Brand Loyalty through Love for Brand Facebook Page:
Roles of Opinion Leadership and Opinion Seeking

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Background and Purpose. Customers' participation in and communication through interactive communication methods such as social networking sites has become one of the most influential and powerful ways to establish customer-based brand equity (Pentina et al., 2013). It is of utmost importance to brand managers and marketers to understand consumers' motivations that may give rise to their participation in and love for a brand's social networking sites (SNSs), which may lead to loyalty toward the brand. Thus, the purpose of this study is to investigate consumers' motivations to participate in brands' Facebook pages and their linkage to consumers' love for the brands' Facebook pages. This study also examines how this motivations and love for brands' Facebook pages transfer to the loyalty toward the brand.

Literature and Hypotheses. Consumers have been found to use brand SNSs to present and enhance their self-images (Schlenker & Pontari, 2000; Colvin et al., 1995). Therefore, consumers' desires to present and enhance themselves through their participation in a brand's Facebook page (i.e., self-presentation and self-enhancement motivations) are hypothesized to lead to their love for a brand's Facebook pages (H1 and H2, respectively). Moreover, Figallo (1998) found that consumers' participation in the web communities increased consumer loyalty and repeated purchase behavior, allowing marketers to build strong relationship with customers. Therefore, we predict that the stronger the love for a band's Facebook page, the more loyal the consumer is toward the brand (H3).

Further, according to Flynn et al. (1996), opinion leadership and opinion seeking tendencies are determined according to whether an individual is likely to influence others' decision making or be influenced by others in decision making. Although opinion leading and seeking are seemingly opposite instinctive tendencies, they have been established to be two discriminant dimensions in the literature. Goldsmith, Flynn, and Moore (1996) stated that both opinion leaders and opinion seekers tend to have a greater self-presentation motivation because both opinion leaders and seekers have a strong status seeking and belonging motivations. Therefore, we hypothesize that the greater the (a) opinion leadership and (b) opinion seeking, the higher the consumer's self-presentation motivation to participate in a brand's Facebook page (H4). Goldsmith et al. (1996) also proposed that both opinion leaders and seekers have a strong need for improving and enhancing their self-concept. Therefore, we predict that the greater the (a) opinion leadership and (b) opinion seeking, the higher the consumer's self-enhancement motivation to participate in a brand's Facebook page (H5).

Method. An online survey was conducted with a convenience sample of 243 Southeastern college students who had experienced a brand's Facebook page. The questionnaire included measures for opinion leadership (11 items) and seeking (8 items), self-presentation (5 items) and

enhancement (4 items) motivations, love of brand's Facebook page (10 items), and brand loyalty (4 items), all adapted from existing scales and measured on a 5-point Likert scale.

Structural equation modeling (SEM) results ($\chi^2 = 884.6$, *df* = 426; NFI = .82, CFI = .90, TLI = .89; RMSEA = .064) revealed significant positive influences of self-presentation (H1; β = .15, *p* < .05) and self-enhancement (H2; β = .75, *p* < .05) motivations on love for a brand's Facebook page. Further, love for a brand's Facebook page positively influenced brand loyalty (H3; β = .36, *p* < .05). Both opinion leadership (β = .18, *p* < .05) and opinion seeking (β = .20, *p* < .05) significantly influenced self-presentation motivations, supporting H4. The influence of opinion leadership (β = .20, *p* < .05) on self-enhancement motivation was significant (H5a), whereas the influence of opinion seeking was not significant (β = .13, *p* = .07), rejecting H5b.

Discussion. This study demonstrates that consumers who have greater tendencies to lead or seek opinions in their lives are more likely to love brands' Facebook pages, actively generating electronic word-of-mouth (eWOM). Further, consumers' love for the brand's Facebook page enhances their loyalty toward the brand. These findings indicate that marketers must pay close attention to consumers who actively participate in their SNSs such as Facebook pages because these consumers can be strong advocates for the brand by generating word-of-mouth in both offline and online channels due to their strong tendency to lead and seek opinions. Further, given the self-presentation and enhancement motivations to participate in brand SNSs, companies must leverage this important marketing medium more effectively and efficiently by providing consumers with opportunities for presenting and enhancing their self-images.

This study used a convenience sample of students and only one SNS, limiting the generalizability of the findings. Future studies may need to examine the hypotheses using a non-student sample and/or other brand SNSs. This study showed only a marginally significant (*p* < .10) link between consumers' opinion seeking tendency and self-enhancement motivations to use a brand's Facebook page. Future studies may examine potential relationships between opinion leadership and seeking tendencies and other motivations to use brand SNSs as well as other psychographic factors that may lead to consumers' love for brand social networking sites.

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