

Understanding the Use of Social Media for Fans in Sport Marketing: The Case of Morocco

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ABSTRACT

Sports Marketing is a growing sector nowadays, especially social media which allows us to do things differently. In this thesis, we try to provide the necessary tools for marketers to market on social media using a team fan page through the understanding of the behavior of Moroccan fans and determining the factors that play a role in the attitude that fans may have toward a team page and the drivers that lead to team page engagement, loyalty, word of mouth and purchase. That will allow us to know the impact that social media may have on sports marketing and maybe open an eye for a better understanding of sport marketing.

Keywords: sport marketing, social media, Morocco, fan page.

ÖZ

Spor Pazarlaması günümüzde büyüyen bir sektördür, ve sosyal medya, ilgili faaliyetleri farklı yürütmemizi sağlamaktadır. Bu çalışmada, Faslı taraftarların davranışlarını anlayarak ve taraftarların bir takıma karşı sahip olabileceği tutumda rol oynayan faktörleri belirleyerek pazarlama faaliyetlerinden sorumlu yöneticilere bir takım hayran sayfası kullanarak sosyal medyada pazarlama yapmaları için gerekli araçları sağlama amaçlanmıştır. Çalışmamız sosyal medyanın spor pazarlaması üzerindeki etkisini anlamamızı sağlayacak ve spor pazarlamasının daha iyi anlaşılması için etkili olacaktır.

Anahtar Kelimeler: Spor pazarlaması, sosyal medya, Fas, hayran sayfası.

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Chapter 1

INTRODUCTION

Morocco is situated in North Africa in the Maghreb region of North Africa in the North-Western country, and it is known as the kingdom of Morocco. The country has an overlook on the Mediterranean Sea in the north and the Atlantic Ocean in the west. It occupies an area of 446,550 km² or 710,850 km² with 37 million people.

Sport plays an important role in Morocco and many actions are taken to encourage people to do sports. As an example, the association Femmes, Réalisations et Valeurs which means in English Women, Achievement and Values had initiated a sports season in 2018-2019 by organizing a sports caravan from 11 to 13 October. The event took place in the southeast of Morocco.

The association was launched in 2005 by a champion medalist of the Sydney Olympics, Nezha Bidouane to use sport as a tool for a social promotion for both young people and women to promote peace, gender equality, human rights, and the appreciation of cultural and social diversity toward physical activities.

The caravan has also a mission of raising awareness about the importance of sports and their health benefits with an ultimate goal is to push people to be active and practice sports by including activities such as basketball, volleyball, handball, gymnastics, fitness, and also some unique games that are considered as traditional in

this region to keep the cultural heritage. Not only that but there is one day dedicated specially for prisoners of this region, men, and women, to encourage the practice of sports in institutions such as prisons to protect their health and to prepare them to integrate the society after their release.

Sport in Morocco is governed by the royal federation of Morocco that takes place in Rabat, this one qualified 6 times for the FIFA world cup. Football is one of the famous sports in Morocco with huge popularity among children, teenagers, and adults, it has 58 football clubs, the famous ones are Wydad Casablanca, and Raja Casablanca.

Morocco has a total of 16 stadiums all around the kingdom. Based on Morocco World News, the ministry of culture has allocated a budget of 480 million MAD which is the equivalent of 53.87 million dollars that is expected to be invested in cultural projects for 2021. While the sports sector has an operating budget of 450.72 million MAD (49,64 million US Dollar) in 2021, the budget has 575,51 million MAD (63,69 million US Dollar) dedicated only to wages and 343,86 million MAD (19,64 million US Dollar) for other expenses.

Based on Abury's article the Lions of Atlas (Moroccan team) are the first to be qualified for the world cup in 1970 in Africa. The Moroccan team also called the lions of atlas had 5 qualifications for the world cup after then. Football is one of the most popular sports in Morocco not only because of the place that it took in the world cup in the past years but because Morocco is the first African country to have English lions of the north as competitors and defeat Portugal.

Morocco not only won a qualification for the world cup, but it is also the winner of the African Nations championship and one of its famous clubs called Wydad Won 2 of the championships, the Champion league, and the Super Cup.

Morocco organizes different tournaments over the year as the Tournament of Hassan2, Coupe de Trone, and Botola Pro. Botola Pro is the first competition of the season that starts in August till May where the participant teams play a total of 30 matches for every team. The 16 football teams compete against each other to win the championship that opens the door for the winning club to compete in the African champion league while the team that won the third place and the one that won the Coupe du Trone win qualification to be a part of the African Confederation Cup and the teams that had the last positions in the Botola Pro they participate in the Botola Elite 2 and the best 2 teams in the Botola Elite 2 gain a place in the Botola Pro.

During the Botola Pro, the tickets are sold 1 day before the match and 2 days if the match is important. All the selling tickets are made face to face and not online, the cheapest tickets cost 30/50 Mad which is the equivalent of 3/5 American dollars based on TripAdvisor.

As I mentioned earlier Morocco has 16 stadiums all around the kingdom that table 1 below shows. Table 1 shows the names of the 16 stadiums, the city where they are located, the stadium capacity, and the name of the teams that play in those stadiums.

Table 1: The list of the Moroccan stadiums around the Kingdom.

Name	City	Clubs	Capacity
Stade Mohamed V	Casablanca	Raja,Wydad	67 000
Stade Moulay Abdallah	Rabat	Far	65 000
Stade Adrar	Agadir	Hassania	45 480
Stade of Marrakesh	Marrakesh	KACM	45 240
Complexe sportif de Fes	Fes	Maghreb,Wydad	45 000
Stade Ibn Batouta	Tangier	Ittihad	45 000
Stade El Massira	Safi	Olympique	15 000
Stade Municipal de Kenitra	Kenitra	KAC	15 000
Stade Mimoun Al asri	Al hoceima	Chabab	12 500
Stade Saniat Rmel	Tetouan	Maghreb	10 000
Stade El abdi	El jadida	Difaa	10 000
Stade du Phosphate	Khouribga	Olympique	10 000
Stade Hassan II	Fes	Wydad	10 000
Stade du 18-November	Khemisset	Ittihad	10 000
Stade de Fus	Rabat	Fus	10 000
Stade d'Honneur d'Oujda	Oujda	Mouloudia	30 000
Stade d'Honneur de Meknes	Meknes	CODM	20 000
Stade Bachir	Mohammedia	Chabab	15 000
Total			480,220

Chapter 2

LITERATURE REVIEW

2.1 Sport Marketing

Marketing is about attracting customers, satisfying them, and creating value (Clark, 2011). Sports marketing is another way to see the sports sector as a total game-changer that changes the relationship between fans and clubs. Sports marketing is about understanding the desire of the consumers and delivering them through a good understanding of the exchange process that allows delivering something to fans that can be a passion, energy, enthusiasm, excitement, and money.

A good understanding of customers' needs and the capability to identify them is a real challenge. Collignon & Sultan (2014) and KPMG report (2014), the collection of the necessary information will create a customer value and deliver what the customers need. A good marketing mix design is as important as the previous one to let customers be aware of the offers and the benefits. Sport and marketing are still getting familiarized with each other. Marketing managers had struggled to understand the function of marketing since 1970 (Ratten, 2016); as the sports business started getting more and more famous and more competitive.

Many clubs right now disposed of the marketing department and started to employ marketing skills in their processes to gain an advantage (The Future of Sports, 2015).

Sports marketing is an aspect that is important in the sports game and important for the growth of this business as well as its survival. Sports marketing was described later as a chance for organizations and companies to transfer their services in the sports sector, through an advertisement of sports events, teams, and also the products that are related to the sports events, the purpose is to give companies the necessary plans and keys to be able to advertise for the products, services or sport through sports events (Mason, 1999). Shilbury (2009) sees sports marketing as the managerial process that gives the necessary strategies and tools to the companies to achieve their goal through the creation and the transfer of products, services, and benefits with people not only but also other companies. While Fullerton & Merz (2008) sees Sports marketing as a certain activity that allows us to implement and plan the necessary processes that will be used to produce, decide on the selling prices, promote for our goods, and distribute the sport goods to satisfy the needs of customers.

2.2 Social Media

Social media is a technology that simplifies people interaction, the creation of new ideas, and the exchange of information and interest through virtual groups and networks. Social media consists of 4 principles: programmability, popularity, connectivity, and datafication (Dijck & Poell, 2013). Kelly Quinn & Zizi Papacharissi (2014) see social media as a storytelling process that consists mainly of the public engagement that creates a certain affection and emotion that gradually destroys the boundaries between public, political, and intimate lives.

People spend 2 hours on social media in eight different social media services as an example Facebook is a platform that allows sharing content like images, videos, music,

games, applications, groups, and more, at the moment writing more than 2.2 billion active users worldwide (we are social 2019) and more than 1 billion are mobile users.

Based to Gregory T. Gundlach and William L. Wilkie (2007) in today's world we use a new concept that is called social media marketing which consists of the use of a mix of technologies and software in social media to transfer and create new things and exchange the benefits of social media have with organizations and their partners. Social media marketing is affecting the organization's promotional plans.

2.3 Functional Value

The brand image benefits from 2 things: appearance enhancement and the functional values that affect the loyalty of customers (Sondoh et al., 2007). The functional value consists of the symbolic features of the products, (Gupta, 2006). The functional value of products for example clothes consists of all the features and materials that are designed and engineered with the purpose of delivering performance and functionality to the customers that should be beyond the usual functions and that are made most of the time from high-quality materials.

Sheth, Newman & Gross, (1991) argues that the value of the functional content is a utility that is perceived and related to the capacity of functional, utilitarian, or functional performance. We have to know that the functional factors can make a product less attractive for consumers from a technical perspective, it is the change that a product can know due to a change in its architecture due to the digitalization. From a consumer perspective, we are talking about the limited rationality of people that is far from being perfect when it concerns the use of cognitive abilities (Simon,1996). Raising the number of functions and making it superior doesn't affect the behavior of

consumers while purchasing (Dhar, 1997; Iyengar, 2011; Kato & Tsuda, 2020). The superiority doesn't matter, as long as there is a product that has a better value in touching the consumer's sympathy. This feature is known as fatigue and it tells that a well-equipped product with functions will always be less attractive to consumers since the most important feature is the emotional one (Rust, Thompson & Hamilton, 2006).

2.4 Hedonic Value

Consumers when they are making an online purchase, they look for pleasure and enjoyment during the whole purchase experience to obtain a product value (Jingjing Li, Ahmed Abbasi, Amar Cheema, and Linda B. Abraham,2018).

The concepts of this value are Pleasure (Jarvenpaa & Todd,1996), Playfulness (Jarvenpaa & Todd,1996); entertainment (Mathwick et al.,2001) and pastime from the daily routine (Hur, Ko, &Valacich,2007). For Hur et al. (2007), the diversion is Desire to escape the boredom and the stress of our Daily routine and looking for fun and enjoyment that the internet can offer.

The pleasure is when a website visitor considers it an enjoyable experience. Offering a high Hedonic value is crucial for the websites Designers and products suppliers because if consumer wants to be an active user of a website and feels that he enjoys using it, it creates pleasure (Kim & Niehm,2009) that allows to increase the searches online, the intention to buy and loyalty (Kim & Niehm,2009).

2.5 Social Interaction Value

The social exchange theory states that online interaction affects consumers behavior on the way they act toward an organization and its services and products because of a psychological process based on their judgment. Wu H et al, (2007) sees that consumer

satisfaction is created when they feel that the organization takes their opinion, review and feedback into consideration, the interaction between the organization and the consumers allows them to develop a satisfaction that is spiritual that consists of recognition and respect (Bitner,1992).

For Köhler (2011), customers after receiving different stimulations, that can have an impact on the perceived value they immediately interact with other consumers while Yoo et al, (2010) determines that interactions are divided into a controllable interaction in the online retail context, interaction that is two-way and an interaction that is synchronous. Zhao (2015) says that online interaction can be divided into three types in the internet environment: consumers who interact with companies, old consumers who interact and old consumers who interact with new ones.

2.6 Brand Interaction Value

Based on the National business research institute, brand interaction is about the engagement that the consumers have toward a brand that is related to their commitment, loyalty toward a brand, and word of mouth that are used to market on social media.

Brand interaction is necessary for marketing to be aware of customers' knowledge, experiences, expectations, wants, and needs and be able to use that with an objective of a better understanding of their priorities, and way of living and that can only happen if there is a certain of interaction since the consumers are a part of the value-creating activities based on Solveig Wikstrom.

This interaction means that the main actors are moving from their traditional roles and consumers have started to have a role in the design, production, and marketing, the thing that allows the company to benefit from the knowledge that they offer.

2.7 Self-Concept Value

Dent-Read & Szokolszky, 1993; Zalthman (1997) products should have a certain personality or person form as certain symbolic representation that allows consumers to see themselves in the products while using it or simply be identified or related to the product. The consumers have given the idea that the products should be evaluated based on their self-concept, beliefs and values.

Consumers look for self-identification when it comes to the products that they use (Keller 2004; Percy and Elliott, 2007) possessing a product is what determines the self-concept or identification. The use of products and the sale of products is what allows the consumers to determine their self-concept and enhance it (Zinkham and Hong, 1991).

(Holt, 1997; Kates, 2002), say that a brand should have a symbolic context that allow consumers to connect themselves to the brand in terms of their lifestyle, attitude, beliefs, values, activities and interests of our market segment. As Belk (1988) sees the importance of self-concept in consumer behavior to be able to analyze the consumer's behavior and that through the analysis of the relationship between the possession of a product and self.

2.8 Fan Page Usage Value

Social media is effective for marketing (Yan, 2011), they even Facilize the communication between the firms and their consumers as we call two-way communication.

Consumers tend to use different platforms to interact with the brand when they want to purchase the products or services of this brand and this interaction help consumers make their decision and create a product or service value that leads to a positive word of mouth (Kozinets et al., 2010; Libai et al., 2010).

Based on Muniz & O'Guinn, (2001) brands are increasingly creating a fan page that is called a brand community and that allows them to engage with their consumers and create a social relationship. Due to the Internet, Brands can use different platforms not only to communicate with their consumers but to transfer ideas and information to potential consumers (Bruhn et al., 2012).

The brand community doesn't allow the firm or the brand to gain customers' involvement and loyalty (Vela & Casamassima, 2011) but also their commitment (Casaló et al., 2007; Casaló et al., 2008).

The fan page is a marketing method that the brands use to develop an image and boost their sales through their engagement and their relationship with the brand and this method is used in marketing for customer interaction and integration (Dholakia et al., 2004).

2.9 Proposed Conceptual Model

We conduct this study, to better understand the team fan page through different concepts of gratification (Katz, 1959), the engagement of consumers (van Doornet al., 2010; Brodieet al., 2011) and the involvement that they may have (Zaichkowsky, 1985).

Katz, (1959) for uses and gratification it is more beneficial to use social media like internet, blogs, online groups, or social sites (Raacke and Bonds-Raacke, 2008; Sheldon, 2008). Uses and gratification theory states that people try to satisfy different needs while using social media that could be content-orientated that depends on the content that the media transfer, relationship-oriented that consists of the interaction that the person may have with his or her entourage or self-oriented and here we are talking about the personal needs as having a certain status or just looking for entertainment.

Customer engagement is something more than transaction and purchase (Van Doornet al2010) but it consists of some strong drivers that affect the behavior of people that is related to the intensity that the fan uses the fan page, the engagement and the type of hedonic and functional values that we transferred in the fan page (Hirschman and Holbrook, 1982).

Customer involvement depends on how much it will affect their status and image (Algesheimeret al. 2005); and it is related to their personal values which affects their participation.

Based on the model and the scale (Voss et. Al., 2003), hedonic and functional values are measured, the brand interaction value is measured in relation with the intensity interaction on the fan page (Song and Zinkhan,2008) that is determined through the communication that we may have with while the social interaction value is based on the gratification system that the social media have (Barker,2009). Self-concept value on another part is measured based on the value that we create socially (Sweeny and Soutar, 2001). The engagement is measured toward the conceptualization (Van Doorn et. al. 2010) in relation with participation of consumers on the fan page, their integration with the other members of the fan page and the way they identify themselves to the brand. Brand royalty is measured based on attitude and behavior (Oliver 1999, DICK, and Basu; 1994). The brand commitment allows us to measure the attitudinal component that allows us to know if the consumers want to keep a relationship for the coming days with the brand (Moorman et al, 1992) in relation with identification, support, and interaction. The behavioral component is more: its measurement is related to word-of mouth and the behavior related to purchase (Johnson et al,2006). The least and not the last brand attitude that is seen more as something good, likeable, and favorable (Coulter,1998, Sttaford1997, Escalas and Stern,2003).

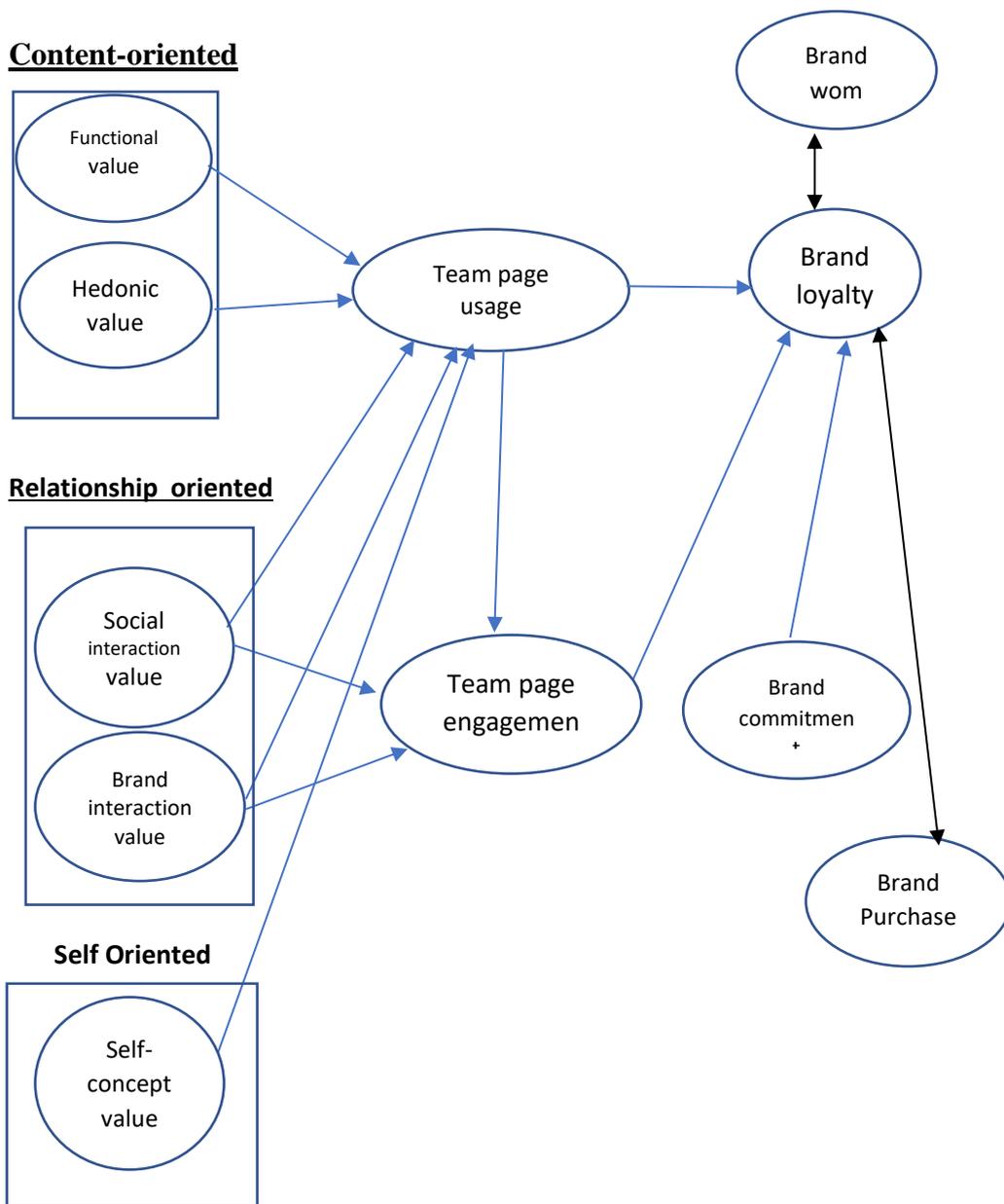


Figure 1: Conceptual mode

Chapter 3

RESEARCH METHODOLOGY

In this part, data will be collected from the questionnaire that will be presented. The parts that will be discussed are the research purpose, the research approach, research design, conceptual model, hypothesis, questionnaire design, and scaled questions that determine the conduction of the research, the different methods and tools that will be used, and the objective of conducting this research.

3.1 Research Purpose

While conducting research we must keep in mind that it has three major purposes: Explanatory, descriptive or exploratory.

Explanatory research determines relationships between the cause and effect among some specific variables, even if we think that we determine the problem, the hypothesis is still necessary to achieve that (Erikson and Weidersheim-Paul, 1997). Explanatory research is about understanding what is complicated by determining how independent variables affect dependent variables and it allows one to better understand how one variable affects another variable (Zikmund,1994).

Exploratory research is seen as an attempt that allows us to discover something that we are not aware of and it's new for us through topic research (Colin Elman, John Gerring, and James Mahoney, 2020). While using this type of research we have to be aware that at any moment the direction of the research should be changed if we have

new information that will appear and it's more flexible and adjustable (Sanders, et.al,2000).

Descriptive research is a method used when we are familiar with the problem (Yin,1994). The goal is not to determine the cause of the problem but simply to describe the situation (Sanders, et.al, 2000). The descriptive research doesn't explain any output that we came out with, but it just answers questions as what, who, what, where and how (Yin, 1994).

This study investigates and treats a problem that is stated and that responds to the question in form of what that focus on the significant elements that has an impact on sport marketing in Morocco.

3.2 Research Approach

There are 2 methods that are used in the research: qualitative and quantitative.

On one hand quantitative is a systematic approach that allows the investigation of a problem by the collection of quantifiable data that allows the use of techniques that are mathematical, statistical, or on a computer.

The data is collected from a questionnaire, online survey or online polls that provides numerical results that helps to develop the ideas and hypothesis of the research. This approach allows us to get information about a population and that through quantifying factors as attitude, opinion, behavior and by using some quantitative methods.

On the other hand, a qualitative approach uses words to describe an event rather than figures. In other words, it helps us to transform all what has been observed into written words.

In this study we try to determine the elements that affect sport marketing through social media use. This thesis will allow us to better understand how social media affects the performance in sport marketing in Morocco. The study is regarded as quantitative research since all the research outcomes are given in numbers and a statistical analysis has been conducted.

3.3 Research Design

This study has the purpose of determining the impact of social media on sports marketing and how it affects the fans. The Study will be based on an explanatory quantitative study to understand the hypothesis and be able to understand and answer the objective of the research.

A questionnaire was constructed by using “Google Form “which allows users to construct the questionnaire and send the link online to the participants to answer to collect the necessary data.

The research has the purpose of understanding the drivers that affect fans' behaviour in terms of their “loyalty”, “commitment”, “wom” and their purchases using social media.

The questionnaire was answered by 246 participants. Certain personal characteristics were analyzed to be capable of determining how social media affect the attitude of fans based on demographic differences such as age, gender, income, and educational

level and with a Moroccan nationality since our case study is targeting the behavior of the fans in Morocco.

A multi-item scale with a five-point Likert scale format was used in the research to determine the level of agreement of the participants at different questions taken from a literature review and that will help to achieve the objective of the study.

Five statements used in the Likert Scale are “5 (strongly agree)”, “4 (agree)”, “3 (Neutral)”, “2 (disagree)” and “1 (strongly disagree)”.

The Sources of data collected are primary data that was collected based on the questionnaire. It is constructed based on the literature review to help to collect the necessary information about the way the fans are using social media and the way they are affected by it. Secondary data can be used for extra support that is taken from the literature review as journals, articles, thesis, in general anything that can provide extra information concerning the usage of social media.

The collection of data is followed using SPSS software to better understand the results that we got from the questionnaire and make them more meaningful. Different techniques are used as frequencies, and percentages for all the data. In addition, means and standard deviations are used too and the data will be presented in the form of tables.

3.4 Research Model

The impact that social media has on fans on their behavior and attitude, the conceptual model below is used to show the proposed hypothesis and to clarify the relationship between the independent variables and the dependent variables.

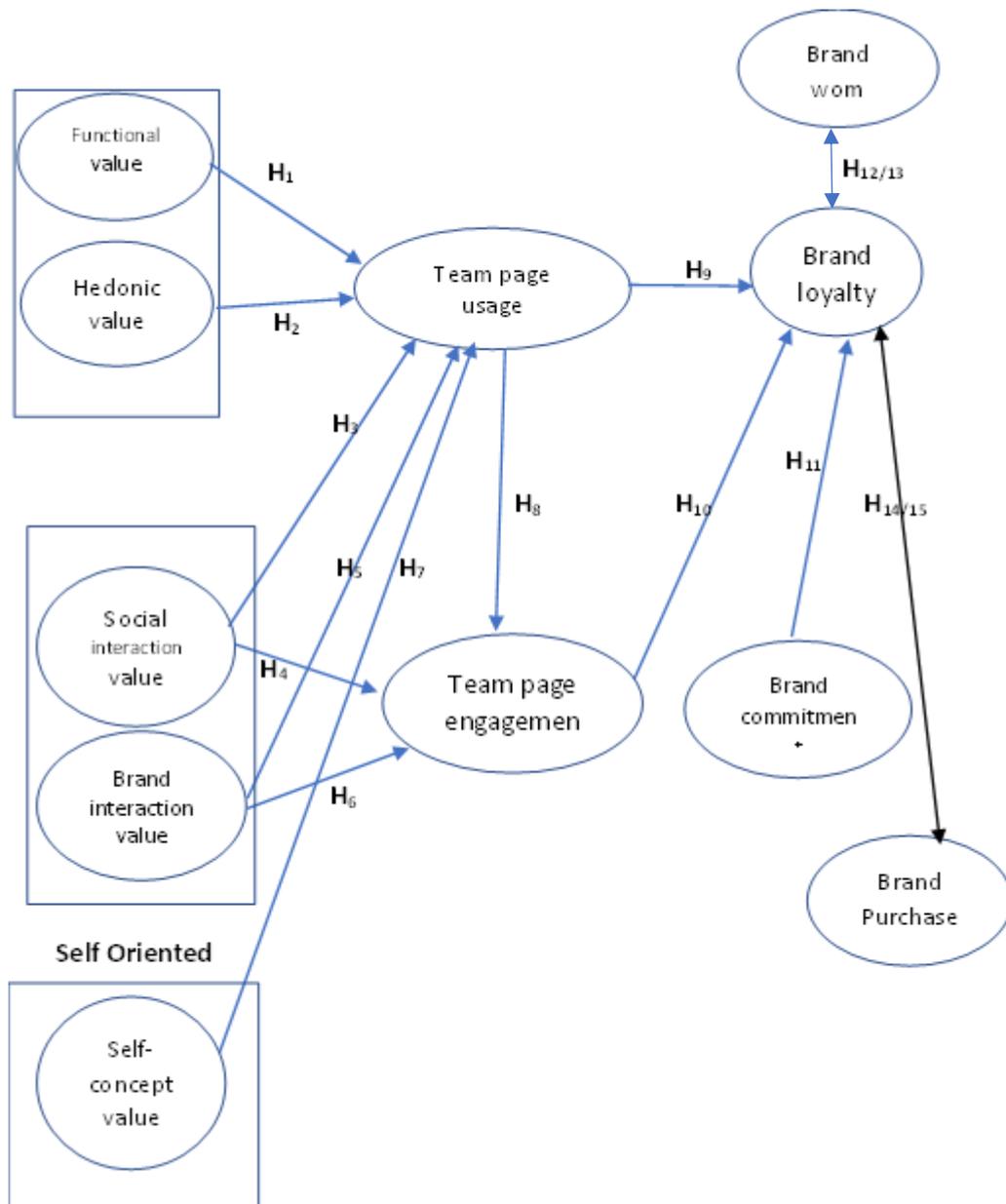


Figure 2: Conceptual Model and Hypothesis

3.5 Hypothesis

These hypotheses were developed to better understand the factors that affect the team page usage intensity, their engagement, and their loyalty and what leads to brand commitment, brand WOM, and brand purchase, and being able to determine the degree to which the independent factors affect the dependent factors in the Sport marketing field in Morocco.

- Hypothesis 1: Functional value positively affects the team page usage intensity.
- Hypothesis 2: Hedonic value positively affects the team page usage intensity.
- Hypothesis 3: Social Interaction Value positively affects the Team Page Usage Intensity

The orientation of the content that consists of the value of the functional and hedonic content positively affects the intensity of team page usage. Empirical studies in the field of social media showed that information (Raack, Bonds Racke,2008) and entertainment (Shelson,2008; Dholakia et al;2004; LaRose et al,2001) is one of the factors that affect the team page and their usage intensity.

- Hypothesis 4: Social Interaction Value positively affects the Team Page Engagement
- Hypothesis 5: Brand Interaction Value positively affects the Team Page Usage Intensity.
- Hypothesis 6: Brand Interaction Value positively affects the Team Page Engagement.

Social interaction and the brand factors as two drivers in the relationship-oriented factor are seen to affect the usage of the team page and the engagement of supporters in the team page.

The engagement of the supports and their usage of the team page is due to the social interaction and brand interaction (Sheldon, 2008; Dholakia et al;2004; LaRose et al,2001) and the Supporters of a team try to create a certain relationship with the brand or the team they support (Fournier,1998,Algesheimer et al,2005).

- Hypothesis 7: Self-concept value positively affects the team usage intensity.
- Hypothesis 8: Team page usage intensity positively affects the team page engagement.

The supporters tend to be participants in fan page because they believe that it may may have a positive impact on their social status or image based on Algesheimer et al, (2005) people become a part of a team page because they believe that it reflects their identities and their values. Peluchette & Karl, (2009) in turn state that as an example Facebook users tend to use their pages to share their values and their identities, they create a certain image that they want to share with others and be a part of the team pages can boost a self-concept.

Brodie et al, (2011), Libai et al,(2010),Van Doorn et al,(2010), Verhoef et al,(2010) customer engagement is an important subject in the service research community. Customer engagement is not only about the transactions that a brand can have with their customers, but it is more about the behavior and their behavior is the drivers that lead to an action as the purchase of the products (Van Doorn ,2010).

People become members of a fan page because they want to interact with the other members of the page or with the team page or brand page itself and a person can't be active in a fan page without being highly engaged.

- Hypothesis 9: Team page usage intensity positively affects brand loyalty.
- Hypothesis 10: Team page engagement positively affects brand loyalty.

Rausenbaum, (2008) believes that there is an impact on the behavior of the participants of the fan page when they are highly active or engaged. De Ruyter et, al;(1998) states that the main concept in marketing is brand loyalty.

Loyalty depends on 2 components: Attitude that is related to commitment and behavior that is related to purchase or patronage (Oliver,1994).

It's believed that there is an important relationship between the way a person acts in in a fan page and their loyalty for the brand or the page and the studies have shown that this relationship that is a high indicator of their strong involvement toward a brand or a team (Quester & Ai,2003; Olsen,2007).

- Hypothesis 11: Brand commitment positively affects brand loyalty.

Brand commitment affects the fans' brand loyalty (Wali, Andy Fred, Wright, Len Tiu and Uduma, Idika Awa,2015). Brand commitment can be divided into a commitment based on the attitude that is related to the organization's behavior, and a commitment based on the behavior here we are talking about social psychology. The attitude commitment is related to organizational, affective; quality, economic, and relationship

commitment, and behavioral commitment is more related to the reputation, purchase, and continuance that is loyalty. Consumers' brand commitment positively affects their purchase commitment and their loyalty toward the brand's "continuance" (Yi Zhang, Jinping Liu, Lin Lan, Rui Zhang, and Feifei Liu, 2014). Algesheimer et al. (2005) support the idea that being committed to a brand is a motive for the consumers to purchase from the same brand. For Amir Khazaei Pool, Morteza Khazaei Pool, and Hadi Manjiri (2018) online commitment positively affects the repurchase intention, of Wom and complaints that are the 3 combinations of loyalty.

- Hypothesis 12: Brand loyalty positively affects WOM.
- Hypothesis 13: WOM positively affects Brand loyalty.

Loyalty consists of a loyalty based on the behavior, attitude and repurchase (Dick & Basu, 1994). Loyal consumers tend to have a positive word of mouth toward a brand and due to social media, organizations are more motivated to generate eWom that are all the comments and reviews those consumers leave online and the loyalty of consumers is what push them to make more eWom about the brand (Eelen, J., Ozturan, P., & Verlegh, P. W. J. 2017). brand loyalty and WOM relationship was at the beginning researched on services rather than products (de Matos & Rossi, 2008) and it was stated WOM strongly affects brand loyalty more when it is in person than when it is online and more the brand is connected to the self-more we engage in an eWOM, it is a self-brand connection (Eelen, J., Ozturan, P., & Verlegh, P. W. J. 2017).

Based on our hypothesis brand loyalty can affect WOM but there is also a reverse relationship where WOM affects the Brand loyalty.

WOM is an important factor that affects customer loyalty in social commerce and consumers can be influenced or be influenced by what people can share in social media that is seen as trusted knowledge or experience and WOM is a factor that leads to trust that influences WOD (Alhulail, Hilal; Dick, Martin; and Abareshi, Ahmad,2018). It was stated that people before making any purchases they prefer to know the Word of mouth of other consumers (Brown and Reingen, 1987) and word of mouth has more effect in building trust online than offline (Kuan and Bock 2007) and Lee & Kwon (2011) believe that word of mouth lead customers to highly trust the brand by taking on consideration the opinion of other consumers.

- Hypothesis 14: Brand loyalty positively affects Purchase.
- Hypothesis 15: Purchase positively affects Brand loyalty.

Shahid Hameed (2018) concluded that factors concerning the brand affect the brand loyalty as the name of the brand, the quality, the promotion, the design, the price, and the brand loyalty affects the purchase intention. Customers are encouraged to pay premium prices just to remain loyal. When we talk about the purchase intention, we talk about the intention of customers to make purchases during a period (Dodds et al.,1991) and what pushes customers to do so is the price, the perceived quality, the products themselves, or the brand loyalty (Kotler, 2004).

Loyalty is a commitment from the customers and by purchasing the brand products and keep purchasing the brand products (Kotler and Armstrong,1996), customers develop a certain attachment to the brand that remains them loyal through the purchase and repurchase of products of the same brand and loyal customers purchase a high amount of the brand products (Muhammad Naeem, Abdul Sami,2020) and loyal

customers keep purchasing the brand products without even the brand market of their products (Rowley, 2005).

Brand purchase can be a factor that leads to loyalty toward a brand and when a consumer buys a product due to an old experience that resulted from satisfaction leads to a positive impact between customers' behaviors and brand loyalty (Tsai-Yuan, Lin Min-Yen Chang,2013). Brand loyalty is measured through the volume of the purchases and the lack of variability that is related to consumers loyalty that is based on behavior and attitude (Tsai-Yuan, Lin Min-Yen Chang,2013), Pappu & Quester (2006) believe that to gain customer's purchase loyalty we take primely the attitudinal perspectives in an account that are the values, the emotions, trust and support that are mixed with the behavioral intentions to repurchase from the brand. Tsotsou & Alexandris (2009) the reason for brand loyalty consists of the way the good

is created, the features and the characteristics it has, the environment, demographic and social-economic contexts and marketing strategies used, the market structure, and the purchase behavior.

3.6 Statistical Analysis Methods

Different methods are for statistical analysis in SPSS and that allows to make meaning of the data collected.

Reliability analysis: It is used to investigate and assess the features that allow to measure different scales including the items that are part of the scales. It allows us to measure the reliability scale and to determine existing relationships in the scale among the individual items (IBM. 2022, March 2).

Reliability Analysis has different models that can be used that are represented in the table below.

Table 2: List of Reliability Analysis model.

Reliability Model	Meaning
Alpha (Cronbach)	Model of internal consistency, based on the average inter-item correlation.
Split-half	Splits the scale into two parts and examines the correlation between the parts.
Guttman	Computes Guttman's lower bounds for true reliability.
Parallel.	Assumes that all items have equal variances and equal error variances across replications.
Strict parallel	Makes the assumptions of the Parallel model and assumes equal means across items

Independent t-test statistically determines the difference between the means of two groups. Independent t-test allows only the possibility of knowing the difference in the mean of two groups with no relationship on the same continuous and dependent variables. To conduct an independent t-test, the dependent variables should be measured in a continuous scale, the independent variables should consist of two categorical (independent) groups, The independence of observations is necessary, another important point that outliers have no significance, the dependent variables should be normally distributed for every independent variable, and we must have a homogeneity of variances.

One-way ANOVA analysis: it shows the difference in the statistical significance of the mean of two independent groups or more.

To conduct this analysis, we have to make sure that interval or ratio level are the measurement of the dependent variable. The dependent variable has two or more

categorical or independent groups, the observations must be independent, that means the groups have no common relationships, no significant outliers and that the dependent variable is normally distributed in every category of the dependent variable and variances are homogenic.

Correlation analysis: Bivariate Pearson correlation, R allows to measure the direction and how strong is the relationship between continuous variables that are linear, and it determines if the same variables in the population have a statistical linear relationship. Correlation has two terms: Pearson's correlation and Pearson product-moment correlation.

The correlation is used to show the correlation among pairs or variables or between or within variables that allows us to determine how strong is the linear relationship or if there is any statistical significance between the two continuous variables and if the linear relationship is increasing or decreasing.

Regression analysis: The regression analysis comes after conducting the correlation analysis. Regression analysis consists of 2 types:

Linear regression analysis with a purpose of determining the value of a variable based on another variable, during the analysis we use 2 dependent variables one that we want to determine and the independent one that is used to determine the dependent one.

There are some important things that our variables must have before conducting this analysis. It consists of the continuous level that the variables must be measured at, and both of the variables should have a linear relationship, no significant outliers, the independence of the observations must exist, and we must be able to see the

homoscedasticity of the data we have and the normal distribution of errors of the linear regression is necessary.

Multiple regression is just the extended version of the linear one that allows us to determine the value of a variable based not only on one variable but two or more.

To be able to conduct this analysis we have to make sure that on a continuous scale the dependent variable is measured, the independent variables are continuous at least two or more, the observations must be independent, a linear relationship is really important to be between the dependent and every independent variable we have, the homoscedasticity of the data should exist while the multicollinearity must not exist, no significance among the outliers and the errors must be checked to be sure that they are normally distributed.

Chapter 4

DATA ANALYSIS

4.1 Introduction

After the collection of data from the questionnaire. In this chapter data will be analyzed based on the questions that were answered by the participants by using the SPSS Software.

The purpose it's to be able to determine if the participants are different based on their gender, income, age, marital status, occupation status, educational level, online shopping frequency and the time spent on social media in relation with the content, the relationships and fan page self-concept. In addition, the intensity of fan page usage, the engagement of the team page, loyalty toward the brand, commitment toward the brand, and the purchase of brand products.

The SPSS Software has been used to confirm the hypothesis proposed that was listed in the previous chapter, which will allow us to provide better sport marketing techniques using the fan page.

Table 3: Gender frequency table

Gender	Frequency	Percentage
Male	100	41,7%
Female	116	48,3%
Prefer not to say	9	3,8%

Based on the questionnaire that was answered by 246 participants. 48.3% of the participants are female, 41.7% are male and 3.8% prefer not to mention their sex.

Table 4: Age frequency table

Age	Frequency	Percentage
18-25	70	29,2%
26-35	52	21,7%
36-45	51	21,3%
46-55	35	14,6%
56-65	16	6,7%
66+	1	0,4%

29.2% of the participants are between 18-25, 21.7% between 26-35 years old, 21.3% between 36 and 45, 14.6% between 46 and 55, 6.7% between 56 and 65 and only 0.4% represents an age group of 66 years old or more.

Table 5: Income Frequency table

Income	Frequency	Percentage
0-999 DH	33	13,8%
1000-1999 DH	17	7,1%
2000-2999 DH	17	7,1%
3000-3999 DH	15	6,3%
4000-4999 DH	28	11,7%
5000 DH and above	105	43,8%

Based on the income of the participants, the majority have an income of 5000 DH or more with a percentage of 43.8% while 13.8% have and an income between 0 and 999

dh, 11.7% with an income between 4000 DH and 4999 DH, 7.1% of the participants have an income between 1000-1999 DH and between 2000-2999 DH and only 6.3% have an income between 3000 and 3999 DH.

Table 6: Marital Status Frequency table

Marital	Frequency	Percentage
Divorced	18	7,5%
Live together	2	0,8%
Married	91	37,9%
Single	116	48,9%

The marital frequency table represents that a big percentage of the participants are single with a percentage of 48.9%, married people 37.9% while divorced people and the ones who live together represent 7.5% and 0.8% of the totality of the participants.

Table 7: Occupation frequency table

Occupation	Frequency	Percentage
Full-time employed	109	45,4%
Part-time employed	22	9,2%
Retired	20	8,3%
Self-employed	24	10%
Student	49	20,4%
Unemployed but not student	2	0,8%

The participants have different occupations in which 45.4% are full time employed, 20.4% are students, 10% and self-employed, 9.2% part-time employed, 8.3% are retired and only 0.8% are unemployed and not students.

Table 8: Correlation analysis of hedonic value and team page usage intensity.

Education	Frequency	Percentage
High school diploma	47	19,6%
Post graduate level	28	11,7%
Secondary school	8	3,3%
University level	141	58,8%

The participants based on the research findings; table above shows the educational levels. University level participants have the highest percentage, where more than half of the participants are university graduates with a percentage of 58.8%, 19.6% have a high school diploma, 11.7% Postgraduate and only 3.3% of the participants are Secondary school graduates.

Table 9: Frequency of online shopping

Online shopping	Frequency	Percentage
Every second day	14	5,8%
Everyday	14	5,8%
Once a month	77	32,1%
Once a week	61	25,4%
Three times a month	36	15%
Twice a month	22	9%

When it comes to shopping, the participants have a different online shopping frequency where 32.1% which represents the highest percentage among the rest do their online shopping once in a month, 25.4% once in a week, 15% three times a month, 5.8% of the participants do it every second day and every day, while 9% do it twice a month.

Table 10: Frequency of the time spent on online shopping

Time spent on online shopping	Frequency	Percentage
At least one hour per day	34	14,2%
Between 1 to 2 hours per day	68	28,3%
Every second day	5	2,1%
Less than 1 hour per day	13	5,4%
More than 2 hours a day	96	40%
Other	9	3,8%

The time spent on online shopping varies among the participants. 40% spend more than 2 hours a day in online shopping, 28.3% between 1 to 2 hours per day, 14.2% at least one hour per day, 5.4% less than 1 hour per day, 3.8% other and 2.1% every second day.

4.2 Reliability Analysis

Cronbach Alpha:

Table 11: Reliability Analysis-Cronbach Alpha

Variable Name	Cronbach Alpha	Number of Items
Functional Value	0.914	4
Hedonic Value	0.884	4
Social Interaction Value	0.881	4
Brand Interaction Value	0.895	3
Self-Concept Value	0.906	4
Team Page Usage Intensity	0.875	3
Team Page Engagement	0.913	4
Brand Loyalty	0.925	4
Brand Commitment	0.920	3
Brand WOM	0.926	3
Brand Purchase	0.923	3

In reliability analysis the Cronbach Alpha is greater than 0.7 to have items that are acceptable. The reliability statistics table above shows that all the items have a

coefficient alpha higher than 0.7, showing that the items are consistent and acceptable, and the items don't need to be deleted.

4.3 Correlation Analysis

In this part, different variables will be analyzed to determine the correlation between the two variables and if there is any relationship between them.

4.3.1 Functional Value - Team Page Usage Intensity

Table 12: Correlation Analysis of functional value and team page usage intensity.

		Correlations	
		FV	FPUI
FV	Pearson Correlation	1	.671**
	Sig. (2-tailed)		.000
	N	240	240
FPUI	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	
	N	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation statistics table above. The correlation is 0. 671. The functional value and the team usage intensity have a strong positive relationship.

4.3.2 Hedonic Value - Team Page Usage Intensity

Table 13: Correlation analysis of hedonic value and team page usage intensity.

		Correlations	
		FPUI	HV
FP UI	Pearson	1	.693**
	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
HV	Pearson	.693**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240
** . Correlation is significant at the 0.01 level (2-tailed).			

The correlation statistics table above shows that the hedonic value and team page usage intensity have 0.693 correlation, between -1 and 1. A strong positive relationship between the value hedonic of the content and the intensity of team page usage.

4.3.3 Social Interaction Value - Team Page Usage Intensity

Table 14: Correlation analysis of social interaction and team page usage intensity.

		Correlations	
		SIV	FPUI
SI V	Pearson	1	.654**
	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
FP UI	Pearson	.654**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240
** . Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above. The value of social interaction and the intensity of the team page have 0.654 correlations. We conclude that there is a strong relationship that is positive between social interaction and the intensity of team page usage.

4.3.4 Brand Interaction Value - Team Page Usage Intensity

Table 15: Correlation analysis of the brand interaction value and team page usage intensity.

CORRELATIONS		BIV	FPUI
BIV	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	N	240	240
FPUI	Pearson Correlation	.752**	1
	Sig. (2-tailed)	.000	
	N	240	240

Based on the table of correlations above. The correlation between the value of the brand interaction and the intensity of the team page is 0.752. The two variables have a strong relationship that is positive.

4.3.5 Self-Concept Value - Team Page Usage Intensity.

Table 16: Correlation analysis of the self-concept value and team page usage intensity

Correlations		SCV	FPUI
SCV	Pearson Correlation	1	.738**
	Sig. (2-tailed)		.000
	N	240	240
FPU I	Pearson Correlation	.738**	1
	Sig. (2-tailed)	.000	
	N	240	240

We can conclude from the correlations table above that the correlation is 0.738 between 1 and -1. The value of self-concept and the intensity of the fan page have a strong relationship that is positive.

4.3.6 Team Page Usage Intensity-Team Page Engagement

Table 17: Correlation analysis of the team page usage intensity and team page engagement.

Correlations		FPUI	FPE
FPUI	Pearson Correlation	1	.791**
	Sig. (2-tailed)		.000
	N	240	240
FPE	Pearson Correlation	.791**	1
	Sig. (2-tailed)	.000	
	N	240	240

We can conclude from the table above that the correlation between the team page intensity and the team page engagement is 0.791. The two variables have a relationship that is strong and positive.

4.3.7 Team Page Usage Intensity-Brand Loyalty

Table 18: Correlation analysis of team page usage intensity and brand loyalty.

Correlations		FPUI	BL
FPUI	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	240	240
BL	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	240	240

The correlation table results 18 shows that the intensity of page usage and the loyalty toward the brand have a strong relationship that is positive with a correlation of 0.642.

4.3.8 Team Page Engagement-Brand Loyalty

Table 19: Correlation analysis of team page engagement and brand loyalty.

CORRELATIONS		FPE	BL
FP	Pearson	1	.719**
E	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
BL	Pearson	.719**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240

Based on the correlations table 19. The engagement of the team page and the loyalty toward the brand are 0.719 correlated. They have a relationship that is strong and positive.

4.3.9 Brand Loyalty-Brand Wom

Table 20: Correlation analysis of brand loyalty and Wom.

CORRELATIONS		BL	WOM
BL	Pearson	1	.817**
	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
WO	Pearson	.817**	1
M	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240

The table of correlations above shows that loyalty toward the brand and WOM have a correlation of 0.817. Their relationship is strong and positive.

4.3.10 Brand Commitment-Brand Loyalty

Table 21: Correlation analysis of brand commitment and brand loyalty.

CORRELATIONS		BC	BL
BC	Pearson	1	.824**
	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
BL	Pearson	.824**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240

The correlations table above show a correlation of 0.824 between Brand commitment and brand loyalty. We can conclude that the two variables have a strong positive relationship.

4.3.11 Brand Purchase-Brand Loyalty

Table 22: Correlation analysis of brand purchase and brand loyalty.

Correlations		BP	BL
BP	Pearson	1	.777**
	Correlation		
	Sig. (2-tailed)		.000
	N	240	240
BL	Pearson	.777**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	240	240

The table of correlations above shows that brand purchase and loyalty toward the brand are 0.777 correlated. They have a relationship that is strong and positive.

In conclusion, the correlation analysis that was conducted based on the data collected from 240 participants confirm that the hypotheses listed before are positively and highly related.

4.4 Gender Perspective for the Dimensions Used in the Study (t-test Analysis)

In this part of the analysis, the variables related to the content, relationship, self-concept, team page usage intensity, team page engagement, brand loyalty, commitment, WOM, and the purchase will be analyzed to determine if there is any difference between male and female in relation with those variables.

The analysis will allow us to provide the necessary marketing strategies to market based on gender if there is any difference between these two.

Table 23: Independent t-test for Gender

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
FV	Equal variances assumed	1.139	.287	1.209	214	.228
	Equal variances not assumed			1.219	213.537	.224
HV	Equal variances assumed	4.667	.032	1.577	214	.116
	Equal variances not assumed			1.598	213.790	.111
SIV	Equal variances assumed	2.173	.142	1.766	214	.079
	Equal variances not assumed			1.781	213.737	.076
BIV	Equal variances assumed	1.148	.285	1.567	214	.119
	Equal variances not assumed			1.576	213.049	.116

SC V	Equal variances assumed	1.134	.288	1.782	214	.076
	Equal variances not assumed			1.789	212. 108	.075
FP UI	Equal variances assumed	.700	.404	1.910	214	.057
	Equal variances not assumed			1.915	211. 145	.057
FP E	Equal variances assumed	1.295	.256	2.602	214	.010
	Equal variances not assumed			2.619	213. 125	.009
BL	Equal variances assumed	7.602	.006	1.839	214	.067
	Equal variances not assumed			1.864	213. 777	.064
BC	Equal variances assumed	6.187	.014	2.978	214	.003
	Equal variances not assumed			3.015	213. 932	.003
WO M	Equal variances assumed	6.358	.012	.985	214	.326
	Equal variances not assumed			.999	213. 521	.319
BP	Equal variances assumed	4.483	.035	1.532	214	.127
	Equal variances not assumed			1.552	213. 852	.122

4.4.1 Gender-Functional Value

Based on table 23. The p-value is 0.287 bigger than 0.05 that allows us to conclude that male and female have a difference that is not significant concerning the functional value of the social media content. The quality social media content and the information that the fan page will offer are important for both men and women when they are interested in a certain activity (Maria Karatsoli and Eftihia Nathanail,2020). Social media is important at providing content, especially when this one is trusted (Yoo, H.-H., & Gretzel, U. 2011). Maria Karatsoli and Eftihia Nathanail (2020) photos and videos are slightly more influenceable than the rest of the contents. Not only photos and videos play an important role, also post attract the attention of men

and women specially when they are informative and coming from an account or page that its trusted, not only that but also shocking posts have their effects on both genders (Maria Karatsoli and Eftihia Nathanail,2020). Based on that we accept the null hypothesis.

4.4.2 Gender-Hedonic Value

Based on the t-test analysis Table 23 that we conducted and based on the results. P-value 0.032 is inferior to 0.05. The value of hedonic social media has a difference that is significant between men and females. The mean for females is 2.4677 while for men is 2.2625, which means that the hedonic value of the content affects women more than men. Men are less sensitive to the hedonic value of the content because women look for pleasure when they are doing an activity. Women consider shopping as leisure, they are more excited when they are shopping, they are sensitive to promotions, they enjoy buying things from people who have an affection for, and women tend to buy things because it provides a certain satisfaction or pleasure and a reason to be trendy (Ayça KIRGIZ,2014) compared to men who are less affected by the hedonic factor. From that, the null hypothesis is rejected, and we can say, women are sensitive and emotional when it comes to shopping so any hedonic content that the page may have will attract the attention of women more than men because they consider shopping as an escape from stress and a way to feel unique and different (Ayça KIRGIZ,2014).

4.4.3 Gender-Social Interaction Value

The t-test analysis results in testing the difference of social interaction of male and females p-value are 0.142. The p-value exceeds the significance level 0.05. There is no difference in significance in gender in relation with the social interaction on social media. The null Hypothesis is accepted. Social interaction on social media has the

same effect on both genders but the only difference is the way they interact on social media (GuidoFriebel, MarieLalanne, BernardRichter, Peter Schwardmann, Paul Seabright,2021). Man, and female differ in the way they create this social network, male tends to go toward flexibility and that by adapting the way he acts based on the behavior of the person that he wants to create a social interaction with while female prefers continuity by adapting the same action no matter the changing the behavior of the person.

4.4.4 Gender- Brand Interaction Value

T-test analysis results in testing the difference of the attitudes of male and females p-value are 0.285. The p-value exceeds the level of significance 0.05. There is no difference in significance in attitude towards the brand interaction between gender. Although our results show that there is no significant difference between men and women toward brand interaction on social media, some research like Ligita Zailskaitė-Jakštė and Robertas Damasevicius (2017) stated a significant difference toward brand interaction between men and women.

Women are more affected by brand interaction. Women tend to look for motives to engage and which in its turn lead to awareness while men are more affected by the hedonistic motives that affect their engagement and their participation on social media. (Ligita Zailskaitė-Jakštė and Robertas Damasevicius, 2017). Women see the brand as an active partner and the interaction that they have as a dyadic relationship and they can make the difference and to notice if the brand is distant or not, the thing that men don't (Alokparna Basu Monga ,2002). Women look to create a connection and a relationship with the brand through brand interaction (Crosby, 1991).

4.4.5 Gender-Self-Concept Value

Based on t-test analysis results, the p-value 0.288 exceeds the level of significance 0.05. We can conclude there is no difference in significance between genders in relation with the self-concept value. We accept the null hypothesis.

(Angeleitner 1978; Mutran 1987). The way men and women see themselves is different. Men are more likely to say that they are independent, competitive, achievements and money are their motivators. While women see themselves as social, dependent, moral, and assertive (Mutran 1987; Siegler, George, and Okun 1979). Contrary to what has been said before, Rose Nabi Deborah Karimi Muthuri and Josephine Nyaboke Arasa (2017) their research supports our findings that there is a difference that is not significant between men and women in the different self-concept dismissions.

4.4.6 Gender-Team Page Usage Intensity

The t-test analysis results show that the p-value 0.404 greater than the significance 0.05 that conclude that there is no significance difference between gender, concerning the team page usage intensity. Both men and women are highly active in the team fan page.

Jelena Horvat, Dijana Oreski and Danijela Markic (2011) There isn't an important difference in gender in relation to their internet usage but in the way they use their time suffering on the internet. The difference exists in the activities that the internet is used for, for example women use the internet to do some research, to work while men use the internet mostly for online gaming.

4.4.7 Gender-Team Page Usage Engagement

P-value is 0.256 based on T-test analysis r conducted. The p-value exceeds the level of significance 0.05. There is a difference that is not significant between men and women in team page engagement. From that we can state that both genders are engaged equally in the fan team page. We accept the null hypothesis.

The research shows that Gen Z are more engaged in social media than the rest of the generations, they are more engaged in social media and that by sharing information with other users, they follow other users, and they use different sites in social media. In addition, men and women have no difference in relation to engagement because both men and women have people who are highly engaged and not. But the difference is in relation to their attitude and value. Both men and women are engaged in social media that provide a certain value related to all that is materialistic and give a certain feeling of power and prestige but still men slightly value that more than women (Jane Workman and Seung-Hee Lee,2020).

4.4.8 Gender-Brand Loyalty

There is a difference that is significant in gender toward loyalty toward a brand. Based on the results received after conducting a t-test analysis, the p-value is 0.006 and doesn't exceed the significance level of 0.05. Both genders are not loyal equally to a brand. The table above shows that females have a higher mean than men. Females have a mean of 2.3362 and males 2.0825.

Valentyna Melnyk, Stijn M.J. van Osselaer, & Tammo H.A. Bijmolt (2009) men and women are different based on their loyalty, men tend to be more loyal to a brand than women but there is another study that states that women are more loyal wherever it is about price or quality promises. What increases women's loyalty are integrated and

easy engagement programs that offer exclusive access and incentives for brand advocacy. While men who are less loyal compared to women but are freshly interested in loyalty programs value the quality, lower prices, and free products for maintaining interest in a brand are the keys for their loyalty (B.Smith,2017).

4.4.9 Gender -Brand Commitment

Based on the t-test analysis results p-value is 0.014. The p-value doesn't exceed the significance level 0.05. We assume a significant difference between gender toward brand commitment. female has a mean of 2.5489 higher than male who has a mean of 2.1233.

Women are more committed to a brand than men do, since women more tend to make impulsive buying than men and since those impulsive buying are related to the emotional attachments that women create toward a brand and the hedonic value that they get from the brand or their products (Sigal Tifferet and Ram Herstein,2012). This difference can be related to the gender roles that women and men have in society. Women are the ones who do the parenting and take care of day-to-day shopping for their kids (Sigal Tifferet and Ram Herstein,2012) and that make them immediately committed to a brand and they are the ones who use loyalty cards compared to men (Bellizzi and Bristol, 2004) which make women have a high level of commitment than men do.

4.4.10 Gender-Wom

Based on our study analysis. There is a difference that is significant in gender relative to word of mouth. P-value 0.012 doesn't exceed 0.05. Female has a mean of 2.3852 higher than male mean who represent 2.2400.

Kim et al. (2011) state that men use word of mouth more than women and that because men use word of mouth when they want to make a purchase and they are the ones who leave more social media reviews. The spread of the word of mouth is different between the two genders. Positive word of mouth spreads highly among women while men have a high spread of negative word of mouth (Abhishek Duttagupta,2017). Not only that, but women also talk about the shopping process while men don't, because women take shopping as an experience, as moment of pleasure and they like to share that as a part of routine while men they are not interested by this process because they make their purchases when they are in the need of a product or good (Maceli et al. 2015). Cataluna et al. (2014) men highly value word of mouth more than women.

4.4.11 Gender-Brand Purchase

Based on T-test analysis-value is 0.035 doesn't exceed the level of significance. There is a difference that is significant in gender concerning brand purchase. We reject the null hypothesis and the female mean represents 2.5057 bigger than male mean that represents 2.2876.

Women have more intention to purchase than men. It does not matter if they are luxurious goods or not Stockburger-Sauer and Teichman (2013). As we said before, women are not only having high intention to purchase compared to men but also, they are impulsive buyers due to the role that they occupy in the society that are different from men (Sigal Tifferet and Ram Herstein,2017).

Another important point that must be mentioned. Women can buy unknown products while men are not able to do that because women are able to trust a brand or a good even if they are unfamiliar with because they develop a certain confidence which allow them to purchase more than men (MalgorzataKarpinska and Krakowiak,2021).

4.5 Age Perspective for the Dimensions in the Study (One Way Anova)

In this part of the analysis, the variables related to the content, relationship, self-concept, team page usage intensity, team page engagement, brand loyalty, commitment, WOM, and the purchase will be analyzed based on the different age groups to see if there is any significant difference.

The analysis will allow us to provide the necessary marketing strategies to market based on gender if there is any difference between these two.

Table 24: One-way ANOVA - Factor: Age

One Way Anova – Factor Age						
		Sum of Squares	df	Mean Square	F	Sig.
FV	Between Groups	10.754	4	2.688	2.857	.025
	Within Groups	206.103	219	.941		
	Total	216.857	223			
HV	Between Groups	18.944	4	4.736	5.497	.000
	Within Groups	188.674	219	.862		
	Total	207.618	223			
SI V	Between Groups	9.173	4	2.293	2.300	.060
	Within Groups	218.305	219	.997		
	Total	227.477	223			
BI V	Between Groups	10.958	4	2.740	2.385	.052
	Within Groups	251.579	219	1.149		
	Total	262.538	223			
FP E	Between Groups	22.732	4	5.683	4.932	.001
	Within Groups	252.344	219	1.152		
	Total	275.076	223			
BL	Between Groups	11.962	4	2.991	3.029	.019
	Within Groups	216.211	219	.987		
	Total	228.174	223			
BC	Between Groups	20.391	4	5.098	4.769	.001
	Within Groups	234.109	219	1.069		
	Total	254.500	223			
WO M	Between Groups	17.358	4	4.340	3.937	.004
	Within Groups	241.379	219	1.102		
	Total	258.738	223			

One-way ANOVA analysis determines the statistically significant difference between three or more independent groups based on their mean. One-way ANOVA allows only to see if their difference is significant while Duncan's multiple range test allows knowing exactly what meaning is different. It is a post hoc test used to measure the difference among the mean.

This section will try to conclude if there is any difference that is statistically significant among the age group, income level, marital status, occupation status, education, frequency of online shopping, and time spent on social media about the values that are functional, hedonic, in relation with the social interaction, interaction with the brand, self-concept, the intensity of team page usage, the engagement of the team page, loyalty toward a brand, commitment toward a brand, wom toward a brand and the purchases from a brand and if there is one, we will determine exactly what means are different.

Age

Based on one-way ANOVA analysis table 24. There is no difference in significance among the candidate's age concerning the value of self-concept, the intensity of fan page usage and the purchases from a brand. The significance is 0.111, 0.224 ,0.222 all bigger than 0.06. We accepted the null hypothesis, and we did not carry out the Duncan test for these variables. Duncan test was only carried out for those variables where there is a difference that is significant among different age groups.

4.5.1 Age-Functional Value

Based on table 24. There is a difference in significance among the age groups concerning the functional value. The p-value is 0.025 less than 0.06.

The candidates are divided between strongly disagree and disagree concerning how helpful, functional, useful, and practical the content of the fan page is for them.

Based on table 25 below. People between 56 and above are close to disagreeing about the functional value of the content that is helpful, useful, functional, and practical for them. While people between 36-45,18-25,46-55 and 26-35 are close to being neutral about the functional value of the content on the fan page.

Table 25: Duncan Test of age group and the Functional Value

FV – Functional Value			
Duncan Age Group	N	Subset for alpha = 0.05	
		1	2
56 and above	16	1.8906	
36 - 45	51	2.3235	2.3235
18 - 25	70	2.3357	2.3357
46 - 55	35		2.6143
26 - 35	52		2.6971
Sig.		.072	.147

Groups' means in homogeneous subsets are displayed.
a. Harmonic Mean Sample Size = 34.675.

4.5.2 Age-Hedonic Value

In table 24, the value of hedonic content on the fan page about how fun, exciting, pleasant, and entertaining differs among the candidates based on their age.

P-value 0.00 doesn't exceed 0.06. There is a significant difference. The null hypothesis is rejected.

Based on Duncan's results in table 26 below. The age group between 56 and above closely disagrees about the hedonic value of the content. Meanwhile, the rest of the age groups are closely neutral about the hedonic value of the content.

Table 26: Duncan Test Results for Age Groups-Functional and the hedonic value
HV

Duncan age_num	N	Subset for alpha = 0.05		
		1	2	3
5 56 and above	16	1.812		
1 18 - 25	70	2.121	2.121	
3 36 - 45	51		2.343	2.3431
4 46 - 55	35		2.564	2.5643
2 26 - 35	52			2.7692
Sig.		.167	.061	.071

Groups' means in homogeneous subsets are displayed
a. Harmonic Mean Sample Size = 34.675.
b. Group sizes are not equal. Type I error levels may exist.

4.5.3 Age-Social Interaction Value

Based on ANOVA Analysis-value 0.00 doesn't exceed 0.06. There is a difference in significance between age and the value of social interaction. We reject the null hypothesis.

Based on table 27. The Duncan test shows that people in an age group between 56 and above are closely disagreeing about the value of social interaction on the page of fans. While people between 18-25,36-45,26-35 and 46-55 are closely neutral about meeting similar people to them on fan pages or even new people that are like them.

Table 27: Duncan test of age group and social interaction value

SIV			
Duncan age_num	N	Subset for alpha = 0.05	
		1	2
56 and above	16	1.7656	
18 - 25	70		2.2536
36 - 45	51		2.3431
26 - 35	52		2.5337
46 - 55	35		2.5429
Sig.		1.000	.278

4.5.4 Age-Brand Interaction Value

Based on the results and after conducting one-way Anova analysis. P-value 0.052 doesn't exceed the level of significance 0.05. The difference is significant between age groups and brand interaction value. We reject the null hypothesis.

Based on table 28. The age group between 56 and above are closely disagreeing about the brand interaction in the fan page. Basically, they are disagreeing about the possibility of their interaction, communication in the fan page with the brand or even the possibility to give feedback or get an answer from the brand in the fan page. But the case is different for the rest of the age groups that are closely neutral about the brand interaction value.

Table 28: Duncan test of age group and Brand interaction value

BIV			
Duncan age_num	N	Subset for alpha = 0.05	
		1	2
5 56 and above	16	1.8333	
1 18 - 25	70	2.3286	2.3286
3 36 - 45	51	2.3595	2.3595
4 46 - 55	35		2.6286
2 26 - 35	52		2.6667
Sig.		.054	.237

4.5.5 Age-Fan Page Engagement

Based on ANOVA analysis, the P-value of 0.001 doesn't exceed the significant level of 0.06. There is a difference that is significant between age groups and fan page engagement. We reject the null hypothesis.

Based on table 29. Duncan's test shows that people in an age group between 56 and above, closely disagree about the fan page engagement and that by not seeing themselves as integrated members of the fan page, as engaged, or even members who interact or participate in the fan page. The rest of the groups are closely neutral about the fan page engagement.

Table 29: Duncan test of age group and Fan page engagement

		FPE		
Duncan age_num	N	Subset for alpha = 0.05		
		1	2	3
56 and above	16	1.718		
18 - 25	70	8	2.407	
46 - 55	35		1	2.5643
36 - 45	51		2.564	3
26 - 35	52		2.705	9
Sig.		1.000	.278	.138

4.5.6 Age-Brand Loyalty

one-way ANOVA results show a difference that is significant between Brand loyalty and age groups. The p-value 0.019 doesn't exceed 0.06.

Based on the Duncan table 30 below. The brand loyalty differs among the age groups concerning how good the brand is for them, how positive it is or even if they like it or think favorably about it.

The age group between 56 and above, 36 and 45, 46 and 56 and 26 and 35 are closely neutral about their brand loyalty. While the age group between 18 and 25 disagree about their loyalty.

Table 30: Duncan test of age group and brand loyalty

BL			
Duncan age_num	N	Subset for alpha = 0.05	
		1	2
18 - 25	70	2.0000	
56 and above	16	2.0156	
36 - 45	51	2.2157	2.2157
46 - 55	35	2.3357	2.3357
26 - 35	52		2.6010
Sig.		.204	.129

4.5.7 Age-Brand Commitment.

The p-value 0.001 is less than 0.06. There is a difference that is significant between age groups and their brand commitment.

Based on table 31. The age groups differ in relation with their commitment. The age group between 56 and above are closely disagreeing about feeling that they are part of the brand community, that they are active supporters, and they interact with the brand.

While the rest of the age groups are neutral about their brand commitment.

Table 31: Duncan test of age group and brand commitment

BC				
Duncan age_num	N	Subset for alpha = 0.05		
		1	2	3
5 56 and above	16	1.604		
1 18 - 25	70		2.190	
3 36 - 45	51		2.379	2.3791
4 46 - 55	35		2.514	2.5143
2 26 - 35	52			2.7628
Sig.		1.000	.222	.147

4.5.8 Age-WOM

One-way ANOVA analysis shows that the p-value 0.04 doesn't exceed the level of significance 0.06. There is a difference that is significant between people's age group and word of mouth.

Based on the Duncan test results below table 32. We conclude that the people between 56 and above are disagreeing about introducing, recommending the brand to others, saying good comments about the brand, or even supporting the brand. The rest of the age groups are neutral about the brand word of mouth.

Table 32: Duncan test of the age group and Wom

Duncan age_num	N	WOM		
		Subset for alpha = 0.05		
		1	2	3
5 56 and above	16	1.791		
1 18 - 25	70	2.100	2.100	
3 36 - 45	51	0	2.366	2.3660
4 46 - 55	35		2.514	2.5143
2 26 - 35	52		3	2.7179
Sig.		.223	.122	.191

4.6 Income Level

Table 33: One-way anova factor income

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
FV	Between Groups	24.284	4	6.071	6.710	.000
	Within Groups	189.993	210	.905		
	Total	214.277	214			
HV	Between Groups	24.642	4	6.161	7.226	.000
	Within Groups	179.047	210	.853		
	Total	203.689	214			
SIV	Between Groups	30.663	4	7.666	8.318	.000
	Within Groups	193.526	210	.922		
	Total	224.189	214			
BIV	Between Groups	28.989	4	7.247	6.626	.000
	Within Groups	229.691	210	1.094		
	Total	258.680	214			
SCV	Between Groups	24.411	4	6.103	6.377	.000
	Within Groups	200.971	210	.957		
	Total	225.383	214			
FPUI	Between Groups	20.696	4	5.174	4.555	.002
	Within Groups	238.547	210	1.136		
	Total	259.242	214			
FPE	Between Groups	24.020	4	6.005	5.027	.001
	Within Groups	250.854	210	1.195		
	Total	274.873	214			
BL	Between Groups	31.866	4	7.967	8.482	.000
	Within Groups	197.240	210	.939		
	Total	229.106	214			

BC	Between Groups	26.569	4	6.642	6.096	.000
	Within Groups	228.824	210	1.090		
	Total	255.392	214			
WOM	Between Groups	30.225	4	7.556	6.958	.000
	Within Groups	228.067	210	1.086		
	Total	258.291	214			
BP	Between Groups	30.055	4	7.514	7.254	.000
	Within Groups	217.514	210	1.036		
	Total	247.569	214			

Based on one-way ANOVA table 33. There is a difference that is significant among different income levels concerning the value of functional, hedonic content. In addition, the value of social and brand interaction, the value of self-concept, intensity of the fan page usage, the engagement of the fan page, loyalty, commitment, and WOM toward a brand, and the purchases from a brand. The p-value of all the dependent variables is statistically significant since there are less than 0.06. Due to that, we reject the null hypothesis.

4.6.1 Income-Functional Value

Based on the Duncan test table 34 below. People with an income level between 0 and 999 Dh, 2000 and 2999 Dh, 3000 and 3999 Dh, and 4000 and 4999 Dh are closely neutral about the functional value of the content. In addition, people with an income level between 1000 and 1999 DH are closely agreeing about the functional value of the content.

Table 34: Duncan test of income level and functional value

FV			
Duncan^{a,b}			
Income_num	N	Subset for alpha = 0.05	
		1	2
4000-4999 DH	133	2.2801	
0-999 DH	33	2.2879	
3000-3999 DH	15	2.5500	
2000-2999 DH	17	2.8529	
1000-1999 DH	17		3.4412
Sig.		.065	1.000

4.6.2 Income Level-Hedonic Value

Based on the Duncan table 35 results. We conclude the different levels of income between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh and 4000 and 4999 Dh are closely neutral about the hedonic value of the content. In contrast, people with an income level between 1000 and 1999 DH are closely agreeing about the hedonic value of the content.

Table 35: Duncan test of income level and hedonic value

HV				
Duncan^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	3
0-999 DH	33	2.1439		
4000-4999 DH	133	2.2556	2.2556	
3000-3999 DH	15	2.5667	2.5667	
2000-2999 DH	17		2.7353	
4000-4999 DH	17			3.4118
Sig.		.149	.101	1.000

4.6.3 Income Level-Social Interaction Value

Based on the Duncan table 36. We assume that people with an income level between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh and 4000 and 4999 Dh are closely neutral about the value of social interaction in the fan page. While with an income

level between 1000 and 1999 DH are closely agreeing about the value of social interaction.

Table 36: Duncan test of income level and social interaction value

SIV			
Duncan^{a,b}			
Income_num	N	Subset for alpha = 0.05	
		1	2
4000-4999 DH	133	2.1635	
0-999 DH	33	2.4015	
3000-3999 DH	15	2.7167	
2000-2999 DH	17	2.7647	
1000-1999 DH	17		3.4706
Sig.		.055	1.000

4.6.4 Income Level-Brand Interaction Value

Table 37 results show that people with an income level between 0 and 999 Dh, 2000 and 2999 Dh, 3000 and 3999 Dh and 4000 and 4999 Dh are closely neutral about the brand interaction value. In addition, people with an income level between 1000 and, 1999 DH are closely agreeing about the brand interaction value.

Table 37: Duncan test of income level and brand interaction value

BIV				
Duncan^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	3
0-999 DH	33	2.1818		
4000-4999 DH	133	2.2957	2.2957	
3000-3999 DH	15	2.5111	2.5111	
2000-2999 DH	17		2.8627	
1000-1999 DH	17			3.5490
Sig.		.323	.087	1.000

4.6.5 Income level-Self-Concept Value.

Based on the Duncan table 38. People with an income level between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh and 4000 and 4999 Dh are closely neutral about the fan page self-concept. In addition, people with an income level between 1000 and 1999 DH are closely agreeing about the fan page self-concept concerning their possibility to make an impression that is positive on others, their possibility to improve their perception and their possibility to display to others who they are or what they want to be.

Table 38: Duncan test of income level and self-concept value

		SCV		
Duncan ^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	3
0-999 DH	33	2.2121		
4000-4999 DH	133	2.2838		
3000-3999 DH	15	2.5333	2.5333	
2000-2999 DH	17		2.9118	2.9118
1000-1999 DH	17			3.3971
Sig.		.303	.196	.098

4.6.6 Income level-Fan-Page Usage Intensity

Based on table 39. The Duncan results show that People with an income level between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh, and 4000 and 4999 Dh are closely neutral about the fan-page usage intensity. In addition, people with an income level between 1000 and 1999 DH are closely agreeing about the fan-page usage intensity and that is with their regularity, their frequency of using the fan page.

Table 39: Duncan test of the income level and fan-page usage intensity

FPUI			
Duncan^{a,b}			
Income_num	N	Subset for alpha = 0.05	
		1	2
0-999 DH	33	2.3030	
4000-4999 DH	133	2.4010	
3000-3999 DH	15	2.8222	2.8222
2000-2999 DH	17	2.9412	2.9412
1000-1999 DH	17		3.3922
Sig.		.067	.091

4.6.7 Income Level-Fan Page Engagement

Based on Duncan table 40. People with an income level between 0 and 999 Dh, 2000 and 2999 Dh, 3000 and 3999 Dh and 4000 and 4999 Dh are closely neutral about the fan page engagement. While people with an income level between 1000 and 1999 DH are closely agreeing about the fan page engagement.

Table 40: Duncan table of Income level and fan page engagement

FPE			
Duncan^{a,b}			
Income_num	N	Subset for alpha = 0.05	
		1	2
4000-4999 DH	133	2.4211	
0-999 DH	33	2.4924	
3000-3999 DH	15	2.8500	
2000-2999 DH	17	2.8824	
1000-1999 DH	17		3.6029
Sig.		.201	1.000

4.6.8 Income Level-Brand Loyalty

Based on Duncan's table 41. Based on Duncan's table 37 below. People with an income level between 0 and 999 Dh, 2000 and 2999 Dh, 3000 and 3999 Dh, and 4000 and 4999

Dh are closely neutral about their brand Loyalty. In addition, people with an income level between 1000 and 1999 DH are closely agreeing about their brand loyalty.

Table 41: Duncan test of income level and brand loyalty

Duncan^{a,b}					
Income_num	N	Subset for alpha = 0.05			
		1	2	3	4
0-999 DH	33	1.8485			
4000-4999 DH	133	2.1128	2.1128		
3000-3999 DH	15		2.4667	2.4667	
2000-2999 DH	17			2.7206	
1000-1999 DH	17				3.3235
Sig.		.361	.222	.380	1.000

4.6.9 Income Level-Brand Commitment

Based on table 42. People with an income level between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh, and 4000 and 4999 Dh are closely neutral about their brand commitment. In addition, people with an income level between 1000 and 1999 DH are closely agreeing about their brand commitment.

Table 42: Duncan test of income level and brand commitment

BC				
Duncan^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	
0-999 DH	33	2.1717		
4000-4999 DH	133	2.2456		
3000-3999 DH	15	2.3778		
2000-2999 DH	17	2.7647		
1000-1999 DH	17			3.4706
Sig.		.083		1.000

Duncan table 43 shows that the income level of people between 0 and 999 Dh,2000 and 2999 Dh,3000 and 3999 Dh, and 4000 and 4999 Dh is closely neutral about their own concerning the brand. While people with an income level between 1000 and 1999 DH are closely agreeing about their Wom about the brand.

Table 43: Duncan results of income level and Wom

WOM				
Duncan^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	3
0-999 DH	33	2.0000		
4000-4999 DH	13	2.2030	2.2030	
	3			
3000-3999 DH	15		2.6889	
2000-2999 DH	17		2.8235	2.8235
2	17			3.3725
Sig.		.514	.059	.079

4.6.10 Income Level-Brand Purchase

Based on table 44. The Duncan results show that people with an income level between 0 and 999 Dh,2000 and 2999 DH,4000 and 4999 DH are closely neutral about their brand purchase to keep their loyalty toward the brand in the coming days. But people with an income between 1000 and 1999 Dh and between 4000 and 4999 Dh are closely agreeing about their loyalty toward the brand in the future.

Table 44: Duncan results of income level and brand purchase

Duncan^{a,b}				
Income_num	N	Subset for alpha = 0.05		
		1	2	3
0-999 DH	33	2.2222		
4000-4999 DH	133	2.2531		
2000-2999 DH	17	2.6471	2.647 1	
3000-3999 DH	15		3.022 2	3.0222
1000-1999 DH	17			3.4706
Sig.		.189	.218	.141

4.7 Marital Status

One way ANOVA table 42 shows that there is a difference that is not significant among the status of marital and the oriented content, the oriented relationship, self-oriented, the intensity of team page usage, the engagement of the team page, loyalty, commitment, and WOM toward a brand and the purchases from a brand. Since the p-value of all the dependent variables in relation to the independent variable (marital status) are bigger than 0.06. We accept the null hypothesis.

Table 45: One-way ANOVA factor Marital status

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FV	Between Groups	5,962	3	1,987	2,09 4	,102
	Within Groups	211,687	22 3	,949		
	Total	217,649	22 6			
HV	Between Groups	3,541	3	1,180	1,28 6	,280
	Within Groups	204,628	22 3	,918		
	Total	208,169	22 6			

SIV	Between Groups	5,888	3	1,963	1,918	,127
	Within Groups	228,139	223	1,023		
	Total	234,027	226			
BIV	Between Groups	3,979	3	1,326	1,124	,340
	Within Groups	263,152	223	1,180		
	Total	267,132	226			
SCV	Between Groups	,621	3	,207	,197	,899
	Within Groups	234,511	223	1,052		
	Total	235,132	226			
FPE	Between Groups	3,550	3	1,183	,947	,419
	Within Groups	278,527	223	1,249		
	Total	282,077	226			
BL	Between Groups	1,215	3	,405	,388	,762
	Within Groups	232,620	223	1,043		
	Total	233,835	226			
BC	Between Groups	1,019	3	,340	,292	,831
	Within Groups	259,588	223	1,164		
	Total	260,607	226			
WOM	Between Groups	1,762	3	,587	,501	,682
	Within Groups	261,564	223	1,173		
	Total	263,326	226			
BP	Between Groups	3,822	3	1,274	1,144	,332
	Within Groups	248,476	223	1,114		
	Total	252,299	226			

4.8 Occupation

In this part of the analysis, the variables related with the content, relationship, self-concept, team page usage intensity, team page engagement, brand loyalty, commitment, WOM and purchase will be analyzed based on the different occupations that people have.

The analysis will allow us to provide the necessary marketing strategies to market based on the different occupations if there is any difference.

Table 46: One-way Anova for occupation status

		ANOVA					
		Sum of Square	df	Mean Square	F	Sig.	
FV	Between Groups	26,477	5	5,295	6,115	,000	
	Within Groups	190,495	220	,866			
	Total	216,971	225				
HV	Between Groups	22,594	5	4,519	5,379	,000	
	Within Groups	184,812	220	,840			
	Total	207,406	225				
SI V	Between Groups	26,344	5	5,269	5,737	,000	
	Within Groups	202,062	220	,918			
	Total	228,406	225				
BI V	Between Groups	22,578	5	4,516	4,162	,001	
	Within Groups	238,693	220	1,085			
	Total	261,271	225				

SC V	Between	20,993	5	4,199	4,4	,001
	Groups				34	
	Within	208,34	220	,947		
	Groups	3				
	Total	229,33	225			
		7				
FP UI	Between	19,830	5	3,966	3,6	,004
	Groups				14	
	Within	241,41	220	1,097		
	Groups	7				
	Total	261,24	225			
		7				
FP E	Between	23,964	5	4,793	4,1	,001
	Groups				18	
	Within	256,06	220	1,164		
	Groups	9				
	Total	280,03	225			
		3				
BL	Between	20,544	5	4,109	4,2	,001
	Groups				50	
	Within	212,70	220	,967		
	Groups	7				
	Total	233,25	225			
		0				
BC	Between	20,598	5	4,120	3,7	,003
	Groups				76	
	Within	240,00	220	1,091		
	Groups	8				
	Total	260,60	225			
		6				
W O M	Between	27,410	5	5,482	5,1	,000
	Groups				22	
	Within	235,47	220	1,070		
	Groups	7				
	Total	262,88	225			
		7				
BP	Between	19,391	5	3,878	3,6	,003
	Groups				72	
	Within	232,34	220	1,056		
	Groups	2				
	Total	251,73	225			
		3				

4.8.1 Occupation-Functional Value

Based on the one-way ANOVA table 46. P-value 0 doesn't exceed the significant level 0.06. There is a difference that is significant among people's occupation and the functional value of the content. We reject the null hypothesis.

Based on Duncan results, table 47. Full-time employees, self-employees, retired employees, and students are closely neutral about the value of functionality of the content. Unemployed but not students are closely disagreeing about the value of the functional content on the fan page, but part-time employees are closely agreeing about the functional value.

Table 47: Duncan results of occupation and functional value

		FV		
Duncan				
occupation_	N	Subset for alpha = 0.05		
num		1	2	3
Unemployed but not student	2	1,1250		
Retired	20		2,0625	
Full-time employed	109		2,3005	2,3005
Student	49		2,3265	2,3265
Self-employed	24		2,8958	2,8958
Part-time employed	22			3,1932
Sig.		1,000	,084	,063

4.8.2 Occupation-Hedonic Value

Based on table 46. There is a significant difference between people's occupations and the hedonic value of the content. The p-value is 0 is inferior to 0.06.

To explain more the difference between the occupation and the value of the content that is hedonic. We used Duncan table 48.

Full-time employees, self-employees, retired employees, and students are closely neutral about the value of the hedonic content on the page of the fans. Unemployed but not students are closely disagreeing about the value of the hedonic content, but part-time employees are closely agreeing about the hedonic value.

Table 48: Duncan results of the occupation and the hedonic value

occupation_	N	Subset for alpha = 0.05		
		1	2	3
Unemployed but not student	2	1,5000		
Retired	20	2,0125	2,0125	
Student	49	2,1071	2,1071	
Full-time employed	109	2,3555	2,3555	2,3555
Self-employed	24		2,6979	2,6979
Part-time employed	22			3,1250
Sig.		,071	,151	,094

4.8.3 Occupation-Social Interaction Value

Based on table 46. The p-value is 0 inferior to 0.06. We assume a significant difference between people's occupations and the social interaction on the fan page.

Based on table 49. People who are unemployed but students and retired employees are closely disagreeing about the value of social interaction on the fan page of fans. While full-time employees, students, and self-employees are closely neutral. In contrast, part-time employees are closely agreeing about the social interaction value.

Table 49: Duncan results of the occupation and the social interaction value

		SIV		
Duncan occupation_ num	N	Subset for alpha = 0.05		
		1	2	3
Unemployed but not student	2	1,2500		
Retired	20	1,9500	1,9500	
Full-time employed	109		2,2500	2,2500
Student	49		2,3112	2,3112
Self-employed	24		2,8021	2,8021
Part-time employed	22			3,1705
Sig.		,123	,086	,063

4.8.4 Occupation-Brand Interaction Value

Table 46 shows that the p-value is 0.001 inferior to 0.06. The null hypothesis is rejected and a difference between the occupation and the interaction of the brand is significant.

Based on table 50. People who are unemployed but students and retired employees are closely disagreeing about the value of brand interaction on the fan page. While full-time employees, students, and self-employees are closely neutral. In contrast, part-time employees are closely agreeing about the brand interaction value.

Table 50: Duncan results of occupation and brand interaction value

		BIV			
Duncan					
occupation_n	N	Subset for alpha = 0.05			
um		1	2	3	
<i>Unemployed but student</i>	2	1,5000			
Retired	20	1,9500	1,9500		
Student	49	2,2993	2,2993	2,2993	
Full-time employed	109	2,3578	2,357		2,3578
Self-employees	24		2,805		2,8056
Part-time employed	22		6		3,1515
Sig.		,113	,114		,115

4.8.5 Occupation-Self-Concept Value

One-way ANOVA table 46 shows a difference that is significant between occupation and self-concept values with a P-value of 0.001 inferior to 0.06. The null hypothesis is rejected.

Based on table 51. Unemployed people, but students are disagreeing, but retired employees are closely disagreeing about the self-concept on the fan page. While full-time employees, students, and self-employees are closely neutral. In contrast, part-time employees are closely agreeing about the self-concept value.

Table 51: Duncan results of occupation and self-concept value.

		SCV		
Duncan occupation_ num	N	Subset for alpha = 0.05		
		1	2	3
Unemployed but not student	2	1,0000		
Retired	20		1,9750	
Student	49		2,3163	2,3163
Full-time employed	109		2,3601	2,3601
Self-employed	24		2,6979	2,6979
Part-time employed	22			3,1023
Sig.		1,000	,154	,120

4.8.6 Occupation-Fan-Page Usage Intensity

Based on table 46. There is a difference that is significant between occupation and fan page usage intensity. P-value is 0.004 inferior to 0.06. The null hypothesis is rejected.

The Duncan results on table 52 shows that unemployed people totally disagree about the fan page usage intensity. Retired employees, students, full-time employees, and self-employees are closely neutral about their fan page usage intensity, but part-time employees are closely agreeing.

Table 52: Duncan results of occupation and page usage intensity

FPUI			
Duncan occupation_ num	N	Subset for alpha = 0.05	
		1	2
Unemployed but student	2	1,0000	
Retired	20		2,1833
Student	49		2,4286
Full-time employed	109		2,4495
Self-employed	24		2,9306
Part-time employed	22		3,1212
Sig.		1,000	,092

4.8.7 Occupation-Fan-Page Engagement

Based one-way ANOVA table 46. P-value of occupation and fan-page engagement is 0.001 inferior to 0.06. The difference between the occupation and fan-page engagement is significant.

Table 53 Shows that unemployed but not student people and retired employees are closely disagreeing about their engagement in the fan page. Students and full-time employees are closely neutral about it. Meanwhile self and part-time employees are closely agreeing about their engagement.

Table 53: Duncan results of occupation and fan-page engagement

Duncan occupation_ num	N	FPE		
		1	2	3
Unemployed but not student	2	1,5000		
Retired	20	1,9500	1,950 0	
Student	49	2,4643	2,464 3	2,4643
Full-time employed	109	2,5229	2,522 9	2,5229
Self- employed	24		3,010 4	3,0104
Part-time employed	22			3,1932
Sig.		,067	,057	,196

4.8.8 Occupation-Brand Loyalty

Table 46 shows a difference that is significant between the occupation of people and their loyalty. The null hypothesis is rejected with a p-value 0.001.

The table 54 shows that unemployed but not student people are closely totally disagreeing about their brand loyalty. Retired, Student, full, part time employees and self-employees are closely neutral about their loyalty toward a brand.

Table 54: Duncan results of occupation and Brand loyalty

		BL	
Duncan occupation_ num	N	Subset for alpha = 0.05	
		1	2
Unemployed but not student	2	,6250	
Retired	49		2,0714
Student	109		2,1307
Full-time employed	20		2,1750
Self-employed	24		2,6146
Part-time employed	22		2,8864
Sig.		1,000	,120

4.8.9 Occupation-Brand Commitment

One-way ANOVA table 46 shows a p-value of 0.003. There is a difference of significance between occupation and brand commitment. We reject the null hypothesis.

We conclude from table 55 based on the Duncan results that unemployed and not student people and retired employees are closely disagreeing about their commitment to a brand but student, full, part- time and self-employees are closely neutral about their commitment.

Table 55: Duncan results of occupation and brand commitment

		BC		
Duncan occupation_num	N	Subset for alpha = 0.05		
		1	2	3
Unemployed but student	2	1,0000		
Retired	20	1,7667	1,7667	
Student	49		2,2109	2,2109
Full-time employed	109		2,4006	2,4006
Self-employed	24		2,6944	2,6944
Part-time employed	22			2,8788
Sig.		,121	,087	,221

4.8.10 Occupation-Wom

A significant difference between the people's occupation and their word of mouth with a p-value 0 based on one-way ANOVA results on table 46.

The Duncan results on table 56 shows that unemployed but not students they totally disagree about their positive word of mouth. Retired employees, student, full-time and self-employees are closely neutral about their positive saying about the brand. But Part-time employees are closely agreeing about their word of mouth.

Table 56: Duncan results of occupation and wom

		WOM	
Duncan occupation_n	N	Subset for alpha = 0.05	
um		1	2
Unemployed but not student	2	1,0000	
Retired	20		2,0500
Student	49		2,0544
Full-time employed	109		2,2844
Self-employed	24		2,7917
Part-time employed	22		3,1061
Sig.		1,000	,053

4.8.11 Occupation-Brand Purchase

A difference in significance between occupation and brand purchase. The p-value is 0.003 inferior to 0.06. The null hypothesis is rejected.

From table 57. The Duncan results show that unemployed but not student people are totally disagreeing about their intention remaining loyal to the brand in the coming days. While students, retired employees, full-time and self-employees are closely neutral about their brand purchase. In contrast part-time employees are closely agreeing about their intention to stay loyal to the brand.

Table 57: Duncan results of occupation and brand purchase

		BP	
Duncan occupation_num	N	Subset for alpha = 0.05	
		1	2
Unemployed but not student	2	1,0000	
Retired	20		2,2333
Student	49		2,2993
Full-time employed	109		2,3272
Self-employed	24		2,7222
Part-time employed	22		3,1212
Sig.		1,000	,105

4.9 Education

In this part of the analysis, the variables related with the content, relationship, self-concept, team page usage intensity, team page engagement, brand loyalty, commitment, WOM and purchase will be analyzed based on the different educational level.

The analysis will allow us to provide the necessary marketing strategies to market based on the educational level of people.

Table 58: One-way Anova of Education

		ANOVA				
		Sum of Square	df	Mean Square	F	Sig.
FV	Between Groups	2,441	2	1,220	1,340	,265
	Within Groups	158,450	174	,911		
	Total	160,891	176			
HV	Between Groups	5,441	2	2,720	3,299	,039
	Within Groups	143,469	174	,825		
	Total	148,910	176			
SI V	Between Groups	5,934	2	2,967	3,258	,041
	Within Groups	158,474	174	,911		
	Total	164,407	176			
BI V	Between Groups	3,266	2	1,633	1,498	,227
	Within Groups	189,730	174	1,090		
	Total	192,996	176			
SC V	Between Groups	2,164	2	1,082	1,140	,322
	Within Groups	165,095	174	,949		
	Total	167,258	176			
FP UI	Between Groups	,180	2	,090	,081	,922
	Within Groups	192,639	174	1,107		
	Total	192,819	176			
FP E	Between Groups	2,262	2	1,131	,935	,395
	Within Groups	210,545	174	1,210		
	Total	212,807	176			
BL	Between Groups	4,549	2	2,274	2,516	,084

	Within Groups	157,30 3	174	,904		
	Total	161,85 2	176			
BC	Between Groups	1,272	2	,636	,60 3	,548
	Within Groups	183,63 6	174	1,055		
	Total	184,90 8	176			
W O M	Between Groups	4,773	2	2,386	2,2 30	,111
	Within Groups	186,19 9	174	1,070		
	Total	190,97 2	176			
BP	Between Groups	5,381	2	2,691	2,4 90	,086
	Within Groups	188,03 2	174	1,081		
	Total	193,41 4	176			

Based on table 58. No difference in significance between the educational level of people and the value of the functional content, the value of brand interaction, the value of self-concept, the intensity of team page usage, the engagement of the team page, loyalty, commitment, and WOM toward a brand and he purchases from a brand since their p-value is superior to 0.06.

In contrast, the functional value and the social hedonic value have a p-value of 0.039 and 0.041 inferior to 0.06. There is a difference in significance between the education level and the hedonic and social interaction value.

To better understand this difference, we use the Duncan test.

4.9.1 Education-Hedonic Value

Table 59: Duncan test of education and hedonic value

HV			
Duncan education_ num	N	Subset for alpha = 0.05	
		1	2
Postgraduate level	28	2,1786	
University level	141	2,2926	
Secondary school	8		3,0938
Sig.		,708	1,000

Based on table 59. The Duncan test results show that people with postgraduate level and university level are closely neutral about the value of hedonic content, while people with a secondary school degree are closely agreeing about the value of the hedonic content on the fan page.

Table 60: Duncan test of education and social interaction value

SIV			
Duncan education_ num	N	Subset for alpha = 0.05	
		1	2
Postgraduate level	28	2,2500	
University level	141	2,2819	
Secondary school	8		3,1563
Sig.		,920	1,000

Based on table 60. The Duncan test results show that people with postgraduate level and university level are closely neutral about the value of social interaction on a page

of fans, while people with a secondary school degree are closely agreeing about the value of social interaction.

4.10 Frequency of Online Shopping

Table 61: One-way Anova of online shopping

		Sum of Squares	df	Mean Square	F	Sig.
FV	Between Groups	5.092	4	1.273	1.243	.295
	Within Groups	161.755	158	1.024		
	Total	166.847	162			
HV	Between Groups	6.354	4	1.589	1.693	.154
	Within Groups	148.222	158	.938		
	Total	154.577	162			
SI V	Between Groups	6.076	4	1.519	1.463	.216
	Within Groups	164.039	158	1.038		
	Total	170.116	162			
BI V	Between Groups	5.615	4	1.404	1.127	.346
	Within Groups	196.789	158	1.245		
	Total	202.404	162			
SC V	Between Groups	4.599	4	1.150	1.062	.377
	Within Groups	171.058	158	1.083		
	Total	175.656	162			
FP UI	Between Groups	5.615	4	1.404	1.179	.322
	Within Groups	188.112	158	1.191		
	Total	193.727	162			
FP E	Between Groups	7.294	4	1.823	1.496	.206
	Within Groups	192.513	158	1.218		
	Total	199.807	162			
BL	Between Groups	12.102	4	3.025	2.924	.023

	Within Groups Total	163.491	158	1.035		
BC	Between Groups	8.958	4	2.240	2.027	.093
	Within Groups Total	174.574	158	1.105		
W O M	Between Groups	8.080	4	2.020	1.671	.159
	Within Groups Total	191.005	158	1.209		
BP	Between Groups	11.811	4	2.953	2.773	.029
	Within Groups Total	168.244	158	1.065		
		180.055	162			

Based on one-way ANOVA table results from 61. There is a difference that is not significant between online shopping frequency and the oriented content, oriented relationship, self-oriented, intensity of fab page usage, engagement of the team page, commitment, and WOM toward a brand. But the table above shows a difference in significance between online shopping frequency, the purchases from a brand, and loyalty toward a brand.

They have a p-value of 0.029 and 0.023 less than 0.06. We accept the significant difference, and the null hypothesis is rejected. The difference between the variables will be explained below.

Table 62: Duncan test of frequency table and brand loyalty

BL			
Duncan			
Freq_os_num	N	Subset for alpha = 0.05	
		1	2
Once a month	77	2.1558	
Three times a month	36	2.2292	
Twice a month	22	2.2727	
Everyday	14	2.5357	2.5357
Every second day	14		3.1250
Sig.		.267	.057

Table 62 shows that the Duncan test results show people who shop once month, three times a month, twice a month and everyday are closely neutral about their online shopping frequency and their loyalty toward the brand. In contrast, people who shop every second are closely agreeing about their loyalty and their online shopping frequency.

4.10.1 Frequency of Online Shopping- Brand Purchase

Table 63: Duncan test of online shopping frequency and Brand purchase

BP			
Duncan			
Freq_os_num Freq	N	Subset for alpha = 0.05	
		1	2
Everyday	14	2.3810	
Once a month	77	2.4026	
Twice a month	22	2.4545	
Three times a month	36	2.5000	
Every second day	14		3.3810
Sig.		.734	1.000

Table 63 shows that the Duncan test results show that people who shop once month, three times a month, twice a month and everyday are closely neutral about their online

shopping frequency and their brand purchase. In contrast, people who shop every second are closely agreeing about their brand purchase and their online shopping frequency.

4.11 Time Spent on Social Media

In this part of the analysis, the variables related to the content, relationship, self-concept, team page usage intensity, team page engagement, brand loyalty, commitment, WOM, and purchase will be analyzed based on the time spent on social medial media.

The analysis will allow us to provide the necessary marketing strategies to market based on the time spent on social media.

Table 64: One-way Anova of time spent on social media

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
FV	Between Groups	5.985	2	2.993	2.493	.093
	Within Groups	58.817	49	1.200		
	Total	64.802	51			
HV	Between Groups	7.820	2	3.910	5.159	.009
	Within Groups	37.137	49	.758		
	Total	44.957	51			
SI V	Between Groups	6.879	2	3.439	4.564	.015
	Within Groups	36.923	49	.754		
	Total	43.802	51			
BI V	Between Groups	3.417	2	1.708	1.666	.199
	Within Groups	50.241	49	1.025		
	Total	53.658	51			
SC V	Between Groups	2.941	2	1.470	1.437	.248

	Within Groups	50.149	49	1.023		
	Total	53.090	51			
FP	Between Groups	6.785	2	3.393	2.645	.081
UI	Within Groups	62.845	49	1.283		
	Total	69.630	51			
FP	Between Groups	7.419	2	3.709	3.355	.043
E	Within Groups	54.171	49	1.106		
	Total	61.590	51			
BL	Between Groups	2.769	2	1.385	1.722	.189
	Within Groups	39.408	49	.804		
	Total	42.177	51			
BC	Between Groups	2.212	2	1.106	1.074	.350
	Within Groups	50.461	49	1.030		
	Total	52.673	51			
W	Between Groups	4.094	2	2.047	1.933	.156
O	Within Groups	51.906	49	1.059		
	Total	56.000	51			
BP	Between Groups	2.826	2	1.413	1.155	.324
	Within Groups	59.952	49	1.224		
	Total	62.778	51			

Based on table 64 above. There is a difference in significance between social media spending time and the value of the content functionality, the value of brand interaction, the value of self-concept, the intensity of fan page usage, loyalty, commitment toward a brand and the purchases from a brand.

The value of functional and hedonic content and social interaction value have a difference in significance between the time spent on social media and the value of

functional content, the value of hedonic content and the value of social interaction due to their p-value 0.093,0.009 and 0.015 that are less than 0.06. We explain the difference more below.

4.11.1 Time Spent on Social Media-Functional Value

Table 65: Duncan test of time spent on social media and the functional value

		FV	
Duncan time_spent_num	N	Subset for alpha = 0.05	
		1	2
At least one hour	34	2.2941	
Less than 1 hour per day	13	2.7692	2.7692
Every second day	5		3.3500
Sig.		.342	.246

Duncan's table 65 shows that people who spend at least 1 hour, less than 1 hour per day on social media are closely neutral about the relationship between the time they consume on social media and the value of functional content on the fan page. People who spend every second day on social media closely agree about the relationship between the time they consume on social media and the functional value of the content.

4.11.2 Time Spent on Social Media-Hedonic Value

Table 66: Duncan test of time spent on social media and the hedonic value

HV			
Duncan time_spent_num	N	Subset for alpha = 0.05	
		1	2
At least one hour per day	34	2.2353	
Less than 1 hour per day	13	2.6923	
Every second day	5		3.5000
Sig.		.251	1.000

The Duncan table 66 shows that people who spend at least 1 hour, less than 1 hour per day on social media are closely neutral about the relationship between the time they spend on social media and the value of the hedonic content. People who spend every second day on social media closely agree about the relationship between the time they spend on social media and the hedonic value of the content.

4.11.3 Time Spent on Social Media-Social Interaction Value

Table 67: Duncan test of time spent on social media and social interaction value

SIV			
Duncan time_spent_num	N	Subset for alpha = 0.05	
		1	2
At least 1 hour	34	2.2500	
Less than 1 hour per day	13	2.3269	
Twice a month	5		3.5000
Sig.		.845	1.000

Based on Duncan Table 67. People who spend at least 1 hour, less than 1 hour per day on social media are closely neutral about the relationship between the time they spend

on social media and the social interaction on the fan page. People who spend every second day on social media closely agree about the relationship between the time they spend on social media and the social interaction value.

4.12 Statistical Analysis of the Conceptual Model

4.12.1 Regression 1 – Team Page Usage Intensity (Dependent Variable) FV, HV, SIV, BIV, SCV (Independent Variables)

The conceptual model has been analyzed using regression analysis. The model was divided into 3 parts where regression analysis was carried out for each.

The purpose of carrying out the regression analysis is to be able to determine the degree that which independent variables affect the dependent variable and what variables affect the independent variable.

Table 68: Regression 1 – Team Page Usage Intensity (Dependent Variable) FV, HV, SIV, BIV, SCV (Independent Variables)

Regression					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.298	0.121		2.463	0.015
FV	0.129	0.075	0.118	1.716	0.087
HV	0.162	0.084	0.145	1.934	0.054
SIV	-0.030	0.075	-0.028	-0.399	0.690
BIV	0.339	0.076	0.341	4.461	0.000
SCV	0.319	0.074	0.301	4.298	0.000
Dependent Variable: FPUI					
Model Summary	R	R Square	Adjusted R Square	Std Error of the Estimate	
1	0.800	0.640	0.632	0.64514	
ANOVA	F	Significance			
	83.243	0.000			

Based on the results shown in the table above, the dependent variable, team page usage is 63.2% affected by the independent variables functional value, hedonic value, social interaction value, brand interaction value, and self-concept value. The significance is 0.000 which is less than the critical significance level of 0.05. Therefore, the functional value, hedonic value, brand interaction value, and social interaction value positively affect the team page usage intensity, when the independent variables change automatically leads to a change in the dependent variable, while social interaction value negatively affects the team page usage intensity. In other words when the social interaction value increases the team page usage intensity decreases.

We can also see that brand interaction value and self-concept value highly affect the team page usage intensity by 33.9% and 30.1% followed by functional value and hedonic value that affect the team page usage intensity by 11.8% and 14.5%. In contrast to what has been found in the literature review, the social interaction value negatively affects the team page usage intensity.

Based on the findings the marketers must change the way they do things on a fan page and give more importance to the brand interaction value and self-concept value since they are the 2 variables that affect the most the team page usage intensity without neglecting the functional and hedonic value that in their turn affect at a certain level the dependent variable.

4.12.2 Regression 2- Team Page Engagement (Dependent variable) TPUI, SIV, BIV (Independent variable)

Table 69: Regression 2: Team page engagement (Dependent variable) TPUI, SIV, BIV (independent variable).

Regression					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.325	0.114		2.856	0.005
FPUI	0.562	0.059	0.543	9.492	0.000
SIV	-0.014	0.066	-0.013	-0.220	0.826
BIV	-0.352	0.071	0.342	4.953	0.000
Dependent Variable: FPE					
Model Summary	R	R Square	Adjusted R Square	Std Error of the Estimate	
1	0.821	0.674	0.670	0.63324	
ANOVA	F	Significance			
	162.940	0.000			

Based on the results shown above. The team page engagement is affected 67% by the independent variables (team page usage intensity, social interaction value, brand interaction value). The significance is 0.000 less than the critical significance level of 0.005. Therefore, the Fan page usage intensity and Brand interaction value positively affect the Team page engagement when the independent variables change automatically leads to a change in the dependent variable. While Social interaction value negatively affects the team page engagement. In other words when the social interaction value increases the team page engagement decreases.

I can also conduct that team page engagement is highly affected by the team page usage intensity than by other variables. From that, we can say that marketers must

focus more on the team page usage intensity if they want to increase their team page engagement and change the way they do things since the team page usage intensity affects the team page engagement by 54.3% but also marketers shouldn't neglect the brand interaction value that also affects the team page engagement by 35.2%. In contrast to what has been found in the literature review the social interaction value negatively affects the team page engagement.

4.12.3 Regression 3-Brand Loyalty (Dependent Variable) TPUI, TPE, BC, BP, BWOM (Independent Variable).

Table 70: Regression 3-Brand loyalty (Dependent variable) TPUI, TPE, BC, BP, BWOM.

Regression					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.096	0.093		1.032	0.303
FPUI	0.035	0.054	0.035	0.642	0.519
FPE	0.186	0.057	0.194	3.282	0.001
BC	0.239	0.065	0.265	3.695	0.000
BP	0.164	0.056	0.180	2.895	0.004
WOM	0.264	0.063	0.292	4157.	0.000
Dependent Variable: FPE					
Model Summary	R	R Square	Adjusted R Square	Std Error of the Estimate	
1	0.871	0.758	0.753	0.52702	
ANOVA	F	Significance			
	146.930	0.000			

Based on the results above. Brand loyalty is affected by 75.3% by team page usage intensity, team page engagement, brand commitment, brand purchase, and brand word of mouth. The significance is 0.000 less than the critical significance level of 0.05. The independent variables all affect the dependent variable positively which is coherent

with the literature review. That means when the independent variables change the brand loyalty changes automatically.

Brand loyalty is affected the most by brand WOM and brand commitment with a percentage of 29.2% and 26.5% which means that the marketers should focus the most on-brand WOM and brand commitment and change their way of doing and find new ways to improve them to increase brand loyalty. While the rest of the independent variables affect brand loyalty at different levels for example fan page engagement and brand purchase affect the dependent variable by 19.4% and 18% while fan page usage intensity has the least effect by 3.5%. That doesn't mean that the marketers should only focus on the variable that has the most effect, they should improve fan page engagement, brand purchase, and team page usage intensity too.

Chapter 5

DISCUSSION OF EMPIRICAL RESULTS AND CONCLUSION

5.1 Implications and Recommendations

T-test analysis was conducted to show if there is any significant difference between men and women in the way that react to the fan page content-oriented, relationship-oriented, self-oriented, team page usage intensity, team page engagement, brand WOM, brand loyalty, brand commitment, and brand purchase and it turned out that there are some differences when it is related to the hedonic value, brand loyalty, WOM and brand purchases but for the rest, there is no difference. Marketing managers should take these differences into consideration and market based on the differences between genders concerning these variables. Based on the analysis and the literature review women are affected more by the hedonic value than men. The managers should consider that and focus more on the hedonic value if they are targeting women. The analysis also shows a difference between men and women in relation with commitment and here again and based on the literature review that we mentioned in chapter 4, women are more committed and here managers should find ways to make men more committed. WOM is different between men and women. Men tend to make more WOM than women and it's related to the functional value of the content or product while women when they leave WOM it's related to the experience they got from the page so based on that, managers should find ways to increase the hedonic value for women and the functional value for men. Another difference is related to loyalty. Men are

more loyal than women. Here again we can increase the loyalty of women through a good quality with a good price. The purchase, women purchase more than men. Managers should find new techniques that will push men to buy more.

One-Way Anova was used to analyze if there are any differences among the variables concerning gender, age group, income level, marital status, occupation status, Education, frequency of online shopping, and time spent on social media. The results were different among variables. The variables show that there is a difference since their P-value was less than 0.05. For variables that show that there is a difference a Duncan test was used to determine the difference and based on how they are neutral, agreeing, disagreeing, or highly agreeing or disagreeing, the marketing managers can come up with methods or techniques or change the way they do things to better manage and market in the fan page.

The last analysis method used was regression analysis, due to this one, we were able to determine how the independent variables affect the dependent variable positively or negatively and the degree to which they affect the independent variable.

Some of the results were consistent with the literature review and others opposed it. The results that we came up with, it's a tool for sports marketing that allows marketers to market based on these results.

This study has an important impact on the sports marketing sector, it provides the necessary tools for a manager to market using social media more specifically on a fan page.

To better market a fan page, managers should pay attention to the behavior of their users based on the content that they share on social media. For example, the functional value and hedonic value positively affect the team page usage intensity, social interaction value that negatively affects the team page usage intensity, brand interaction value, and self-concept that positively affect team page usage intensity. The social interaction value that negatively affects the team page engagement, the brand interaction value and team page usage intensity that positively affect the team engagement and the team page usage intensity, team page engagement, brand WOM, brand commitment, and brand purchase that affects positively brand loyalty, but they shouldn't neglect the variables that have a significant difference based on the demographic characteristics. As a result, the managers should be aware of the implications that the content-oriented, relationship-oriented and self-oriented and other factors may have to do better in social media through a fan page to fulfill the needs of the users.

5.2 Limitation of the Study

Since the study was conducted based on the behavior of the Moroccan fans, the questionnaire was sent to Moroccan peoples. The issue is that people in Morocco speak Arabic, French and few Spanish but since our questionnaire was made in English, many of the candidates had difficulty answering it, especially the middle-aged ones, who needed translation to answer it and sometimes the translation was not clear for them.

Another issue I faced during the collection of data is people who refused to answer the questionnaire because they found it long and mostly are generation Z who prefer rapid

short surveys and since the questionnaire was sent online many lied about their participation.

5.3 Conclusion

This study has an important impact on the sports marketing sector, it provides the necessary tools for a manager to market using social media more specifically on a fan page.

To better market a fan page, managers should pay attention to the behavior of their users based on the content that they share on social media. For example, the functional value and hedonic value positively affect the team page usage intensity, social interaction value that negatively affects the team page usage intensity, brand interaction value, and self-concept that positively affect team page usage intensity. The social interaction value that negatively affects the team page engagement, the brand interaction value and team page usage intensity that positively affect the team engagement and the team page usage intensity, team page engagement, brand WOM, brand commitment, and brand purchase that affects positively brand loyalty, but they shouldn't neglect the variables that have a significant difference based on the demographic characteristics. As a result, the managers should be aware of the implications that the content-oriented, relationship-oriented and self-oriented and other factors may have to do better in social media through a fan page to fulfill the needs of the users.

As a conclusion, we can say that there are many factors that have an important impact on the behavior of the users on social media and to improve a fan page we must keep an open eye on these factors to better market on social media in the sport sector.

Studying and analyzing the behavior of the users based on different factors can be a good subject of study or research.

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APPENDIX

Questionnaire



This questionnaire is designed to understand the use of social media for fans in sport marketing in Morocco. Therefore, your opinion really counts because the results will be used to assist the marketing sector and shops particularly in Morocco. You are expected to fill out the answers accurately. This record is kept confidential; you are encouraged to be free in expressing yourself. Please also note that your name and personal information is not asked. **Please pay a special attention to each statement as they are intended to provide different kinds of information.** THANK YOU

PART 1– SCALED QUESTIONS

ANSWER THE FOLLOWING QUESTIONS *focusing on your Team* you support. Kindly tick (X) in the box where the answer is applicable.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	☹		☺		☺
The content of my Team's page is helpful for me	1	2	3	4	5
The content of my Team's page is useful for me	1	2	3	4	5
The content of my Team's page is functional for me	1	2	3	4	5
The content of my Team's page is practical for me	1	2	3	4	5
	1	2	3	4	5
The content of my Team's page is fun					
The content of my Team's page is exciting	1	2	3	4	5
The content of my Team's page is pleasant	1	2	3	4	5
The content of my Team's page is entertaining	1	2	3	4	5
I can meet people like me on this fan page	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can meet new people like me on this fan page	1	2	3	4	5
I can find out about people like me on this fan page	1	2	3	4	5
I can interact with the brand on this fan page	1	2	3	4	5
I can communicate with the brand on this fan page	1	2	3	4	5
I can give feedback to the brand on this fan page	1	2	3	4	5
I can get answers from the brand on this fan page	1	2	3	4	5
I can make a good impression on others	1	2	3	4	5
I can improve the way I'm perceived	1	2	3	4	5
I can present others who I am	1	2	3	4	5
I can present others who I want to be	1	2	3	4	5
I frequently use this fan page	1	2	3	4	5
I often use this fan page	1	2	3	4	5
I regularly use that fan page	1	2	3	4	5
I 'm an integrated member of this fan page community	1	2	3	4	5
I'm an engaged member of this fan page community	1	2	3	4	5
I'm a participating member of this fan page community	1	2	3	4	5
I'm an interacting member of this fan page community	1	2	3	4	5
In my opinion this brand is good	1	2	3	4	5
In my opinion this brand is positive	1	2	3	4	5
I like this brand	1	2	3	4	5
I think favorably about this brand	1	2	3	4	5
I feel I'm a part of a community around this brand	1	2	3	4	5
I'm an active supporter of this brand	1	2	3	4	5
I interact with this brand	1	2	3	4	5
I recommend this brand to other people	1	2	3	4	5
I introduce this brand to other people	1	2	3	4	5
I say positive things about this brand to others people	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I intend to remain loyal to this brand in the future	1	2	3	4	5
I will not stop buying or supporting this brand	1	2	3	4	5
I think of myself as a loyal consumer or supporter of this brand	1	2	3	4	5

PART 2

DEMOGRAPHIC INFORMATION

Please indicate your choice by means of an (X).

1. Which city do you live?

2. Gender				
Female	1	Male		2

3. Age group (in years)				
18-25	1	46-55		4
26-35	2	56-65		5
36-45	3	66+		6

4. Income Level				
0-999 DH	1	3000-3999 DH		4
1000-1999 DH	2	4000-4999 DH		5
2000-2999 DH	3	5000 DH and above		6

5. Marital Status	
Single	1
Married	2
Divorced	3
Live together	4

6. Occupation status			
Full-time employed	1	Retired	4
Part-time employed	2	Student	5
Self-employed	3	Unemployed but not student	6

7. Education (What is the level of school you have completed?)			
Secondary School	1	University level	3
High school diploma	2	Postgraduate level	4

8. Frequency of online shopping			
Everyday	1	Three times a month	4

Every second day	2	Twice a month	5
Once a week	3	Once a month	6

9. Time spent on Social Media			
More than 2 hours a day	1	Less than 1 hour per day	4
Between 1 – 2 hours per day	2	Every second day	5
At least 1 hour per day	3	Other	6

*******THANK YOU FOR SPARING YOUR TIME*******