THESIS APPROVAL

GRADUATE SCHOOL, KASETSART UNIVERSITY

Master of Business Administration

DEGREE

Business Administration | Business Administration

FIELD | **FACULTY**

TITLE: The Influencing of Member Participation, Brand Trust and Brand Commitment: Case of Hotel Facebook Marketing in Krabi, Thailand

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THESIS

THE INFLUENCING OF MEMBER PARTICIPATION, BRAND TRUST AND BRAND COMMITMENT: CASE OF HOTEL FACEBOOK MARKETING IN KRABI, THAILAND

SURASSAWADEE PRAJUGS

A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
Master of Business Administration
Graduate School, Kasetsart University
2014

Surassawadee Prajugs 2014: The Influencing of Member Participation, Brand Trust and Brand Commitment: Case of Hotel Facebook Marketing in Krabi, Thailand. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Paitoon Chetthamrongchai, Ph.D. 157 pages.

The objectives of this present study are to 1) Explore the causal relationships between member participation and participation benefits on hotel Facebook page, and 2. Examine the causal relationships between member participation, brand trust and brand commitment to the hotel brand Facebook page, case of Hotels in Krabi, Thailand. The study used the quantitative research design and survey methodology. The questionnaires were distributed to 400 samples to find out relationships between participation benefits (functional, psychological, social, hedonic, and monetary benefits), brand trust and brand commitment. Responses that included one or more unanswered sections were removed. After deleting the invalid surveys, 393 responses were kept for further analysis by descriptive statistics technical, consisted of frequency, percentage, mean and standard deviation, and used Confirmatory Factor Analysis (CFA) to check overall fit of measurement constructs in the conceptual model and Structural Equation Model (SEM) to test hypotheses by AMOS and SPSS program.

The results showed that functional, hedonic and monetary benefits had causal relationships to member participation in Hotel brand Facebook page, whereas social and psychological benefits had not. Participation had direct effect to brand trust and brand commitment and brand trust had causal relationships to brand commitment, with the statistical significance of 0.05 ($p < 0.05$).

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Student's signature Thesis Advisor's signature

ACKNOWLEDGEMENTS

The best and worst moments of this study have been shared with many people.

First of all, I would like to thank my thesis advisor and co-advisor, Dr.Paitoon Chetthamrongchai and Dr.Sirirat Kosakarika, for helping me carry out this study. They patiently advised and provided ideas to proceed through the complete thesis. Thank you for giving me the opportunity being your advisee.

Secondly, I would also like to thank my family for unconditional love and supporting me I am and everything you. Thanks to my supportive friends, AMOS Gang, and others who encourage and trust me to do things on my own.

Without your support, encouragement and love, this thesis could not have been successful and I would never come so far as I have. Thank you all so much.

Surassawadee Prajugs

May, 2014

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CHAPTER I

INTRODUCTION

Statement of the Problem

Before internet revolution, consumers shared their products' experiences with others through word of mouth, "a happy guest tells 5 others, an unhappy guest tells 9-10 others" (Kennedy, 2009). Contrary to today's world with rapid changes in communication, new technology form performed on internet based services also known as Social Media allows consumers to gather together for various reasons, including seeking information, meeting friends, sharing interests and discussing ideas with others. Because this site allows people to connect around the world at any time, consumers can share their products' experiences with hundreds of thousands others in a few seconds. The communication has been progressing.

During recent years, millions of internet users have been visiting Social Media sites all over the world. No matter male, female, children, teenagers, elders, rich, poor, well-educated, non-educated people or any others, they are Social Media members.

There are many famous Social Media sites, such as Facebook, Twitter, Instagram, LinkedIn, Pinterest and GooglePlus+. On May 13, 2014, eBizMBA, the business guild world website reported that the most popular Social Media site is Facebook with 900,000,000 estimated unique monthly visitors around the world, followed by twitter with 310,000,000 visitors and LinkedIn with 255,000,000 visitors. Table1 shown the 10 most popular Social Media sites defined from estimated unique visitors per month.

Table 1 The 10 most popular Social Media sites

Social Media Sites	Estimated Unique Monthly Visitors
1. Facebook	900,000,000
2. Twitter	310,000,000
3. LinkedIn	255,000,000
4. Pinterest	250,000,000
5. GooglePlus+	120,000,000
6. Tumblr	110,000,000
7. Instagram	100,000,000
8. VK	80,000,000
9. Flickr	65,000,000
10. MySpace	40,000,000

Source: eBizMBA (2014)

On February 1, 2013, SocialBanker, the provider of Social Media analytics tools, reported that Bangkok, the capital of Thailand is the city with most Facebook users in the world, which 12.8 million users. Next is Jakarta, Indonesia with 11.7 million users. However, the country with most Facebook users in the world is USA, which 165.2 million users. Meanwhile Thailand is thirteenth with 18.3 million users or around 27 percent of people across the country (SocialBanker, 2013). And on May 13, 2013, this site found the biggest Social Media site gainer in Thailand is Instagram with 163 percent user growth in the past 12 months. Whereas Facebook has slowed down, which only 28 percent growth. But in terms of sheer numbers, Facebook is still way ahead with 18 million Thai users (Millward, 2013).

According to capability to share information with rapidly and the increasing use, Facebook are perceived as a marketing tool for generating online community, which has heavily influenced business success. Because business can use Facebook to follow real-time consumer needs and market trends by monitoring consumers' online conversations. That is the reason why many businesses use Facebook on building relationship between business and consumers.

Because Thailand known as world famous tourist destination. Krabi, the province in the south of Thailand was declared as the tourism province since 1985 (Krabi Municipality, 2009). This province is actually a relaxing heaven for travelers with many beautiful beaches, powdery white sand and blue transparent water. Krabi not only has a natural based tourism like marine and coastal tourism, but also has variety of the tourism, such as the cultural heritage tourism, the historical tourism, the ecotourism and the health tourism. Because the province has variety and potential of tourist attractions, the number of tourists and revenue gained from the tourism in Krabi was increase (Table 2). That is the reason why there are many hotels and resorts in Krabi. Since the tourism sector is growing up and the most province revenue gained from tourism that cause many businesses in the service sector going development too, especially hotel business.

Table 2 The number of tourists and revenue gained from the tourism in Krabi (A.D.2004-2013)

Years	Number of tourist (millions)	Changed (percent)	Revenue (millions)	Changed (percent)	*Note
2004	1.80		19,295.37		
2005	1.03	-42.83	7,393.29	-57.67	Political problems
2006	1.73	68.73	19,819.30	168.07	
2007	2.13	22.69	24,228.93	24.77	
2008	2.95	38.56	26,806.16	8.40	
2009	2.21	-24.91	20,059.35	-25.17	Political problems
2010	2.39	7.87	30,388.54	51.49	
2011	2.63	10.20	33,883.22	11.50	
2012	2.90	10.27	42,000.00	23.96	Estimated numbers
2013	3.10	6.90	45,000.00	7.14	Estimated numbers

Source: National Statistic Office (2014)

Hotel is an outstanding business that using Facebook as an online marketing tool. Travelers join Facebook for various reasons, example for searching hotel information, sharing their experiences to others, choosing hotel and booking the room. Some travelers becoming a member of Hotel Facebook page to gain a special promotion that most consumers do not get. And hotel marketers use Facebook to interact with online travelers as well, example for publicizing hotel promotion, sharing hotel gallery and information or solving problems for their customers, because Facebook can quickly post stories, reply and can do in a more casual manner than they might do on the main hotel website. When the members perceive information in hotel Facebook page to be trustworthy and continuously experience positive service, brand trust and brand commitment will be generated (Volker, Robert, and Agathe, 2011).

Hotel marketers need to recognize their members' participation motivations with consider as benefits that they expected from hotel Facebook page. The active participation between marketers and consumers on hotel Facebook page may increase trust and commitment among members to hotel brand. Consumers who are highly trusted and committed to a specific brand evaluate competing brands less positively or avoid considering competitors' brand when making purchasing decision (Ahluwalia, Burnkrant and Unnava, 2000).

On January 16, 2013, TripAdvisor, the biggest online community of travelers around the world, announced the winners of its 2013 Travelers' Choice awards for hotels. There are more than 6,000 award-winning properties around the world, with dedicated lists now covering 82 countries and 9 regions worldwide. Unlike any other hotel awards, TripAdvisor Travelers' Choice winners are based on millions of valuable reviews and opinions covering more than 650,000 hotels and collected in a single year from travelers around the world (ThailandTripAdvisor, 2013). The awards have perceived the most outstanding properties worldwide, in the categories of Top Hotels, Best value hotel, Romantic hotels, Family hotels and Luxury hotels.

This study focuses on the causal relationships of member participation, brand trust and brand commitment to the hotel Facebook page. The exploratory study found that luxury hotel brand's Facebook pages are crowded of members more than other categories, therefore the first to tenth luxury hotels in Krabi awarded by TripAdvisor were chosen as a field of this present study. The hotel business can use this study results to increase Facebook marketing efficiency.

Study Objectives

The objectives of the present study are to

1. Explore the relationships between member participation and participation benefits on hotel Facebook page.

2. Examine the relationships between member participation, brand trust and brand commitment to the hotel brand Facebook page.

Scope of the Study

The sample for this study is only participants, who had ever joined tenth luxury hotel brands' Facebook pages that awarded by TripAdvisor.

The first to tenth luxury hotel in Krabi awarded by TripAdvisor as follows,

1. Layana Resort and Spa
2. Pimalai Resort and Spa
3. The Tubkaak Krabi Boutique Resort
4. Amari Vogue Krabi
5. The Houben
6. Phuley Bay, A Ritz Carton Reserve
7. Nakamanda Resort and Spa
8. Rayavadee Resort
9. Islanda Eco Village Resort
10. Sofitel Krabi Phokeethra Golf and Spa Resort

The data collection period is from September 1 – November 4, 2013

Thesis Contributions

The study results will inform the causal relationships between member participation, brand trust and brand commitment to hotel Facebook page and this be able to increase Facebook marketing efficiency for the hotel business.

Hypotheses

H1: Functional benefit had a causal relationship to member participation.

H2: Social benefit had a causal relationship to member participation.

H3: Psychological benefit had a causal relationship to member participation.

H4: Hedonic benefit had a causal relationship to member participation.

H5: Monetary benefit had a causal relationship to member participation.

H6: Member participation had a causal relationship to brand trust.

H7: Member participation had a causal relationship to brand commitment.

H8: Brand trust had a causal relationship to brand commitment.

Definitions of Terms

Brand commitment: An emotional or psychological that consumers attachment to a brand, loyalty, concern for future welfare, identification and pride in being associated with the organization.

Brand trust: A positive emotional that consumer confidence in a brand's reliability, consumers' secure belief that a brand will perform as expected upon consumption.

Facebook: A social networking website where members can create their profile, connect and communicate with friends, family, and business associates. Member of the community can share contents include text, photos and videos.

Functional benefit: A benefit that describes the tangible nature of the product. Value derived from achieving specific purposes (i.e., transactions, information gathering and sharing, and convenience and efficiency in information searching).

Hedonic benefit: Hedonic consumption experiences on the Internet that form creative stimulation, positive emotions that are closely affiliated with feeling good, enjoyment, excitement, happiness, and enthusiasm.

Online community: A group of people with common interests who use the Internet (web sites, email, etc.) to communicate, work together and pursue their interests over time.

Psychological benefit: Value derived from a sense of belonging to the community and a sense of affiliation with other members.

Social benefit: Value derived from building relationships and performing interactions such as providing information to help-seekers and receiving help.

Social media: A communication tool performed on internet-based, where members can share ideas, seek information and discuss with others across the world at any time

CHAPTER II

REVIEW OF LITERATURE

The study of the influencing of member participation, brand trust and brand commitment: Case of hotel Facebook marketing in Krabi, Thailand is formed of the underlying theories as follows,

1. Social Media and Facebook Marketing
2. Online Community Participation
3. Brand commitment
4. Brand Trust
5. Conceptual Model

Social Media and Facebook Marketing

Oxford Dictionaries (2013a) defined Social as the instinctual needs we human have to connect with other humans. We have a need to be around and included in groups of similar like-minded people with whom we can feel at home and comfortable sharing our thoughts, ideas, and experience. Media refers to the tool we use with making those connections with other humans. Whether, they are drums, bells, the written word, telegraph, telephone, television, radio, e-mail, websites or photographs. Media are the technologies we use to make those connections. Therefore, Social Media is a set of tools and technology allowing people to connect with others.

Because of the media newly emerged in recent years, there is no universally adopted definition of Social Media.

Lieb (2009) noted that Social Media is digital, content-based communications based on the interactions enabled by a plethora of web technologies.

TIG Global (2009) explained that Social Media is about sharing information and experiences in your networks.

Kang, Lee, and Choi (2007) defined Social Media as a social group or organization, where people voluntarily become a member and participate in interaction activities with other members to exchange desired benefits they seek through a chosen community.

Lietsala and Sirkkunen (2008) explained that Social media is a term for describing web service including contents sharing among users in sites. They also argue it is an umbrella term which users can find various practices to online contents and the ones involved in them. Meanwhile, they emphasize social media from the nature of the content sharing and social production and using, not the technology side.

Kim (2013) defined Social media as the websites which enable people to form online communities and share and User-Created Content (UCC). The UCC could be any photos, videos, website bookmarks, user profiles, activity updates, texts, etc. The people could be the individual users of the internet or particular organization. The community could be a network of friends, acquaintances, or some interest group.

Considering these aspects, Social Media would be a communication tool with new technology performed on internet-based, where members can share idea, seek information and discuss with others across the world at any time.

Mayfield (2008) described the five main characteristics of social media:

(1) Participation – it encourages people to contribute freely, to create and share their own contents.

(2) Openness – most social media services are open to participation. It encourages people to join, select, use, and share contents.

(3) Conversation - it is more than just transfer the information in a way of "broadcast" as traditional media, but many-to-many parties' communication.

(4) Community - it allows the people who share same interests, such as movie fans, political topic, IT experts, and classmates, to form a group quickly.

(5) Connectedness - there usually are the links to other contents, reach to other networks. It is possible to have a profile page to reach to other people, contents, platform, or applications.

According to Lehtimaki *et al*. (2009), Social Media could be divided into five main categorizations based on their application types: Blog and Podcast, Social Network, Community, Content Aggregator and Virtual World (Table 3).

Table 3 Five categories of Social Media and their related tools

Categories	Tools	Focuses	Examples
1. Blog and Podcast	Traditional Blogs, Podcasts, Videocast	Informing of current events and novelties from interviews	Blogs by Dell, Podcast
2. Social Network	Social Network	Content sharing Maintaining relationships	My Space, Facebook, LinkedIn
3. Community	Online Community Member-initiated	Members' mutual interests and reciprocal interaction	Communities form around similar interest e.g. Aukea.net

Table 3 (Continued)

Categories	Tools	Focuses	Examples
3. Community (Continued)	Organization-sponsored	Business transactions, Brand building, interaction among organization and customers	Communities by Mozilla,Dell and Salesforce.com
	Third-party established	Enable communication and transactions between buyers and sellers	eBay
	Content Communities Content sharing site, Wikis	Content sharing	YouTube, Google Video, Wikipedia
	Forums/ Bulletin Boards	Discussion of mutual Interests	B2Bexchanges, Go4worldbusiness
4. Content Aggregator	Widgets, bookmarks, tagging services etc.	Categorizing and customization of Web content	Yahoo!, Widgets
5. Virtual World	Virtual world	Subsitute for the real world	World of Warcraft, Universe, Habbo

Source: Lehtimaki *et al*. (2009)

Blog and Podcast

The presentation of Blogs and Podcasts in the late 1990s coincided with the advent of online publishing tools that facilitated the information sharing by non-technical user called blogger. Blogs and Podcasts are websites that allow bloggers to

share personal experiences in their individual place and interact with readers through their comments (Kaplan and Haenlein, 2010). Many blogs provide commentary on particular subject, example for art blogs, photo blogs, MP3 blogs and beauty blogs.

Social Network

Social Networks are websites where members can create profiles, connect and communicate with other members whom they might or might not know in the real world (O'Connor, 2008).

Oxford Dictionaries (2013b) defined Social Network as a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc.

Boyd *et al*. (2007) suggested that the feature typically involves leaving "comments", although sites may name different labels for this feature. Meanwhile, social network sites vary greatly in their features and user base. Some emphasize in photo sharing or video sharing capabilities; others have built-in blogging and instant messaging service. Some social network sites target people from specific geographical regions or linguistic groups, some others are designed with specific ethnic, religious, sexual orientation, political, or other identity-driven categories in mind.

Community

Communities are different from Social Network in such a way that the profile creation is not necessity for these media. Members of communities can share contents include text, photos and videos (Kaplan and Haenlein, 2010).

Content Aggregator

A content aggregator is an individual or organization that gathers Web content from different online sources for reuse or resale. Members can share and store their favorite text, photos or video on these media (Kaplan and Haenlein, 2010).

There are two kinds of content aggregators:

1. Those who simply gather material from various sources for their websites.

2. Those who gather and distribute content to suit their consumer's needs.

Virtual World

Virtual worlds are the sites that resemble the world in a 3D environment. Users can create pictures or characters, and interact with others in the virtual world (Kaplan and Haenlein, 2010).

Social Media Marketing

Social Media Marketing (SMM) is a form of internet marketing that implements various Social Media networks in order to achieve marketing communication and branding goals. Using Social Media for marketing can enable small business looking to further their reach to more customers. Customers are interacting with brands through Social Media; therefore, having a strong Social Media presence on the web is the key to tap into consumers' interest. If implemented correctly, marketing with Social Media can bring remarkable success to the business (Kim, 2013).

Although Facebook provides businesses with various marketing opportunities, negative outcomes may arise with regard to privacy concerns because Facebook encourage people to provide personal information. In some cases, members may fail to take potential risks into account, such as disclosing their information to

the public. Details such as contact information, age, and other specific information can be misused or can result in identity theft by employees or third-party outsourced companies (Han and Maclaurin, 2002).

Hotel business explains how goodness marketers are increasing using Social Media to make travelers booking the room. Marketers need to merge Social Media Marketing into their marketing plan because we will gain an incredibly inexpensive way to build brand trust and brand awareness from Social Media Marketing. Value is one of the most important things to keep in marketers' mind when create Social Media Marketing content, that will persuade consumers to interact and engage with the brand. Social Media users will likely be appreciative of hotel marketers' updates, if they feel the updates are authentic and useful (Russell, 2010). Businesses must determine their target consumers and learn what motivates them to visit business site in order to take advantage of use for marketing purposes.

Online Community Participation

Online community participation can be characterized as active or passive. Active is the members who interact with other members in community (Madupu, 2010). Passive members browse online communities but rarely become involved in community activities. Some passive members are referred to lurkers or free riders (Preece, Nonnecke, and Andrews, 2004). Therefore, the number of member in online community does not refer to successful, if the members do not contribute to community activity. The lurkers and free riders generate and increase website hits (Ridings, Gefen, and Arineze, 2006). Opposite to active members, they are highly motivated to participate in online communities and thus they are likely to share information and knowledge and contribute to fast dissemination of valuable content to other members. (Casaló *et al.,* 2007). Active members are the key success of community growth and guarantee the community's long-term survival because members' active participation enhances their knowledge regarding brands and products and thus enables them to offer suggestions to solve problems with product usage and help each other make purchasing decisions (Flavián and Guinaliu, 2006). As community members actively post product information and share experiences,

the community acquires substantial information that can attract new consumers and maintain strong relationships with existing members. In order to build successful online communities, community marketers must attract participants and encourage them to remain loyal to the community by provide them with specific benefits that they desire from participation in online community (Wang *et al*., 2002a).
When members perceive the benefits as worthwhile, they are more likely to become more active members (Morgan and Hunt, 1994).

Benefits from Participating

The present study proposes the benefits that member desire from participate in online community as functional, social, psychological, hedonic, and monetary benefit (Kang, 2011).

1. Functional benefits

The marketing definition of functional benefit is a benefit that describes the tangible nature of the product. It is based on a product attribute that provides consumer with functional utility. Functional benefit tells consumer what it is, what it looks like, how it can be used, when it can be used, how it is better than anything else out there and who would use it (Billharte, 2013). Example of functional benefit included the capability of a smart phone, the best tasting chocolate bar and warmth of a wool sweater (Aaker, D.A. 1996).

In online community, a functional benefit is one that increases the ease and/or efficiency of completing transactions (i.e., purchasing products and services) and exchanging information (i.e., information gathering and sharing) (Peter, Olson, and Grunert, 1999). Information exchange is one of the major reasons for online community participation (Arsal, Backman, and Baldwin, 2008). It can be divided into two categories: solving problems and sharing information with others (Nishimura, Waryszak, and King, 2006). While searching for information, community members can obtain answers to their questions or disseminate useful information to other members and help each other make purchasing decisions (Wang

et al., 2002a). For business, functional benefit means that customers can ask questions they may feel uncomfortable asking in person or even over the phone. In addition, the nearly real - time communication facilities available on Facebook allow business owners to provide customer service and answer questions directly though the social networking service (Evans, 2013).

Hwng and Cho's (2005) found a negative relationship between functional benefits and members' community activities. But Chung and Buhalis (2008) found a positive relationship between members' information acquisition and their participation. They argued that although members might not have specific plans for travel, they can still collect and share information about destinations, hotels, and the best restaurants in the area. If members can achieve their specific goals, such as acquiring information quickly, they are more likely to visit their online community.

2. Social benefits

Social benefits are the kinds of help and support that members provide for each other (Wang et al., 2004b). Community members help and support each other by exchanging ideas and opinions of interest, answering other members' questions, and introducing new topics for discussion such as sharing experiences about product and service with other members (Dholakia *et al.,* 2009). When they recognize each other and identify the online community as their reference group, they are more likely to contribute valuable information and support each other's activity (Preece, 2001).

At the present time, participants spend more time online in online community and the social interaction becomes a part of their lives. Because the Internet enables people to overcome the limitations of time and space on communication and interaction, individuals from different countries can join together and contribute to the knowledge and information (Chung and Buhalis, 2008).

3. Psychological benefits

Psychological benefits are derived from feeling connected to community members, and include identity expression through the community, a sense of belonging to the community, and a sense of affiliation with other members (Bressler and Grantham, 2000). Bressler and Grantham (2000) indicated that psychological benefits are a starting point for joining an online community due to an individual‘s need for a fulfilling sense of belonging to a community. According to Kozinets (1999), online community members can gain knowledge not only about products or services but also about group norms, specialized language, and concepts within the community (i.e., members' identities). As members gain such knowledge about their online communities, they come to understand the community and feel a strong sense of belongings and affiliation, which in turn develops a permanent sense of identification (Wang *et al.,* 2004b). Once members fully identify themselves as a member of the community, they are more likely to rely on information provided by the community. This is an effective way to allure new consumers and retain them as loyal consumers (Anderson and Weits, 1989).

4. Hedonic benefits

Hedonic benefits include positive emotional states, such as feeling entertained and amused and experiencing enjoyment that occurs when participating in community activities (Wang and Fesenmaier, 2004). In online communities, members are likely to engage in activities that not only provide valued information but also elicit positive emotions (e.g., happiness, excitement, and enthusiasm) (Hagel and Armstrong, 1995). Some online communities allow members to play games or participate in contests or polls related to members' mutual interests, which lead to pleasure, fun, and entertainment (Wang and Fesenmaier, 2004). From a hedonic perspective, community members are viewed as pleasure seekers, who place more value on the experiential aspects of consumption than on other participation benefits discussed above (Vogt and Fesenmaier, 1998).

For some online community members, hedonic benefits are more important than other benefits (Hoffman and Novak, 1996). Participation in an online community is influenced by hedonic benefits that members gain from discussion forums, electronic bulletin boards, and features for sharing pictures and videos (Dholakia *et al.*, 2009).

5. Monetary benefits

Saving money (i.e., discounts or special price breaks) is a primary reason for members to participate in online community (Harris and O'malley, 2003). A lot of businesses are capturing traffic for their brick and mortar stores by posting discount advertisements that are available only to Facebook users.

Han and Kim (2009) found that special treatment benefits (e.g., gift certificates) had a positive effect on the way that consumers felt about a restaurant. A similar process is likely to occur in online communities for hotels and restaurants. These businesses tend to offer special promotions and coupons to attract new members and maintain existing relationships (Treadaway and Smith, 2010).

Brand Trust

Definitions

Trust is the confidence both parties in the relationship have that the other party will not do something harmful or risky. In individuals, trust generally is viewed as an essential for successful relationship. It is a simple principle of interpersonal exchange. Trust is a perception of confidence in the exchange partner's reliability and integrity (Morgan and Hunt, 1994). And in organizations, trust is a consumer confidence in the quality and reliability of the services offered (Garbarino and Mark, 1999).

Brand trust is defined as consumers' secure belief that a brand will perform as expected upon consumption (Ha and Perks, 2005). Brand trust strengthens attachment and favorable behaviors toward brands. (Pritchard, Havitz, and Howard, 1999).Brand

trust is an essential element in reducing perceptions of risk. When a brand successfully performs its expected function, consumers begin to trust it and decide to continue a relationship with the company or brand (Butler and Cantrell, 1994). Brand trust is based on ending consumption results. A positive ending results increase trust and negative results will cause the trust to drop (Deutsch, 1958). Positive emotion toward a brand is related to consumers' trust that the brand will perform its functions (Ha and Perks, 2005). When consumers are satisfied with the brand, they are less likely to look for other brands, which will save them time and effort (Garbarino and Mark, 1999). And these loyal consumers tend to rely on information about their favorite brand (i.e., a tendency to resist changes). Businesses develop trust by standing behind their promises (Pritchard, Havitz and Howard, 1999).

Building Brand Trust through Social Media

Trust in a business relationship is built by three different factors. Firstly trust based on characteristics is built, because persons in a business relationship act similar. Secondly process based trust is a result of good experiences that business partners had. The third factor is institutional trust which is built when business partners can show certificates or are members of certain institutions (McAllister, 1995).

The following are six ways brands can begin to build trust through Social Media (Gleeson, 2012).

1. **Communicating Thought Leadership**

One way for a brand to lose credibility with a social audience is to simply spam them with "opportunities" to purchase a product or service without providing any value. This value can come in many forms, but should be designed to teach, entertain, ignite discussions, and gain honest feedback. Social Media is the perfect platform for a brand to communicate their expertise in a given industry, and do so by providing great content that people will share with others. This is how companies can become thought leaders in their space.

2. Transparency

This is an area that executives and decision makers have feared the most but a hurdle that must be overcome for a company to be successful using Social Media. In today's digital world, transparency is an inherent reality, as people will be talking about issues associated with your brand online. Companies need to embrace this and get involved in guiding that conversation. In a report from e-Marketer, 77% of buyers said they are more likely to buy from a company if the CEO uses Social Media, and 82% trust the company more. This is impressive, and telling of how consumers want to engage with brands and top-level executives.

3. Quick and Responsive Customer Communication

If consumers know they can reach out to your company via Social Media and are encouraged to do so, this is a good opportunity to provide great service in front of a large audience. Do not be afraid of customer complaints. Address them head on. These opportunities can often turn into great testimonials when customers are handled with care.

4. Ensures Accountability

When companies are openly engaged in Social Media and encouraging their audience to interact with them, it ensures a certain level of accountability. In using Social Media aggressively, a brand can essentially hold itself accountable for providing great products, services, and customer service.

5. Fun and Simple Engagement

Another way to build and maintain trust is through entertainment. Do not always make it about your company and its services or value. This goes back to thought leadership and content marketing. Provide value in a fun and creative way through daily content, apps, videos, contests, sweepstakes, and info-graphics. The opportunities are endless.

6. Social Responsibility

A great way to build trust with your customers is to let them know that you care about others more than just yourself. The same goes for building brand equity. Socially responsible brands often gain more momentum because their customers know they are not just about profits, but also giving back to their communities or the world around them. Social media channels are the perfect platform to communicate this message and let it spread organically. For example, Marriott is running a check-in campaign that encourages guests to checked-in, and the hotel will donate $2 to charity. This promotion is intended to leverage a typical social interaction for the greater good.

Brand Commitment

Similar to trust, commitment is recognized as an essential ingredient for successful long-term relationship. It is a consumer psychological attachment, loyalty, concern for future welfare, identification, and pride in being associated with the organization (Morgan and Hunt, 1994). Brand commitment is an enduring desire to maintain a valued relationship with a brand. Consumers have been shown to engage different cognitive processes in evaluating information about their preferred brands or competing brands (Raju, Unnava, and Montgomery, 2009). The information selection process can be determined by brand commitment, which is defined as a strong and positive psychological attachment of consumers to a specific brand (Beatty and Kahle, 1988). On the one hand, consumers who are highly committed to a specific brand evaluate competing brands less positively or avoid considering competitors' brands when making purchasing decision (Ahluwalia, Burnkrant and Unnava, 2000). They tend to defend their favorable attitudes toward brands when perceiving a threat such as unfavorable information about their preferred brands or favorable information about competing brands (Chaiken, Liberman and Eagly, 1989). Consumers who perceive such threats tend to secure their positive attitudinal position toward their preferred brands by searching for favorable information about their brand and maintaining their beliefs about the brands.

Brand commitment causes the business to continually invest in developing and maintaining relationships with its customers. For example, a business might follow up after a purchase to ensure a customer was satisfied with her experience. If not, the business might refund the customer or offer a discount on her next purchase. Further, the business could incorporate the feedback to ensure that other customers do not have the same bad experience. In other words, through a series of relationship-building activities, the business shows its commitment to the customer (Morgan and Hunt, 1994).

An online community often constitutes a group of committed consumers because the group consists of people who share common interests and purposes (Bagozzi and Dholakia, 2002). Members are likely to discuss how to use products, and ask other members for product repair and maintenance information (Casaló *et al.*, 2007). As members frequently and actively participate in online communities, they become more familiar with the brand, and thus develop expertise on products and brands. These members also are likely to help other members within the community (Muniz and O'Guinn, 2001).

Being highly involved in community activities (e.g., participating in discussions and posting positive messages about a brand) positively affects commitment and emotional attachment to a brand (Algesheimer *et al.*, 2005). Consumers' emotional ties toward particular brands can develop as a result of active participation in online communities (Casaló *et al.*, 2007). For example, when consumers discuss common issues related to their favorite brands, they are more likely to create emotional ties with each other, and they reach agreement more easily. Active participation increases members' commitment to particular brands because members who share similar interests in those brands can communicate and interact with each other through community discussion boards. When they experience shared sympathy on specific issues related to their preferred brands or consumption experiences, positive attitude toward those brands can be enhanced (Algesheimer *et al.*, 2005). Committed consumers are often willing to stay in an exchange relationship as well as put forth effort to maintain the relationship. Such attachments are important forerunners to loyalty (Beatty and Kahle, 1988.)

Conceptual Model

The present study proposes a conceptual research model of:

1. The causal relationships between Facebook participation and participation benefits on hotel Facebook page.

2. The causal relationships between Facebook participation, brand trust, and brand commitment to the hotel brands.

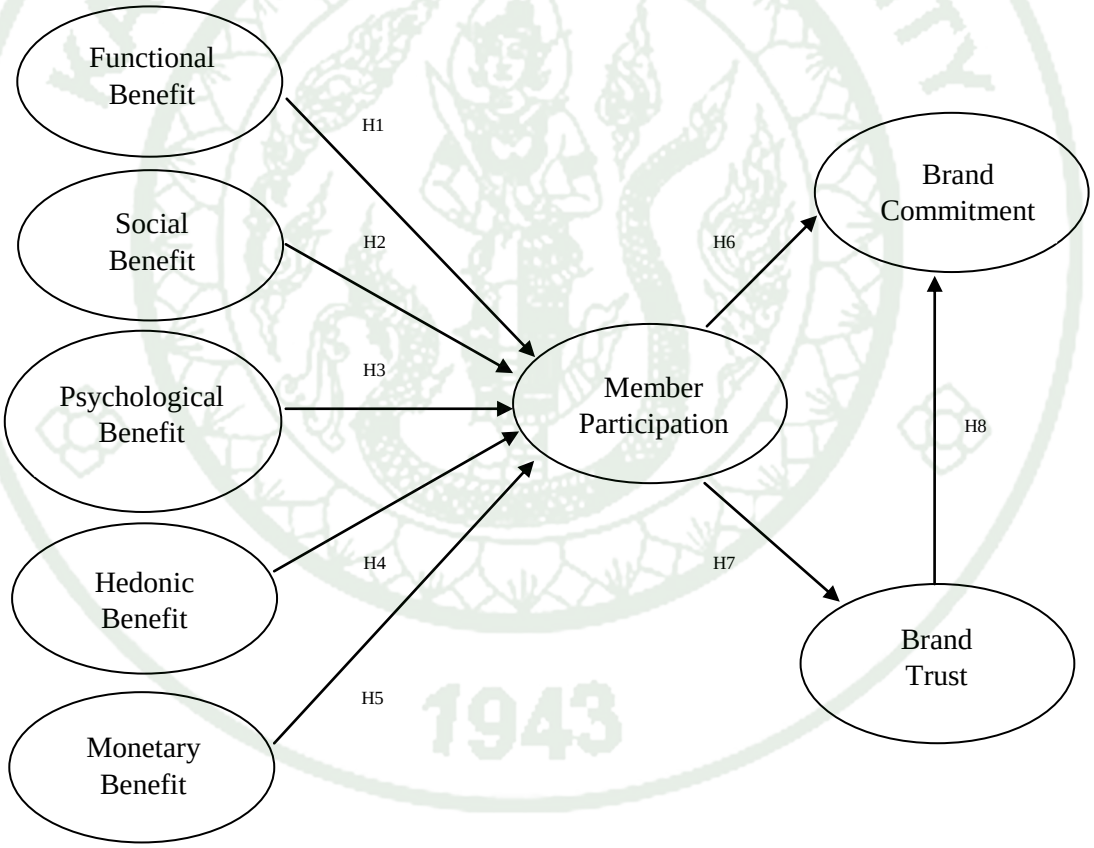

Figure 1 Conceptual Model

Hypotheses:

H1: Functional benefit had a causal relationship to member participation.

H2: Social benefit had a causal relationship to member participation.

H3: Psychological benefit had a causal relationship to member participation.

H4: Hedonic benefit had a causal relationship to member participation.

H5: Monetary benefit had a causal relationship to member participation.

H6: Member participation had a causal relationship to brand trust.

H7: Member participation had a causal relationship to brand commitment.

H8: Brand trust had a causal relationship to brand commitment.

CHAPTER III

RESEARCH METHODOLOGY

Data Collection Procedure

Methodology

This study was a quantitative analysis, began from explored secondary data from texts and searched information on the internet. Because the study used survey methodology, the questionnaires were distributed to 400 samples to find out the causal relationships between participation benefits (functional, psychological, social, hedonic and monetary benefits), brand trust and brand commitment on hotel Facebook page. The data were analyzed by descriptive statistics technical, consisted of frequency distribution, percentage, mean value and standard deviation. Then Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) via statistic software: SPSS program version 21 and AMOS Graphics Program version 22 determined level of confidence interval at 95 percent were used to test the conceptual model.

Survey Supplies

1. The 400 completed questionnaires consisted of 4 sections:

   (1) Participation benefits featured with 19 items
   (2) Community participation featured with 4 items
   (3) Brand trust featured with 4 items
   (4) Brand commitment featured with 3 items

2. Office supplies such as a computer with internet and statistical software, printer, pencil and notebook.

Population

The population for this study is the members of hotel brands' Facebook pages, which awarded by TripAdvisor as the first to tenth luxury hotel in Krabi.

The 10 luxury hotels showed as follows**:**

1. Layana Resort and Spa
2. Pimalai Resort and Spa
3. The Tubkaak Krabi Boutique Resort
4. Amari Vogue Krabi
5. The Houben
6. Phuley Bay, A Ritz Carton Reserve
7. Nakamanda Resort and Spa
8. Rayavadee Resort
9. Islanda Eco Village Resort
10. Sofitel Krabi Phokeethra Golf and Spa Resort

Sample

The sample for this study consisted of the members of hotel brands' Facebook pages, which awarded by TripAdvisor as the first to tenth luxury hotel in Krabi as above. The sample was selected from the population but this study did not know exactly population size. According to Taro Yamane's sample size table, determined level of confidence interval at 95 percent and acceptable sample error expressed as 5 percent, so sample size is 400 samples (Appendix Table B1).

Sampling

Step 1: Because of the uncertain population, Non Probability Sampling was used in this study.

Step 2: Used Judgmental Sampling Methodology to choose the sample then distributed questionnaires to travelers in Krabi. Only participants, who had ever joined

hotel brands' Facebook pages, were eligible to complete the survey. The data collection was carried out using 2 step procedures. In the first step, the online questionnaires on Google document were sent to hotel brand fanpage through hotel Facebook pages. In the second step, the questionnaires were distributed to travelers in Krabi.

Data collection period: From September 1 – November 4, 2013: The first step was on September 1 - 25, 2013 and the second step was on September 26 – November 4, 2013.

Survey Instruments

The questionnaires in this study came from the study of Juhee Kang (2011), Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands, as a doctor of philosophy dissertation in hospitality management. The questionnaire covered the contents and purposes of this study, a list of hotels brand was given as choices for participants to indicate for which brand pages they are members. For respondents who were not a member of given hotel brands' Facebook pages, an open-ended question was provided for them to provide another hotel name.

The questionnaire was divided into three parts as follows:

The first part (Section 1): This section measured five categories of member benefits: functional, social, psychological, hedonic, and monetary benefits, using five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree).

First, functional benefit consisted of four items: "Obtaining up-to-date information about the Hotel brand", "Conveniently communicating with others", "Efficiently communicating online" and "Sharing experiences in the Hotel brand".

Second, social benefit variable consisted of four items: “Having trust in the community of Facebook”, “Communicating with other members”, “Getting involved with other members” and “Seeking self-identity”.

Third, psychological benefit was assessed with four items: “Seeking a sense of affiliation in the community”, “Seeking a sense of belonging”, “Seeking knowledge about group norms, specialized language and concepts within the community” and “Establishing and maintaining relationships with other members”.

Fourth, hedonic benefit variable consisted of four items: “Being amused by other members”, “Having fun on the brand’s Facebook page”, “Seeking enjoyment on this Facebook page” and “Being entertained on this Facebook page”.

And the last, monetary benefit was assessed with four items: “Obtaining discounts that most consumers do not get”, “Obtaining better prices than other consumers”, “Receiving free coupons from the Hotel brand by becoming a member of the Facebook page” and “Obtaining special deals that most consumers do not get”.

The second part (Section 2): The questionnaire examined levels of Facebook participation, brand trust, and brand commitment. All items were using five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree).

The first, community participation consisted of four items: “I take an active part on the Hotel brand’s Facebook page”, “I frequently provide useful information to other members”, “I post messages and response on the brand’s Facebook page with great enthusiasm and frequency” and “I do my best to participate in activities offered on the hotel brand’s Facebook page”.

Next, brand trust and brand commitment were assessed with seven items: “What the Hotel brand says about its products/service is true”, “I know what to expect from the Hotel brand”, “The Hotel brand is very reliable”, “The Hotel brand meets its promises”, “If the Hotel brand had unavailable reservation, I would have no problem finding an another Hotel which I would want to make reservations”, “I consider

myself to be highly loyalty to the Hotel brand" and "When another brand has a special deal (e.g., room rate discount), I generally visit that Hotel with the better deal".

The third part (Section 3): Respondents were asked about the perceived success of the Facebook page. All items were using five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree).

The questions consisted of: "There are active participation between the company and other members", "The Hotel brand's Facebook page is successful" and "I like visiting the Hotel brand's Facebook page".

And the last section (Section 4): This section consisted of general information of the informant. It is about gender, age and the region of the world which they reside.

Questionnaires Test

1. Validity Test: The questionnaires in this study came from the study of Juhee Kang (2011), Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands, as a doctor of philosophy dissertation in hospitality management, then re-checked the questionnaires contents had to answered the objectives in this study by thesis advisor: Dr.Paitoon Chetthamrongchai. This procedure called content and construct validity test. After verified the words and contents in the questionnaires, adjusted them to be correct and responded the study objectives.

2. Reliability Test: Pretesting of the questionnaires had done by launched online questionnaires via Google document to the 30 respondents from the target population. Then use Cronbach's Alpha for questionnaires' reliability testing. And the result was 0.957 (Appendix Table B2). Related to 0.957 is greater than 0.8, so the questionnaire was suitable for this present study.

Data Collection Plan

The study of the influencing of member participation, brand trust and brand commitment: Case of hotel Facebook marketing in Krabi, Thailand collected the data from 2 sources; Secondary Data and Primary Data.

1. Secondary Data were collected from textbooks, journals on internet and other publications.

2. Primary Data were collected from survey. The questionnaires were distributed to 400 travelers in Krabi, who had ever joined hotel brands' Facebook pages. The data collection was carried out using 2 step procedures. In the first step, the online questionnaires on Google document were sent to hotel brand fanpage through hotel Facebook pages. In the second step, the questionnaires were distributed to travelers in Krabi.

The data were collected from September 1 – November 4, 2013. As following details:

Table 4 Data Collection Plan

Date	Place	Distributed Amount	Completed Amount	Total Amount
September 1 – 25, 2013	Online questionnaires on hotel Facebook page	158	158	158
September 26 - November 4, 2013	Krabi			
September 26 – 29	Chaofa Park	56	56	56
September 30	Thara Park	12	12	12

Table 4 (Continued)

Date	Place	Distributed Amount	Completed Amount	Total Amount
November 1 – 3	Krabi Bergfah Andaman Festival 2013	165	165	165
November 4, 2013	Night market	9	9	9
	Total	**400**	**400**	**400**

Data Analysis

Data Analysis

Secondary Data: This procedure used related theories, technical journals and related researches, analyzed them with information from the Primary Data for the study results and discussion.

Primary Data: Used statistical analysis program to analyzed information from 400 questionnaires and tested the conceptual model fit with Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) via SPSS and AMOS Programs, as following details;

1. Editing: When 400 questionnaires were collected, responses that included one or more unanswered sections were removed. After deleting the invalid surveys, 393 responses were kept for further analysis.

2. Coding: For the 393 completed questionnaires, filled in with predefined code for closed-end question on statistical analysis program.

3. Computer Analysis: After saved code on statistical program, calculated statistical values by analysis program, as following details;

Part 1: Before section 1, a list of hotels brand was given as choices for participants to indicate for which brand hotel pages they are member. For participants who were not a member given hotel brand Facebook page, an open-ended question was provided for them to provide another hotel name. The list of hotel names were analyzed by frequency distribution and percentage presented in the table form.

Section 4 of the questionnaire is a Nominal Scale, consisted of 3 items about general information of the informant. It is gender, age and the region of the world which they reside. Then, analyzed by frequency distribution, percentage, mean value and standard deviation presented in the table form.

Part 2: Section 1 of the questionnaire was an Interval Scale using five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree), measured five categories of member benefits: functional, social, psychological, hedonic, and monetary benefits, analyzed by descriptive statistics including frequency distribution, percentage, mean value and standard deviation and level of agreement.

All answers can divide into 5 levels of agreement as the following details:

Strongly Agree	Score 5
Agree	Score 4
Neither	Score 3
Disagree	Score 2
Strongly Disagree	Score 1

The mean values were calculated to divide the level of agreement in member benefit when they participated in hotel Facebook community, the width of interval can calculate by:

$$\text{The width of interval} = \frac{\text{The greatest score} - \text{The lowest score}}{\text{Number of interval}}$$

$$\text{The width of interval} = \frac{5 - 1}{5}$$

$$= 0.80$$

After the width of interval calculation, the score can divide the level of agreement into 5 levels as follows:

Score	4.21 – 5.00	Strongly Agree
Score	3.41 – 4.20	Agree
Score	2.61 – 3.40	Neither
Score	1.80 – 2.60	Disagree
Score	1.00 – 1.80	Strongly Disagree

Section 2 of the questionnaire was an Interval Scale, with five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree), measured levels of Facebook participation, brand trust and brand commitment, analyzed by descriptive statistics including frequency distribution, percentage, mean value and standard deviation and level of agreement.

All answers can divide into 5 levels of agreement as the following details:

Strongly Agree	Score 5
Agree	Score 4
Neither	Score 3
Disagree	Score 2
Strongly Disagree	Score 1

The mean values were calculated to divide an agreement level of levels of Facebook participation, brand trust and brand commitment on hotel Facebook page, the width of interval can calculate by:

$$\text{The width of interval} = \frac{\text{The greatest score} - \text{The lowest score}}{\text{Number of interval}}$$

$$\text{The width of interval} = \frac{5 - 1}{5}$$

$$= 0.80$$

After the width of interval calculation, the score can divide the level of agreement into 5 levels as follows:

Score 4.21 – 5.00	Strongly Agree
Score 3.41 – 4.20	Agree
Score 2.61 – 3.40	Neither
Score 1.80 – 2.60	Disagree
Score 1.00 – 1.80	Strongly Disagree

Section 3 is the measurement of member perceived success of the Facebook page. The questionnaire was an Interval Scale, with five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree). The data was analyzed by descriptive statistics including frequency distribution, percentage, mean value and standard deviation and level of agreement.

All answers can divide into 5 levels of agreement as the following details:

Strongly Agree	Score 5
Agree	Score 4
Neither	Score 3
Disagree	Score 2
Strongly Disagree	Score 1

The mean values were calculated to divide the level of agreement in member perceived success of the Facebook page, the width of interval can calculate by:

$$\text{The width of interval} = \frac{\text{The greatest score} - \text{The lowest score}}{\text{Number of interval}}$$

$$\text{The width of interval} = \frac{5 - 1}{5}$$

$$= 0.80$$

After the width of interval calculation, the score can divide the level of agreement into 5 levels as follows:

Score	4.21 – 5.00	Strongly Agree
Score	3.41 – 4.20	Agree
Score	2.61 – 3.40	Neither
Score	1.80 – 2.60	Disagree
Score	1.00 – 1.80	Strongly Disagree

Part 3: The study of the causal relationships between member participation, brand trust and brand commitment: Case of hotel Facebook marketing in Krabi, Thailand use Confirmatory Factor Analysis (CFA) to check the overall fit of measurement constructs in the conceptual model and measures the component fit, and Structural Equation Modeling (SEM) to test hypotheses via SPSS program version 21 and AMOS program version 22.

Confirmatory Factor Analysis (CFA) is a statistical technique used to explicitly hypothesized and tested for its fit with the observed covariance structure of measured variables. Fit refers to the ability of a model to reproduce the data. The approach also allows to test the relative fit of competing factor models (Frank and Keith, 1995).

If model fit is acceptable, the parameter estimates are examined. The ratio of each parameter estimate to its standard error is distributed as a Z statistic and is

significant at the 0.05 level if its value exceeds 1.96 and at the 0.01 level it its value exceeds 2.56. Unstandardized parameter estimates retain scaling information of variables and can only be interpreted with reference to the scales of the variables. Standardized parameter estimates are transformations of unstandardized estimates that remove scaling and can be used for informal comparisons of parameters throughout the model. Standardized estimates correspond to effect-size estimates (Hoyle, 1995).

Structural Equation Model (SEM) has become one of the techniques of the best represented data that reflects underlying theory, known as model fit. With the abundance of fit indices available to the researcher and the wide disparity in agreement on not only which indices to report but also what the cut-offs for various indices actually are, it is possible that researchers can become overwhelmed by the conflicting information available (Yuan, 2005).

A good-fitting model is one that is reasonably consistent with the data and so does not necessarily require re-specification. The procedures provide guild-line for model modification, which can suggest alterations in proposed model structures.

Statistics for Testing Model Fit

Traditional statistical methods normally utilize one statistical test to determine the significance of the analysis. However, Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) specifically, rely on several statistical tests to determine the adequacy of model fit to the data.

1. Model Chi-Square ($\chi 2$)

The Chi-Square value is the traditional measure for evaluating overall model fit and "assesses the magnitude of discrepancy between the sample and fitted covariances matrices" (Hu and Bentler, 1999). A good model fit would provide an insignificant result at a 0.05 threshold, thus the Chi-Square statistic is often referred to as either a "badness of fit" or a "lack of fit" (Mulaik *et al*, 1989).

While the Chi-Squared test retains its popularity as a fit statistic, there exist a number of severe limitations in its use. Firstly, this test assumes multivariate normality and severe deviations from normality may result in model rejections even when the model is properly specified. Secondly, because the Chi-Square statistic is in essence a statistical significance test, it is sensitive to sample size which means that the Chi-Square statistic nearly always rejects the model when large samples are used. On the other hand, where small samples are used, the Chi-Square statistic lacks power and because of this may not discriminate between good fitting models and poor fitting models. Due to the restrictiveness of the Model Chi-Square, researchers have sought alternative indices to assess model fit. One example of a statistic that minimizes the impact of sample size on the Model Chi-Square is relative/normed chi-square ($\chi 2/df$) (Wheaton *et al.*, 1977).

2. Goodness-of-Fit Statistic (GFI) and the Adjusted Goodness-of-Fit Statistic (AGFI)

The Goodness-of-Fit statistic (GFI) was an alternative to the Chi-Square test and calculates the proportion of variance that is accounted for by the estimated population covariance (Tabachnick and Fidell, 2007). By looking at the variances and covariances accounted for by the model it shows how closely the model comes to replicating the observed covariance matrix. This statistic ranges from 0 to 1 with larger samples increasing its value. When there are a large number of degrees of freedom in comparison to sample size, the GFI has a downward bias (Sharma *et al*, 2005). In addition, it has also been found that the GFI increases as the number of parameters increase and also has an upward bias with large samples (Bollen, 1990). Traditionally an omnibus cut-off point of 0.90 has been recommended for the GFI (Miles and Shevlin, 1998).

Related to the GFI is the AGFI which adjusts the GFI based upon degrees of freedom, with more saturated models reducing fit. Thus, more parsimonious models are preferred while penalised for complicated models. In addition to this, AGFI tends to increase with sample size. As with the GFI, values for the AGFI also

range between 0 and 1 and it is generally accepted that values of 0.90 or greater indicate well fitting models (Miles and Shevlin, 1998).

3. Root Mean - Square Residual (RMR) and Standardized Root Mean - Square Residual (SRMR)

The RMR and the SRMR are the square root of the difference between the residuals of the sample covariance matrix and the hypothesis covariance model. The range of the RMR is calculated based upon the scales of each indicator, therefore, if a questionnaire contains items with varying levels (some items may range from 1 – 5 while others range from 1 – 7) the RMR becomes difficult to interpret. The SRMR resolves this problem and is therefore much more meaningful to interpret. Values for the SRMR range from zero to 1.0, with well fitting models obtain values less than .05 (Byrne, 1998).

4. Normed Fit Index (NFI)

Normed Fit Index assesses the model by comparing the $\chi 2$ value of the model to the $\chi 2$ of the null model. The null/independence model is the worst case scenario as it specifies that all measured variables are uncorrelated (Miles and Shevlin, 1998). Values for this statistic range between 0 and 1 with Bentler and Bonnet (1980) recommending values greater than 0.90 indicating a good fit.

5. Comparative Fit Index (CFI)

The Comparative Fit Index is a revised form of the NFI which takes into account sample size that performs well even when sample size is small (Byrne, 1998). Like the NFI, this statistic assumes that all latent variables are uncorrelated (null/independence model) and compares the sample covariance matrix with this null model. As with the NFI, values for this statistic range between 0.0 and 1.0 with values closer to 1.0 and CFI $\geq$ 0.90 indicating good fit (Bentler and Bonnet, 1980).

Definition of Symbols and Signs in Causal Model

Represent to observable variable

Represent to latent variable

Represent to destination variable has direct effect on beginning variable (Causal Relationship)

Represent to relationship between variables

Part 4: Discussions part, that compare the results of this present with related study.

Statistics for Data Analysis

1. Descriptive Statistics will used to describe variables such as frequency distribution, percentage, mean value and standard deviation.

1.1 Percentage

$$\text{Percentage} = \frac{\text{Data Frequency}}{\text{Total frequency}}$$

1.2 Mean Value

$$\overline{X} = \frac{\sum x_i}{n}$$

When; $\overline{X}$ is Mean Value

$\sum x_i$ is Total Score

n is Sample Size

1.3 Standard Deviation

$$S.D. = \sqrt{\frac{n\sum x_i^2 - (\sum x_i)^2}{n(n-1)}}$$

When; S.D. is Standard Deviation

$\sum x_i$ is Total Score

$(\sum x_i)^2$ is Total Score Squared

n is Number of Data in The Sample

2. Cronbach's Alpha Coefficient; $0 < \alpha < 1$

$$\alpha = \frac{n}{n-1}\left[\frac{1-\sum s^2}{s^2}\right]$$

When; α is Questionnaires Reliability

n is Number of Questions in Questionnaires

$\sum s^2$ is Total Variance of Each Question

s^2 is Total Variance of The Questionnaire

CHAPTER IV

RESULTS AND DISCUSSIONS

Results

This present study was collected primary data by 400 questionnaires. Responses that included one or more unanswered sections were removed. After deleting the invalid surveys, 393 responses were kept for further analysis by descriptive statistics including frequency distribution, percentage, mean value, standard deviation, and used Confirmatory Factor Analysis (CFA) to check overall fit of measurement constructs in the conceptual model and Structural Equation Model (SEM) to test hypotheses by AMOS and SPSS program.

The finding could be divided into 8 parts as follows:

1. Demographic Characteristic
2. Percentage of Respondents by Hotel
3. Benefits from Participating
4. Participation, Brand Trust and Brand Commitment
5. Measurement Model Testing
6. Structural Equation Model Testing
7. Hypotheses Testing
8. Discussions

Demographic Characteristic

The demographic characteristics of 393 respondents were illustrated in Table 5. Male represented 57.30% of respondents, and 42.70% were female. And most of respondents were 21 – 30 years old (62.30%), followed by aged 31 – 40 years (24.20%), 18 – 20 years (5.90%), 41 – 50 years (5.30%) and over 51 years (2.30%).

As well as the responses' genders and ages, most of respondents were reside in Europe (48.10%) and Asia (26.00%), others were Oceania (8.40%), United States (8.10%), Canada (5.50%), South America (1.80%), Central America (1.30%), Africa (0.50%) and the Middle East (0.30%).

Table 5 Demographic characteristic

Demographic characteristic (n=393)	Frequency	Percent
Gender		
Male	225	57.30
Female	168	42.70
Total	**393**	**100.00**
Age		
18 – 20 years old	23	5.90
21 – 30 years old	245	62.30
31 - 40 years old	95	24.20
41 – 50 years old	21	5.30
Over 25 years old	9	2.30
Total	**393**	**100.00**
Region of the world that they reside		
Africa	2	0.50
Asia	102	26.00
Oceania	33	8.40
Europe	189	48.10
United State	32	8.10
Canada	22	5.60
Central America	5	1.30
South America	7	1.80
Middle East	1	0.30
Total	**393**	**100.00**

Percentage of Respondents by Hotel

Table 6 Percentage of Respondents by Hotel

Hotel brands (n=393)	Frequency	Percent
Layana Resort and Spa	45	11.50
Pimalai Resort and Spa	44	11.20
The Tubkaak Krabi Boutique Resort	41	10.40
Amari Vogue Resort	43	10.90
Sofitel Krabi Phokeethra Golf and Spa Resort	52	13.20
Phuley Bay, A Ritz Carton Reserve Resort	44	11.20
Nakamanda Resort and Spa	31	7.90
Layavadee Resort	33	8.40
Islanda Eco Village Resort	25	6.40
The Houben	20	5.10
Others	15	3.80
Total	**393**	**100.00**

Table 6 showed that the majority of respondents were member of Sofitel Krabi Phokeethra Golf and Spa Resort Facebook fan page (13.20%), followed by Layana Resort and Spa (11.50%), Pimalai Resort and Spa (11.20%), Phuley Bay, A Ritz Carton Reserve Resort (11.20%), Amari Vogue Resort (10.90%), The Tubkaak Krabi Boutique Resort (10.40%), Rayavadee Resort (8.40%), Nakamanda Resort and Spa (7.90%), Islanda Eco Village Resort (6.40%), The Houben (5.10%) and others (3.80%) including Mercure Krabi Deevana, Centara Grand Beach Resort and Villas Krabi, Mr.Krabi, Sheraton Krabi Resort and Beyond Krabi Resort.

Table 7 found that the respondents agreed with the success of Hotel brand Facebook pages. Represented by the total average of mean values was 3.56. The respondents agreed with two from three items. They agreed with “The hotel brand Facebook page is successful” and “They like visiting hotel brand’s Facebook pages”.

But they perceived neither to “There are active participation between the company and members”.

Table 7 Perceived success of Hotel brand Facebook pages

Perceived Success	Level of agreement (Percentage)					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither n	Agree	Strongly Agree			
There is active participation between the hotel and members.	12 (3.10)	13 (3.30)	111 (28.20)	214 (54.50)	43 (10.90)	3.05	1.21	Neither
The hotel brand's Facebook page is successful.	4 (1.00)	13 (3.30)	192 (48.90)	140 (35.60)	44 (11.20)	3.97	0.90	Agree
I like visiting the hotel brand's Facebook page.	10 (2.50)	12 (3.10)	150 (38.20)	183 (46.60)	38 (7.90)	3.67	0.83	Agree
Total						**3.56**	**0.98**	**Agree**

Benefits from Participating

Table 8 showed the respondents agreed that they derived benefits from participating on the Hotel brand's Facebook page. That represented by the total average of mean values was 3.69.

The benefits consisted of functional benefit, social benefit, psychological benefit, hedonic benefit and monetary benefit. They agreed with that all benefits with average mean values as 3.80, 3.68, 3.64, 3.65 and 3.66, respectively.

Table 8 Perceived member benefits of Hotel brand Facebook pages

Benefits of Hotel brand Facebook pages	Level of agreement					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
Functional Benefit								
Obtaining up-to-date information about the Hotel brand.	3 (0.80)	10 (2.50)	62 (15.80)	251 (63.90)	67 (17.00)	3.94	0.70	Agree
Conveniently communicating with others online.	5 (1.30)	9 (2.30)	117 (29.80)	213 (54.20)	49 (12.50)	3.74	0.75	Agree
Efficiently communicating online.	5 (1.30)	9 (3.30)	135 (34.40)	174 (44.30)	70 (17.80)	3.75	0.82	Agree
Sharing experiences in the Hotel.	5 (1.30)	14 (3.60)	112 (28.50)	204 (51.90)	58 (14.80)	3.75	0.79	Agree
Total						**3.80**	**0.77**	**Agree**
Social benefit								
Having trust in the community of Facebook.	2 (0.50)	13 (3.30)	133 (33.80)	197 (50.10)	48 (12.20)	3.70	0.74	Agree

Table 8 (Continued)

Benefits of Hotel brand Facebook pages	Level of agreement					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
Communicating with others members	9 (2.30)	8 (2.00)	141 (35.90)	194 (49.40)	41 (10.40)	3.64	0.79	Agree
Getting involved with other members	4 (1.00)	17 (4.30)	139 (35.40)	183 (46.60)	50 (12.70)	3.66	0.79	Agree
Seeking self-identity	3 (0.80)	25 (6.40)	110 (28.00)	195 (49.60)	60 (15.30)	3.72	0.82	Agree
Total						**3.68**	**0.79**	**Agree**
Psychological Benefit								
Seeking a sense of affiliation in the Community	5 (1.30)	18 (4.60)	124 (31.60)	187 (47.60)	59 (15.00)	3.70	0.82	Agree
Establishing and maintaining relationships with other members	4 (1.00)	17 (4.30)	148 (37.70)	185 (47.10)	39 (9.90)	3.61	0.77	Agree
Seeking a sense of belonging	6 (1.50)	9 (2.30)	154 (36.90)	205 (52.20)	28 (7.10)	3.61	0.72	Agree

Table 8 (Continued)

Benefits of Hotel brand Facebook pages	Level of agreement					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
Seeking knowledge about group norms, specialized language and concept within the community.	5 (1.30)	16 (4.10)	133 (33.80)	197 (50.10)	42 (10.70)	3.65	0.78	Agree
Total						**0.64**	**0.77**	**Agree**
Hedonic Benefit								
Being amused by other members.	4 (1.00)	13 (3.30)	143 (36.40)	183 (46.60)	50 (17.70)	3.67	0.78	Agree
Having fun on the brand's Facebook page.	3 (0.80)	9 (2.30)	136 (34.60)	185 (47.10)	60 (15.30)	3.74	0.77	Agree
Seeking enjoyment on this Facebook page.	3 (0.80)	11 (2.80)	171 (43.50)	173 (44.00)	35 (8.90)	3.58	0.72	Agree
Being entertained on this Facebook page.	4 (1.00)	8 (2.00)	145 (36.90)	200 (50.90)	36 (9.20)	3.65	0.72	Agree
Total						**3.65**	**0.75**	**Agree**

Table 8 (Continued)

Benefits of Hotel brand Facebook pages	Level of agreement					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree			
Monetary Benefit								
Obtaining discounts that most consumers do not get.	8 (2.00)	13 (3.30)	113 (28.80)	221 (56.20)	38 (12.70)	3.68	0.77	Agree
Obtaining better prices than others consumers.	5 (1.30)	10 (2.50)	166 (42.20)	161 (41.00)	51 (13.00)	3.62	0.79	Agree
Receiving free coupons from the Hotel brand by becoming a member of the Facebook page.	11 (2.80)	9 (2.30)	125 (31.80)	188 (41.80)	50 (15.30)	3.70	0.85	Agree
Obtaining special deals that most consumers do not get	6 (1.50)	14 (3.60)	136 (34.60)	205 (52.40)	31 (7.90)	3.62	0.75	Agree
Total						**3.66**	**0.79**	**Agree**
Total						**3.69**	**0.77**	**Agree**

Participation, Brand Trust and Brand Commitment

From table 9, the total average of mean values was 3.60, showed that respondents agreed with participation, brand commitment and brand trust to Hotel brand Facebook pages.

For participation and brand trust, the respondents agreed with all items. The average of mean values were 3.58 and 3.74, respectively.

For brand commitment, they agreed with “When another brand has a special deal (e.g. room rate discount), I generally visit the Hotel with the better deal”, but neither with “If the Hotel brand had unavailable reservations, they would have problem finding an another Hotel which they would want to make reservations” and “I consider myself to be highly loyalty to the Hotel brand”.

Table 9 Participation, brand commitment and brand trust to Hotel brand Facebook pages

Participation, Brand Trust and Brand Commitment	Level of agreement (Percentage)					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither n	Agree	Strongly Agree			
Participation								
I take an active part in the brand Hotel's Facebook page.	5 (1.30)	24 (6.10)	92 (23.40)	234 (59.90)	38 (9.70)	3.70	0.78	Agree
I frequently provide useful information to other members.	7 (1.80)	31 (7.90)	148 (37.70)	173 (44.00)	34 (8.70)	3.50	0.83	Agree
I post message and response on the brand's Facebook page with great enthusiasm and frequency.	4 (1.00)	29 (7.40)	158 (40.20)	165 (42.00)	37 (9.40)	3.51	0.81	Agree
I do my best to participate in activities offered on brand's Facebook page.	6 (1.50)	17 (4.30)	149 (37.90)	178 (45.30)	43 (10.90)	3.60	0.80	Agree
Total						**3.58**	**0.80**	**Agree**

Table 9 (Continued)

Participation, Brand Trust and Brand Commitment	Level of agreement (Percentage)					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither n	Agree	Strongly Agree			
Brand commitment								
If the Hotel brand had unavailable reservations, I would have no problem finding an another Hotel which I would want to make reservations.	73 (18.60)	16 (4.10)	79 (20.10)	177 (45.00)	48 (12.20)	3.28	1.28	Neither
I consider myself to be highly loyalty to the Hotel brand	73 (18.60)	31 (7.90)	121 (30.80)	139 (35.40)	29 (7.40)	3.05	1.21	Neither
When another brand has a special deal (e.g. room rate discount), I generally visit the Hotel with the better deal	8 (2.00)	9 (2.30)	89 (22.60)	169 (43.00)	118 (30.00)	3.97	0.90	Agree
Total						**3.43**	**1.13**	**Agree**

Table 9 (Continued)

Participation, Brand Trust and Brand Commitment	Level of agreement (Percentage)					Mean	S.D.	Level of agreement
	Strongly Disagree	Disagree	Neither n	Agree	Strongly Agree			
Brand Trust								
What the Hotel brand says about products/services is true.	2 (0.50)	7 (1.80)	148 (37.70)	183 (46.60)	53 (13.50)	3.71	0.74	Agree
I know what to expect from The Hotel brand	3 (0.80)	7 (1.80)	136 (34.60)	189 (48.10)	58 (14.80)	3.74	0.75	Agree
The Hotel brand is very reliable	8 (2.00)	5 (1.30)	104 (16.50)	215 (54.70)	61 (15.50)	3.80	0.79	Agree
The Hotel brand meets its promises	7 (1.80)	5 (6.40)	132 (33.60)	195 (49.60)	54 (13.70)	3.72	0.78	Agree
Total						**3.74**	**0.77**	**Agree**
Total						**3.60**	**0.88**	**Agree**

Measurement Model

This present study used Confirmatory Factor Analysis (CFA) to check the overall fit of measurement constructs in the conceptual model via AMOS program version 22. The initial model (Figure 2) was comprised of 31 items and estimator of model did not fit well at chi-square value = 1,606.522, degrees of freedom = 407, p = 0.000, GFI = 0.804, AGFI = 0.762, NFI = 0.603, IFI = 0.671, CFI = 0.665 and RMSE = 0.087 (Appendix C1).

Like this, the initial model was not acceptable. Then researcher considered factor loading values, which lower than 0.5 were eliminated (Hair *et al.,* 2006). Although there was one item, "I consider myself to be highly loyalty to the Hotel brand", indicated factor loading values lower than 0.05 (L = 0.45). It was retained to keep at least three items in the exogenous construct. CFA still was conducted with 31 measurement items. The measurement items with factor loadings are illustrated in Table 10

Table 10 Item measurement properties

Constructs	**Standardized Factor Loadings**
Functional benefits	
Obtaining up-to-date information about the Hotel brand	0.75
Conveniently communicating with others online	0.80
Efficiently communicating online	0.76
Sharing experiences in the Hotel	0.88
Social benefits	
Having trust in the community of Facebook	0.75
Communicating with others members	0.84
Getting involved with other members	0.79
Seeking self-identity	0.68

Table 10 (Continued)

Constructs	Standardized Factor Loadings
Psychological benefits	
Seeking a sense of affiliation in the community	0.74
Establishing and maintaining relationships with other members	0.65
Seeking a sense of belonging	0.64
Seeking knowledge about group norms, specialized language and concepts within the community	0.79
Hedonic benefit	
Being amused by other members	0.56
Having fun on the brand's Facebook page	0.73
Seeking enjoyment on this Facebook page	0.54
Seeking entertained on this Facebook pages	0.50
Monetary benefit	
Obtaining discounts that most consumers do not get	0.60
Obtaining better prices than others consumers	0.58
Receiving free coupons from the Hotel brand by becoming a member of the Facebook page	0.82
Obtaining special deals that most consumer do not get	0.62
Participation	
I take an active part in the brand Hotel's Facebook page	0.69
I frequently provide useful information to other members	0.85
I post message and response on the brand's Facebook page with great enthusiasm and frequency	0.68
I do my best to participate in the activities offered on brand's Facebook page	0.60
Brand Trust	
What the Hotel brand says about its product/service is true	0.71
I know what to expect from The Hotel brand	0.77
The Hotel brand is very reliable	0.86

Table 10 (Continued)

Constructs	Standardized Factor Loadings
The Hotel brand meets its promises	0.78
Brand Commitment	
If the Hotel brand had unavailable reservations, I would have no problem finding an another Hotel with which I would want to make reservations	0.85
I consider myself to be highly loyalty to the Hotel brand*	0.45
When another brand has a special deal (e.g. room rate discount), I generally visit the Hotel with the better deal	0.77

Note: * factor loading lower than 0.5

Before modified model fit, component analysis were figured by SPSS Program version 21 and found that every construct was consisted of one component with average mean value more then 0.70. Excepted psychological benefit was consisted of 2 components. "Establishing and maintaining relationships with other members" was eliminated to be 1 component with highest average mean value (0.694). Then modified the model fit as the modification indices suggested by AMOS program. The CFA results presented a satisfactory model fit at chi-square value = 308.503, degrees of freedom = 276, p = 0.087, GFI = 0.951, AGFI = 0.918, NFI = 0.920, IFI = 0.991, CFI = 0.991 and RMSE = 0.017 (Appendix C2). Therefore, the final measurement model was validity and acceptable for this present study. The measurement and standard indices are illustrated in Table 11.

Table 11 The study measurement and standard indices comparison

Indices	Standards*	Initial Model		Final Model	
		Measurements	Results	Measurements	Results
RMSE	sig. > 0.05	0.000	Not Passed	0.087	Passed
CMIN/df.	< 5.0	3.947	Not Passed	1.118	Passed
GFI	≥ 0.90	0.804	Not Passed	0.951	Passed
AGFI	≥ 0.90	0.762	Not Passed	0.918	Passed
NFI	≥ 0.90	0.603	Not Passed	0.920	Passed
IFI	≥ 0.90	0.671	Not Passed	0.991	Passed
CFI	≥ 0.90	0.665	Not Passed	0.991	Passed
RMSEA	< 0.05	0.087	Not Passed	0.017	Passed
RMR	< 0.05	0.254	Not Passed	0.026	Passed

Note: * Standard reference from Hair *et al*. (2005)

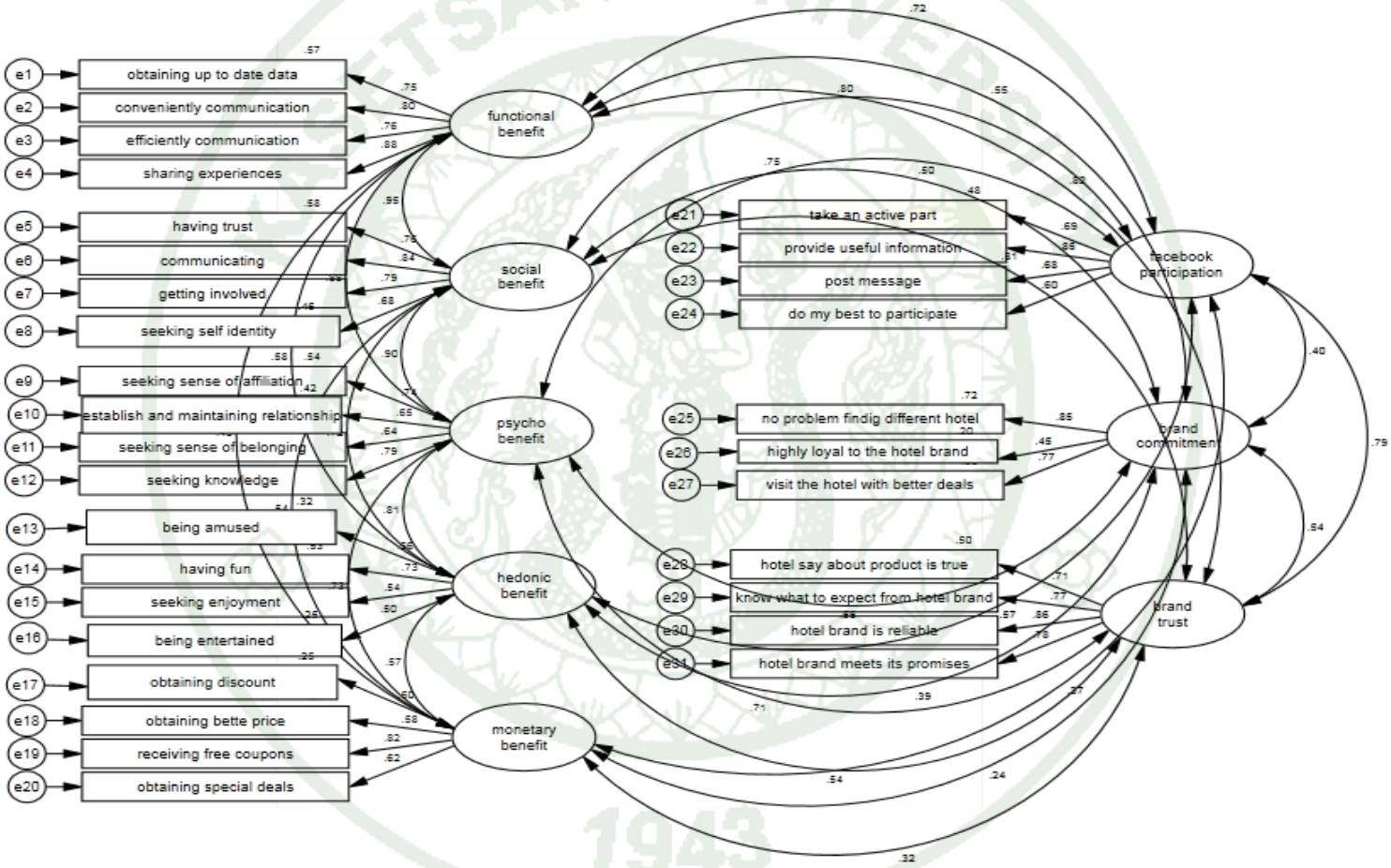

Figure 2 An initial conceptual model Chi-square = 1,606.522, d.f. = 407, p = 0.000 and RMSE = 0.087

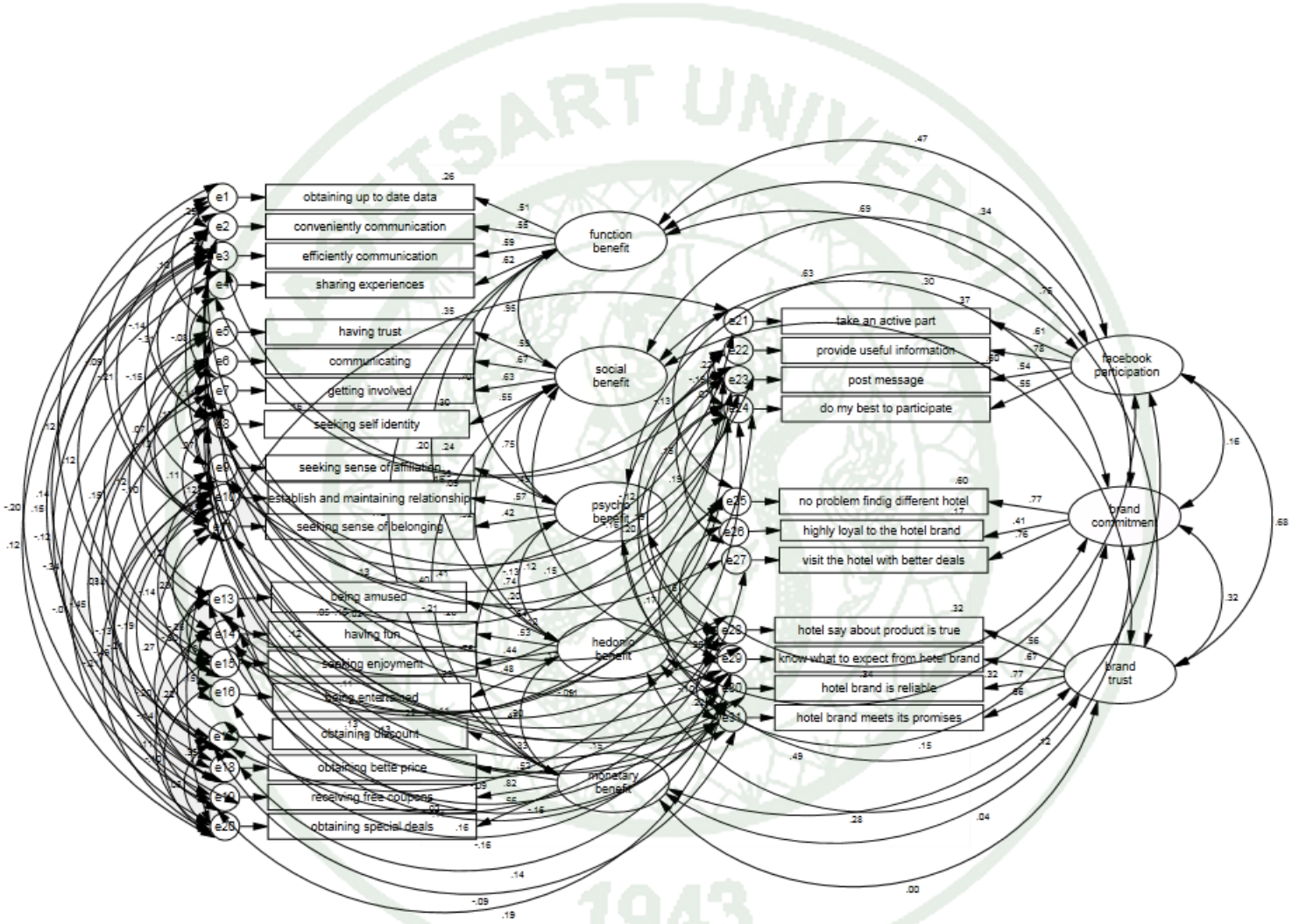

Figure3 A final conceptual model Chi-square = 308.503, d.f. = 276, p = 0.087 and RMSE = 0.017

Structural Equation Model Testing

Figure 4 was a structural model, that shown the causal relationships between five exogenous variables (functional, social, psychological, hedonic and monetary benefits) and three endogenous variables (participation, brand trust and brand commitment). All indices explained a satisfactory model fit. Indices and validity analysis of each construct in the measurement model were showed in table 12 and 13, respectively (Appendix C3).

Table 12 The study measurement and standard indices

Indices	Standards*	Measurements	Results
CMIN/d.f.	< 5.0	1.317	Passed
GFI	≥ 0.90	0.941	Passed
AGFI	≥ 0.90	0.904	Passed
NFI	≥ 0.90	0.903	Passed
IFI	≥ 0.90	0.975	Passed
CFI	≥ 0.90	0.974	Passed
RMSEA	< 0.05	0.028	Passed
RMR	< 0.05	0.030	Passed

Note: * Standard reference from Hair *et al*. (2005)

Table 13 The validity analysis of each construct in the measurement model

Latent Variables	**Observed Variables**	**Factor Loading**			
		S.E.	**Beta**	**t**	**R^2**
Functional benefit	Obtaining up-to-date information about the Hotel brand	0.068	0.495	8.124*	0.246
	Conveniently communication with others online	0.093	0.536	8.503*	0.287
	Efficiently communication online	0.106	0.583	9.071*	0.340
	Sharing experiences in the Hotel		0.625		0.390

Table 13 (Continued)

Latent Variables	Observed Variables	Factor Loading			
		S.E.	Beta	t	R^2
Social benefit	Having trust in the community of Facebook		0.588		0.346
	Communicating with others members	0.117	0.674	10.291*	0.454
	Getting involved with other members	0.116	0.636	9.996*	0.404
	Seeking self-identity	0.119	0.547	8.765*	0.299
Psycholo-gical benefit	Seeking a sense of affiliation in the community	0.024	0.501	5.715*	0.251
	Establishing and maintaining relationships with other members	0.025	0.608	6.347*	0.369
	Seeking a sense of belonging	0.018	0.422	5.743*	0.178
Hedonic benefit	Being amused by other members	0.271	0.640	5.581*	0.410
	Having fun on the brand's Facebook page	0.243	0.528	5.087*	0.279
	Seeking enjoyment on this Facebook page	0.207	0.440	4.685*	0.194
	Being entertained on this Facebook pages		0.464		0.215
Monetary benefit	Obtaining discounts that most consumers don't get	0.101	0.325	5.691*	0.105
	Obtaining better prices than other consumers	0.127	0.524	7.805*	0.274
	Receiving free coupons for the Hotel brand by becoming a member of the Facebook page.	0.202	0.831	8.560*	0.690
	Obtaining special deals that most Consumers don't get.		0.548		0.300

Table 13 (Continued)

Latent Variables	Observed Variables	Factor Loading			
		S.E.	Beta	t	R^2
Partici-pation	I take an active part in the brand Hotel's Facebook page	0.145	0.590	7.646*	0.348
	I frequency provide useful information to other members	0.165	0.680	8.245*	0.463
	In general, I post message and response on the brand's Facebook page with great enthusiasm and frequency	0.132	0.476	7.132*	0.226
	I do my best to participate in activities offered on brand's Facebook page		0.517		0.267
Brand Trust	What the Hotel brand say about its product/service is true	0.132	0.614	7.021*	0.320
	I feel I know what to expect from The Hotel brand	0.109	0.662	8.850*	0.439
	The Hotel brand is very reliable	0.099	0.788	11.980*	0.622
	The Hotel brand meets its promises		0.659		0.435
Brand Commit-ment	If the Hotel brand had no available reservations, I would have no problem finding a different Hotel with which I would want to make reservation	0.119	0.762	8.196*	0.581
	I consider myself to be highly loyal to Hotel brand	0.071	0.426	7.222*	0.181
	When another brand has a special deal, I generally visit the Hotel with the better deal		0.768		0.590

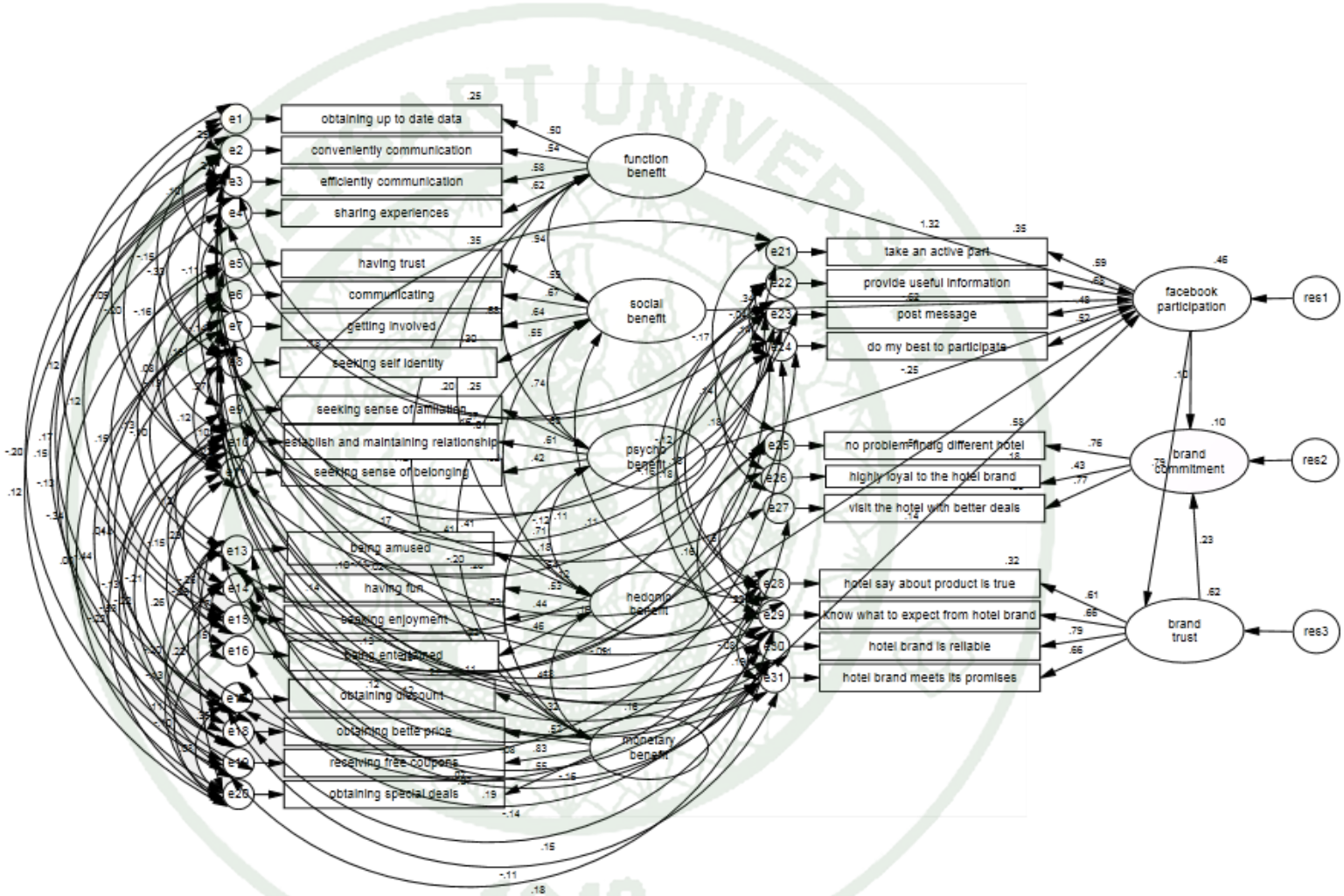

Figure 4 Structural model Chi-square = 376.557, d.f. = 286, p = 0.000 and RMSE = 0.028

The analysis to examine the validity of each element of the model The analysis to examine the validity of each element of the model of member participation, brand trust and brand commitment: Case of hotel Facebook marketing in Krabi, Thailand was processed by Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) as follows:

Functional benefit found that the observed variables, consisting of “Obtaining up-to-date information about Hotel brand”, “Conveniently communicating with others online”, “Efficiently communication online” and “Sharing experiences in the Hotel”, were accordance with functional benefit which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.495, 0.536, 0.583 and 0.625 respectively. Each factor could show the variance of functional benefit for percentages of 24.6, 28.7, 34.0 and 39.0, respectively.

Social benefit found that the observed variables, consisting of “Having trust to the community of Facebook”, “Communicating with other members”, “Getting involve with other members” and “Seeking self-identify”, were accordance with social benefit which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.588, 0.674, 0.636 and 0.547 respectively. Each factor could show the variance of social benefit for percentages of 34.6, 45.4, 40.4 and 29.9, respectively.

Psychological benefit found that the observed variables, consisting of “Seeking a sense of affiliation in the community”, “Establishing and maintaining relationships with other members” and “Seeking a sense of belonging”, were accordance with psychological benefit which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.501, 0.608 and 0.422 respectively. Each factor could show the variance of psychological benefit for percentages of 25.1, 36.9 and 17.8, respectively.

Hedonic benefit found that the observed variables, consisting of “Being amused by other members”, “Having fun on the brand’s Facebook page”, “Seeking enjoyment on this Facebook page” and “Being entertained on this Facebook page”, were accordance with Hedonic benefit which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.640, 0.528, 0.440 and 0.464 respectively. Each factor could show the variance of Hedonic benefit for percentages of 41.0, 27.0, 19.4 and 21.5, respectively.

Monetary benefit found that the observed variables, consisting of “Obtaining discounts that most consumer do not get”, “Obtaining better price than other consumers”, “Receiving free coupons from the Hotel brand by becoming a member of the Facebook page” and “Obtaining special deal that most consumers do not get”, were accordance with monetary benefit which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.325, 0.524, 0.831 and 0.548 respectively. Each factor could show the variance of psychological benefit for percentages of 10.5, 27.4, 69.0 and 30.0, respectively.

Participation found that the observed variables, consisting of “I take an active part in the Hotel’s Facebook”, “I frequently provide useful information to others”, “I post message and responses on the brand’s Facebook page with great enthusiasm and frequency” and “I do my best to participate in activities offered on the brand’s Facebook page”, were accordance with participation which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.590, 0.680, 0.476 and 0.517 respectively. Each factor could show the variance of participation for percentages of 34.8, 46.3, 22.6 and 26.7 respectively.

Brand trust found that the observed variables, consisting of “What the Hotel brand says about its service is true”, “I know what to expect from the Hotel brand”, “The Hotel brand is very reliable” and “The Hotel brand meets its promise”, were accordance with brand trust which was the latent variables (factor loading was more

than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.614, 0.662, 0.788 and 0.659 respectively. Each factor could show the variance of brand trust for percentages of 32.0, 43.9, 62.2 and 43.5 respectively.

Brand commitment found that the observed variables, consisting of "If the Hotel brand had unavailable reservations, I would have no problem finding an another Hotel with which I would want to make reservation", "I consider myself to be highly loyalty to hotel brand" and "When another brand has a special deal, I generally visit that Hotel with the better deal", were accordance with brand commitment which was the latent variables (factor loading was more than 0.50 and the statistic significant was 0.05 ($p < 0.05$)) and the value of factor loading was determined to be 0.762, 0.426 and 0.768 respectively. Each factor could show the variance of brand commitment for percentages of 58.1, 18.1 and 59.0 respectively.

The reliable model showed direct effect between: functional benefit and participation = 1.324, hedonic benefit and participation = 0.512, monetary and participation = 0.138, while each benefit was affected to each others. But social and psychological benefits were not affected to participation. And there were direct effect between participation and brand trust = 0.787, participation and brand commitment = 0.102 and brand trust and brand commitment = 0.230.

Indirect effect between: functional benefit and brand trust through participation = 1.042 (from multiple of standardize regression coefficient; 1.324 x 0.787), hedonic benefit and brand trust through participation = 0.403 and monetary benefit and brand trust through participation = 0.116.

Indirect effect between: functional benefit and brand commitment through participation and brand trust = 0.24 (from multiple of standardize regression coefficient; 1.324 x 0.787 x 0.230), hedonic benefit and brand commitment through participation and brand trust = 0.093, monetary benefit and brand commitment through participation and brand trust = 0.027 and indirect effect between participation and brand commitment through brand trust = 0.181.

The results showed that participation was most affected by functional benefit with the greatest path coefficient value. In other word, we could say that member firstly considered to functional benefit such as Hotel Facebook page obtaining up-to-date information about the Hotel brand, conveniently communication with others online, efficiently communication online and sharing experiences in the Hotel to join the Hotel Facebook page and then considered to hedonic and monetary benefits, respectively. Participation was affected to brand trust more than brand commitment around sevenfold and there was a few relationship between brand trust and brand commitment.

Hypotheses Testing

H1: Functional benefit had a causal relationship to member participation.

The results of hypothesis testing by Structural Equation Model (SEM) found that functional benefit had direct effect on participation with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 1.324 so it had an influence on functional benefit and Facebook participation. If the respondents' perception Hotel brand Facebook page "Obtaining up-to-date information about Hotel brand", "Conveniently communicating with others online", "Efficiently communicating online" and "Sharing experiences in the Hotel", the member participation would be increased.

Conclusion, functional benefit which had a causal relationship to member participation, then the study accepted the hypothesis.

H2: Social benefit had a causal relationship to member participation.

The results of hypothesis testing by Structural Equation Model (SEM) found that social benefit had not direct effect on participation with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was -0.618. Because the result showed a negative estimator in relationship between social benefit and participation, this meant there were irregular data so this exogenous variable was eliminated. Thus, social

benefit had not influence on Facebook participation. Member participation did not determine by “Having trust in the community of Facebook”, “Communicating with other members”, “Getting involved with other members” and “Seeking self-identity”.

Conclusion, social benefit which had not a causal relationship to member participation, then the study rejected the hypothesis.

H3: Psychological benefit had a causal relationship to member participation.

The results of hypothesis testing by Structural Equation Model (SEM) found that psychological benefit not had direct effect on participation with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was -0.251. Because the output showed a negative estimator between psychological benefit and participation, psychological benefit had not an influence on Facebook participation. Member participation did not determine by “Seeking a sense of affiliation in the community”, “Establishing and maintaining relationships with other member” and “Seeking a sense of belonging”.

Conclusion, psychological benefit which had not a causal relationship to member participation, then the study rejected the hypothesis.

H4: Hedonic benefit had a causal relationship to member participation.

The results of hypothesis testing by Structural Equation Model (SEM) found that hedonic benefit had direct effect on participation with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 0.512, so it had an influence on hedonic benefit and Facebook participation. If the hotel brand fanpage agreed on “Being amused by other members”, “Having fun on the brand Facebook page”, “Seeking enjoyment on this Facebook page” and “Being entertained on this Facebook page by becoming a member of the Facebook page”, the member participation would be increased.

Conclusion, hedonic benefit which had a causal relationship to member participation, then the study accepted the hypothesis.

H5: Monetary benefit had a causal relationship to member participation.

The results of hypothesis testing by Structural Equation Model (SEM) found that monetary benefit had direct effect on participation with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 0.138. So it had an influence on monetary benefit and member participation. Member considered about "Obtaining discounts that most consumers do not get", "Obtaining better prices than other consumers", "Receiving free coupons for the Hotel brand by becoming a member of the Facebook page" and "Obtaining special deals that most consumers do not get when they joined Hotel brand Facebook page", the member participation would be increased.

Conclusion, monetary benefit which had a causal relationship to member participation, then the study accepted the hypothesis.

H6: Member participation had a causal relationship to brand trust.

The results of hypothesis testing by Structural Equation Model (SEM) found that member participation had direct effect on brand trust with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 0.787, so it had an influence on Facebook participation and brand trust. The result could imply that members perceived that "I take an active part in the brand Hotel's Facebook page", "I frequently provide useful information to other members", "I post messages and response on the brand's Facebook page with great enthusiasm and frequency" and "I do myself best to participate in activities offered on the brand's Facebook page", brand trust would be increased.

Conclusion, member participation which had a causal relationship to brand trust, then the study accepted the hypothesis.

H7: Member participation had a causal relationship to brand commitment.

The results of hypothesis testing by Structural Equation Model (SEM) found that member participation had direct effect on brand commitment with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 0.102. So it had an influence on Facebook participation and brand commitment. If the respondents agreed on "I take an active part in the brand Hotel's Facebook page", "I frequently provide useful information to other members", "I post messages and response on the brand's Facebook page with great enthusiasm and frequency" and "I do myself best to participate in activities offered on the brand's Facebook page", brand commitment would be increased.

Conclusion, member participation which had a causal relationship to brand commitment, then the study accepted the hypothesis.

H8: Brand trust had a causal relationship to brand commitment.

The results of hypothesis testing by Structural Equation Model (SEM) found that brand trust had direct effect on brand commitment with the statistical significance of 0.05 ($p < 0.05$). The path coefficient was 0.230, so it had an influence on relationship between brand trust and brand commitment. Thus, when Hotel brand fanpage have brand trust, brand commitment would be increased.

Conclusion, brand trust which had a causal relationship to brand commitment, then the study accepted the hypothesis.

Brand commitment = (1.324*Functional benefit – 0.618*Social benefit
- 0.251*Psychological benefit + 0.512*Hedonic benefit
+ 0.138*Monetary benefit)
+ 0.102*Member participation + 0.230*Brand trust

Table 14 Conclusions of hypotheses testing.

Hypotheses	Causal Relationships	Results of Hypotheses Testing
H1: Functional benefit had a causal relationship to member participation	DE = 1.324	Accepted
H2: Social benefit had a causal relationship to member participation	-	Rejected
H3: Psychological benefit had a causal relationship to member participation	-	Rejected
H4: Hedonic benefit had a causal relationship to member participation	DE = 0.512	Accepted
H5: Monetary benefit had a causal relationship to member participation	DE = 0.138	Accepted
H6: Member participation had a causal relationship to brand trust	DE = 0.787*	Accepted
H7: Member participation had a causal relationship to brand commitment	DE = 0.102	Accepted
H8: Brand trust has an influence on brand commitment	DE = 0.230	Accepted

Discussions

The results of this study related to Juhee Kang (2011) study, Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands. Kang found positives paths between functional benefit and participation, hedonic benefit and participation and monetary benefit and participation. And this present study also found positives effect between functional benefit and participation, hedonic benefit and participation and monetary benefit and participation.

This study oppose to Kang study, he found the greatly covariance valued between social benefit and psychological benefit. Then he combined them together and named social-psychological benefit. And this social-psychological benefit also had a positive influence on participation too. But this present study did not found the causal relationships between social benefit and psychological benefit to Facebook participation.

This study related to the study of Aikaterini Manthiou (2012), Reason and reaction: The dual route of decision making process on social media usage: The case of hospitality brand fan pages.

The variables of Manthiou study can describe as follows;

The information sources consisted of 1) Members think of the hospitality brand Facebook as an important information source, members use the hospitality brand Facebook page to get useful information about its and members use the hospitality brand Facebook page to learn about their events. 2) Social interaction ties consisted of members engage in a high level of interaction with other Facebook fan page members, members spend considerable time interacting with other Facebook page members and member have frequent communication with other Facebook page member. 3) Entertainment consisted of it is entertaining to browse the hospitality brand Facebook page, the hospitality brand Facebook page is funny and the hospitality Facebook page is exciting. And 4) Attitude toward hospitality Facebook page comprised of members trust the hospitality brand Facebook page, hospitality brand Facebook page is pleasant, information on hospitality brand Facebook page is helpful and members are in favor of the hospitality brand Facebook page in general. They are comparable to functional benefit, social benefit, hedonic benefit and brand trust in this study.

Manthiou found positive effects between information source (functional benefit) and attitude toward Fan page (brand trust) and entertainment (hedonic benefit) and attitude toward Fan page (brand trust) as same as this present study.

But this study oppose to Manthiou study that he found social interaction ties (social benefit) had positive effect on attitude toward Fan page (brand trust), which is not found in this present study.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

With rapid changes in communication, Social Media are more important in human life. Millions of internet users have been visiting Social Media sites all over the world. This site allows consumers to gather together for various reasons, including seeking information, meeting friends, sharing idea and discussing with others around the world at any time. There are many famous Social Media sites but the most popular is Facebook. And hotel, that using Facebook as an online marketing tool. is an outstanding business.

The objectives of this present study were 1.Explored the causal relationships between member participation and participation benefits on hotel Facebook page. 2. Examined the causal relationships between member participation, brand trust and brand commitment to the hotel brand Facebook page.

The study was quantitative analysis, began from explored secondary data from texts and searched information on the internet. Because the study used survey methodology, the 400 questionnaires were distributed to respondents to find out causal relationships between participation benefits (functional, psychological, social, hedonic, and monetary benefit), brand trust and brand commitment. Respondents that included one or more unanswered sections were removed. After deleting the invalid surveys, 393 responses were kept for further analysis by descriptive statistics technical, consisted of frequency distribution, percentage, mean and standard deviation and used Confirmatory Factor Analysis (CFA) to check overall fit of measurement constructs in the conceptual model and Structural Equation Model (SEM) to test hypotheses by AMOS and SPSS program.

The results showed that most of respondents were male (57.30%) and 42.70% were female. And most of respondents were 21 – 30 years old, followed by aged 31 – 40 years, 18 – 20 years, 41 – 50 years and over 51 years. In addition to region of the world the responses reside, most of responses were reside in Europe and Asia.

The respondents agreed with the success of Hotel brand Facebook pages. They agreed with two from three items. They agreed with "The hotel brand Facebook page is successful" and "They like visiting hotel brand's Facebook pages". But they perceived neither to "There are active participation between the company and members".

For benefits from participating, the benefits consisted of functional benefit, social benefit, psychological benefit, hedonic benefit and monetary benefit. The respondents agreed that they derived all benefits from participating on the Hotel brand's Facebook page.

And the respondents agreed with participation, brand commitment and brand trust to Hotel brand Facebook pages. For participation and brand trust, the respondents agreed with all items. But for brand commitment, they agreed with "When another brand has a special deal (e.g. room rate discount), I generally visit the Hotel with the better deal", but neither with "If the Hotel brand had unavailable reservations, they would have problem finding an another Hotel which they would want to make reservations" and "I consider myself to be highly loyalty to the Hotel brand".

Result of hypothesis 1 testing found that functional benefit had direct effect to participation. If the respondents' perceived Hotel brand Facebook page "Obtaining up-to-date information about Hotel brand", "Conveniently communicating with others online", "Efficiently communicating online" and "Sharing experiences in the Hotel", the member participation would be increased.

Conclusion, functional benefit which had a causal relationship to member participation, then the study accepted the hypothesis

Result of hypothesis 2 testing found that social benefit had not an influence on Facebook participation. Member participation did not determine by “Having trust in the community of Facebook”, “Communicating with other members”, “Getting involved with other members” and “Seeking self-identity”.

Conclusion, social benefit which had not a causal relationship to member participation, then the study rejected the hypothesis.

Result of hypothesis 3 testing found that psychological benefit had not an influence on Facebook participation. Member participation did not determine by “Seeking a sense of affiliation in the community”, “Establishing and maintaining relationships with other member” and “Seeking a sense of belonging”.

Conclusion, psychological benefit which had not a causal relationship to member participation, then the study rejected the hypothesis

Result of hypothesis 4 testing found that hedonic benefit had direct effect to participation, so hedonic benefit had an influence on member participation. If the hotel brand fanpage agreed on “Being amused by other members”, “Having fun on the brand Facebook page”, “Seeking enjoyment on this Facebook page” and “Being entertained on this Facebook page by becoming a member of the Facebook page”, the member participation would be increased.

Conclusion, hedonic benefit which had a causal relationship to member participation, then the study accepted the hypothesis.

Result of hypothesis 5 testing found that monetary benefit had direct effect to participation, so monetary benefit had an influence on member participation. Member considered about “Obtaining discounts that most consumers do not get”, “Obtaining better prices than other consumers”, “Receiving free coupons for the Hotel brand by becoming a member of the Facebook page” and “Obtaining special deals that most consumers do not get when they joined Hotel brand Facebook page”, the member participation would be increased.

Conclusion, monetary benefit which had a causal relationship to member participation, then the study accepted the hypothesis.

Result of hypothesis 6 testing found that participation had direct effect to brand trust. It was an influence on Facebook participation and brand trust. The result could imply that members perceived that "I take an active part in the brand Hotel's Facebook page", "I frequently provide useful information to other members", "I post messages and response on the brand's Facebook page with great enthusiasm and frequency" and "I do myself best to participate in activities offered on the brand's Facebook page", brand trust would be increased.

Conclusion, member participation which had a causal relationship to brand trust, then the study accepted the hypothesis.

Result of hypothesis 7 testing found that participation had direct effect to brand commitment. So it had an influence on Facebook participation and brand commitment. If the respondents' agreed on "I take an active part in the brand Hotel's Facebook page", "I frequently provide useful information to other members", "I post messages and response on the brand's Facebook page with great enthusiasm and frequency" and "I do myself best to participate in activities offered on the brand's Facebook page", brand commitment would be increased.

Conclusion, member participation which had a causal relationship to brand commitment, then the study accepted the hypothesis.

Result of hypothesis 8 testing found that brand commitment had direct effect to brand trust. So there was an influence on relationship between brand trust and brand commitment. Thus, when Hotel brand fanpage have brand trust, brand commitment would be increased.

Conclusion, brand trust which had a causal relationship to brand commitment, then the study accepted the hypothesis

Recommendations

Recommendations from the Study

1. Hotel business should concern its Facebook marketing efficiency by place importance on functional, hedonic and monetary benefits, which participants will perceive as hotel brand fanpage respectively.

1.1 Functional benefit

Functional benefit will be perceived when participants use Facebook for information exchange. Information exchange can be divided into solving problems and sharing information with others. To answering the objects, hotel marketer should make their business Facebook as well-known in traveler online community. That could be done by attaching hotel Facebook link to travel agency, other tourist attraction websites or famous electronic bulletin boards about travelling in Krabi province. Marketer is responsible for solving the problems, sharing and updating the accurate information and providing convenience in Facebook communication to members. In addition, marketer should encourage active members to share their impressions and great experiences via stories or photos about the hotel brand to other members on Facebook page. In this case, the hotel may set a campaign to award for the experience which got the most "LIKE" from other members.

When members obtained the answers to their questions and learned that the information was interesting and useful, their purchasing decisions will easier.

1.2 Hedonic benefit

Hotel business could response hedonic benefit of consumer by making them feel positive emotional state. That, hotel brand Facebook may provide amused pictures or videos to members everyday and allow them to join the contests or play games, which lead amuse, fun and entertainment. For example, hotel might create a "Hotel Photo Contest" project or persuade members to play games, leave a

comment and recommendation about the hotel service. Then, the winner will be rewarded with a gift from the hotel.

1.3 Monetary benefit

Monetary benefit causes when consumers perceived that their participation in Facebook community serving financial saving to them. Therefore, marketers have to offer fanpage with special promotions that most consumers do not get, for instance; obtaining room rate discounts, free coupons for dinner at the hotel restaurant, special deals such as a free extra bed or when member stay 2 night, get 1 night free, etc.

2. Because participation has direct effect to brand trust and brand commitment, hotel business should encourage passive Facebook members to become active members as much as possible.

Hotel marketer might initiate members through activities, which they can join or share experiences and ideas with business and other members. In addition to motivating members in Facebook community, marketer should advertise the hotel Facebook page to be known in new target consumer groups, and make them know the benefits that they can get as a member. When the members perceive that advantages more special than other consumers, who are not Facebook fanpage, and information in Facebook community to be trustworthy, they will be active members with trust and commit in the hotel brand.

Recommendations for Improving the Study

1. The next studies should improve measurement scales/questions for functional benefit because factor loading was larger than 1. This may be caused by various reasons, which need further analysis.

2. The next studies should more add the questions for brand commitment, because there was only 3 questions in this present study, which at least for CFA.

3. The next studies should inquire other consequences of member participation, such as brand equity and brand loyalty.

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APPENDICES

Appendix A

Questionnaire

The influencing of member participation, brand trust and brand commitment: Case of hotel Facebook marketing in Krabi, Thailand

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Hello Everyone,

I am a Master.D student in the marketing program at Kasetsartsart University, Bangkok, Thailand. **As a part of my dissertation, I am conducting a survey to investigate consumers' motivation and experiences on Facebook pages of Hotel brands.** I would greatly appreciate if you would fill out a short survey. If you choose to participate, you may choose to not answer a question if you desire. However, having a complete survey is very helpful for the study. **It will take no more than 10 mins.**

Your participation in this study is voluntary, but you must be 18 or older to participate. Your responses are kept anonymous and will be used for research purposes only. This project has been approved by Committee of the marketing program, Kasetsartsart University. Thank you for your time and consideration. Your participation is greatly appreciated.

This study aims to investigate the experiences of fans on Facebook pages of hotel brands. Therefore, if you have no experience visiting the Facebook pages of any hotels please quit the survey now. Otherwise, please choose which Facebook pages you are a fan of.

O Layana Resort & Spa	O Phuley Bay, A Ritz Carton Reserve
O Pimalai Resort and Spa	O Nakamanda Resort and Spa
O Rayavadee Resort	O The TubKaak Krabi Boutique Resort
O Amari Vogue Resort	O Islanda Eco Village Resort
O The Houben	O Sofitel Krabi Phokeethra Golf and Spa

O Others. Specify ☐

Section 1: We are interested in the benefit you derive as a fan of a Hotel brand's Facebook page. Please use the following scale to rate your level of agreement with each statement

I think the following is important…	**Strongly Disagree** →				**Strongly Agree**
Obtaining up-to-date information about the Hotel brand	1	2	3	4	5
Conveniently communicating with others	1	2	3	4	5
Efficiently communicating online	1	2	3	4	5
Sharing experiences in the Hotel brand	1	2	3	4	5
Having trust in the community of Facebook	1	2	3	4	5
Communicating with other members	1	2	3	4	5
Seeking self-identity	1	2	3	4	5
Seeking a sense of affiliation in the community	1	2	3	4	5
Establishing and maintaining relationships with other members	1	2	3	4	5
Seeking a sense of belonging	1	2	3	4	5
Seeking knowledge about group norms, specialized language and concepts within the community.	1	2	3	4	5
Having fun on the brand's Facebook page	1	2	3	4	5
Seeking enjoyment on this Facebook page	1	2	3	4	5
Being entertained on this Facebook page	1	2	3	4	5
Obtaining discounts that most consumers do not get	1	2	3	4	5
Obtaining better prices than other consumers	1	2	3	4	5
Receiving free coupons for the Hotel brand by becoming a member of the Facebook page	1	2	3	4	5
Obtaining special deals that most consumers do not get	1	2	3	4	5

Section 2: We are interested in how you participate as a fan of a Hotel brand's Facebook page and your thoughts about the brand. Please indicate how you agree or disagree with each statement, using the following scale**:**

I think the following is important…	**Strongly Disagree** →				**Strongly Agree**
I take an active part on the Hotel brand's Facebook page	1	2	3	4	5
I frequently provide useful information to other members	1	2	3	4	5
I post messages and responses on the brand's Facebook page with great enthusiasm and frequency	1	2	3	4	5
I do my best to participate in activities offered on the hotel brand's Facebook page	1	2	3	4	5
What the Hotel brand says about its products/service is true	1	2	3	4	5
I know what to expect from the Hotel brand	1	2	3	4	5
The Hotel brand is very reliable	1	2	3	4	5
The Hotel brand meets its promises	1	2	3	4	5
If the Hotel brand had unavailable reservation, I would have no problem finding a difference Hotel with which I would want to make reservations	1	2	3	4	5
I consider myself to be highly loyalty to the Hotel brand	1	2	3	4	5
When another brand has a special deal (e.g., room rate discount), I generally visit that Hotel with the better deal	1	2	3	4	5

Section 3: We are interested in further thoughts about the Hotel brand you chose. Please indicate the level of agreement with each statement, using the following scale

I think the following is important…	**Strongly Disagree** →				**Strongly Agree**
There are active participation between the company and members	1	2	3	4	5
The Hotel brand's Facebook page is successful	1	2	3	4	5
I like visiting the Hotel brand's Facebook page	1	2	3	4	5
Facebook page with great enthusiasm and frequency					

Section 4: General information

What is your gender? O Male O Female

How old are you? O 18-20 years old O 21-30
O 31 -40 O 41-50
O Over 51

What region of the world you do reside?

O Africa O Asia
O Oceania O Europe
O United States O Canada
O Central America O South America
O Middle East O Others. Specify

Appendix B

Questionnaires Testing Output

Appendix Table 1 Taro Yamane's sample size table

Sample size for ±3%, ±5%, ±7% and ±10% Precision Levels Where Confidence Level is 95% and P = .5				
Size of	**Sample size (n) for Precision (e) of:**			
Population	**±3%**	**±5%**	**±7%**	**±10%**
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967).
The entire population should be sampled

Appendix Table 2 Questionnaires' reliability testing

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the product

Relibility Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.958	33

Appendix C

Hypotheses Testing Output

Appendix Table 3 Model Fit Summary for Initial Measurement Model

Result (Default model)

Minimum was achieved

Chi-square = 1606.522

Degrees of freedom = 407

Probability level = .000

The following covariance matrix is not positive definite (Group number 1 - Default model)

A = Brand Trust

B = Brand Commitment

C = Facebook Participation

D = Hedonic Benefit

E = Monetary Benefit

F = Psycho Benefit

G = Social Benefit

H = Functional Benefit

	A	B	C	D	E	F	G	H
A	.506							
B	.289	.569						
C	.286	.155	.262					
D	.143	.109	.109	.141				
E	.112	.090	.091	.104	.236			
F	.504	.419	.384	.306	.356	1.008		
G	.404	.267	.286	.189	.183	.637	.492	
H	.663	.468	.415	.246	.249	1.000	.756	1.284

Appendix Table 3 (Continued)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	89	1606.522	407	.000	3.947
Saturated model	496	.000	0		
Independence model	31	4048.809	465	.000	8.707

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.254	.804	.762	.660
Saturated model	.000	1.000		
Independence model	.126	.432	.394	.405

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.603	.547	.671	.618	.665
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.875	.528	.582
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Appendix Table 3 (Continued)

NCP

Model	NCP	LO 90	HI 90
Default model	1199.522	1080.023	1326.549
Saturated model	.000	.000	.000
Independence model	3583.809	3384.180	3790.779

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.098	3.060	2.755	3.384
Saturated model	.000	.000	.000	.000
Independence model	10.329	9.142	8.633	9.670

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.087	.082	.091	.000
Independence model	.140	.136	.144	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1784.522	1800.344	2138.191	2227.191
Saturated model	992.000	1080.178	2963.010	3459.010
Independence model	4110.809	4116.321	4233.998	4264.998

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4.552	4.248	4.876	4.593
Saturated model	2.531	2.531	2.531	2.756
Independence model	10.487	9.977	11.015	10.501

Appendix Table 3 (Continued)

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	112	117
Independence model	50	53

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Sharing	<---	functional_benefit	1.000				
efficient	<---	functional_benefit	.691	.036	19.008	***	
convenience	<---	functional_benefit	.681	.033	20.478	***	
up2date	<---	functional_benefit	.581	.031	18.487	***	
involved	<---	social_benefit	1.123	.069	16.361	***	
communicating	<---	social_benefit	1.259	.071	17.832	***	
Trust	<---	social_benefit	1.000				
knowledge	<---	psycho_benefit	1.000				
Belong	<---	psycho_benefit	.537	.039	13.867	***	
affiliation	<---	psycho_benefit	.741	.045	16.514	***	
Deals	<---	monetary_benefit	1.000				
Coupons	<---	monetary_benefit	1.559	.140	11.154	***	
Price	<---	monetary_benefit	.972	.105	9.232	***	
Enjoyment	<---	hedonic_benefit	1.097	.149	7.386	***	
Fun	<---	hedonic_benefit	1.640	.192	8.539	***	
Participate	<---	facebook_participation	1.000				
Post	<---	facebook_participation	1.183	.112	10.567	***	
Information	<---	facebook_participation	1.617	.134	12.044	***	

Appendix Table 3 (Continued)

			Estimate	S.E.	C.R.	P	Label
Active	<---	facebook_participation	1.165	.109	10.698	***	
Better	<---	brand_commitment	1.000				
Reservation	<---	brand_commitment	1.095	.087	12.591	***	
Promise	<---	brand_trust	1.000				
Reliable	<---	brand_trust	1.133	.063	18.039	***	
Expect	<---	brand_trust	.935	.059	15.863	***	
Truth	<---	brand_trust	.827	.057	14.479	***	
Selfidentity	<---	social_benefit	.947	.068	13.906	***	
Relationship	<---	psycho_benefit	.580	.041	14.072	***	
Loyal	<---	brand_commitment	.515	.064	8.079	***	
Entertained	<---	hedonic_benefit	1.000				
Amused	<---	hedonic_benefit	1.232	.163	7.564	***	
Discount	<---	monetary_benefit	.782	.095	8.189	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Sharing	<---	functional_benefit	.876
Efficient	<---	functional_benefit	.765
Convenience	<---	functional_benefit	.798
up2date	<---	functional_benefit	.752
Involved	<---	social_benefit	.785
communicating	<---	social_benefit	.844
Trust	<---	social_benefit	.760
Knowledge	<---	psycho_benefit	.795
Belong	<---	psycho_benefit	.644
Affiliation	<---	psycho_benefit	.736
Deals	<---	monetary_benefit	.620

Appendix Table 3 (Continued)

			Estimate
coupons	<---	monetary_benefit	.820
Price	<---	monetary_benefit	.585
enjoyment	<---	hedonic_benefit	.540
Fun	<---	hedonic_benefit	.727
participate	<---	facebook_participation	.595
Post	<---	facebook_participation	.682
information	<---	facebook_participation	.849
Active	<---	facebook_participation	.694
Better	<---	brand_commitment	.772
reservation	<---	brand_commitment	.850
Promise	<---	brand_trust	.780
Reliable	<---	brand_trust	.856
Expect	<---	brand_trust	.767
Truth	<---	brand_trust	.710
selfidentity	<---	social_benefit	.682
relationship	<---	psycho_benefit	.652
Loyal	<---	brand_commitment	.446
entertained	<---	hedonic_benefit	.501
Amused	<---	hedonic_benefit	.562
discount	<---	monetary_benefit	.503

Appendix Table 3 (Continued)

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
functional_benefit	<-->	social_ benefit	.756	.047	15.996	***	
functional_benefit	<-->	psycho_ benefit	1.000				
functional_benefit	<-->	monetary_ benefit	.249	.033	7.481	***	
functional_benefit	<-->	hedonic_ benefit	.246	.032	7.596	***	
functional_benefit	<-->	facebook_ participation	.415	.041	10.065	***	
functional_benefit	<-->	brand_ commitment	.468	.053	8.867	***	
functional_benefit	<-->	brand_trust	.663	.049	13.574	***	
social_benefit	<-->	psycho_ benefit	.637	.037	17.155	***	
social_benefit	<-->	monetary_ benefit	.183	.025	7.471	***	
social_benefit	<-->	hedonic_ benefit	.189	.025	7.475	***	
social_benefit	<-->	facebook_ participation	.286	.031	9.204	***	
social_benefit	<-->	brand_ commitment	.267	.035	7.672	***	
social_benefit	<-->	brand_trust	.404	.036	11.320	***	

Appendix Table 3 (Continued)

			Estimate	S.E.	C.R.	P	Label
psycho_benefit	<-->	monetary_ benefit	.356	.039	9.111	***	
psycho_benefit	<-->	hedonic_ benefit	.306	.037	8.217	***	
psycho_benefit	<-->	facebook_ participation	.384	.038	10.206	***	
psycho_benefit	<-->	brand_ commitment	.419	.048	8.811	***	
monetary_benefit	<-->	hedonic_ benefit	.104	.018	5.912	***	
monetary_benefit	<-->	facebook_ participation	.091	.017	5.251	***	
monetary_benefit	<-->	brand_ commitment	.090	.024	3.768	***	
monetary_benefit	<-->	brand_trust	.112	.021	5.218	***	
hedonic_benefit	<-->	facebook_ participation	.109	.018	6.108	***	
hedonic_benefit	<-->	brand_ commitment	.109	.022	4.997	***	
hedonic_benefit	<-->	brand_trust	.143	.022	6.539	***	
facebook_ participation	<-->	brand_ commitment	.155	.027	5.814	***	
facebook_ participation	<-->	brand_trust	.286	.032	8.885	***	
brand_ commitment	<-->	brand_trust	.289	.037	7.754	***	

Appendix Table 3 (Continued)

Correlations: (Group number 1 – Default model)

			Estimate
Functional_benefit	<-->	social_benefit	.950
Functional_benefit	<-->	psycho_benefit	.879
Functional_benefit	<-->	monetary_benefit	.452
Functional_benefit	<-->	brand_trust	.823
Functional_benefit	<-->	brand_commitment	.548
social_benefit	<-->	psycho_benefit	.904
social_benefit	<-->	monetary_benefit	.538
social_benefit	<-->	hedonic_benefit	.718
social_benefit	<-->	facebook_participation	.798
social_benefit	<-->	brand_commitment	.504
social_benefit	<-->	brand_trust	.809
psycho_benefit	<-->	monetary_benefit	.729
psycho_benefit	<-->	hedonic_benefit	.812
psycho_benefit	<-->	facebook_participation	.748
psycho_benefit	<-->	brand_commitment	.554
psycho_benefit	<-->	brand_trust	.706
monetary_benefit	<-->	facebook_participation	.366
monetary_benefit	<-->	brand_commitment	.244
monetary_benefit	<-->	brand_trust	.324
hedonic_benefit	<-->	facebook_participation	.565
hedonic_benefit	<-->	brand_commitment	.387
hedonic_benefit	<-->	brand_trust	.537
facebook_participation	<-->	brand_commitment	.401
facebook_participation	<-->	brand_trust	.787
brand_commitment	<-->	brand_trust	.538

Appendix Table 3 (Continued)

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
functional_benefit	1.284	.073	17.487	***	
social_benefit	.492	.050	9.854	***	
psycho_benefit	1.008	.063	15.989	***	
monetary_benefit	.236	.038	6.199	***	
hedonic_benefit	.141	.030	4.762	***	
facebook_participation	.262	.042	6.238	***	
brand_commitment	.569	.072	7.915	***	
brand_trust	.506	.054	9.392	***	
e4	.390	.038	10.387	***	
e3	.436	.035	12.542	***	
e2	.340	.028	12.164	***	
e1	.333	.026	12.656	***	
e7	.387	.031	12.331	***	
e6	.315	.028	11.248	***	
e5	.359	.029	12.600	***	
e12	.588	.050	11.676	***	
e11	.410	.031	13.195	***	
e9	.469	.037	12.539	***	
e20	.378	.032	11.898	***	
e18	.429	.035	12.274	***	
e15	.412	.033	12.438	***	
e14	.339	.036	9.508	***	
e24	.477	.037	12.866	***	
e23	.421	.035	12.183	***	
e22	.265	.031	8.460	***	

Appendix Table 3 (Continued)

	Estimate	S.E.	C.R.	P	Label
e21	.382	.032	12.050	***	
e27	.386	.046	8.321	***	
e25	.262	.048	5.464	***	
e31	.327	.028	11.600	***	
e30	.236	.024	9.681	***	
e29	.309	.026	11.792	***	
e28	.341	.027	12.445	***	
e8	.508	.039	13.144	***	
e10	.459	.035	13.158	***	
e26	.605	.046	13.249	***	
e13	.463	.038	12.236	***	
e17	.426	.033	12.894	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
discount	.253
amused	.316
entertained	.251
loyal	.199
relationship	.425
selfidentity	.465
truth	.504
expect	.588
reliable	.733
promise	.608
reservation	.722

Appendix Table 3 (Continued)

	Estimate
better	.596
active	.482
information	.720
post	.465
participate	.354
fun	.528
enjoyment	.291
price	.342
coupons	.672
deals	.385
affiliation	.541
belong	.415
knowledge	.631
trust	.578
communicating	.712
involved	.616
up2date	.565
convenience	.637
efficient	.585
sharing	.767

Appendix Table 4 Model Fit Summary for Final Measurement Model

Result (Default model)

Minimum was achieved

Chi-square = 308.503

Degrees of freedom = 276

Probability level = .087

Appendix Table 4 (Continued)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	189	308.503	276	.087	1.118
Saturated model	465	.000	0		
Independence model	30	3866.688	435	.000	8.889

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.026	.951	.918	.565
Saturated model	.000	1.000		
Independence model	.128	.432	.392	.404

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.920	.874	.991	.985	.991
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.634	.584	.628
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Appendix Table 4 (Continued)

NCP

Model	NCP	LO 90	HI 90
Default model	32.503	.000	79.655
Saturated model	.000	.000	.000
Independence model	3431.688	3236.557	3634.158

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.787	.083	.000	.203
Saturated model	.000	.000	.000	.000
Independence model	9.864	8.754	8.257	9.271

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.017	.000	.027	1.000
Independence model	.142	.138	.146	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	686.503	718.963	1437.553	1626.553
Saturated model	930.000	1009.861	2777.821	3242.821
Independence model	3926.688	3931.841	4045.902	4075.902

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.751	1.668	1.872	1.834
Saturated model	2.372	2.372	2.372	2.576
Independence model	10.017	9.519	10.534	10.030

Appendix Table 4 (Continued)

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	402	424
Independence model	50	52

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
sharing	<---	function_benefit	1.000				
efficient	<---	function_benefit	.975	.099	9.804	***	
convenience	<---	function_benefit	.818	.090	9.126	***	
up2date	<---	function_benefit	.716	.083	8.671	***	
involved	<---	social_benefit	1.162	.115	10.121	***	
communicating	<---	social_benefit	1.194	.112	10.617	***	
trust	<---	social_benefit	1.000				
belong	<---	psycho_benefit	.105	.019	5.606	***	
affiliation	<---	psycho_benefit	.136	.023	5.906	***	
deals	<---	monetary_benefit	1.000				
coupons	<---	monetary_benefit	1.689	.192	8.791	***	
price	<---	monetary_benefit	.970	.122	7.957	***	
enjoyment	<---	hedonic_benefit	.937	.194	4.824	***	
fun	<---	hedonic_benefit	1.202	.224	5.366	***	
participate	<---	facebook_participation	1.000				
post	<---	facebook_participation	.993	.133	7.478	***	
information	<---	facebook_participation	1.471	.172	8.568	***	
active	<---	facebook_participation	1.073	.143	7.497	***	

Appendix Table 4 (Continued)

			Estimate	S.E.	C.R.	P	Label
better	<---	brand_commitment	1.000				
reservation	<---	brand_commitment	.997	.113	8.828	***	
promise	<---	brand_trust	1.000				
reliable	<---	brand_trust	1.158	.091	12.715	***	
expect	<---	brand_trust	.978	.105	9.294	***	
truth	<---	brand_trust	.796	.095	8.344	***	
selfidentity	<---	social_benefit	1.047	.115	9.083	***	
relationship	<---	psycho_benefit	.150	.024	6.217	***	
loyal	<---	brand_commitment	.504	.072	7.032	***	
entertained	<---	hedonic_benefit	1.000				
amused	<---	hedonic_benefit	1.467	.252	5.815	***	
discount	<---	monetary_benefit	.576	.098	5.882	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
sharing	<---	function_benefit	.621
efficient	<---	function_benefit	.589
convenience	<---	function_benefit	.546
up2date	<---	function_benefit	.506
involved	<---	social_benefit	.635
communicating	<---	social_benefit	.670
trust	<---	social_benefit	.588
belong	<---	psycho_benefit	.417
affiliation	<---	psycho_benefit	.485
coupons	<---	monetary_benefit	.824
price	<---	monetary_benefit	.521

Appendix Table 4 (Continued)

			Estimate
enjoyment	<---	hedonic_benefit	.435
fun	<---	hedonic_benefit	.526
participate	<---	facebook_participation	.547
post	<---	facebook_participation	.535
information	<---	facebook_participation	.778
active	<---	facebook_participation	.605
better	<---	brand_commitment	.763
reservation	<---	brand_commitment	.775
promise	<---	brand_trust	.655
reliable	<---	brand_trust	.768
expect	<---	brand_trust	.673
truth	<---	brand_trust	.565
selfidentity	<---	social_benefit	.549
relationship	<---	psycho_benefit	.571
loyal	<---	brand_commitment	.413
entertained	<---	hedonic_benefit	.475
amused	<---	hedonic_benefit	.637
discount	<---	monetary_benefit	.329

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
function_benefit	<-->	social_benefit	.206	.026	7.869	***	
function_benefit	<-->	psycho_ benefit	1.000				
function_benefit	<-->	monetary_ benefit	.025	.015	1.606	.108	

Appendix Table 4 (Continued)

			Estimate	S.E.	C.R.	P	Label
function_benefit	<-->	hedonic_benefit	.033	.014	2.421	.015	
function_benefit	<-->	facebook_ participation	.103	.020	5.171	***	
social_benefit	<-->	psycho_benefit	.950	.132	7.208	***	
social_benefit	<-->	monetary_benefit	.074	.015	4.763	***	
social_benefit	<-->	hedonic_benefit	.078	.016	4.991	***	
social_benefit	<-->	facebook_ participation	.132	.020	6.473	***	
social_benefit	<-->	brand_ commitment	.091	.022	4.058	***	
social_benefit	<-->	brand_trust	.136	.021	6.473	***	
psycho_benefit	<-->	monetary_benefit	.906	.186	4.868	***	
psycho_benefit	<-->	hedonic_benefit	.730	.151	4.835	***	
psycho_benefit	<-->	facebook_ participation	.794	.143	5.540	***	
psycho_benefit	<-->	brand_ commitment	.690	.170	4.050	***	
psycho_benefit	<-->	brand_trust	.730	.123	5.958	***	
monetary_benefit	<-->	hedonic_benefit	.066	.014	4.637	***	
monetary_benefit	<-->	facebook_ participation	.021	.012	1.721	.085	
monetary_benefit	<-->	brand_ commitment	.012	.019	.656	.512	
monetary_benefit	<-->	brand_trust	.001	.014	.040	.968	
hedonic_benefit	<-->	facebook_partici pation	.047	.013	3.682	***	
hedonic_benefit	<-->	brand_ commitment	.035	.017	2.064	.039	

Appendix Table 4 (Continued)

			Estimate	S.E.	C.R.	P	Label
hedonic_benefit	<-->	brand_trust	.049	.015	3.366	***	
facebook_ participation	<-->	brand_ commitment	.049	.021	2.305	.021	
facebook_ participation	<-->	brand_trust	.154	.024	6.427	***	
brand_ commitment	<-->	brand_trust	.115	.026	4.412	***	
e18	<-->	e17	.161	.023	6.889	***	
e2	<-->	e1	.110	.020	5.412	***	
e3	<-->	e8	-.144	.026	-5.540	***	
e9	<-->	e8	.134	.025	5.404	***	
e9	<-->	e10	.054	.041	1.334	.182	
e11	<-->	e17	.121	.021	5.708	***	
e3	<-->	e2	.089	.022	3.966	***	
e15	<-->	e16	.061	.029	2.116	.034	
e24	<-->	e26	.099	.028	3.539	***	
e29	<-->	e28	.067	.021	3.163	.002	
e23	<-->	e26	.080	.026	3.073	.002	
e14	<-->	e17	.099	.021	4.747	***	
e11	<-->	e14	.101	.023	4.367	***	
e9	<-->	e28	.093	.021	4.506	***	
e24	<-->	e17	.070	.020	3.414	***	
e7	<-->	e29	.092	.019	4.802	***	
e14	<-->	e30	.053	.018	2.972	.003	
e23	<-->	e13	.070	.022	3.159	.002	
e9	<-->	e24	.093	.024	3.875	***	
e3	<-->	e23	.073	.022	3.389	***	

Appendix Table 4 (Continued)

Squared Multiple Correlations: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
e24	<-->	e28	.075	.023	3.267	.001	
e24	<-->	e29	.074	.022	3.428	***	
e8	<-->	e17	.069	.022	3.221	.001	
e14	<-->	e25	.073	.022	3.313	***	
e29	<-->	e26	.067	.022	3.016	.003	
e6	<-->	e13	.041	.023	1.739	.082	
e3	<-->	e27	.050	.023	2.174	.030	
e30	<-->	e8	.044	.021	2.051	.040	
e31	<-->	e30	.065	.027	2.409	.016	
e5	<-->	e15	.060	.021	2.906	.004	
e23	<-->	e22	.079	.034	2.342	.019	
e2	<-->	e31	.046	.018	2.601	.009	
e4	<-->	e22	.028	.021	1.376	.169	
e6	<-->	e9	.070	.022	3.218	.001	
e20	<-->	e21	.061	.021	2.874	.004	
e7	<-->	e31	.048	.020	2.449	.014	
e7	<-->	e25	-.074	.022	-3.334	***	
e7	<-->	e19	-.134	.028	-4.787	***	
e7	<-->	e20	-.002	.023	-.096	.923	
e2	<-->	e8	-.060	.022	-2.747	.006	
e2	<-->	e11	-.086	.020	-4.275	***	
e2	<-->	e19	-.059	.019	-3.067	.002	
e2	<-->	e29	.016	.017	.936	.349	
e3	<-->	e10	-.062	.022	-2.786	.005	
e3	<-->	e15	.053	.020	2.590	.010	

Appendix Table 4 (Continued)

			Estimate	S.E.	C.R.	P	Label
e3	<-->	e18	.064	.022	2.856	.004	
e3	<-->	e29	-.067	.020	-3.403	***	
e7	<-->	e13	-.037	.024	-1.536	.124	
e4	<-->	e7	-.032	.022	-1.464	.143	
e4	<-->	e28	-.008	.020	-.415	.678	
e30	<-->	e13	.006	.022	.273	.785	
e30	<-->	e16	-.050	.017	-2.878	.004	
e31	<-->	e8	.045	.024	1.839	.066	
e31	<-->	e17	-.037	.018	-2.098	.036	
e31	<-->	e13	-.040	.024	-1.699	.089	
e31	<-->	e29	-.034	.019	-1.744	.081	
e15	<-->	e10	-.058	.024	-2.426	.015	
e15	<-->	e13	-.102	.034	-3.007	.003	
e15	<-->	e14	.077	.029	2.702	.007	
e18	<-->	e13	-.080	.022	-3.604	***	
e19	<-->	e10	-.147	.039	-3.806	***	
e19	<-->	e14	-.043	.024	-1.814	.070	
e19	<-->	e30	.045	.018	2.442	.015	
e6	<-->	e8	-.056	.023	-2.474	.013	
e6	<-->	e11	-.047	.020	-2.300	.021	
e5	<-->	e11	.028	.020	1.410	.159	
e1	<-->	e5	.036	.019	1.876	.061	
e11	<-->	e23	.056	.020	2.760	.006	
e11	<-->	e10	-.077	.030	-2.558	.011	
e14	<-->	e24	.048	.023	2.075	.038	
e14	<-->	e28	-.037	.019	-1.981	.048	
e16	<-->	e13	-.113	.031	-3.675	***	

Appendix Table 4 (Continued)

			Estimate	S.E.	C.R.	P	Label
e20	<-->	e16	-.041	.022	-1.856	.063	
e20	<-->	e15	.044	.022	2.011	.044	
e21	<-->	e25	-.046	.023	-2.057	.040	
e24	<-->	e23	.034	.030	1.151	.250	
e23	<-->	e28	-.049	.019	-2.531	.011	
e15	<-->	e24	-.039	.022	-1.757	.079	
e24	<-->	e22	-.068	.030	-2.258	.024	
e25	<-->	e30	.047	.019	2.459	.014	
e1	<-->	e15	.047	.019	2.481	.013	
e9	<-->	e14	.054	.023	2.369	.018	
e9	<-->	e18	-.062	.021	-2.923	.003	
e5	<-->	e19	-.098	.022	-4.460	***	
e4	<-->	e18	-.050	.021	-2.371	.018	
e10	<-->	e17	-.083	.025	-3.272	.001	
e20	<-->	e10	-.082	.030	-2.766	.006	
e20	<-->	e17	.034	.019	1.785	.074	
e3	<-->	e20	.051	.021	2.441	.015	
e1	<-->	e11	-.036	.020	-1.799	.072	
e11	<-->	e8	.050	.024	2.090	.037	
e9	<-->	e21	.054	.022	2.497	.013	
e18	<-->	e10	-.087	.031	-2.777	.005	
e18	<-->	e29	.051	.018	2.819	.005	
e23	<-->	e30	-.054	.018	-3.028	.002	
e23	<-->	e8	-.061	.023	-2.661	.008	
e27	<-->	e17	-.065	.021	-3.033	.002	
e5	<-->	e30	-.032	.016	-2.013	.044	
e28	<-->	social_benefit	.039	.011	3.451	***	

Appendix Table 4 (Continued)

Correlations: (Group number 1 - Default model)

			Estimate
function_benefit	<-->	social_benefit	.950
function_benefit	<-->	psycho_benefit	.699
function_benefit	<-->	monetary_benefit	.119
function_benefit	<-->	hedonic_benefit	.198
function_benefit	<-->	facebook_participation	.475
function_benefit	<-->	brand_commitment	.338
function_benefit	<-->	brand_trust	.759
social_benefit	<-->	psycho_benefit	.751
social_benefit	<-->	monetary_benefit	.405
social_benefit	<-->	hedonic_benefit	.525
social_benefit	<-->	facebook_participation	.690
social_benefit	<-->	brand_commitment	.299
social_benefit	<-->	brand_trust	.603
psycho_benefit	<-->	monetary_benefit	.753
psycho_benefit	<-->	hedonic_benefit	.744
psycho_benefit	<-->	facebook_participation	.626
psycho_benefit	<-->	brand_commitment	.344
psycho_benefit	<-->	brand_trust	.489
monetary_benefit	<-->	facebook_participation	.116
monetary_benefit	<-->	brand_commitment	.042
monetary_benefit	<-->	brand_trust	.003
hedonic_benefit	<-->	facebook_participation	.316
hedonic_benefit	<-->	brand_commitment	.151
hedonic_benefit	<-->	brand_trust	.280
facebook_participation	<-->	brand_commitment	.161

Appendix Table 4 (Continued)

			Estimate
facebook_participation	<-->	brand_trust	.681
brand_commitment	<-->	brand_trust	.322
e18	<-->	e17	.354
e2	<-->	e1	.294
e3	<-->	e8	-.313
e9	<-->	e8	.271
e9	<-->	e10	.123
e11	<-->	e17	.266
e3	<-->	e2	.216
e15	<-->	e16	.149
e24	<-->	e26	.190
e29	<-->	e28	.202
e23	<-->	e26	.150
e14	<-->	e17	.219
e11	<-->	e14	.232
e9	<-->	e28	.219
e24	<-->	e17	.151
e7	<-->	e29	.268
e14	<-->	e30	.163
e23	<-->	e13	.170
e9	<-->	e24	.196
e3	<-->	e23	.161
e24	<-->	e28	.186
e24	<-->	e29	.198
e8	<-->	e17	.145
e14	<-->	e25	.196
e29	<-->	e26	.156

Appendix Table 4 (Continued)

			Estimate
e6	<-->	e13	.117
e3	<-->	e27	.129
e30	<-->	e8	.126
e31	<-->	e30	.218
e5	<-->	e15	.151
e7	<-->	e18	.033
e23	<-->	e22	.221
e2	<-->	e31	.124
e4	<-->	e22	.087
e6	<-->	e9	.170
e20	<-->	e21	.158
e3	<-->	e17	.144
e7	<-->	e31	.130
e7	<-->	e25	-.212
e7	<-->	e19	-.449
e7	<-->	e20	-.006
e2	<-->	e8	-.138
e2	<-->	e11	-.210
e2	<-->	e19	-.195
e2	<-->	e29	.047
e3	<-->	e10	-.150
e3	<-->	e15	.122
e3	<-->	e18	.147
e3	<-->	e29	-.183
e7	<-->	e13	-.099
e4	<-->	e7	-.083
e4	<-->	e28	-.022

Appendix Table 4 (Continued)

			Estimate
e30	<-->	e13	.020
e30	<-->	e16	-.160
e31	<-->	e8	.108
e31	<-->	e17	-.091
e31	<-->	e13	-.112
e31	<-->	e29	-.102
e15	<-->	e10	-.142
e15	<-->	e13	-.257
e15	<-->	e14	.178
e18	<-->	e13	-.201
e19	<-->	e10	-.488
e19	<-->	e14	-.135
e19	<-->	e30	.187
e6	<-->	e8	-.140
e6	<-->	e11	-.123
e5	<-->	e11	.072
e1	<-->	e5	.098
e11	<-->	e23	.122
e11	<-->	e10	-.188
e14	<-->	e24	.109
e14	<-->	e28	-.093
e16	<-->	e13	-.300
e20	<-->	e16	-.105
e20	<-->	e15	.107
e21	<-->	e25	-.133
e24	<-->	e23	.074
e23	<-->	e28	-.118

Appendix Table 4 (Continued)

			Estimate
e15	<-->	e24	-.089
e24	<-->	e22	-.195
e25	<-->	e30	.167
e1	<-->	e15	.119
e9	<-->	e14	.116
e9	<-->	e18	-.133
e5	<-->	e19	-.337
e4	<-->	e18	-.122
e10	<-->	e17	-.194
e20	<-->	e10	-.212
e20	<-->	e17	.080
e3	<-->	e20	.124
e1	<-->	e11	-.091
e11	<-->	e8	.109
e9	<-->	e21	.124
e18	<-->	e10	-.212
e18	<-->	e29	.140
e23	<-->	e30	-.156
e23	<-->	e8	-.128
e27	<-->	e17	-.161
e5	<-->	e30	-.108
e28	<-->	social_benefit	.149

Appendix Table 4 (Continued)

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
function_benefit	.244	.039	6.271	***	
social_benefit	.191	.031	6.170	***	
psycho_benefit	8.373	2.664	3.143	.002	
monetary_benefit	.173	.033	5.289	***	
hedonic_benefit	.115	.033	3.481	***	
facebook_participation	.193	.041	4.715	***	
brand_commitment	.481	.072	6.669	***	
brand_trust	.267	.045	5.919	***	
e4	.389	.032	12.108	***	
e3	.437	.036	12.155	***	
e2	.386	.030	12.668	***	
e1	.364	.028	13.075	***	
e7	.383	.031	12.401	***	
e6	.334	.028	11.941	***	
e5	.361	.028	13.068	***	
e11	.435	.035	12.372	***	
e9	.501	.045	11.167	***	
e20	.388	.032	12.094	***	
e19	.233	.047	4.971	***	
e18	.436	.035	12.446	***	
e14	.433	.038	11.518	***	
e24	.451	.041	10.911	***	
e23	.474	.043	10.973	***	
e22	.271	.043	6.352	***	
e21	.383	.033	11.651	***	

Appendix Table 4 (Continued)

	Estimate	S.E.	C.R.	P	Label
e27	.346	.055	6.262	***	
e25	.319	.055	5.841	***	
e31	.354	.037	9.523	***	
e30	.249	.030	8.195	***	
e29	.309	.029	10.567	***	
e28	.361	.030	12.070	***	
e8	.485	.038	12.893	***	
e10	.388	.051	7.648	***	
e26	.595	.045	13.172	***	
e16	.394	.037	10.697	***	
e13	.361	.048	7.530	***	
e17	.473	.034	14.041	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
discount	.108
amused	.406
entertained	.226
relationship	.327
selfidentity	.302
Truth	.319
expect	.452
reliable	.589
promise	.430
reservation	.600
Better	.582

Appendix Table 4 (Continued)

	Estimate
active	.366
information	.606
post	.286
participate	.299
fun	.277
enjoyment	.189
price	.272
coupons	.679
deals	.308
affiliation	.235
belong	.174
trust	.346
communicating	.449
involved	.403
up2date	.256
convenience	.298
efficient	.347
sharing	.386

Appendix Table 5 Model Fit Summary for SEM Model

Result (Default model)

Minimum was achieved
Chi-square = 376.557
Degrees of freedom = 286
Probability level = .000

Appendix Table 5 (Continued)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	179	376.557	286	.000	1.317
Saturated model	465	.000	0		
Independence model	30	3866.688	435	.000	8.889

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.030	.941	.904	.579
Saturated model	.000	1.000		
Independence model	.128	.432	.392	.404

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.903	.852	.975	.960	.974
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.657	.593	.640
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Appendix Table 5 (Continued)

NCP

Model	NCP	LO 90	HI 90
Default model	90.557	44.298	144.918
Saturated model	.000	.000	.000
Independence model	3431.688	3236.557	3634.158

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.961	.231	.113	.370
Saturated model	.000	.000	.000	.000
Independence model	9.864	8.754	8.257	9.271

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.028	.020	.036	1.000
Independence model	.142	.138	.146	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	734.557	765.299	1445.869	1624.869
Saturated model	930.000	1009.861	2777.821	3242.821
Independence model	3926.688	3931.841	4045.902	4075.902

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.874	1.756	2.013	1.952
Saturated model	2.372	2.372	2.372	2.576
Independence model	10.017	9.519	10.534	10.030

Appendix Table 5 (Continued)

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	340	359
Independence model	50	52

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
facebook_ participation	<---	function_ benefit	1.109	.488	2.272	.023	
facebook_ participation	<---	social_ benefit	-.586	.496	-1.182	.237	
facebook_ participation	<---	psycho_ benefit	-.035	.078	-.450	.652	
facebook_ participation	<---	hedonic_ benefit	.643	.410	1.569	.117	
facebook_ participation	<---	monetary_ benefit	.140	.336	.416	.677	
brand_trust	<---	facebook_ participation	.984	.133	7.387	***	
brand_ commitment	<---	facebook_ participation	.172	.226	.760	.447	
brand_ commitment	<---	brand_trust	.308	.181	1.703	.089	
Sharing	<---	function_ benefit	1.000				

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
Efficient	<---	function_ benefit	.962	.104	9.267	***	
Convenience	<---	function_ benefit	.794	.093	8.572	***	
Up2date	<---	function_ benefit	.699	.085	8.260	***	
Involved	<---	social_benefit	1.160	.115	10.069	***	
Communicating	<---	social_benefit	1.200	.114	10.545	***	
Trust	<---	social_benefit	1.000				
Belong	<---	psycho_ benefit	.103	.019	5.567	***	
Affiliation	<---	psycho_ benefit	.137	.023	5.937	***	
Deals	<---	monetary_ benefit	1.000				
Coupons	<---	monetary_ benefit	1.731	.200	8.668	***	
Price	<---	monetary_ benefit	.993	.125	7.965	***	
Enjoyment	<---	hedonic_ benefit	.970	.205	4.743	***	
Fun	<---	hedonic_ benefit	1.236	.236	5.239	***	
Participate	<---	facebook_ participation	1.000				
Post	<---	facebook_ participation	.939	.129	7.280	***	

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
Information	<---	facebook_ participation	1.363	.161	8.487	***	
Active	<---	facebook_ participation	1.111	.143	7.792	***	
Better	<---	brand_ commitment	1.000				
Reservation	<---	brand_ commitment	.972	.117	8.298	***	
Promise	<---	brand_trust	1.000				
Reliable	<---	brand_trust	1.181	.097	12.223	***	
Expect	<---	brand_trust	.966	.109	8.835	***	
Truth	<---	brand_trust	.866	.116	7.465	***	
Selfidentity	<---	social_benefit	1.043	.116	8.980	***	
Relationship	<---	psycho_ benefit	.156	.025	6.325	***	
Loyal	<---	brand_ commitment	.520	.073	7.113	***	
Entertained	<---	hedonic_ benefit	1.000				
Amused	<---	hedonic_ benefit	1.512	.266	5.693	***	
Discount	<---	monetary_ benefit	.576	.098	5.851	***	

Appendix Table 5 (Continued)

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
facebook_participation	<---	function_benefit	1.324
facebook_participation	<---	social_benefit	-.618
facebook_participation	<---	psycho_benefit	-.251
facebook_participation	<---	hedonic_benefit	.512
facebook_participation	<---	monetary_benefit	.138
brand_trust	<---	facebook_participation	.787
brand_commitment	<---	facebook_participation	.102
brand_commitment	<---	brand_trust	.230
Sharing	<---	function_benefit	.625
Efficient	<---	function_benefit	.583
Convenience	<---	function_benefit	.536
up2date	<---	function_benefit	.495
Involved	<---	social_benefit	.636
Trust	<---	social_benefit	.588
Belong	<---	psycho_benefit	.422
Affiliation	<---	psycho_benefit	.501
Deals	<---	monetary_benefit	.548
Coupons	<---	monetary_benefit	.831
Price	<---	monetary_benefit	.524
Enjoyment	<---	hedonic_benefit	.440
Fun	<---	hedonic_benefit	.528
Participate	<---	facebook_participation	.517
Post	<---	facebook_participation	.476
Information	<---	facebook_participation	.680
Active	<---	facebook_participation	.590

Appendix Table 5 (Continued)

			Estimate
better	<---	brand_commitment	.768
reservation	<---	brand_commitment	.762
promise	<---	brand_trust	.659
reliable	<---	brand_trust	.788
expect	<---	brand_trust	.662
truth	<---	brand_trust	.614
selfidentity	<---	social_benefit	.547
relationship	<---	psycho_benefit	.608
loyal	<---	brand_commitment	.426
entertained	<---	hedonic_benefit	.464
amused	<---	hedonic_benefit	.640
discount	<---	monetary_benefit	.325

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
function_benefit	<-->	social_benefit	.203	.026	7.746	***	
function_benefit	<-->	psycho_benefit	1.000				
function_benefit	<-->	monetary_benefit	.024	.015	1.584	.113	
function_benefit	<-->	hedonic_benefit	.032	.013	2.386	.017	
social_benefit	<-->	psycho_benefit	.957	.131	7.312	***	
social_benefit	<-->	monetary_benefit	.073	.015	4.778	***	
social_benefit	<-->	hedonic_benefit	.075	.015	4.885	***	
psycho_benefit	<-->	monetary_benefit	.886	.184	4.819	***	
psycho_benefit	<-->	hedonic_benefit	.697	.146	4.762	***	
monetary_benefit	<-->	hedonic_benefit	.063	.014	4.557	***	
e18	<-->	e17	.162	.023	6.931	***	

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
e2	<-->	e1	.108	.021	5.205	***	
e3	<-->	e8	-.153	.026	-5.854	***	
e9	<-->	e8	.132	.025	5.330	***	
e9	<-->	e10	.040	.042	.957	.339	
e11	<-->	e17	.120	.021	5.696	***	
e3	<-->	e2	.087	.023	3.748	***	
e15	<-->	e16	.061	.029	2.112	.035	
e24	<-->	e26	.096	.028	3.462	***	
e29	<-->	e28	.075	.022	3.434	***	
e23	<-->	e26	.078	.026	3.007	.003	
e14	<-->	e17	.100	.021	4.827	***	
e11	<-->	e14	.099	.023	4.308	***	
e9	<-->	e28	.087	.021	4.176	***	
e24	<-->	e17	.074	.020	3.605	***	
e7	<-->	e29	.090	.019	4.690	***	
e14	<-->	e30	.060	.018	3.387	***	
e23	<-->	e13	.070	.022	3.115	.002	
e9	<-->	e24	.087	.023	3.715	***	
e3	<-->	e23	.075	.022	3.432	***	
e24	<-->	e28	.076	.023	3.273	.001	
e24	<-->	e29	.071	.022	3.273	.001	
e8	<-->	e17	.067	.021	3.098	.002	
e14	<-->	e25	.068	.022	3.124	.002	
e29	<-->	e26	.069	.022	3.081	.002	
e6	<-->	e13	.044	.024	1.859	.063	
e3	<-->	e27	.064	.023	2.788	.005	
e30	<-->	e8	.041	.021	1.987	.047	

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
e31	<-->	e30	.052	.029	1.810	.070	
e5	<-->	e15	.060	.021	2.903	.004	
e7	<-->	e18	.016	.023	.695	.487	
e23	<-->	e22	.149	.030	5.031	***	
e2	<-->	e31	.053	.018	2.982	.003	
e4	<-->	e22	-.003	.021	-.157	.875	
e6	<-->	e9	.066	.022	3.057	.002	
e20	<-->	e21	.070	.022	3.198	.001	
e3	<-->	e17	.077	.022	3.513	***	
e7	<-->	e31	.042	.020	2.168	.030	
e7	<-->	e25	-.072	.022	-3.300	***	
e7	<-->	e19	-.128	.028	-4.641	***	
e7	<-->	e20	.000	.023	.014	.988	
e2	<-->	e8	-.064	.022	-2.911	.004	
e2	<-->	e11	-.083	.020	-4.170	***	
e2	<-->	e19	-.058	.019	-3.056	.002	
e2	<-->	e29	.034	.017	1.960	.050	
e3	<-->	e10	-.064	.022	-2.894	.004	
e3	<-->	e15	.051	.021	2.462	.014	
e3	<-->	e18	.068	.023	2.971	.003	
e3	<-->	e29	-.040	.019	-2.069	.039	
e7	<-->	e13	-.036	.024	-1.515	.130	
e4	<-->	e7	-.041	.022	-1.871	.061	
e4	<-->	e28	-.008	.020	-.418	.676	
e30	<-->	e13	.020	.021	.988	.323	
e30	<-->	e16	-.043	.017	-2.511	.012	
e31	<-->	e8	.042	.024	1.782	.075	

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
e31	<-->	e17	-.044	.018	-2.458	.014	
e31	<-->	e13	-.026	.022	-1.177	.239	
e31	<-->	e29	-.027	.020	-1.362	.173	
e15	<-->	e10	-.059	.024	-2.454	.014	
e15	<-->	e13	-.104	.034	-3.020	.003	
e15	<-->	e14	.074	.029	2.532	.011	
e18	<-->	e13	-.081	.022	-3.648	***	
e19	<-->	e10	-.153	.040	-3.846	***	
e19	<-->	e14	-.042	.024	-1.773	.076	
e19	<-->	e30	.040	.018	2.274	.023	
e6	<-->	e8	-.057	.023	-2.504	.012	
e6	<-->	e11	-.048	.020	-2.388	.017	
e5	<-->	e11	.031	.020	1.517	.129	
e1	<-->	e5	.038	.019	1.987	.047	
e11	<-->	e23	.057	.020	2.789	.005	
e11	<-->	e10	-.085	.031	-2.770	.006	
e14	<-->	e24	.051	.023	2.208	.027	
e14	<-->	e28	-.033	.019	-1.788	.074	
e16	<-->	e13	-.110	.031	-3.597	***	
e20	<-->	e16	-.041	.022	-1.874	.061	
e20	<-->	e15	.045	.022	2.064	.039	
e21	<-->	e25	-.061	.023	-2.614	.009	
e24	<-->	e23	.067	.027	2.486	.013	
e23	<-->	e28	-.051	.019	-2.606	.009	
e15	<-->	e24	-.042	.022	-1.888	.059	
e24	<-->	e22	-.016	.025	-.616	.538	
e25	<-->	e30	.044	.019	2.302	.021	

Appendix Table 5 (Continued)

			Estimate	S.E.	C.R.	P	Label
e1	<-->	e15	.047	.019	2.470	.014	
e9	<-->	e14	.054	.023	2.367	.018	
e9	<-->	e18	-.061	.021	-2.853	.004	
e5	<-->	e19	-.098	.022	-4.450	***	
e4	<-->	e18	-.054	.021	-2.540	.011	
e10	<-->	e17	-.087	.026	-3.393	***	
e20	<-->	e10	-.085	.030	-2.819	.005	
e20	<-->	e17	.036	.019	1.863	.062	
e3	<-->	e20	.052	.021	2.438	.015	
e1	<-->	e11	-.035	.020	-1.739	.082	
e11	<-->	e8	.054	.024	2.238	.025	
e9	<-->	e21	.049	.022	2.223	.026	
e18	<-->	e10	-.090	.032	-2.813	.005	
e18	<-->	e29	.056	.018	3.057	.002	
e23	<-->	e30	-.056	.018	-3.178	.001	
e23	<-->	e8	-.058	.023	-2.531	.011	
e27	<-->	e17	-.065	.021	-3.021	.003	
e5	<-->	e30	-.038	.016	-2.381	.017	
e28	<-->	social_benefit	.030	.011	2.797	.005	

Correlations: (Group number 1 - Default model)

			Estimate
function_benefit	<-->	social_benefit	.938
function_benefit	<-->	psycho_benefit	.681
function_benefit	<-->	monetary_benefit	.117

Appendix Table 5 (Continued)

			Estimate
function_benefit	<-->	hedonic_benefit	.196
social_benefit	<-->	psycho_benefit	.739
social_benefit	<-->	monetary_benefit	.409
social_benefit	<-->	hedonic_benefit	.521
psycho_benefit	<-->	monetary_benefit	.730
psycho_benefit	<-->	hedonic_benefit	.712
monetary_benefit	<-->	hedonic_benefit	.463
e18	<-->	e17	.356
e2	<-->	e1	.288
e3	<-->	e8	-.329
e9	<-->	e8	.270
e9	<-->	e10	.095
e11	<-->	e17	.265
e3	<-->	e2	.211
e15	<-->	e16	.149
e24	<-->	e26	.181
e29	<-->	e28	.220
e23	<-->	e26	.140
e14	<-->	e17	.223
e9	<-->	e28	.206
e24	<-->	e17	.156
e7	<-->	e29	.258
e14	<-->	e30	.190
e23	<-->	e13	.161
e9	<-->	e24	.180
e3	<-->	e23	.157
e24	<-->	e28	.184

Appendix Table 5 (Continued)

			Estimate
e24	<-->	e29	.183
e8	<-->	e17	.139
e14	<-->	e25	.180
e29	<-->	e26	.158
e6	<-->	e13	.127
e3	<-->	e27	.165
e30	<-->	e8	.122
e31	<-->	e30	.185
e5	<-->	e15	.152
e7	<-->	e18	.039
e23	<-->	e22	.338
e2	<-->	e31	.143
e4	<-->	e22	-.009
e6	<-->	e9	.163
e20	<-->	e21	.176
e3	<-->	e17	.169
e7	<-->	e31	.116
e7	<-->	e25	-.203
e7	<-->	e19	-.438
e7	<-->	e20	.001
e2	<-->	e8	-.147
e2	<-->	e11	-.204
e2	<-->	e19	-.198
e2	<-->	e29	.096
e3	<-->	e10	-.160
e3	<-->	e15	.116
e3	<-->	e18	.154

Appendix Table 5 (Continued)

			Estimate
e3	<-->	e29	-.107
e7	<-->	e13	-.097
e4	<-->	e7	-.108
e4	<-->	e28	-.022
e30	<-->	e13	.071
e30	<-->	e16	-.143
e31	<-->	e8	.102
e31	<-->	e17	-.108
e31	<-->	e13	-.075
e31	<-->	e29	-.081
e15	<-->	e10	-.150
e15	<-->	e13	-.264
e15	<-->	e14	.172
e18	<-->	e13	-.203
e19	<-->	e10	-.533
e19	<-->	e14	-.135
e19	<-->	e30	.178
e6	<-->	e8	-.142
e6	<-->	e11	-.128
e5	<-->	e11	.078
e1	<-->	e5	.103
e11	<-->	e23	.119
e11	<-->	e10	-.215
e14	<-->	e24	.113
e14	<-->	e28	-.084
e16	<-->	e13	-.292
e20	<-->	e16	-.105

Appendix Table 5 (Continued)

			Estimate
e20	<-->	e15	.109
e21	<-->	e25	-.167
e24	<-->	e23	.136
e23	<-->	e28	-.116
e15	<-->	e24	-.093
e24	<-->	e22	-.037
e25	<-->	e30	.162
e1	<-->	e15	.119
e9	<-->	e14	.117
e9	<-->	e18	-.131
e5	<-->	e19	-.342
e4	<-->	e18	-.132
e10	<-->	e17	-.209
e20	<-->	e10	-.225
e20	<-->	e17	.083
e3	<-->	e20	.124
e1	<-->	e11	-.088
e11	<-->	e8	.117
e9	<-->	e21	.110
e18	<-->	e10	-.225
e18	<-->	e29	.149
e23	<-->	e30	-.164
e23	<-->	e8	-.116
e27	<-->	e17	-.162
e5	<-->	e30	-.133
e28	<-->	social_benefit	.115

Appendix Table 5 (Continued)

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
function_benefit	.246	.040	6.205	***	
social_benefit	.191	.031	6.122	***	
psycho_benefit	8.771	2.680	3.272	.001	
monetary_benefit	.168	.032	5.209	***	
hedonic_benefit	.109	.032	3.375	***	
res1	.093	.034	2.700	.007	
res3	.102	.024	4.195	***	
res2	.436	.069	6.349	***	
e4	.384	.033	11.754	***	
e3	.442	.037	11.851	***	
e2	.384	.031	12.382	***	
e1	.369	.029	12.946	***	
e7	.380	.031	12.328	***	
e6	.332	.028	11.817	***	
e5	.362	.028	12.977	***	
e11	.433	.035	12.396	***	
e9	.493	.045	11.002	***	
e20	.392	.032	12.154	***	
e19	.226	.048	4.715	***	
e18	.439	.035	12.427	***	
e15	.428	.044	9.629	***	
e14	.431	.038	11.398	***	
e24	.473	.039	12.247	***	
e22	.371	.036	10.222	***	
e21	.397	.033	11.949	***	

Appendix Table 5 (Continued)

	Estimate	S.E.	C.R.	P	Label
e27	.337	.059	5.726	***	
e25	.330	.056	5.866	***	
e31	.350	.039	8.883	***	
e30	.229	.033	6.966	***	
e29	.321	.030	10.558	***	
e28	.365	.031	11.888	***	
e8	.488	.038	12.882	***	
e10	.364	.054	6.730	***	
e26	.592	.045	13.097	***	
e16	.398	.037	10.830	***	
e13	.360	.048	7.434	***	
e17	.473	.034	14.068	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
facebook_participation	.462
brand_trust	.620
brand_commitment	.100
Discount	.105
Amused	.410
Entertained	.215
Loyal	.181
Relationship	.369
Selfidentity	.299
Truth	.320
Expect	.439

Appendix Table 5 (Continued)

	Estimate
Reliable	.622
reservation	.581
better	.590
active	.348
information	.463
post	.226
participate	.267
fun	.279
enjoyment	.194
price	.274
coupons	.690
deals	.300
affiliation	.251
belong	.178
trust	.346
communicating	.454
involved	.404
up2date	.246
convenience	.287
efficient	.340
sharing	.390

Appendix D

Results of the Study Presented by Researcher

The Influencing of between Member Participation, Brand Trust and Brand Commitment: Case of Hotel Facebook Marketing in Krabi, Thailand

1. Statement of the Problem: With rapid changes in communication, Social Media are more important in human life. It allows consumers to gather together for various reasons, including seeking information, meeting friends and sharing experiences. Facebook are perceived as a marketing tool for generating online community which has heavily influenced business success. And hotel is an outstanding business, that using Facebook as an online marketing tool. The results of this study would be able to increase Facebook marketing efficiency for the business.

2. Review of Literatures: This study is formed of the underlying theories as follows,

1. Social Media and Facebook Marketing
2. Online Community Participation
3. Brand commitment
4. Brand Trust

3. Thesis Methodology: The study is quantitative analysis, beginning from explored secondary data from texts and searched information on the internet. Because of the study used survey methodology, the questionnaires were distributed to 400 samples to find out relationships between participation benefits (functional, psychological, social, hedonic, and monetary), brand trust and brand commitment. The data were analyzed by descriptive statistics technical, consisted of frequency, percentage, mean value and standard deviation. Then Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were used to test the conceptual model.

4. Results of the Study

Objectives (Variables)	Results of the study
1. General information of respondents	1. The most of responses are male (57.30%) and 42.70% are female. 2. The most of responses are 21 – 30 years old, followed by aged 31 – 40 years, 18 – 20 years, 41 – 50 years and over 51 years. 3. The most of responses are reside in Europe and Asia.
2. Participation benefits	Respondents gave importance to all benefits they derived as a member of Hotel brand's Facebook, the items are functional benefit, social benefit, psychological benefit, hedonic benefit and monetary benefit.
3. Participation, Brand trust and	Respondents agreed with almost statement, which were related to participation, brand commitment and brand trust in Hotel brand Facebook pages. Whereas, they neither agreed if the Hotel brand had no available reservations, they would have problem finding a different Hotel with which they would want to make reservations and they consider themselves to be highly loyal to the Hotel brand.

5. Conclusions of hypotheses testing

Hypotheses	Results of hypotheses testing	
	Relationships/ Effects	**Accepted/ Rejected**
H1: Functional benefit has an influence on member participation	DE = 1.325	Accepted
H2: Social benefit has an influence on member participation	-	Rejected

5. Conclusions of hypotheses testing (Continued)

Hypotheses	Results of hypotheses testing	
	Relationships/ Effects	**Accepted/ Rejected**
H3: Psychological benefit has an influence on member participation	-	Rejected
H4: Hedonic benefit has an influence on member participation	DE = 0.512	Accepted
H5: Monetary benefit has an influence on member participation	DE = 0.138	Accepted
H6: Member participation has an influence on brand trust	DE = 0.787*	Accepted
H7: Member participation has an influence on brand commitment	DE = 0.102	Accepted
H8: Brand trust has an influence on brand commitment	DE = 0.230	Accepted

BIOGRAPHICAL DATA

NAME:	Miss Surassawadee Prajugs
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