

THE ROLE OF CUSTOMER BRAND ENGAGEMENT IN FACEBOOK FAN  
PAGE

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Dedicated to my beloved father, mother, grandmother, siblings, mentor and friends

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## ABSTRACT

In today's fast-paced and interactive business environment, engaging fans is imperative for companies to elevate their competitiveness in marketplace. Internet has ushered a new age of social media marketing where companies are promoting their businesses online via Facebook to attract and engage new fans. However, there is a lack of research on fans' engagement in a company's Facebook brand page. The research examined the influence of perceived value toward customer brand engagement (CBE) and the impact of CBE towards electronic Word-of-Mouth (eWOM), as well as identified the role of trust as a moderator between perceived value and CBE. This study investigated MyTeksi Facebook brand page as the company has engaged fans in its Facebook brand page successfully. A correlational research was conducted and online questionnaire was disseminated to 212 fans of MyTeksi Facebook brand page. Statistical methods encompassing normality test, reliability test, validity test, descriptive analysis and structural equation modeling (SEM) were employed. Based on the results, the conceptual model revealed that there are significant relationships between perceived value and CBE, as well as CBE and eWOM. Furthermore, the findings also revealed that trust has fully moderated the relationship between perceived value and CBE. Meanwhile, CBE is a mediator between the relationship of perceived value and eWOM. Lastly, the findings of this research could offer useful guidance for MyTeksi as well as other companies to formulate better strategies for encouraging fans to engage in brand page. Moreover, this study has provided an avenue for further empirical research in the taxi industry and contributed to CBE literature.

## ABSTRAK

Dalam persekitaran perniagaan hari ini yang dinamik dan interaktif, penglibatan pengikut adalah penting kepada syarikat-syarikat untuk meningkatkan daya persaingan mereka di pasaran. Internet telah memulakan zaman pemasaran media sosial di mana syarikat-syarikat mempromosikan perniagaan mereka secara atas talian melalui Facebook untuk menarik minat dan melibatkan pengikut baharu. Namun, masih terdapat kekurangan kajian tentang penglibatan pengikut dalam jenama laman Facebook syarikat. Kajian ini mengkaji pengaruh persepsi nilai terhadap penglibatan jenama pelanggan (CBE) dan kesan CBE terhadap cerita mulut ke mulut secara elektronik (eWOM) serta mengenal pasti peranan kepercayaan sebagai moderator dalam hubungan antara tanggapan nilai dengan CBE. Kajian ini mengkaji jenama laman Facebook MyTeksi kerana syarikat ini telah berjaya melibatkan pengikut dalam jenama laman Facebook mereka. Penyelidikan korelasi telah dijalankan dan soal selidik atas talian telah diedarkan kepada 212 pengikut di jenama laman Facebook MyTeksi. Kaedah statistik ini merangkumi ujian kenormalan, ujian kebolehppercayaan, ujian kesahan, analisis deskriptif dan pemodelan persamaan struktur (SEM) telah digunakan. Berdasarkan hasil penyelidikan, model konsep menunjukkan terdapat hubungan signifikan antara tanggapan nilai dan CBE serta CBE dan eWOM. Selain itu, dapatan kajian ini juga menunjukkan kepercayaan sebagai moderator penuh antara hubungan tanggapan nilai dan CBE. Selain itu, CBE adalah pengantara dalam hubungan antara tanggapan nilai dan eWOM. Akhirnya, hasil penyelidikan ini dapat menawarkan garis panduan yang berguna kepada MyTeksi dan syarikat-syarikat lain supaya boleh merangka strategi yang lebih baik untuk melibatkan pengikut dalam jenama laman. Sebagai tambahan, kajian ini telah menyediakan ruang untuk penyelidikan empirikal masa depan dalam industri teksi dan menyumbang kepada literatur CBE.

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## LIST OF ABBREVIATIONS

$\chi^2/df$	-	Normed Chi-Square
AGFI	-	Adjusted Goodness of Fit Index
AMOS	-	Analysis of Moment Structures
AVE	-	Average Variance Extracted
CBE	-	Customer Brand Engagement
CEB	-	Community Engagement Behavior
CFA	-	Confirmatory Factor Analysis
CFI	-	Comparative Fit Index
CR	-	Composite Reliability
<i>df</i>	-	Degree of Freedom
EFA	-	Exploratory Factor Analysis
eWOM	-	electronic Word-of-Mouth
FPs	-	Fundamental Propositions
GFI	-	Goodness of Fit Index
NFI	-	Normed Fit Index
OBC	-	Online Brand Community
RMSEA	-	Root Mean Square Error of Approximation
RQ	-	Research Question
SEM	-	Structural Equation Modeling
SNSs	-	Social Networking Sites
SPSS	-	Statistical Package for the Social Science
TCV	-	Theory of Consumption Behavior
TEB	-	Transaction Engagement Behavior
TPB	-	Theory of Planned Behavior
TRA	-	Theory of Reasoned Action
WOM	-	Word-of-Mouth

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

The purpose of this study is to investigate antecedents and outcomes of customer brand engagement (CBE), the moderating effect of trust between the relationship of perceived value and CBE, and the mediating effect of CBE between perceived value and electronic Word-of-Mouth (eWOM). This study is about the engagement of fans in MyTeksi's Facebook brand page. This study aims to address the following problems: (1) ambiguous of the contribution of CBE, (2) small study focus on the impact of perceived value on CBE through Facebook, (3) lack of literature in identifying trust as a moderator in social networking sites (SNSs) context, (4) lack of study in examining CBE as a mediator in SNSs context, and (5) lack of CBE knowledge in SNSs context and taxi industry in Malaysia.

Therefore, four research questions have generated in this study. Next, this study focuses on MyTeksi's brand page in Facebook and the fans in MyTeksi's brand page is selected. Finally, the operational definitions of key variables consist of perceived value, trust, and eWOM.

#### **1.2 Background of the Study**

Today, SNSs has changed the way of people to behave as a variety of features embedded in SNSs allow users to facilitate socialization. People now can use social

networking websites in multiple ways to stay connected online with their family and friends in the offline world or even with new online friends (Ellahi and Bokhari, 2013). However, social media websites are not merely benefitting people but are also profiting industries in the world. Many international and local companies in Malaysia, including the government and public sector companies, have made extensive use of social networks (Gummerus *et al.*, 2012). Companies use social media as part of their marketing tools to communicate with their consumers and enhance consumer experience. Undeniably, social media has transformed the current business world and it is become more complicated (Shojaee and Azman, 2013).

Though traditional media still plays as major role in reaching consumers, however, integrating the business with social media channels for marketing purpose (Stelzner, 2013) and managing customer relationships (Sashi, 2012) have become trends for today's businesses (Leung *et al.*, 2013). Also, companies use social media to distribute news and information about the company's product and services to potential customers, for managing consumers' feedback, (PwCMalaysia, 2013), as well as rising brand awareness (Shahizan *et al.*, 2012). Similarly, the Social Media Marketing Industry Report 2013 revealed that there are 97% of businesses adapting social media, and 86% of the managers in business asserted that social media is very crucial for their business (Stelzner, 2013).

Among social media, Facebook is generally acknowledged as the most popular social networking platform in Malaysia, as well as in the world. According to the Malaysian Communications and Multimedia Commission (2014), the active Facebook users in Malaysia are 15.6 million, almost half of the total population in Malaysia. Table 1.1 shows the five most visited websites by Internet users. Facebook.com is positioned at first place if compared to the second place in the year 2013. Furthermore, it is also the highest ranking among the SNSs. Table 1.2 shows the most popular social platforms and the percentage of weekly users on social platform in Malaysia. Unsurprisingly, Facebook ranks as first place evidenced by 88% of Internet users visiting Facebook weekly.

**Table 1.1:** Five most visited Internet sites by reach December 2014

Internet site	Description	Ranking in 2014	Ranking in 2013
Facebook.com	Social network	1	2
Google.com	Search engine	2	1
Google.com.my	Local search engine version	3	5
Youtube.com	Video sharing	4	3
Yahoo.com	Internal portal for news, email, chat	5	6

Source: (Euromonitor International, 2013, p. 9; Euromonitor International, 2014, p. 8)

**Table 1.2:** Most popular social platform in Malaysia

No	Platform	Weekly users – Malaysia (%)
1	Facebook	88
2	YouTube	76
3	WhatsApp	72
4	Facebook Messenger	71
5	WeChat	61

Source: (Lawrence, 2014, retrieved on 24/9/2014)

Companies are inclined to adopt Facebook as the consumer reach of this channel is higher than other channels (Ashley and Tuten, 2015). In addition, Malaysians are heavy consumers of online content in social media and tend to research online before purchasing (Mustafa, 2014). Most Malaysians like to surf Facebook as it has a high perceived ease of use, such as providing a variety of attractive content, as well as searching and sharing information, passing time and expressing views (Whiting and Williams, 2013). Hence, this superiority offers an opportunity for companies to reach their existing consumers and attract potential consumers by providing essential content, especially for the companies which offer intangible products or services to consumers.

The brand page in Facebook is the popular platform to engage the online community. Through Facebook brand page, companies can approach their online

brand community (OBC) differently, more informally and more conversationally via promotional materials, inviting user involvement, information distribution and advertising (Tan *et al.*, 2013) in order to serve better and satisfy consumers' needs (Leung *et al.*, 2013). For instance, a company has established new product and the information about new product will be distributed through the brand page. Ultimately, the information about the new product is available for consumers in the brand page (Leung *et al.*, 2013). Additionally, users with similar interests are gathered in a brand page. Users are able to spread their thoughts, "like" and comment, and communicate with other consumers and companies on a brand page. Through this new form of web service is provided by a brand page, firms are able to manage, interact, communicate and exchange information with their brand community (Chauhan and Pillai, 2013; Lu and Hsiao, 2010), cultivate deep customer relationships and engage their consumers easily (Leung *et al.*, 2013).

In these recent years, the popularity of customer engagement has aroused the interest of scholarly community (Brodie *et al.*, 2011a) and industry practitioners (Sashi, 2012). According to Hollebeek (2011), CBE refers to the consumers' level of cognitive, emotional and behavioral commitment when engage with a company or a brand. Presently, enhancing CBE deems as a strategic imperative for companies to enhance their organization performance (Brodie *et al.*, 2011b) as several empirical studies identified that CBE able to strengthen the relationship between companies and consumers (Kahar *et al.*, 2012) and motivate consumers to spread eWOM (Leung *et al.*, 2013), as well as increase brand loyalty, sales, and corporate image (Leung *et al.*, 2013; Shojaee and Azman, 2013; Wirtz *et al.*, 2013). Most important, Kumar *et al.* (2010) affirmed that contributions or values of consumers to a company should scrutinize from their engagement with a company instead of solely assess through their transaction with a company. Therefore, companies have to enhance consumers' engagement and comprehend how and why consumers engaging in social media especially in Facebook because engaging consumers online is becoming more important in today's businesses (Stelzner, 2013; Hutton and Fosdick, 2011).

### 1.3 Problem Statement

Previous studies proved that CBE can provide significant benefits to firms (Kumar *et al.*, 2010). However, Nelson-Field and Taylor (2012) still doubt the practicability of CBE in a brand page by questioning the credibility of high CBE in achieving a firm's desired outcomes, such as higher sales. In addition, PwCMalaysia (2013) revealed that 57% of the businesses in Malaysia are not tracking or recognizing the direct impact from their social media activities. This implies that the contribution of CBE is underestimated and it is perceived ineffective in serving its purpose as an organizational marketing strategy because the impact of CBE still remains ambiguous and fails to explain the real returns. There is a continuing debate about the CBE value in the academic and practical senses. Hence, there is a need to study the outcome or contribution of CBE in a brand page and also firms should persuade their consumers to engage and contribute to their firms and brand page (Lin and Lu, 2011).

Although the topic of CBE has received little attention from practitioners, numerous researchers attempted to comprehend the topic of CBE (Brodie *et al.*, 2011a; Brodie *et al.*, 2011b, Hollebeek, 2011) and the underlying reasons why people engage in a company brand page (Baird and Parasnis, 2011; Malciute, 2012; Reitz, 2012; Bejtagic-Makic, 2013; Huang, 2013; Tsai and Men, 2013; Toubia and Stephen, 2013; Wirtz *et al.*, 2013). Understanding the actual value needed by consumers in SNSs is very crucial as it is a first step to engage consumers in SNSs (Baird and Parasnis, 2011) because consumption value has the ability to indicate the consumers' attitude and behavior (Sheth *et al.*, 1991; Sweeney and Soutar, 2001; Kim *et al.*, 2011). In addition, consumption value is useful to investigate the use of hedonic technologies (Turel *et al.*, 2010) especially for SNSs, the hedonic-oriented information technologies (Hu *et al.*, 2011). Also, there is a relatively little attention has been given to users' perceived value of use through Facebook (Yang and Lin, 2014). Thus, the Theory of Consumption Value (TCV) is employed in present study to predict CBE by assessing consumers' perceived value. In detail, three dimensions in consumption value in which functional, emotional and social value are applied to study the antecedent of consumers to engage in company brand page in Facebook as

these values are able to predict the consumers' choice behavior (Sweeney and Soutar, 2001).

A brand page on Facebook is a virtual and intangible product; therefore, the trust level between users and company can be very low since users perceive greater risks on the Internet than in a physical environment (Hoffman *et al.*, 1999). As such, building a trust between a firm and its users is of paramount importance for a brand page (Ou and Sia, 2010). Without trust as a basis, a brand page could be fragile and cannot last for the long (Yang and Lin, 2014). In order to motivate users to perform further actions on the brand page, it is imperative to reduce the users' perception of risk (Aghekyan-Simonian *et al.*, 2012) by nurturing trust or minimizing distrust among users (Ou and Sia, 2010). As highlighted by previous study, low-trust and high-trust people have different impact on engagement in term of their perceived values on website. Therefore, fan page manager should focus on the significant role of trust in online community (Yang and Lin, 2014). Additionally, several researchers have recommended further studies to explore more on how trust affects the relationship between perceived value and online community engagement (Yang and Lin, 2014). Therefore, this study aims to investigate the moderating effect of trust on the relationship between perceived value (interactivity, information quality and enjoyment) and customer engagement on Facebook brand page.

Many empirical studies have found that customer perceived values, such as interactivity, information quality and enjoyment, can result in eWOM (Hsu *et al.*, 2013; Kwok and Yu, 2013). There is a customer-perceived value when a consumer visits or engages in companies' brand page. According to Yang and Lin (2014), pleasure and enjoyment gained from surfing a web page can increase the hedonic value of online community which in turn enhances the online engagement, such as revisiting and staying longer on a website. Most importantly, the brand online community can further contribute to the company through repurchasing or spreading the eWOM about the companies' service to other online users (Kumar *et al.*, 2010). While consumer perceived value has been proven to have an impact on psychological state and behavior of consumer, such as eWOM as well as brand engagement. Therefore, CBE has the potential to mediate the relationship between

perceived value and eWOM. Surprisingly, there is still limited amount of study in examining the mediating effect of CBE on the relationship between perceived value and engagement outcome; thus, there exists a gap on which this study can focus.

As social media is not equally used within the whole industries (Leung *et al.*, 2013), many scholars from different academic disciplines (e.g. advertising, education, narratives, psychology, and sociology) have begun to study customer engagement in various industries in order to understand the construct of customer engagement (Reitz, 2012). While many efforts toward producing a broader customer engagement perspective have been made by including antecedents and outcomes of consumer engagement (Tsai and Men, 2013), nonetheless, the studies of customer engagement within online marketing and SNS have not yet received sufficient attention in academic research (Brodie *et al.*, 2011a; Brodie *et al.*, 2011b; Tsai and Men, 2013; Malciute, 2013), as well as fan pages of specific businesses that are integrated with Facebook (Lee *et al.*, 2014). Moreover, there is a lack of consensus regarding a valid cross-industry construct of brand engagement given that the constructs proposed by previous empirical studies are not able to generalize to all fields and industries (Reitz, 2012). Taken together, there has been a lack of knowledge on how the companies in Malaysian taxi industry engages their online communities in SNSs and in turn stimulates eWOM.

Based on the previous discussion, this study identifies five significant gaps: the first gap is related to industry and the last four gaps are academic related. Firstly, in identifying the gap in the industry level, CBE is perceived ineffective in serving as its purpose as an organizational marketing strategy. As the contribution of customer engagement is still called into question, thus, there is a need to identify the relationship between the CBE and outcome. Secondly, in the academic related gaps, there is lack of studies focused on the perceived value through Facebook, particularly the influence of perceived value on customer engagement on the MyTeksi Facebook brand page. Additionally, the current studies on customer engagement are short in examining the moderation role of trust between the relationship of perceived value and CBE. Thirdly, with the purpose to replenish the body of knowledge regarding CBE, this study investigates trust as moderator. Fourthly, up to present, there are

surprisingly few studies that identify the mediator effect of customer engagement between the relationships of perceived value and outcomes. Lastly, to the best of the researcher's ability, there is a limited number of studies concerning on SNSs context and taxi industry in Malaysia as the concept of customer engagement has just emerged lately.

#### **1.4 Research Questions**

The background and problem statements highlight several questions to be addressed in this study. Hence, this study is attempting to answer the following research questions:

1. What is the relationship between perceived value (information quality, enjoyment, interactivity) and CBE of MyTeksi's Facebook fan page?
2. What is the relationship between CBE and eWOM of MyTeksi's Facebook fan page?
3. Does trust moderate the relationship between perceived value and CBE of MyTeksi's Facebook fan page?
4. Does CBE mediate the relationship between perceived value and eWOM of MyTeksi's Facebook fan page?



## **1.5 Research Objectives**

This study has the following objectives:

1. To examine the relationship between perceived value (information quality, enjoyment, interactivity) and CBE of MyTeksi's Facebook fan page.
2. To examine the relationship between CBE and eWOM of MyTeksi's Facebook fan page.
3. To investigate the moderating effect of trust on the relationship between perceived value and CBE of MyTeksi's Facebook fan page.
4. To explore the mediating effect of CBE on the relationship between perceived value and eWOM of MyTeksi's Facebook fan page.

## **1.6 Scope of Study**

In order to achieve the formulated research objectives, this study focuses on Facebook. In response, this study is focused on the MyTeksi's brand page on Facebook. Since mobile technology has experienced a rapid growth in recent years, many firms including MyTeksi have leveraged the advantages of mobile technology by developing mobile applications. In order to encourage users to download and use the apps, more firms have begun to adapt social media to promote their apps and increase brand awareness.

The respondents of this study include all users of MyTeksi's Facebook brand page. The reason for selecting MyTeksi's fans is due to the users who have clicked on the "Like" button in MyTeksi's Facebook page. This means they can obtain the latest information from MyTeksi and easily be engaged with MyTeksi's Facebook page.

This study selects only the perceived value, CBE, trust, and eWOM as major constructs of this study. Perceived value is constituted by perceived interactivity, perceived information quality and perceived enjoyment. Perceived value is treated as an antecedent of CBE. Meanwhile, trust is considered as a moderator of the relationship between perceived value and brand engagement. The brand engagement includes cognitive, affective and participative aspects as a potential mediator between perceived value and eWOM. In addition, eWOM is the outcome of brand engagement, and it is treated as a dependent variable in this study.

### **1.7 Significance of Study**

From the practical perspective, the findings of this study may provide the information about CBE in MyTeksi's brand page and be able to serve as guideline to assist practitioners to better understand the CBE. According to objectives in this study, all the relationships tested will be identified at the end of this study. For instance, if the perceived value (perceived information quality, perceived enjoyment, and perceived interactivity) is identified to have influence on CBE, MyTeksi might have to seek a better way or keep provide appropriate informative, enjoyable, friendly content to improve CBE on the Facebook brand page.

Improving the consumers' engagement in SNSs is one of the most important among social marketing objectives (Stelzner, 2013). If CBE is proven to have an impact on eWOM, the results can reassure MyTeksi and other companies to engage their fans intensively by utilizing brand pages on Facebook. In addition, practitioners who administer the brand pages can ensure their brand pages are cognitively stimulating and emotionally satisfying while also providing a chance for consumers to engage actively. Eventually, consumers' expectation can be reached and practitioners can achieve marketing objectives and in turn contribute to overall company success.

From a literature perspective, there are some gaps that have been identified in this study: (1) trust as moderator between the relationship of perceived value and

CBE, (2) CBE as mediator between the relationship of perceived value and eWOM (3) limited studies of CBE in SNSs context and taxi industry in Malaysia. Therefore, the findings of this research can bridge up all the gaps identified and contribute to the current body of knowledge. As the topic of CBE is newly emerged in these recent years and still remain mostly conceptual to date (Malciute, 2013), investigating the antecedents and outcomes of CBE in different contexts is essential in replenishing the CBE literature, specifically in SNSs context. Lastly, as this study has proposed TCV as antecedent to predict the CBE, thus, the findings of this study can contribute to academic marketing literature, especially in TCV.

## **1.8 Operational Definitions**

The following are some definitions about the main terms used in this study.

### **1.8.1 Perceived Value**

Perceived value refers to a consumer's overall assessment towards a company brand page based on perceptions of what is received and what is given. Perceived value in this study consisted of perceived information quality, perceived enjoyment, and perceived interactivity. In other words, when the fan is visiting MyTeksi's brand page, the fan will form a perception on MyTeksi's brand page based on the consumption values, which are functional, hedonic and social value (Zeithaml, 1988).

#### **1.8.1.1 Perceived Information Quality**

In this research, perceived information quality is defined as the perception of the consumer toward the product and company information according to a set of judgment criteria, which cover accuracy, relevance, helpfulness, up-to-datedness and unbiased measure (Ou and Sia, 2010). On the MyTeksi brand page, fans may

evaluate the information in every post based on the criteria of accurate, informative, relevant, helpful and useful. High information quality leads them to engage with the brand page.

### **1.8.1.2 Perceived Enjoyment**

Perceived enjoyment is the perceived fun or pleasure from the online content service experience, which is defined as the extent to which the activity of using an online content service is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated (Davis *et al.*, 1992). On the MyTeksi brand page, any posts that are able to evoke the fans' interest and excitement may lead them to have a good perception toward the brand page and in turn encourage them to engage with the brand page.

### **1.8.1.3 Perceived Interactivity**

Perceived interactivity in this study refers to users' psychological experience when he or she interacts with the website (Wu, 2005). User control, responsiveness, personalization, and connectedness are the elements of perceived interactivity. In MyTeksi's context, fans will engage with the brand page after interacting with MyTeksi and other fans on the brand page as they are feel being connected. Mollen and Wilson (2010, p. 921) defined perceived interactivity as "the degree to which users' perception on interaction between themselves and brand, the interaction should be two-way, controllable, and responsive.

## **1.8.2 Trust**

Trust in this study defined as the willingness of a trustor to disclose themselves to be vulnerable towards trustee, a trustor will form an expectation on the

trustee in performing a particular action important to the trustor (Mayer *et al.*, 1995). Fans are engaging with the MyTeksi brand page as they believe that MyTeksi will protect their privacy information on Facebook instead of disclose their information to third parties.

### **1.8.3 Customer Brand Engagement (CBE)**

In this study, CBE is defined as specific levels of cognitive, affective and behavioral activity in brand interaction that are able to characterize the level of consumers' motivational, brand-related and context-dependent state of mind (Hollebeek, 2011). Cognition explains the way of consumer process information on the brand page. Affection reflects the emotional bonding between the consumers with the company on the brand page. Lastly, participation refers to actions that are performed directly on the brand page. In MyTeksi, consumers are considered as engaging with the brand page when they are interacting with MyTeksi cognitively, affectively, as well as performing some behavior on the brand page.

### **1.8.4 Electronic Word-of-Mouth (eWOM)**

In this study, eWOM is defined as any positive or negative statement about firms or products spread by users to others through the Internet (Hennig-Thurau *et al.*, 2004). On the MyTeksi brand page, consumers may spread promotion news or recommend the services to their family and friends after having a good experience on the brand page.

## **1.9 Organization of the Thesis**

The first section of this chapter provides the background of study. In this part, the phenomenon of firms in Malaysia to adapt Facebook as a promotional tool is discussed. Following this, the issues and problems about CBE is discussed. The final

part of the chapter outlines objectives, questions, scope, and significance of the study as well as operation definitions of terms to understand in this research.

The subsequent chapters are organized as follows. Chapter 2 presents the social media evolution, benefits of social media in business and overview of Facebook. The literature review is begun by discussing the antecedent of CBE, trust, overview of CBE and outcomes of CBE. Chapter 3 explains the theories underpinned, established a theoretical framework and proposed hypotheses for the study. Chapter 4 presents an overview of the research methodology, research instrument, sampling method, pilot test and data analysis techniques used for the study. Chapter 5 demonstrates the results of data collected from respondents according to the data analysis techniques proposed. Finally, Chapter 6 shows the discussion of findings, implications, limitations, and recommendations of study.

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