

Social Media Marketing in Facebook Fanpages: A Study of Starbucks and McDonald's

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ABSTRACT

While social media has become a crucial marketing channel, research focusing on the specific effects of interactivity (INT) and engagement (ENG) for FMCG brands like McDonald's and Starbucks on Facebook remains limited. This study addresses this gap by employing structural equation modeling to analyze data from 806 valid samples of these brands' Facebook fanpage users. Our findings reveal that INT has a stronger influence on trust (TRT) and brand loyalty (BL) than ENG, which directly impacts purchase intentions (PI) through the mechanism of word-of-mouth (WOM). This study not only clarifies the roles of INT and ENG in building TRT and BL but also provides empirical evidence supporting the strategic enhancement of interactive features to foster deeper consumer relationships and drive sales. These insights are crucial for FMCG companies seeking to refine their social media strategies, particularly by enhancing INT to boost ENG in the digital sphere.

Keywords: Format Social Media Marketing, Interactivity, Engagement, Trust, Post-Purchase Behavior, Facebook

1. INTRODUCTION

Marketing has transformed the way clients access information [1]. The rise of the Internet has significantly altered how companies engage with their customers through mass media [2]. Notably, social media has emerged as the primary mass communication platform used by businesses to distribute marketing content to their target audience. Among these platforms, Facebook (FB) stands out as the most appealing channel for Business-to-Consumer (B2C) companies [3]. Facebook is a comprehensive social media platform that integrates features such as email, instant messaging, photo-sharing, and blogging, while also offering tools for tracking friends' online activities [4]. As highlighted by Jahn and Kunz [5], social media provides users with a wide range of online services, fostering a new mode of communication. In the past, internet users mainly consumed content through

reading, watching, and making online purchases. However, contemporary consumers are increasingly embracing platforms like content-sharing websites, blogs, social networking sites, and wikis [6]. Consequently, many business owners have turned to social media as a means to engage with their customers online.

Brand communities serve as interactive platforms where company owners can exchange information, promote the brand's culture, and provide support to consumers [7]. These communities are composed of consumers who have a strong emotional connection to a brand, which is deepened through regular interactions and discussions. They heavily depend on social media platforms such as Facebook, Twitter, Instagram, Pinterest, and Google+ to facilitate these activities. Social media offers the necessary space for easy sharing, communication, and interaction between brands and consumers. Brands use these platforms to create dedicated community pages where they publish engaging content and attract followers. Similarly, consumers can express their love for the brand, provide feedback, and engage with other fans. Thus, social media is essential in the formation and growth of brand communities, acting as a crucial link to strengthen and enhance the relationships between brands and their consumers.

In strategic management, engagement (ENG) stems from fan-driven internal motivations, while interactivity (INT) is an external force that draws consumers [8]. Together on social media, ENG and INT facilitate direct communication between consumers and brands, enhancing brand visibility and influencing purchasing decisions by making consumers feel valued. Trust (TRT) and brand loyalty (BL) are built through consistent, transparent engagement and ongoing interactions, encouraging repeat business and referrals. Renowned brands effectively utilize Facebook, leveraging their established recognition to attract engaged and loyal consumers [9]. Facebook's extensive user base allows brands to reach diverse global audiences, expand into new demographics, and maintain a strong market presence [10]. Facebook's analytical tools deliver insights into consumer behavior, enhancing marketing strategy development [11]. Facebook advertising is more cost-effective than traditional media, optimizing budgets [12]. Additionally, the platform enables direct interactions between brands and customers, boosting feedback and satisfaction [13].

The research on Facebook fanpages covers various industries, but studies on fast-moving consumer goods (FMCG) brands like Coca-Cola, McDonald's, P&G, and Starbucks have

been relatively limited. In Taiwan, McDonald's and Starbucks are prominent examples. McDonald's, which entered Taiwan in 1984, now boasts over 400 locations and has accumulated millions of social media engagements over three decades. It contrasts Western fast food with traditional Chinese breakfasts and uses social media to build TRT and BL by creating content that resonates with diverse global audiences. Starbucks, arriving in 1989, has captured the attention of younger demographics and is recognized for its use of experiential marketing [14]. The brand leverages Facebook not just for promotions but also for customer involvement in brand innovation, thus enhancing BL. Both brands demonstrate robust customer engagement strategies and culturally adapted marketing approaches, with McDonald's focusing on building TRT and BL, and Starbucks on enhancing BL through active customer participation in brand development.

Over the past decade, studies have shown how social media marketing significantly benefits global brands like Starbucks and McDonald's, enhancing ENG, knowledge management, and BL [15-19]. However, less attention has been paid to the role of INT on platforms like Facebook and its effects on post-purchase behavior. This study fills that gap by examining how INT fosters TRT and influences post-purchase actions using the "Stimulus-Organism-Response" (S-O-R) framework. It explores the roles of INT and ENG as environmental stimuli that promote customer interaction within brand communities, highlighting their impact on TRT and BL. This research offers new insights into how these aspects of social media marketing influence consumer behavior, emphasizing the strategic importance of INT in developing deeper brand relationships.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Stimulus-Organism-Response Theory (SOR)

The SOR model is not only well-known as a measurement tool for consumer behavior, but it is also suitable for elucidating consumer behaviors by taking into account environmental effects such as physical surroundings [20] or emotion [21] in exploring consumer experiences. Essentially, buying behavior is influenced by three factors: the environment/atmosphere, the brand/product/service, and the consumers. Among them, the second and the third can be considered as expansions of the "brand-customer" connection. While a buying behavior emerges from environmental influences, it is then shaped by internalization (e.g., cognition, preference, and attitude) and projected to the

final post-purchase of consumers. Recent studies, guided by the SOR model, have widely focused on physical stores/channels [22, 23], online purchasing behaviors [24, 25] , or both [26].

Regardless of discipline, the consumer behavior model has always represented some type of Input-Output (I-O) model [27]. The S-O-R model has been widely utilized to investigate the connections between inputs (S), processes (O), and outputs (R) [28]. "S" refers to environmental elements that influence an individual's cognitive and affective reactions [29], whereas "O" refers to internal "perceptual, physiological, feeling, and thinking activities" that occur between exterior stimuli and the final action "R" [30] . Of course, the S-O-R model is equally useful for social media marketing, where communication can take place from the source or communicator to the audience via the media [31]. In this paper, TRT is "O", BL, WOM, and PI are "R", whereas two driving forces (i.e., INT and ENG) are referred to as "S". The S-O-R model has recently been applied to numerous research areas, including sport/tourism [32], airline services [33], education [34], consumption goods [35], social media/e-commerce [36], etc. Obviously, the S-O-R model is a durable and widely-used tool for testing customer behavior.

2.2 Interactive Marketing

Social media is being actively used by brands to communicate with consumers [37]. Focusing on long-term relationships between the brand and customers is the strategic aim of social media. The most crucial thing for brand owners to understand is how their target market feels about us and responds to our presence and behaviors [38] . The term INT is thought to be essential for effective internet marketing [39]. In the current business world, business managers need to improve the relationship between the customer and the brand, particularly from the successive phases of friends, fans, and followers. According to Wang [40], FB has developed quickly over the past few years. For instance, through network INT, FB can successfully connect producers, providers, and users in a multi-sided network; brand owners can use FB to enable authentic interactions with consumers and drive traffic to landing pages; gamification- or entertaining-focused campaigns, activities, or events posted on FB would induce active consumers to engage with a product/or service; socializing and share in FB (e.g., clicking the like button, writing a post and leaving a message), thereby increasing their sense of engagement and belonging in this society; key opinion leaders (KOLs) will be more democratic as a result of the fast

growth of celebrities and live streams on FB; Users spreading the word quickly on FB and highly prominent live streamers or KOLs sharing content linked to brands on their websites would both aid brand marketers to increase commercial chances.

2.3 Interactivity (INT) and Engagement (ENG)

Because it offers a greater variety of interactive activities than traditional media, the Internet is more potent than it is [41]. A computer-enabled communication system's INT capability is described as allowing an exchange of roles between the sender and receiver in real or delayed time [42]. According to Liu and Shrum [43], INT refers to the degree to which two or more communication partners may affect one another, the communication medium, and the messages, as well as the level of synchronization of these impacts. ENG, according to Brodie et al. [44, 45], is a psychological state that is extremely context-dependent and is distinguished by a certain intensity level that is essential to the process of relational exchange. Jahn and Kunz [5] made the case that ENG in the context of fanpages refers to interactive and integrative engagement in the fan-page community and would set this apart from a member's just consumption intensity. Other academics regarded ENG as a consumer's participation in the field of service research [44, 46].

2.4 The Mediating Role of ENG

Theoretically, ENG is anchored in the "extended realm of relationship marketing," as described by Vivek et al. [47]. According to Van Doorn et al. [46], ENG includes customer co-creation, and customers can decide how to communicate their experiences or how much or how little they want to interact with a brand. TRT involves two exchange partners: the consumer/user and the producer/provider, and it stands for the service provider represented by the brand being dependable and accountable for the user's interest and welfare [48]. According to Brodie et al. [44], ENG was the outcome of INT and was the relationship and process that characterized dynamic interaction. Boateng [49] believed that ENG would affect INT, nevertheless. It is clear from studies that INT and TRT should be connected [50, 51]. Today, a large body of research has demonstrated that TRT will immediately affect ENG [52, 53], but just a small number of researchers have asserted the opposite concept [54, 55]. Therefore, this study proposes

H1: INT would affect TRT through ENG

2.5 The Mediating Role of Trust (TRT)

The communication platform used by the brand community for both B2C and C2C transactions is known as TRT [56]. Customers cannot join the loyalty program without TRT on the brand [57]. Based on certain studies, TRT mediates the relationship between customer behavior and purchasing decisions [58, 59]. Typically, TRT is seen as a force in fostering and upholding connections among persons who participate in an exchange process [60, 61]. Lin and Lee [62] said that website environment design and INT will provide higher BL through an elevated brand TRT. Kim and Lee [63] discovered that BL and PI were impacted by INT. TRT may be a predictor of BL, according to numerous research that have been conducted to date [64, 65]. Therefore, this study proposes

H2a: INT would affect BL through TRT

H2b: ENG would affect BL through TRT

2.6 The Mediating Role of Brand Loyalty (BL)

BL is the only tool for any company to survive in severe competition [57]. A strong and lasting relationship between customers and the brand can be gained by BL [66]. In the field of social media communities, members with high levels of BL are likely to engage in positive e-WOM regarding the brand itself [67]. Morgan and Hunt [61] suggested that TRT is an important factor in building BL. There is a positive relationship between BL and PI [68, 69], while BL is often affected by TRT [70, 71]. Therefore, this study proposes

H3: TRT would affect WOM through BL

H4: TRT would affect PI through BL

2.7 The Mediating Role of WOM

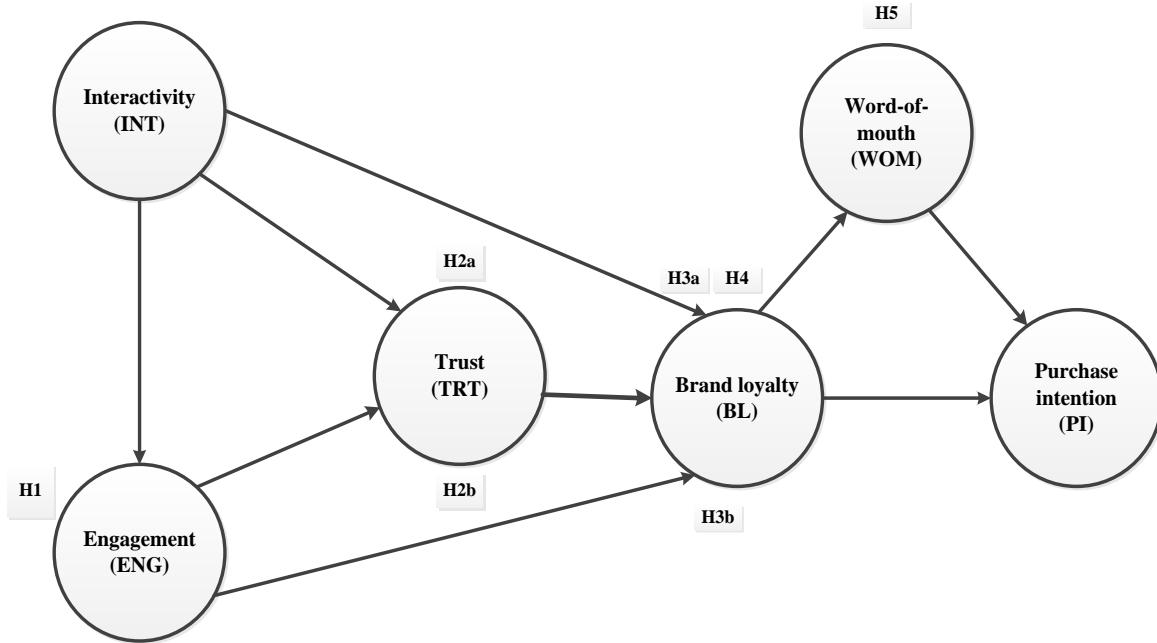
Consumer buying behavior has been identified using PI as a focus construct. According to Shen et al. [72], PI could be evaluated based on consumers' intentions to buy advertised goods, their actual in-store consumption, or even their efforts to find such goods. Numerous research indicated that customer attitudes and behavioral intentions are significantly shaped by WOM [73, 74]. Many academics have argued that WOM will have an impact on PI [75, 76], but few research have taken the opposing position [77]. On the other hand, Chen et al. [78] hypothesized that favorable WOM has a positive impact on BL. Therefore, this study proposes

H5: BL would affect PI through WOM

3. RESEARCH METHOD

3.1 Research Framework

Based on the preceding considerations, a research framework is depicted in Figure 1.



Stimulus (S)	Organism (O)	Response (R)
<i>'S'</i> refers to an arousing influence that can motivate and influence customers' choice and participation in The Facebook fanpages of a specific brand.	<i>'O'</i> refers to the customer's perception, affection and attitude, including the entire process of intervening between the stimulus and response in the Facebook fanpages of a specific brand.	<i>'R'</i> refers to the consequences of customer participation in the Facebook fanpages of a specific brand ; It reflects the customer's behavior toward the brand via Facebook fanpages.

Figure 1 Research framework

3.2 Measurement of Variables

The constructs were assessed using a seven-point Likert scale. First, INT is made up of three dimensions: communication (COMM), control (CONT), and responsiveness (RESP), as updated by Song and Zinkhan [79]. Second, ENG is a 4-item construct adapted from Jahn and Kunz [5] and Van Doorn et al. [46]. Third, TRT is a 6-item construct derived from Nadeem et al. [80]. Fourth, BL is a 4-item construct that was modified from Anderson et al. [81]. Fifth, PI is a single construct with five components that was modified by Johnson et al. [82]. Sixth, WOM is a single construct with 4 components that was modified from Chen et al. [83] and Johnson et al. [82].

4. RESULTS AND ANALYSES

4.1 Structural Analysis of Sample

The convenience sample technique was utilized in this study, and all questionnaires were completed between May and June of 2019. To ensure our data from the official testing stage, we first validate these respondents who have visited the McDonald's and Starbucks FB fanpages, or one of them, during the last three years at the start of the online survey. Then they must select the one that most impresses them. Third, all of these respondents would be reminded to finish the questionnaire thoroughly. 842 surveys were gathered after a few weeks. Excluding 36 invalid responses (e.g., incomplete or consistently identical answers), we received a total of 806 responses, accounting for 95.73% of the total. The sample-mean analysis shows that the means of these variables are INT (4.33), ENG (3.62), TRT (4.29), BL (4.44), PI (4.41), and WOM (4.49). This means that there still has space for these customers/users to be more engaged with the Starbucks and McDonald's FB fan pages. On the other hand, the mean of CONT (4.41) is higher than the other two dimensions of INT, while the mean of RESP (4.283) is the lowest of INT. It suggests that consumers/users are disappointed with the response of Starbucks and McDonald's FB fanpages, but somewhat satisfied with their feeling of control.

4.2 Confirmatory Factor Analysis (CFA)

After the CFA stage, the indices of the model fit are GFI=.93; CFI=.99; NNFI=.98; SRMR=.030; RMSEA=.063, Normed Chi-square= 4.24. This study concludes that the fit of this model is reasonable based on these shards of data. As a result, the model fit offers us the confidence to investigate the hypothesis.

4.3 Reliability and Validity

Cronbach's α values for the 8 dimensions varied from .842 to .932 in this study. All the t-values for each construct are significant (varying from 25.82 to 34.79), indicating that this model's convergent validity is acceptable.

Table 1. Correlation analysis

	Mean	Standard deviation	AVE	(1)	(2)	(3)	(4)	(5)	(6)
INT (1)	4.30	1.21	.74	(.95)					
ENG (2)	3.57	1.67	.81	.63**	(.93)				
TRT (3)	4.20	1.41	.77	.65**	.53**	(.91)			
BL (4)	4.39	1.41	.72	.57**	.48**	.60**	(.88)		
PI (5)	4.37	1.45	.76	.50**	.44**	.60**	.70**	(.91)	
WOM (6)	4.50	1.48	.82	.55**	.45**	.64**	.65**	.78**	(.93)

**Correlation is significant at the .01 level (2-tailed)

**The values of diagonal represent the Cronbach's α of six constructs.

4.4 Correlation Analysis

The results, as presented in Table 1, show that all of the correlations between components are significant. Furthermore, the correlations between the components are nearly all smaller than the average variance extracted (AVE), indicating that the discriminant validity is acceptable.

Table 2. Path analysis

Path	Direct effects		Indirect effects		Total effects		Hypotheses	Result
	β	t-value	β	t-value	β	t-value		
INT->ENG->TRT	.64	13.37***	.08	2.76**	0.73	20.33***	H1	Accept
INT->TRT->BL	.33	5.80***	.35	7.48***	0.68	17.92***	H2a	Accept
ENG->TRT->BL	.07	1.69*	.05	2.58**	0.12	2.60**	H2b	Accept
TRT->BL->WOM	--	--	.30	8.35***	0.30	8.35***	H3	Accept
TRT->BL->PI	--	--	.33	8.41***	0.33	8.41***	H4	Accept
BL->WOM->PI	.39	10.47***	.40	12.88***	0.80	22.91***	H5	Accept

Note: "*" stands for $P<0.05$; "**" stands for $P<0.01$; "***" stands for $P<0.005$

4.5 Structural Model and Hypotheses Testing

As shown in Table 2 and Figure 2, there was a significant relationship between INT and TRT, therefore H1 was accepted. That is, ENG has a partial mediating influence on the INT-TRT link. In addition, The data also supported the notion that INT and ENG via TRT with BL were both positive and significant, indicating partial mediation. Most importantly, the INT-TRT-BL relationship has a greater effect than the ENG-TRT-BL relationship, resulting in the acceptance of H2a and H2b. In a word, the role of ENG in this study appears to be less relevant than that of INT in increasing the amount of TRT, including future BL on McDonald's and Starbucks. The results also confirmed the impact of TRT via BL with WOM and PI, suggesting that H3 and H4 were supported.

Furthermore, the direct/indirect effects of BL and PI both became significant, indicating that WOM mediated the BL-PI link partially. These findings supported H5.

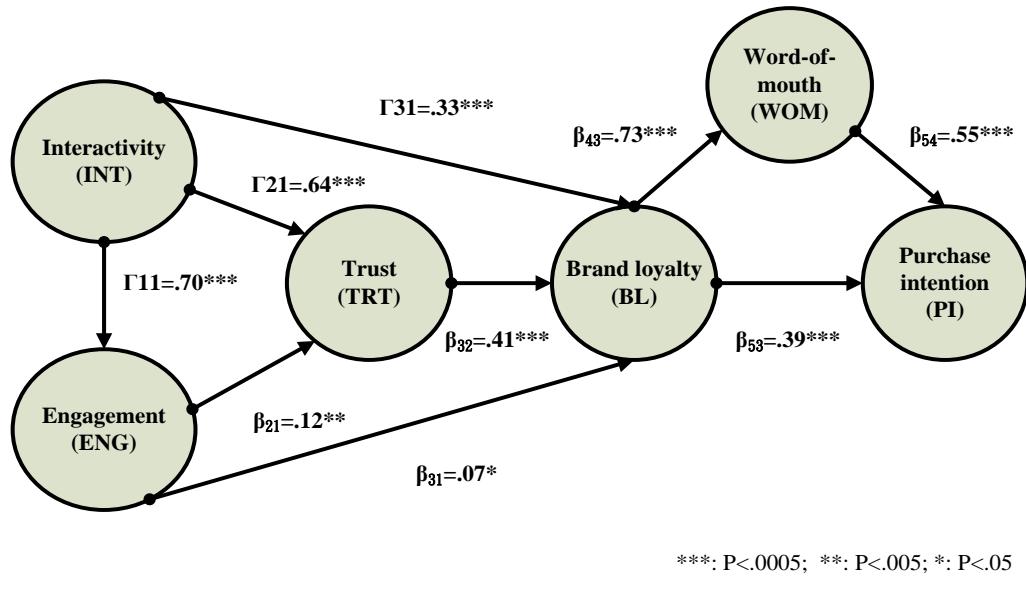


Figure 2 Path analysis

5. DISCUSSIONS

5.1 Discussions

The research findings reveal a significant positive relationship between INT and ENG. This implies that customers who exhibit a higher level of INT on FB fanpages are more inclined to remain engaged with the content and community. This aligns with the findings of Brodie et al. [44], who observed a similar pattern. Furthermore, the study demonstrates that INT has a positive impact on TRT. This suggests that as the degree of INT on FB fanpages increases, there is a corresponding rise in the level of TRT among fans of the brand. This outcome is consistent with the research conducted by Liao et al. [84]. In addition, the research indicates that ENG may also positively influence TRT. This implies that the greater the willingness of customers to engage and stay involved with FB fanpages, the higher the levels of TRT toward the brand. These findings align with the broader body of research in the context of social media [67, 84].

Furthermore, the research underscores that INT exerts a positive influence on BL. This implies that a higher level of INT on FB fanpages is associated with fans' enhanced ability to demonstrate their loyalty to the brand. These findings align with previous studies by

Lin and Lee [62], and Kim and Lee [63]. Moreover, the study's results indicate that ENG may have a positive impact on TRT. This suggests that as the degree of ENG on FB fanpages increases, so does the loyalty of fans to the brand. This relationship is supported by the works of Khan et al. [85] as well as Fernandes and Esteves [86]. Additionally, the findings suggest a potential positive influence of TRT on BL. This implies that as fans perceive a higher degree of TRT on FB fanpages, they are more likely to exhibit devotion to the brand. These results are consistent with the research conducted by Ahmed et al. [57] and Afif et al. [65].

In the context of post-purchase behavior, BL is shown to have a favorable impact on PI. This implies that individuals who are loyal fans of FB fanpages are more likely to exhibit a stronger intention to purchase the brand's products. This finding aligns with the research conducted by Hameed and Kanwal [68]. Furthermore, BL demonstrates a positive influence on WOM. This suggests that individuals who are fans of FB fanpages with higher levels of BL are more inclined to recommend the brand's products to others. This observation is consistent with the findings of Basri et al. [76] and Niyomsart and Khamwon [87]. Finally, WOM is found to potentially influence PI. This indicates that FB fanpage fans who are willing to recommend a brand's product are more likely to have a higher PI in the future. This observation is in agreement with the studies by Bataineh [88] and Yusuf et al. [89].

In summary, this model delves into the simultaneous influence of INT and ENG on post-purchase behavior within the FMCG context, specifically focusing on McDonald's and Starbucks, and using TRT as the mediating factor. The primary objective is to examine the role of BL in the realm of social media marketing from a theoretical perspective.

Preceding the establishment of BL, buyers engage in activities aimed at acquainting themselves with the brand. This involves learning about the brand, forming connections with it, and building relationships with fellow community members through actions such as clicking the "like/thumbs-up" buttons, following the brand's page, or actively participating in discussions by posting comments or content online. Subsequently, the focus shifts towards post-purchase behavior, which encompasses actions taken offline. In essence, brand owners strive to maximize the utility of social media and brand communities by ensuring they provide rich, appealing, and responsive experiences for

consumers at all times. Consequently, the overall effectiveness of social media and brand communities plays a pivotal role in shaping consumer behavior outcomes.

5.2 Theoretical Implications

In fact, while the act of making a purchase may remain fundamentally unchanged, the channel through which it occurs has evolved significantly. In essence, what was previously accomplished by physically visiting a brick-and-mortar store has now transitioned to a digital realm facilitated by a simple click on a social media platform. This study reveals that various forms of customer purchasing behavior, whether in the physical or virtual world, can be effectively linked to the S-O-R model. Within the existing body of literature that explores the application of the S-O-R model in the context of social media, we conduct a comparative analysis, drawing parallels and distinctions between our study and the works of Carlson et al. [90], and Luqman et al. [91], with the aim of elucidating the commonalities and divergences among these research endeavors.

1. *SOR ingredients*—

- Carlson et al. [90] : Web-based service characteristics (S), Customer-perceived value (O), Customer's feedback/collaboration intentions (R);
- Luqman et al. [91]: Usage intention (S), Virtual users experiences (O), Behavioral responses (R);
- This study: INT/and ENG (S), TRT (O), BL/WOM/PI (R)

2. *Originality*—

- Carlson et al. [90] : The design and optimization of online services in the customer engagement-innovation interface to harness CEBs (Customer engagement behaviors) for innovation performance.
- Luqman et al. [91]: The psychological and behavioral consequences caused by social networking sites (SNS) compel users to discontinue orreduce the use of FB.
- This study: Fan's engagement and trust are acting as the mediator facilitating the relationship between website interactivity and brand loyalty.

3. Focus—

- Carlson et al. [90]: Investigate how specific online-service design elements in social media brand sites influence customer-perceived value perceptions, which in turn inspire feedback and cooperation intents with consumers.
- Luqman et al. [91]: Examine the psychological and behavioral effects of a consumer's use of FB.
- This study: How INT (pull force) and ENG (push force) influence behavioral response through TRT.

To some degree, this study and Calson et al. [90] both focus on the front end of FB fan page. The former eyes on the website INT, while the latter is concerned with the web-based service characteristics. On the other hand, Luqman et al. [91] lay emphasis on adequate usage of FB, while our study pay attentions to the fan's ENG in his/her favorite FB fanpage. Therefore, this study is compatible with the other two. Finally, the element "O" of SOR paradigm in these three literature are all cognition variable, meaning that a buying decision made must be resulted from a formation process of consumption perception (e.g., experiences, values, satisfaction and TRT, etc).

5.3 Managerial Implications

INT and ENG can be conceptualized as representing the "pull" and "push" forces in the realm of brand management. Brand owners utilize INT to entice or "pull" customers toward their brand, and they rely on ENG to cultivate a desire for customers to remain engaged, share their experiences, and potentially make purchases of the brand's products. As illustrated in Figure 1, both INT and ENG can exert an influence on TRT. However, it becomes evident that INT outperforms ENG in achieving this objective. Similarly, INT is gaining a competitive edge over ENG in terms of enhancing BL. The question arises: why does ENG exhibit a relatively low level of influence? This phenomenon can be partly explained by empirical observations. For instance, according to Social Bakers[92], the FMCG industry has the largest number of brand community members on FB, but it also exhibits the lowest level of ENG. ENG is influenced by a multitude of contextual factors [46], and these factors can vary widely across different industries and brands. Therefore, the critical challenge for brand owners lies in identifying the missing link between INT and ENG and enhancing their combined impact on customer post-purchase behavior. This

pursuit should be considered a top priority for brand owners seeking to maximize their brand's effectiveness in the digital era.

5.4 Suggestions and Future Works

The main objective of this study is to examine the influence of social media, specifically FB, on an individual's post-purchase behavior. Future research should consider exploring the impact of social media on various attributes related to brands or products, such as non-profit organizations (NPOs), actors/actresses, destinations, and shopping channels. Additionally, conducting comparative analyses among these different attributions could be a valuable avenue for future research. Furthermore, it is recommended that forthcoming studies investigate the influence of other social media platforms, such as Instagram or Twitter, as they may yield unique insights into post-purchase behavior. It's worth noting that fanpages can be seen as a kind of brand's doppelganger, and thus, additional brand-related variables should be considered. For instance, researchers could explore factors like motivation and involvement [5], experiential value [93], brand image [94], brand personality [95], brand attachment [96], relationship marketing [97], satisfaction [98] and brand love [99] to gain a more comprehensive understanding of their impact on post-purchase behavior within the context of social media..

In line with previous research conducted in the domain of social media and brand communities, variables like INT [100], ENG [101], TRT [102], and BL [84] have been employed as moderators. Undoubtedly, factors such as product type [103], consumer involvement and expertise [104], and motivation [105] all hold significant relevance in this context. Consequently, there is a need to introduce new moderators in future studies to enhance the depth of our understanding.

While sharing information on social media can be enjoyable, it necessitates a significant degree of attention to security and privacy concerns [106]. As demonstrated by O'Brien and Torres [107], escalating privacy concerns tend to have an impact on the extent of TRT, leading to restrictions in interactions and exchanges between entities, and vice versa. Despite the numerous business opportunities offered by social media, it also carries inherent risks that can potentially undermine enterprise security. However, it is imperative to underscore that the issues of security and trustworthiness in the realm of social media have become increasingly critical and demand immediate attention [108]. Consequently, future research efforts should prioritize investigations into the domains of

security and privacy.

6. CONCLUSIONS

This study aims to examine consumer behaviors within the context of social media platforms, particularly on Facebook, pertaining to FMCG. Utilizing a dataset comprising 806 valid samples collected from both Starbucks and McDonald's, our study unveils that, despite both INT and ENG influencing TRT and BL, the role of INT on social media is of greater significance. Furthermore, we empirically validate the existence of several mediating effects, including TRT, BL, and WOM, thus providing empirical substantiation for these relationships.

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