Presence on Facebook is becoming increasingly central in brand communication strategies. Whether and how this presence shapes consumer perceptions of and reactions to brands remains under-researched. This study aims at filling this gap through a specific lens: brand attachment and Facebook attachment are assumed to be antecedents of the attitude towards the presence of a brand on Facebook and brand-related activities on Facebook. Such links were studied through an online questionnaire directed at students who are fans of brand pages on Facebook. 188 valid questionnaires were collected. Following the verification of validity and reliability of the measures used, structural equation models were calculated. The results demonstrate that the attitude towards the presence of a brand partially mediates the link between brand attachment and brand-related activities on Facebook and that it totally mediates the effects of media attachment on brand-related activities.

1. Introduction

Since its launch from a dorm room in 2004, the social website Facebook has tremendously evolved. It occupies an important place in everyday life of consumers worldwide. In 2012, Facebook counted more than 1 billion users, 50 % of whom logged on to the website at least once a day, and more than 60 million status updates were posted daily. This very strong imprint is not only noticeable from the users’ point of view. Social media has a tangible effect on marketing performance in terms of sales (Stephen/Galak 2009). The average value of a brand’s Facebook page fan equals 136 USD. A brand fan spends more money than a non-fan, reaching an average expenditure difference of 72 USD (Syncapse 2010). The presence of famous mass-market brands such as Coca-Cola, Disney, Converse or Starbucks on Facebook indicates that Facebook has not only become a sales promotion channel but an important medium for brand communication and relationship building.

Most research publications treating social media focus on usage, perception and attitude towards social media. These researches use online surveys or experiments based on student samples (for a review of the articles published from 1997 to 2010 on social media, see Khang et al. 2012). Only a few academic studies have focused on whether and how a brand’s presence on Facebook im-
pacts consumers’ attitude and their activity level on the brand’s fan page (Akar/Topçu 2011).

As Akar and Topçu (2011) point out, social media users do not necessarily consider activities with marketing purposes in social media applications as positive. They may question the legitimacy of a brand’s presence on the medium. This is likely to be all the more true in the specific context of Facebook originally designed for communicating with friends. Facebook users may feel that what they consider to be their private, intimate sphere is not well-suited for commercial purposes and as a result, may experience a brand’s presence on Facebook as an intrusion into their private life. The extent to which Facebook users perceive the presence of a brand as legitimate may have an impact on how active these users are on the brand’s fan page and ultimately how loyal they are to the brand (Akar/Topçu 2011).

The perceived legitimacy of brand presence is probably influenced by the relationship that exists between the consumer and the brand (Suchman 1995) as well as between the consumer and the medium (Ballantine/Martin 2005). The bonds consumers establish with brands and with social media may be rather emotional and affective. Literature treats emotional bonds between a person and an object as attachment (Hazan/Shaver 1994). Attachment is a construct that reflects the strength of emotional bonds between individuals but also the strength of bonds connecting consumers with brands (Thomson et al. 2005). Facebook users may be more or less attached to brands and to their fan pages. Therefore, in its aim to better understand the impact of a brand’s presence on Facebook, this research considers consumers’ brand attachment and media attachment as potentially important drivers. The research aims to answer the question if personal relationships (conceptualized as attachment) with a brand and social media (Facebook) influence users’ attitude towards the presence of the brand and their brand-related activities on these social media (Facebook).

To this end, the article first presents the theoretical background and formulates four research hypotheses. A detailed description of the applied research methodology leads to the presentation and discussion of the main results. Both brand attachment and media attachment turn out to influence Facebook users’ attitude concerning the presence of brands on the medium and the resulting level of user activity on fan pages. The article ends with theoretical as well as managerial implications of the findings and a discussion of limitations and avenues for future research.

2. Theoretical background and hypotheses

2.1. Brand attachment and brand-related activities on Facebook

On Facebook, brand managers have to find a way to insert their marketing purposes into a friendship context in a way that consumers can regard and accept their brands as friends. To be accepted as friends, brands have to be “humanized” so as to fulfill the concerns of consumers for enduring attachment and belongingness (Long et al. 2012). Following Thomson et al. (2005), the attachment of consumers to a brand characterizes the consequences of “humanization” strategies of brand managers in the consumers’ minds.

“According to Bovilky, attachment is an emotion-laden target-specific bond between a person and a specific object.” (Thomson et al. 2005, p.77). Marketing researchers have shown that people can form attachment to a variety of objects: possessions, places, gifts, experiences and also brands (for a review see Kleine/Baker 2004 or Thomson et al. 2005). Researchers have found that objects and especially brands can be anthropomorphized and that people can “form relationships with brands in much the same way in which they form relationships with each other in a social context” (Aggarwal 2004, p.87; Long et al. 2012). Brand attachment represents the strength of the bond connecting a brand with the self (Park et al. 2010, p.2). Brand attachment stands for a strong emotional relation to a brand (Fournier 1998), which is complex, and evolves over time (Lambert-Pandraud/Laurent 2010, p.106). Van Lange et al. (1997) have stated that “the strength of emotional attachment to an object may be associated with investment in the object, that is, the willingness to forego immediate self-interest to promote a relationship” (Van Lange et al. 1997; Thomson et al. 2005). Thus, brand attachment can be considered as a strong factor of influence on consumer responses related to brands on Facebook, including a variety of activities on brand fan pages.

H1: The level of a consumer’s attachment to a brand is positively related to the consumer’s level of brand-related activities on Facebook.

To be accepted as friends on Facebook, brands must not only be humanized, also their presence must be perceived as legitimate. Legitimacy can be defined as “the generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate with some socially constructed system of norms, values, beliefs, and definitions” (Suchman 1995, p.574). “Without legitimacy, a brand’s marketing strategy will not resonate with the target audience and it will be unlikely that the brand will be chosen as a “marker” by consumers” (Tuten 2007, p.58). Consumers tend to evaluate favourably and even reward brands that are perceived as legitimate and on the contrary, punish those that are perceived as illegitimate (Kates 2004). In the context of Facebook, for a brand to be perceived as legitimate, consumers must feel that the brand is at its right place and communicates properly. The attitude towards the presence of a brand on Facebook, i.e. the extent to which users accept that the brand has a fan page, will impact their level of brand-related activities on that fan page.

What matters to consumers who are attached to brands is to promote the relationship by keeping emotions and
meanings associated with the brands evolving over time (Thomson et al. 2005). They welcome any opportunity to be in continuous contact with the brand and thus to live emotional experiences with it. When a brand communicates with an appropriate content on social media and specifically on Facebook, consumers may reinforce their bonds with the brand. As a consequence, attached consumers view the presence of the brand on Facebook as more legitimate. Brand attachment should positively influence consumers’ attitude towards the presence of a brand on Facebook.

Literature states that a set of feelings and thoughts elicited by consumers’ attachment with a brand can explain their brand-related activities (Park et al. 2010). Wu et al. (2008) posit that attachment is an antecedent of attitudes that in turn explain behavioural intentions. In line with these statements and following the theories of reasoned action (FishbeinAjzen 1975) and of planned behaviour (Ajzen 1985, 1987), it comes that people who favourably judge the presence of a brand on Facebook are more likely to respond favourably to one or more of its actions on Facebook. They voluntarily participate in multiple interactions with the brand, express their liking, share experiences, or recommend the brand to their friends as a way to reinforce the relationship and strengthen associated emotions (Thomson et al. 2005). Therefore, the attitude towards the presence of a brand on Facebook should have a positive impact on consumer’s brand-related activities. Consumers who are strongly attached to a brand have a positive attitude toward the presence of the brand on Facebook, which in turn increases their level of brand-related activities on the social medium.

H2: The attitude towards the presence of the brand on Facebook mediates the impact of brand attachment on the level of brand-related activities on Facebook.

2.2. Media attachment and brand-related activities on Facebook

Media, like brands, can be anthropomorphized since they fulfill some functions interchangeable with the psychological functions of other people (Long et al. 2012). In studies concerning catalogues and magazines, the media represent proximity. People feel excited when thinking of coming interactions with a new issue. Media can elicit pleasure and arousal (Simon 2008) but also fear, possession and plenitude (Valette-Florence et al. 2010). Thus media are able to elicit emotions that are connected to the self. They give rise to emotional attachment (Thomson et al. 2005). Given its ability to make people live emotional experiences, create relationships between people and make them feel part of a group (Akarr/Topçu 2011), Facebook is likely to elicit attachment even more than print media. The friendship context of Facebook elicits perceptions of closeness with others. This closeness resembles a real relationship, potentially leading to attachment of users with a website (Hazan/Shaver 1994). Some researchers even use the metaphor of drug addiction to characterize the bond between users and Facebook (Patterson 2012). Strong attachment to an object leads to consumers’ desire to maintain proximity to that object (Thomson et al. 2005). To achieve this goal, consumers tend to frequently interact with the attachment object and develop consumption rituals that strengthen their connections to the object (Fournier, 1998). Thus, the more strongly users are attached to the medium (Facebook), the more they desire to interact with it and consequently, the more active they are on it.

H3: The level of a consumer’s attachment to Facebook is positively related to the consumer’s level of brand-related activities on Facebook.

However, consumers attached to Facebook are likely to undertake brand-related activities on condition that they consider brands as being part of the medium in the same way as friends. In other words, brands not only need to be humanized (Long et al. 2012) but also their presence on Facebook must be perceived as legitimate (Suchman 1995; Tuten 2007).

H4: The attitude towards the presence of a brand on Facebook mediates the impact of media attachment on brand-related activities on Facebook.

3. Methodology

3.1. Data collection

The hypotheses were tested using a quantitative survey. Data collection lasted for one week in May 2012. Respondents were students, since most of them are Facebook users and represent a homogeneous population. Based on the email lists of two business schools in South-Eastern France, 680 students were invited to click on the link to the online questionnaire. To check that they actually belonged to the target population, the respondents were filtered at the beginning of the questionnaire to ensure they were students, Facebook users and brand pages fans. If they did not fulfil all of these conditions, the questionnaire was ended and the participants were thanked for their interest in the research. If participants fulfilled the conditions, they answered a few questions about their activities on Facebook and completed the questionnaire by focusing on a brand they actually liked. This process resulted in the collection of 188 completely filled in and valid questionnaires. The sample consisted of 124 women (68 %) and 64 men (32 %). This is in line with statistics showing that most fans of brand pages on Facebook are women (OpinionWay 2011). The mean age of respondents was 21.2 years (S.D.: 2.63). 56 % were bachelor level students and 44 % were master degree students. 76 % of the respondents have been Facebook users for more than 3 years. 60 % logged in at least once a day. 70 % spent from 0 to 2 hours a day on Facebook and 72 % were a fan of up to three brand pages.
Brand attachment was measured with the scale developed and tested by Thomson et al. (2005). Since attachment to Facebook encompasses two dimensions, it was measured on the one hand by the 10 items of the Thomson et al. (2005) scale that were adapted to the context of Facebook and on the other hand, to capture the social dimension of Facebook attachment, by five items from Paxton/Moody’s (2012) scale adapted to Facebook. In order to avoid a halo effect of brand attachment measurement on Facebook attachment measurement, the measures were made at different stages of the questionnaire (items related to brand attachment were located at the end of the questionnaire, while items related to media attachment were at the beginning). Moreover for each type of attachment items were randomly ordered.

Six items from Akar/Topçu’s (2011) scale of the “attitudes towards marketing with social media” focusing on Facebook (i.e. I think that companies should take part in social networking sites such as Facebook) served to measure the attitude towards the presence of the brand on Facebook. Because of a lack of items in the literature for the measurement of the level of brand-related activities on a brand fan page, the researchers developed a set of items. These items covered actions a consumer is likely to undertake on Facebook such as “like” publications on the brand fan page, sharing and commenting them, recommending the brand page to friends, or using promotional codes available on the brand page. All items were measured on 7-point Likert scales anchored in 1 = “strongly disagree” to 7 = “strongly agree”. A pre-test of the questionnaire with a sample of 26 students before the start of data collection resulted in small changes in wording and good reliability of the measures.

3.2. Reliability and validity of measures

The assessment of construct validity of the measures prior to model estimation happened in two steps (Byrne 2001). Principal component analysis using varimax rotation helped to eliminate cross-loadings and to optimize scale reliability. Confirmatory factor analysis allowed for assessing the validity of the measures employed (Arbuckle 2003). Principal component analysis resulted in a uni-dimensional measure of brand attachment (KMO = .903, total variance explained = 68.26 %, Cronbach’s alpha = .907). The test of dimensionality and reliability of the scale used to measure the attitude towards the presence of the brand on Facebook confirmed the uni-dimensionality of Akar/Topçu’s (2011) scale (KMO = .774; total variance explained = 62 %, Cronbach’s alpha = .800). A principal component analysis of the scale used to measure the respondents’ attachment to Facebook revealed the bi-dimensionality of the scale. The two dimensions – media attachment and group attachment – explained 68 % of the total variance. Cronbach’s alphas were quite high (.931 and .726, respectively). Confirmatory factor analysis showed good model adjustment to data (χ²/df = 2.544; GFI = .997; AGFI = .988; RMSEA = .000).

4. Results

4.1. Test of H1 and H2

Structural equation modelling (SEM) with AMOS software served for hypotheses testing. H1 assumes that brand attachment is positively related to the consumer’s level of brand-related activities on Facebook. A unique-relationship model shows a good quality of the model’s adjustment to data (χ²/df = .866; GFI = .975; AGFI = .957; RMSEA = .000). Brand attachment positively influences consumers’ level of brand-related activities on Facebook. The standardised estimated parameter is .577 with a p-value at .001.

H2 assumes that the attitude towards the brand presence on the social media mediates the previously shown influence of brand attachment on consumers’ level of brand-related activities on Facebook. The test of the assumed mediation followed Cheung/Lau’s (2008) recommendations and used the BC bootstrap method, the authors consider as one of the best methods for mediation tests. A SEM model with partial mediation was tested with the generation of a 1000-bootstrap sample and “Bias-Corrected (BC) confidence intervals” with 95 % confidence intervals. The AMOS output showed that the model presents good quality of adjustment to data (χ²/df = .955; GFI = .956; AGFI = .936; RMSEA = .000). According to Cheung/Lau (2008), a mediation effect exists if the indirect effect of the independent variable (brand attachment) on the dependent variable (brand-related activities on Facebook) through the mediating variable (the attitude towards the brand presence on the social media) is different from zero and if the 95 % BC confidence intervals for this indirect effect do not contain a zero. Here, the indirect effect is .108 and the 95 % BC confidence intervals range from .018 to .193, with a p-value of .012. H2 is validated. The attitude towards the presence of a liked brand on social media mediates the relationship between brand attachment and brand-related activities on Facebook. Controlling the significance of the direct link parameter allows exploring further the nature of this mediation. In this research, the standardised estimated direct effect of brand attachment on brand-related activities on Facebook is .470 with a p-value at .002. Since the direct link remains significant, the mediation is partial. The attitude towards the presence of a liked brand on Facebook partially mediates the relationship between brand attachment and brand-related activities on Facebook (Zhao et al. 2010).

4.2. Test of H3 and H4

H3 assumes a positive impact of media attachment on brand-related activities on Facebook. To test the hypothesis the same methodology as for the test of the first hypothesis was used. The psychometric qualities of the model are good (χ²/df = 1.277; GFI = .971; AGFI = .939; RMSEA = .038). The standardised estimated parameter is .787 with a p-value at .002. H3 is validated.
Facebook attachment strongly and positively influences consumers’ level of brand-related activities on Facebook. As previously, the BC bootstrap method (Cheung/Lau 2008) served to test H4 (the mediation effect of the attitude towards the presence of the brand on Facebook). The indirect effect of media attachment on brand-related activities on Facebook is .157. The 95 % BC confidence intervals range from .076 to .328, with a p-value of .000. H4 is validated. The standardised estimated direct effect of media attachment on brand-related activities on Facebook is .163 with a p-value of .398. The attitude towards the presence of a liked brand on Facebook totally mediates the relationship between media attachment and brand-related activities on Facebook (Zhao et al. 2010).

4.3. Test of the complete model

An integrative model including all the assumed relationships was tested using a global structural equation model. The multi-normality condition was bypassed thanks to the use of a bootstrap procedure carried out on the sample. The test confirms the significance of the estimated parameters and highlights the significance of every tested structural link. The psychometric qualities of the model are almost good according to the criteria suggested by Hu/Bentler (1999): $\chi^2$/ddl = 1.191; RMSEA = .032; GFI = .920 and AGFI = .894. The relationships between the constructs are summarised on Figure 1.

5. Discussion

This research deals with social media, which is a rather young but increasingly important field for marketing communication. It focuses on brand and media attachment, attitude towards the presence of the brand and brand-related activities on social media, constructs scarcely considered in previous studies. The research assumes and tests relationships between these constructs, which have been unexplored before. The results show that both, brand attachment and media attachment influence the attitude towards brands and the level of brand-related activities on Facebook. The importance of the attitude towards the presence of a brand depends on the type of attachment considered. Brand attachment has a direct effect on brand related activities, which is reinforced by a positive attitude towards the presence of the brand on Facebook. Attachment to the social media is not directly linked to consumers’ level of fan page activity if the consumer’s attitude towards the presence of the brand is not positive. Even though this study is exploratory, the results provide interesting insights for both academics and managers regarding the mechanisms underlying brand strategy effectiveness on Facebook.

5.1. Theoretical implications

This research corroborates previous results about the antecedent role of brand attachment on behaviour related to brands (Park et al. 2010) and extends results to social media and more specifically to Facebook. The research highlights the central role of attachment as an explanatory variable for behaviour towards brands on Facebook. Consumers attachment to a brand as well as their attachment to the medium are key predictors of a favourable attitude towards the presence of the brand on Facebook. Brand attachment and media attachment almost equally influence the attitude towards the presence of the brand (.411 and .317, respectively). Both constructs are important antecedents of brand-related activities on Facebook, such as interactions with the brand on the fan page or the diffusion of brand “news” on consumer Facebook pages, which reflect a consumer’s positive attitude towards the brand’s presence on the social media.

With the exception of Akar and Topçu (2011) who investigated attitudes towards social media marketing in general, the attitude towards the presence of a brand on Facebook and its impact on fan page activities had not been studied so far. This study identified the attitude towards the presence of a brand on Facebook as an important mediating variable between brand attachment as well as media attachment and brand-related activities on Facebook. However, the nature of the mediation is quite different. The attitude towards a brand’s presence on the medium only partially mediates the relationship between brand attachment and brand-related activities on Facebook. In other words, brand attachment more strongly influences a consumer’s level of brand-related activities on Facebook if this consumer has a positive attitude towards the presence of the brand on the medium. On the other hand, the attitude towards a brand’s presence on the medium totally mediates the relationship between media attachment and brand-related activities on Facebook. This
means that media attachment influences consumer’s brand-related activities only if they have a positive attitude towards the brand’s presence on this medium.

5.2. Managerial implications

This research also implies interesting managerial issues. The attitude of consumers concerning a brand’s presence on Facebook can be influenced by the perceived congruence between brand image, for example the brand perceived as pro-active, modern and relational, and brand presence intensity on the social medium. Brand actions in this sense could positively influence the attitude towards the brand’s presence on Facebook and consequently have an impact on the level of brand-related activities of consumers on Facebook.

When consumers experience a strong attachment to the brand and to Facebook they engage in a variety of activities on the brand fan page. By doing so, they actively contribute to the overall level of fan page activity, buzz and lively content. These content generating consumers can be identified either in the brand database (for consumers attached to the brand) or based on their activities on Facebook (for consumers attached to the medium). They represent a privileged target for company-generated brand activities on social media.

5.3. Limitations and avenues for future research

In this research, consumers self-selected their preferred brand on Facebook. This might have induced a favourability bias, which may have lead to an over-estimated impact of brand attachment on the attitude towards the presence of the brand on Facebook. Following Thomson et al. (2005), we could have asked the responsees to rate their attachment to their most and least liked brands. However, in the case of the presented research this approach did not make sense, as consumers are unlikely to be fans of brands they dislike.

Moreover, given the subjects’ brand self-selection, the authors had no control over the characteristics of the selected brands. Therefore, the emotional attachment conditions represented in the survey may not be exactly comparable. An alternative data collection methodology could have used a well-known brand and asked consumers to report their emotional attachment and attitude towards the presence of this brand on Facebook. By doing so, the brand would have been kept the same across all emotional attachment conditions (Thomson et al. 2005). Future studies should also assess whether these brands are perceived as hedonic or functional brands and investigate whether the impact of attachment differs between the two types of brands (Thomson et al. 2005).

In line with many leading previous studies, in this research, attachment is viewed as purely emotional. Some authors recently suggested that “attachment is more than emotions; it is reflected by mental representations (rich cognitive schemata) that include brand – self cognitions, thoughts, and autobiographical brand memories” (Park et al. 2010). These authors define attachment along two dimensions: brand-self connection and brand prominence. A replication of this study could be fruitful including this new conceptualization and a new measure of attachment.

Given that this study is exploratory, a simple model is tested. Although the model fits the data quite well, to get a better understanding of the impact of attachment on the attitude towards brand presence on Facebook, some individual variables should be included. Expertise and attachment style seem to be of particular interest. The moderating role of expertise has been repeatedly shown in Internet studies. It can be assumed that Facebook expertise influences the effect of Facebook attachment on the attitude towards a brand’s presence on the website. Being an expert is likely to strengthen the positive relationship identified in this study. In line with Bowlby’s work on parent – infant relationships (1979, 1980), many psychologists have investigated whether and how attachment style influences people’s attachment to a variety of objects (Long et al. 2012). Bartholomew and Horowitz (1991) describe four styles in terms of their level (low vs. high) on two dimensions: attachment anxiety and attachment avoidance. Future research should investigate the extent to which people differ in their attitude towards the presence of a brand on Facebook according to their dominant attachment style.

In summary, the emotional bonds linking a consumer to a brand and to Facebook are important drivers of the effectiveness of a brand fan page because the more consumers are attached to both, the more they interact with the brand through its Facebook fan page. Interestingly though, for these effects to hold, the consumer has to feel like the brand has a true legitimacy for being present on Facebook.

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Keywords
brand attachment, media attachment, attitude towards the presence of a brand, brand-related activities, social media, Facebook
### Anhang

<table>
<thead>
<tr>
<th>Brand Attachment</th>
<th>Standardised estimate</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am attached to this brand</td>
<td>.800</td>
<td>.003</td>
</tr>
<tr>
<td>I have friendship for this brand</td>
<td>.827</td>
<td>.002</td>
</tr>
<tr>
<td>I am delighted by this brand</td>
<td>.816</td>
<td>.004</td>
</tr>
<tr>
<td>I feel love for this brand</td>
<td>.767</td>
<td>.002</td>
</tr>
<tr>
<td>I feel affection for this brand</td>
<td>.775</td>
<td>.003</td>
</tr>
<tr>
<td>I am captivated by this brand</td>
<td>.728</td>
<td>.003</td>
</tr>
</tbody>
</table>

**KMO = .903**

**Explained Variance = 68.26%**

**Cronbach’s alpha = .907**

<table>
<thead>
<tr>
<th>Facebook Attachment</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Attachment</td>
<td>I am attached to Facebook</td>
<td>.874</td>
</tr>
<tr>
<td></td>
<td>I am passionate about Facebook</td>
<td>.992</td>
</tr>
</tbody>
</table>

| Group Attachment                     | I am happy to be a member of Facebook | .795  |
|                                      | I am enthusiastic about being part of Facebook | .593  |
|                                      | On Facebook, I feel like a member of a group | .650  |

**KMO = .971**

**Explained Variance = 68%**

**Cronbach’s alpha = .931 (M.A.) / .726 (G.A.)**

<table>
<thead>
<tr>
<th>Attitude Towards the Presence of the Brand on Facebook</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>It is interesting that this brand communicates on Facebook</td>
<td>.606</td>
<td>.003</td>
</tr>
<tr>
<td>I feel it is legitimate for this brand to have a fan page on Facebook</td>
<td>.621</td>
<td>.003</td>
</tr>
<tr>
<td>I find pleasant the way the brand communicates on Facebook</td>
<td>.733</td>
<td>.004</td>
</tr>
<tr>
<td>I get benefits from the presence of this brand on Facebook</td>
<td>.753</td>
<td>.004</td>
</tr>
</tbody>
</table>

**KMO = .774**

**Explained Variance = 62%**

**Cronbach’s alpha = .800**

<table>
<thead>
<tr>
<th>Behaviours related to the brand on Facebook</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I participate to the different activities proposed by the brand fan page</td>
<td>.803</td>
<td>.003</td>
</tr>
<tr>
<td>I recommend the brand fan page to my friends</td>
<td>.686</td>
<td>.003</td>
</tr>
<tr>
<td>I comment publications on the brand fan page</td>
<td>.530</td>
<td>.003</td>
</tr>
</tbody>
</table>

Table A: Psychometrics qualities of final measures