A STUDY OF CONSUMER BEHAVIOR AND EXPECTATIONS TOWARDS BUSINESS FAN PAGES ON SOCIAL NETWORKS

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Abstract - This study examines consumer behavior and expectations about corporate fan pages on social media, aiming to offer important ideas for businesses to improve their efficacy in attracting and maintaining consumers. The study examines social media users in Thailand, investigating their engagement patterns and expectations for the content and activities businesses share on their fan sites. Four hundred social media users participated in this survey, supplying data on demographics, social media usage patterns, and their impressions of company fan page activities. The results indicate that users prefer valuable information, consistent updates, and engaging activities like giveaways and sweepstakes. Moreover, gender and social media usage patterns considerably affect consumer expectations. The research uses statistical techniques, including descriptive statistics, correlation analysis, and multiple regression analysis, to investigate the determinants of consumer behavior. The study provides actionable insights for businesses to customize their social media communication strategies, assuring the development of interesting, relevant, and current content that matches customer preferences, thereby promoting long-term business sustainability.

I. INTRODUCTION

Marketing communication is a crucial endeavor that significantly contributes to establishing brand recognition, cultivating consumer relationships, and enhancing brand loyalty. These actions necessitate differing quantities of time and resources, contingent upon the medium type and target audience employed. Social media serves as a crucial medium for engaging with consumers, which numerous businesses have embraced to augment their commercial prospects. A study on techniques for enhancing value and competitive advantage in Thailand's tourism sector through social media networks reveals that Thai consumers predominantly favor Facebook, primarily for information acquisition and pricing comparison. Consequently, enterprises ought to leverage social media platforms to disseminate information and updates to consumers (Suanphleng et al., 2013).

For small enterprises with budget limitations, social media has emerged as an essential instrument that minimizes communication expenses and facilitates precise audience targeting. The growing popularity of social media is attributed to advancements in internet technology, smartphones, and tablets, which enable faster access to information for users. In the digital era, consumer behavior has evolved, as the majority of consumers investigate products and services on social media before making a purchasing choice. Furthermore, consumers exhibit greater trust in word-of-mouth endorsements compared to traditional one-way communication strategies employed by organizations in the past.

Social media sites like Facebook, Twitter, and YouTube serve as tools for small businesses to effectively showcase product and service information while engaging with consumers. These channels are cost-effective, offer direct access to the intended audience, and facilitate prompt feedback on communication. Internal assistance, including enhancing awareness of social media utilization and formulating communication methods that correspond with customer behavior, is crucial for success (Ruktham, 2013). For efficient social media use, firms must guarantee consumer happiness and a favorable perception of their marketing communications. Explicitly delineating target audiences will assist firms in comprehending consumer behavior and enhancing communication efficacy (Nitiprommongkol, 2012). Small enterprises must understand social media utilization and communication tactics that correspond with the behavior of their target audience to elicit favorable responses. Comprehending consumer behavior and expectations is essential for entrepreneurs in formulating efficient marketing communication strategies using social media, which must correspond with the behaviors and expectations of their clientele.

This study examines consumer behavior and expectations about corporate fan pages on social media platforms. The objective is to furnish businesses with insightful ideas for creating content and activities on their social media fan sites to improve consumer attraction and retention. This enhances commercial potential while fostering consumer pleasure and favorable perceptions, ultimately contributing to long-term corporate sustainability.

Objectives

1) To analyze consumer interaction behavior about business pages on social media platforms.
2) To examine customer anticipations concerning the material or activity disseminated by firms on their social media fan pages.

3) To offer insightful recommendations to businesses for creating content and activities on their social media fan sites to improve the efficacy of attracting and maintaining consumers.

II. RESEARCH CONCEPTUAL FRAMEWORK

Independent variables are determinants affecting consumer expectations, which encompass:

1) Demographic Information including gender, age, education, occupation, and monthly income.
2) Patterns and behaviors of social media usage, encompassing frequency of use, duration of daily engagement, and incidence of seeing company fan page content.

The dependent variable is customer expectations for activities on corporate fan pages on social media networks, measured using a 5-point Likert scale, which encompasses:

- The delivery of pertinent information.
- Consistent updates featuring fresh stuff.
- Initiatives providing rewards, vouchers, and reductions.
- Sweepstakes and competitions
- Initiatives designed to foster connections among fan page members.
- Offering support in addressing problems related to products or services.

The questionnaire gathers data on factors affecting participation in and withdrawal from business fan pages on social media, offering business owners information for successful management of their fan sites.
Target Demographic and Sample: People who have purchased Thai fabric products through social networks in Thailand. The sample comprises 400 social media users, chosen using non-probability sampling employing a convenience sampling technique.

Statistics and Data Analysis
Descriptive statistics encompass frequency distribution, mean, and standard deviation.
Inferential Statistics encompass:

- Conducting correlation analysis to investigate the correlations among demographic data, usage behaviors, and consumer expectations regarding activity on corporate fan pages.
- Conducting Multiple Regression Analysis to identify the determinants influencing consumer expectations regarding actions on fan sites.
- t-test to analyze behavioral and expectation disparities among demographic groups, including gender.

III. RESULT

The demographic analysis of the survey participants indicated that 214 respondents (53.50%) identified as female, while 186 respondents (46.50%) identified as male.

Regarding age distribution, 237 respondents (59.25%) were aged 21-30 years, 68 respondents (17.00%) were aged 41-50 years, 66 respondents (16.50%) were aged 31-40 years, 20 respondents (5.00%) were above 51 years, and 9 respondents (2.25%) were under 21 years.

Concerning educational attainment, 194 respondents (48.50%) possessed a bachelor's degree, 188 respondents (47.00%) had education below a bachelor's degree, and 18 respondents (4.50%) held a degree beyond a bachelor's.

Of the respondents, 139 (34.75%) were public servants, 131 (32.75%) were self-employed or business owners, 95 (23.75%) were employees or workers, and 35 (8.75%) were farmers.

Concerning monthly income, 221 respondents (55.25%) earned between 10,001 and 25,000 Baht, 109 respondents (27.25%) earned less than 10,000 Baht, 58 respondents (14.50%) made between 25,001 and 50,000 Baht, and 12 respondents (3.00%) earned more than 50,000 Baht.

The statistics on social media usage trends indicate that 71% of users engage with social media daily, making daily use the main frequency per week. An additional 17.50% utilize social media 5-6 days each week, 8.75% engage with it 3-4 days per week, and 2.75% access it 1-2 days per week. The figures indicate a significant daily involvement, whereas a minority of users display infrequent usage during the week.

The survey results reveal that the predominant time for social media usage is between 18:00 and 21:00, with 30.06% of users active during this interval. Additional significant usage periods include 12:00-15:00 (15.15%), 15:00-18:00 (14.91%), 21:00-24:00 (14.79%), 09:00-12:00 (13.25%), and 06:00-09:00 (11.83%). The results indicate that the evening hours, specifically between 18:00 and 21:00, represent the pinnacle of social media engagement.

The research indicates that 39.50% of users allocate less than 1 hour every day to social media, 34.50% spend 1-3 hours, 19.25% dedicate 3-6 hours, and 6.75% exceed 6 hours each day. This distribution underscores the variety in social media involvement, with most users allocating less time to the network daily.

Regarding the frequency of visits to business fan pages, 35.75% of users indicated that they frequent them daily. In contrast, 23.00% visit weekly, 17.25% visit upon receiving a notification, 14.75% visit 4-6 times weekly, and 9.25% visit 2-4 times weekly. These findings highlight the consistency with which users interact with corporate fan pages, especially those alerted by notifications or accustomed to frequent visits.

The determinants of engagement in business fan pages on social media indicated that the predominant motivations for joining were an interest in the business (13.48%), a need for information from the page (11.45%), and being a customer of the brand managing the page (10.54%). Additional motivations for participation were an appreciation for the offered information (8.81%), engagement in sweepstakes for rewards (7.70%), a desire to remain informed about product or company developments (7.70%), and being a customer of the page owner (7.29%). Additional motivations encompassed an affinity for the brand or individual associated with the page (6.79%), receiving endorsements from peers to like the page (6.48%), a desire to be informed about new product launches (5.78%), participation in giveaways or discounts (5.27%), an interest in acquiring more knowledge about the brand or page owner (5.07%), and the aspiration to forge friendships on the page (3.65%).

The primary reasons for unfollowing or departing from a corporate fan page were largely attributed to unengaging material (28.53%), absence of interactive activities (27.12%), and inadequate updates or news (22.03%). Additional factors were feeling inundated by frequent posts (20.34%) and miscellaneous reasons (1.98%). The results indicate that users are mostly driven by content relevancy and engagement, but they tend to disengage when these elements are deficient or when post frequency is excessive.

Expectations for activities on business fan pages on social media were highest in the following domains: delivering useful information (mean score of 4.67), providing regular updates on news and information (mean score of 4.60), addressing product or service-related issues (mean score of 4.46), organizing giveaways, vouchers, or discounts (mean score of 4.42), hosting sweepstakes (mean score of 4.38), and facilitating relationship-building activities among page members (mean score of 4.34). These findings underscore the significance consumers attribute to excellent material, regular updates, and participatory activities that address problems and improve engagement.

The Pearson correlation analysis indicated a modest positive correlation between gender and expectations (Pearson = 0.111, Sig. = 0.027), suggesting a moderate association between gender and users' expectations. This indicates that gender disparities must be taken into account when developing fan page activities.

Age exhibited a moderate positive connection with the frequency of social media usage (Pearson = 0.326, Sig. = 0.000). Older users generally exhibit increased engagement with social media, indicating that age demographics must be considered when creating tailored content or campaigns for various age groups.

The amount of education showed a substantial correlation with income (Pearson = 0.394, Sig. = 0.000). This affirmative correlation indicates that increased educational attainment correlates with elevated income levels. Comprehending the correlation between education and income might facilitate the customization of marketing and communication tactics for distinct audience segments.

The utilization of social media had a somewhat negative correlation with the average duration spent on the platform (Pearson = -0.111, Sig. = 0.027). This inverse association indicates that as users augment their frequency of social media engagement, the average duration per session tends to diminish, potentially reflecting more regular, brief interactions.
The frequency of fan page visits had a negative correlation with the average time spent online (Pearson = -0.154, Sig. = 0.002). This discovery reinforces the idea that frequent visits to fan pages may result in shorter, more uniform interactions, as opposed to prolonged engagement throughout each visit.

These findings indicate that gender and age must be taken into account when developing fan page activities, such as gifts or targeted ads. Furthermore, wealth and educational attainment might be utilized to delineate suitable target demographics. Activities must be customized to various user behaviors to guarantee their relevance and engagement for each demographic group.

The examination of variables affecting expectations of actions on fan pages through multiple regression methods yielded notable results. Research indicated that gender disparities influence expectations, with women demonstrating greater expectations than males (4.71 vs. 4.59). The difference was statistically significant ($p = 0.028$). These findings indicate that gender must be taken into account while developing fan page activities, particularly emphasizing the need to meet the elevated expectations of female users. This is consistent with Yotsuea's research (Yotsuea, 2021), which found that consumers with different personal factors (such as age, occupation, income, and status) also exhibit differences in their behavior.

The investigation revealed that distinct user groups, categorized by their average daily social media usage, exhibited markedly varied expectations about activities such as giveaways, vouchers, and discounts (Sig. = 0.000). This underscores the necessity of customizing fan page activities to correspond with users' social media engagement levels, guaranteeing that those who invest more time online are presented with more stimulating and gratifying activities.

Furthermore, user groups that allocated different durations to daily social media usage had distinct expectations for sweepstakes activities, with statistical significance observed (Sig. = 0.016). The findings suggest that increased time spent on social media correlates with heightened expectations for incentive-driven activities, such as sweepstakes. Consequently, enterprises should take these tendencies into account when formulating initiatives intended to engage individuals with varying degrees of social media utilization.

Although the explanatory variables, including the average time spent online, accounted for just a minor fraction of the variance in users' expectations (R^2 = 4.5% for giveaways and 2.6% for sweepstakes), the results are nevertheless statistically significant. This indicates that additional elements, beyond mere time spent on social media, such as the nature of the material and user engagement in activities, may also substantially affect expectations.

The implications of these findings for the creation of marketing strategies are evident. Entrepreneurs ought to create freebies or contests that align with the distinct social media habits of their target demographic. Furthermore, the consistent presentation of such activities can enhance involvement and elevate user happiness, resulting in more successful engagement tactics.

Moreover, enterprises must concentrate on creating content and initiatives on fan sites that align with the expectations of consumers who engage with social media for differing durations. This strategy will guarantee that fan page activities remain pertinent and captivating for various user segments, hence improving overall customer happiness and engagement.

In conclusion, although the duration of social media engagement influences users' expectations, other elements, like the nature of shared material and the degree of activity in activities, also significantly impact these expectations. A comprehensive strategy for fan page maintenance is essential to fulfill the varied expectations of users and sustain long-term involvement.

To enhance marketing efforts, firms should prioritize the creation of fan page content and activities that address diverse expectations. By comprehending the varied behavioral patterns among distinct user groups, organizations can enhance engagement methods, promoting increased client pleasure and prolonged involvement with the brand over time.

IV. CONCLUSION

This study underscores the essential importance of comprehending consumer behavior and expectations in formulating effective marketing tactics on social media. The results indicate that enterprises ought to prioritize delivering valuable and pertinent material, offer consistent updates, and include interactive elements, such as giveaways, discounts, and contests, to meet the varied expectations of social media users. Moreover, demographic variables such as gender, age, and social media engagement significantly influence consumer preferences and behaviors. Businesses must consider these aspects when planning fan page activities to optimize consumer engagement and pleasure. By customizing content and activities to align with the distinct expectations of various user groups, businesses can improve the efficacy of their social media marketing strategies, fostering ongoing engagement and loyalty from consumers. This research provides significant insights for small enterprises aiming to utilize social media as an economical means of fostering consumer interactions and brand loyalty in a progressively competitive digital environment.

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