McKenna K. Y., 1999) and this form of user motivation is commonly referred to as social interaction or socializing. Since VWs evidently let users to engage in a number of social interactions, we suppose socialization to be a possible motive of VW usage (Maik, 2012). Earlier U&G studies relating to virtual communities and general Internet usage similarly disclose an escape-like motive, such that people attempt to live the life beyond their existent life; this need can be regarded as different intentions, whether to entirely replace the present life, to live out dreams or illusions, or just to have acceptance and support and improve social status within the community (Grace, 2006). In a wide-range, escape might be a significant motivation for VW participation because VWs are designed to bring to mind the real world and thus, they deliver an excellent way to achieve escape-related needs and enhancing social value. Unlike traditional media, the motives self-expression or self-identity is salient factor for the SNS use (Shu-Yueh, 2016). Social identity regarded as psychological state in which people attain a social identity (as part of their self-concept) through a group when they perceive group membership (Reed II, 2002). Three psychological constructs frame an individual's social identity: (1) Self-awareness of membership (cognitive component), (2) appraisal of belonging to the group (evaluative component), and (3) an affective commitment in the form of emotional involvement (affective component) (Maik, 2012, p. 12).

3) Cultural value

Culture is a set of values, ideas, meanings and symbols that help individuals communicate, interpret, and evaluate as members of a society and gives a sense of identity and understanding of acceptable behavior in that society (Seraj M., 2012, p. 216). Online cultures grow as a consequence of interactions on the Internet with the expanding and growing online social relationships (Goi, 2009)

Cultural value represents the self-governed community culture (Seraj M., 2012) and subsumes "we-intentions" (Maik, 2012) which play vital role in online community value creation (Kay Peters, 2013). Cultural value contributes a sense of identity and understanding of standard behavior in that society (Davis, 1984). Online communities may have rules and regulations that

are related to constructive feedbacks, respect of opinions, purposeful criticism, and courtesy towards other members; and the community can strictly govern its culture by recruiting moderators from its own community members, hence creating a self-governed culture (Seraj M., 2012, p. 218) and these regulations are not controlled only by the arbitrators of the community site but also by the community members themselves (Seraj M., 2012). The Social Influence model (SIM) suggests that we-intentions directly inspire in participating behavior and are a factor of individual motivational drivers (Maik, 2012). A we-intention refers specifically to the “commitment of an individual to participate in joint action and involve an implicit or explicit agreement between the participants to engage in that joint action” (Tuomela, 1995, p. 2) An advanced study concentrating on Facebook explored that the perceived presence of others in social media—was the most significant factor in predicting we-intention to use Facebook (Cheung C. C., 2011). The SIM identifies a “we-intentions” construct that mediates between desires to participate and individual participation (Maik, 2012).

4. Perceived Emotional value

Emotional value is identified as the benefit resulting from the affective states or feelings (i.e. pleasure or joy) that a product creates (Sweeney, 2001). Emotional value derives consumption that occurs for the emotional experience only (Holbrook, 2006). Fundamentally, emotional value denotes diverse affective states that can be positive (e.g., pleasure), negative (e.g., fear and anger), or neutral (e.g., ambivalence) (Sánchez-Fernández, 2007). Emotional value includes the emotional states that consumers acquire from fun and enjoyable experiences (Nor, 2016). Emotional state is conceptualized as consisting of three domains: pleasure–displeasure, arousal- non-arousal, and dominance–submissiveness (Mehrabian, 1974). However, past studies have indicated that the dominance factor has a little predictive value in similar situations (Donovan, 1982; Russell, 1980)

Purchase Intention

Purchase intention can predict the prospect of a consumer to buy a product, and the higher the purchase intention leads to higher willingness to buy a product (Dodds., 1991).

Purchase intentions refer to the degree of perceptual conviction of a customer to purchase a particular product (or service) (Bamini K. B., 2014). Purchase intention indicates consumer’s plan to buy a particular product or service (Adelaar, 2003) and Purchase intention is a subjective judgment by which consumers reflected upon after the general evaluation of buying products or services (Hsu, 1987). This statement can be indicative of several meanings, such as consumer willingness to consider buying, buying intention in the future, and decision repurchases (Hsu, 1987). When shopping for high purchase involvement goods, consumers seek extensive information on it to help them decide (Constantinos, 2016), and many studies pointed out that information search is one the most reported motivational factor of using social media and Fanpages (Irena, 2013; Úblová, 2014; Brian, 2015). In the case of low involvement products, consumers rarely searched for and assessed product information, and messaging by low involvement brands focus on rapid hedonic or otherwise effective appeals (Hawkins, 1983). Previous studies also revealed hedonic as one of the major motivations for using social media and Fanpages (Angella, 2016; Poyry, 2013; Úblová, 2014; Kang J. T., 2014). The more transformational the messaging appeal, the higher consumer engagement will be in Fanpages, and due to the hedonic nature of transformational messages in Fanpages (Constantinos, 2016), consumers tend to be engaged in Fanpages that might lead them to purchase a product.

The concept of purchase intentions reveals consumers’ likely behavior about future buying decisions. Purchase intention is set of variables that are repetitively used in consumer research studies for a range of different purposes (e.g., new product concept tests; segmentation, positioning and tracking studies). More precisely, purchase intention is a foreseeing prediction of

consumers' behavior that will expressively contribute to the formation of attitudes (Nor, 2016). Since purchase intentions are identified as a vital part of consumer behaviors, the firm needs to find what triggers a consumer to purchase a product. Consumer purchase behavior may differentiate according to time changing due to several factors (i.e., social lifestyles) that might affect their decision towards the products. Purchase intentions are commonly used to predict sales of existing products and services. Whereas, preceding studies have identified that intention is one of the predictive of sales. Also, the measurements of purchase intentions have been persistent in present marketing. Market research firms are using purchase intentions to estimate new products' sales prospect. Furthermore, purchase intention measures have been utilized commonly to detect products buying possibility within defined periods (Nor, 2016).

One study indicated that online consumers' shopping enjoyment leads to the intention to purchase online (Wan, 2006). Specifically, another study conducted research on the consumer's purchasing intention towards Zalora brand's products adopting six diverse independent variables (perceived ease of use, perceived usefulness, information privacy and security, product and service quality, social influences and role of experiential online shopping motives) (Zamri, 2013). In the study the causal relationship among prestige, attitude, and purchase intention was confirmed. Another research found that easiness in placing an order through web site, easiness of price comparison and privacy are predicting the intention to purchase (Devanathan, 2008). Moreover, purchase intention specifies that consumers will track their experience, external environment and preference to gather information, evaluate choices, and make purchase decision (Zeithaml V. A., 1988; Dodds., 1991)

Within the S-O-R framework, purchase intention signifies an aim to act positively (i.e., approach behavior) in response to informational stimuli provided by brand (Angella J. Kim, 2016). In the analysis of relationships between emotional states and purchase intention, researchers have found that intention to purchase occurs after positive internal responses. Research conducted by Baker, (1992) on retail store found that participants' readiness to purchase was improved as pleasure and arousal enhanced (Rahman, 2016).

CONCLUSION

The purpose of this study is to explore the S-O-R model in case of Fanpage followers' activities. 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). 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 (Dong, 2013). The current study elaborates the construct measures of Fanpage "content", "perceived community value" and "emotional value" by considering all possible facets and dimensions. So far, little research has conceptualized and measured the aspects of content in the area of social media and in theory and practice, the broad concept of content aspects (a key dimension of online quality) remains to be worthy of investigation (Adel, 2017). Thus, the current study empirically examines and proposes a new construct, Fanpage content, which adds to knowledge and understanding by expanding preceding online content research beyond the traditional focus on content quality. The outcomes of structural equation modelling of responses composed from the sample of active social media users disclose several worth noting findings in the area of Fanpage content. The study defines and establishes the multidimensionality of content of Fanpages, which encompasses formative, practiced, and supported components. A rapid review of the useful literature in content analysis reveals several notable observations. First, prior measurements of content quality have adopted technically oriented, non-situational measures. Second, in measuring content, most studies have concentrated on the uni-dimensional conceptualization of contents like either content quality or content vividness to examine their

impacts. Finally, it is not specified yet how a multidimensional content construct influences online relationships with customers (Adel, 2017). Thus, this study explores the “content” construct from the multidimensional view point by encompassing all the aspects of content: content quality, valence and volume (Kay Peters, 2013) . Hence, the construct “content” embodies a new conceptualization and measurement of content in the context of social media networking services. Although several useful studies have analyzed content quality in social media networking in general (Aladwani A. M., 2014; Dang, 2014; Lisette d. V., 2012; Luarn, 2015), having expansively tested instrument for the multidimensionality of content construct is a chief theoretical step forward. The study confirmed that the construct of content of social media denotes multi-faceted construct with a stable structure. The proposed multifaceted formative aspect of social media content construct has been shown to have good properties of reliability and validities. Finally, the study establishes the construct “content” as a second order formative construct comprised of two dimensions (content quality and valence). 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 farther research is required to test the conceptual model of S-O-R in the area of social media.

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