EXPLORING CUSTOMER LOYALTY TO FASHION BRANDS ON FACEBOOK FAN PAGES

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Introduction

In the past, companies attempted to address customers using marketing communication tools such as television ads and public relations. A major disadvantage of these tools is the passive way in which customers receive information on products and brands (Hennig-Thurau et al., 2010; Libai et al., 2010). In recent years there has been steady growth in the share of two-way communication, which has resulted in a revolutionary change in the role of the customer from passive to active. This change was brought about in particular by the internet boom and the emergence of social media (Ungerman, 2016). Social media can be defined as "*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content*" (Kaplan & Haenlein, 2010, p. 61). Social media includes applications such as collaborative projects, blogs/micro-blogs (Kaplan & Haenlein, 2011), content communities, social networking sites, virtual game worlds and virtual social worlds (Kaplan & Haenlein, 2009). The emergence of social media has brought about a number of changes. Current customers require immediate access to the most up-to-date information (Singh et al., 2008). Through social media, they have detailed information about purchased products and are therefore more demanding than ever before. Social media influences their purchasing behaviour, opinions about products and personal attitudes (Mangold & Faulds, 2009). It has also been found that customers perceive social media as a more credible source of information than classical media (Vollmer & Precourt, 2008 in Mangold and Faulds, 2009). These changes increase the need to understand social media so that it can be effectively used for marketing purposes

(Hennig-Thurau et al., 2010). One of the main tasks of marketers and academics is to verify whether money invested in communication on social media generates the anticipated profits (Hoffman & Fodor, 2010). Schultz and Peltier (2013) claim that many firms have little trouble creating and launching social channels but have problems building a relationship with customers that regularly produces the necessary profits. There are also doubts about whether communication on social media can influence customers' attitudes toward brands (Hoffman & Fodor, 2010), which is key for building a long-term relationship between a company and customers (Carlson et al., 2008). A customer with a positive relationship with a brand speaks more about the brand, repeatedly purchases its products and is willing to pay more for them, i.e. they become a loyal customer (Wood, 2000). Online customer loyalty is typically lower than offline customer loyalty, mainly due to the wide selection of websites, e-shops or fan pages that are immediately available, and the customer can choose among them in a matter of seconds. It is therefore possible to say that retaining customers in the online world is one of the key, albeit problematic, conditions for business success (Casaló et al., 2008).

This article focuses only on one type of social media: social networks. The largest social network today is Facebook (Kopřiva & Filipová, 2015). The number of Facebook users is constantly growing worldwide. In 2012, the network passed 1 billion users (Czech Television, 2012). By 2016, Facebook already had 1.65 billion users in 115 countries (Hušková, 2016). From a marketing point of view, this is an absolutely unique way of reaching out to a huge mass of potential customers. For this reason, Facebook needs to be explored to create a knowledge base for the correct implementation of online marketing

(Hennig-Thurau et al., 2002). The best and most successful sectors on Facebook are food, new technologies and fashion (Socialbakers, 2017). Fashion is a sector that has long attracted the attention of marketing professionals (Bakewell et al., 2006). It is an exciting, dynamic and creative global business that combines aesthetics, technology and business (Hines & Bruce, 2007). Since fashion is often promoted on Facebook, it has been chosen as a suitable segment for this research. Hence, Facebook will not be explored as a global medium for all sectors, but only for the clothing segment.

According to many authors, the fashion industry can be divided into various categories, most frequently by the segment of customers who buy the clothes, and also by price and quality (Bruce & Daly, 2006; Priest, 2005). This article focuses on the Facebook pages of companies offering mid-range fashions by price and quality, clothing intended for the general public. In foreign literature this category is often referred to as high street fashion or mass market (Sorensen, 1995). Lee introduced the term McFashion in 2003. These are international clothing chains characterised by chic fashion that is very cheap. In this article, the term "high street fashion" will be used for the research into fashion categories. This category includes brands such as H&M, Lindex, C&A and Orsay.

This article was written due to the lack of attention of the Czech professional public on the issue of marketing communication on Facebook. Facebook is currently becoming a key communication channel for a number of companies that do not have relevant theoretical knowledge that could be used to build a marketing strategy on Facebook. Since the goal of most companies is to build long-term relationships with their customers, this article will focus on building loyalty. For these reasons, this main objective was set: **The main objective of the article is to determine whether it is possible to build loyalty to fashion brand pages on Facebook and consequently loyalty to brands.** Based on this objective, the main research question was formulated: **Is it possible to build loyalty to clothing brands through loyalty to company pages on Facebook?**

In order to fulfil the main objective and to answer the research question, a model of loyalty building was proposed on the basis of research in the literature. This model consists of "likes" of company pages, page trust and satisfaction, corporate loyalty, and loyalty to fashion brands. Individual variables and the relationships between them were tested using the structural equations modelling statistical method (SEM), which enables the testing of sets of manifest and latent variables and their mutual relationships. As such, the method permits estimates of relatively complicated structural models (Fornell & Larcker, 1981). Data for analysis were collected using an electronic survey of a sample of 292 respondents. The theoretical part of this article will first define loyalty and present the methods used to measure it, and hypotheses of mutual relationships between variables in the model will subsequently be formulated. The practical part presents the entire process of testing the model, from determining reliability and two types of validity, to a confirmatory factor analysis and the actual testing of the model and individual hypotheses. In the conclusion of the work the results will be compared with earlier research in this field, and recommendations will also be formulated for the practical use of the acquired knowledge.

1. Theoretical Background
1.1 Loyalty

Customer loyalty is regarded as a key factor influencing the long-term success of a company (Flavián et al., 2006). Loyal customers bring the firm greater income than new customers, since attracting new customers is expensive and in saturated markets it is almost impossible to find new customers (Schiffman & Kanuk, 2004). It can also be said that a loyal customer shows traits of shopping behaviour defined as a "non-impulse purchase", which is recorded over a longer period of time. Oliver (1999) presents loyalty as a multidimensional concept: "*Loyalty is a deeply held commitment to rebuy or re-patronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour*" (p. 34). Loyalty is therefore divided in the literature into two basic groups: attitudinal loyalty and behavioural loyalty (Dick & Basu, 1994; Hallowell, 1996). Attitudinal loyalty includes psychological components such as feelings and motives influencing the relationship to the product and the actual firm (Hallowell, 1996). It is manifested primarily

through positive word of mouth (WOM), recommendations of the brand to others and a commitment to the brand or the company's virtues (Mandhachitara & Poolthong, 2011; Hallowell, 1996). Behavioural loyalty, on the other hand, is related to the number of store visits or a willingness to pay more money for a favourite brand (Nilsson & Olsen, 1995; Knox & Denison, 2000). The two types of loyalty are not always present together, and Evanschitzky et al. (2006) state that attitudinal loyalty typically precedes behavioural loyalty.

The literature describes various methods for measuring loyalty in connection with how many dimensions loyalty is divided into. Uni-dimensional, bi-dimensional, composite, multidimensional and second-order methods of measuring are commonly used (Chiu et al., 2013). In this article, loyalty will be measured using the second-order method. For second-order methods, both attitudinal and behavioural loyalty is measured (Bennett & Bove, 2002). However, the use of this method must always be justified. In our model, all first-order constructs (likes, trust, satisfaction) will be created as reflective indicators. Reflective indicators mean that the measurement items are a reflection of the construct (Petter et al., 2007). Loyalty will be modelled using a reflective-reflective approach. This means that first-order constructs, that is, WOM and repeated page visits, respectively a repeat purchase (collectively called a continuance intention), are reflectively defined, as is the second-order construct (loyalty). In this way, loyalty can be measured for several reasons. Firstly, it is confirmed that WOM and continuance intention are indicators of loyalty. When changing customer loyalty, the visit/purchase frequency and WOM intensity also change (Zeithaml et al., 1996). Secondly, WOM and continuance intention are mutually interchangeable, since they are used in many studies as reflective indicators of the loyalty construct (Zeithaml et al., 1996). It is also found that WOM and continuance intention are highly correlated. For example, Nadiri et al. (2008) have stated that the correlation between repeat purchase and WOM emerged in its model of 0.61. Fourth, indicators are required to have the same antecedents and consequences. For these reasons, the second-order method can be used. According to Chen et al. (2005), this method generally brings better results in measuring loyalty and has therefore been chosen for this article. Fan loyalty and brand loyalty will be measured using second-order measurement with the help of scales focusing on positive WOM and continuance intention.

2. Conceptual Framework and Development of Hypotheses

Based on numerous international expert articles, a model of loyalty (Fig. 1) was designed encompassing fan page liking, trust and satisfaction with the fan page, loyalty to the fan page and loyalty to common clothing brands. In the following text, hypotheses of relationships between these latent variables will be formulated and subsequently tested using the SEM statistical method.

2.1 Fan Page Liking

One of the main marketing advantages of Facebook is the possibility to create fan pages that new users can join and become fans of. Over time, these fan pages became popular among fans of the companies (Trusov et al., 2009). In her article, Kudeshia et al. (2016) started from the assumption that simply by liking a page a Facebook user may affect his relationship to the promoted brand. She therefore created a set of scales focusing on adding pages and used it as an exogenous transformation for her model of building relationships to a brand. These scales will be used in our research. Other studies have shown that fans can use the pages to share their opinions of the brand or the quality of provided services and discuss with other fans, thus building a feeling of belonging to the group (Zarella, 2010; Kudeshia et al., 2016). Longer-term activity of fans typically results in higher satisfaction with these pages and also increases trust of the page and the entire community of users (Muñiz & O'Guinn, 2001; Flavián & Guinalíu, 2006; Drury, 2008). For these reasons we can define the first two hypotheses:

H1: Fan page liking has a positive effect on satisfaction with the fan pages.

H2: Fan page liking has a positive effect on trust of the fan page.

Royo-Vela and Casamassima (2011) even posit that participation in a company page may have a positive effect on building loyalty to this page. Therefore, hypothesis 3 can be formulated:

H3: Fan page liking has a positive effect on loyalty to the fan page.

Communication on fan pages can even contribute to building loyalty to the company or promoted brand (Kudeshia et al., 2016). Fans of the page are more open to receiving new information on the brand (Bagozzi & Dholakia, 2006) and to spread positive WOM. They are more emotionally engaged with the brand and even have a tendency to buy more often (Dholakia & Durham, 2010). This information can be used to posit hypothesis 4:

H4: Fan page liking has a positive effect on brand loyalty.

2.2 Trust

"*Trust is a fundamental principle of interpersonal exchange and is developed gradually through repeated interactions*" (Gefen, 2000). Trust between a customer and a business was defined by Coulter and Coulter (2002): "*Trust is a set of beliefs held by a consumer as to certain characteristics of the supplier, as well as the possible behaviour of the supplier in the future.*" Customer trust is influenced by one's own experience with the product, with a brand or, for example, a website, as well as references provided by one's surroundings (Pilík et al., 2012). Through longer positive contact with the company, the customer is confident that the company's product will meet his or her expectations over the long term (Deighton, 1992). When a customer believes that the product is trustworthy, he or she is likely to feel that the company has value and will generally be satisfied (Beatty and Kahle, 1988). The impact of trust on satisfaction has also been demonstrated by Hsu et al. (2013). Based on this information, we can create a hypothesis:

H5: Trust in a fan page has a positive effect on satisfaction with the fan page.

Online trust is a subject that is often discussed today, because it strongly influences the customer relationship for sellers (Simová & Cinkánová, 2016). According to Schiffman and Kanuk (2004), stronger trustworthy contact between seller and buyer can be established on the internet than in the offline world. This trust is the foundation for building e-loyalty (Schiffman & Kanuk, 2004). If a trusting relationship is missing, customers are not even loyal when they are generally satisfied with the e-business. This assertion indicates that trust is a key element in creating loyalty on the internet (Anderson & Srinivasan, 2003; Flavián & Guinalíu, 2006). Trust plays a similarly important role in the

world of social media (Ridings, 2002) and on Facebook fan pages (Ruiz-Mafe et al., 2014). Hence, the following hypothesis can be formulated:

H6: Trust in a fan page has a positive effect on loyalty to the fan page.

2.3 Satisfaction

Satisfaction or dissatisfaction can be defined as the customer's decision related to the ability of the company to fulfil or not fulfil the customer's expectations. The fulfilment of expectations leads to satisfaction, whereas the non-fulfilment of expectations leads to dissatisfaction (Oliver, 1980; Schiffman & Kanuk, 2004). Severt (2002) notes that satisfaction occurs after contact repeats several times between the customer and the company, i.e. it is a resultant state influencing all aspects in the creation of a relationship between the customer and company (product, price, company image, company communication, etc.). Satisfaction can extend the period in which the customer buys products from just one company. Hallowell (1996) demonstrated a strong connection between satisfaction and loyalty. Hence, satisfaction creates customer loyalty (Petrick & Backman, 2002). According to Hennig-Thurau et al. (2002), a relationship between satisfaction and positive WOM, a manifestation of attitudinal loyalty, has also been shown. This information can be used to formulate the hypothesis:

H7: Satisfaction with a fan page has a positive effect on loyalty to the fan page.

2.4 Loyalty to a Page and Brand

According to Anderson and Srinivasan (2003), e-loyalty is defined as the customer's positive attitude toward an online company, which results in repeat purchases of this company's products and long-term engagement with the company. Hence, Chen et al. (2014) believe that e-loyalty is based on the traditional concept of brand loyalty, which is transferred to the online environment. Loyalty to a Facebook fan page cannot be evaluated according to repeat purchases, but rather according to a long-term positive relationship with the page, to which the fan often returns and recommends it to others (Ruiz-Mafe et al., 2014). In general, the higher the level of participation in a fan page, the more often fans spread positive WOM on this page (Royo-Vela & Casamassima, 2011; Chuang & Chen, 2015; Tsai & Pai, 2012). Fans who

Fig. 1:   **Research model**
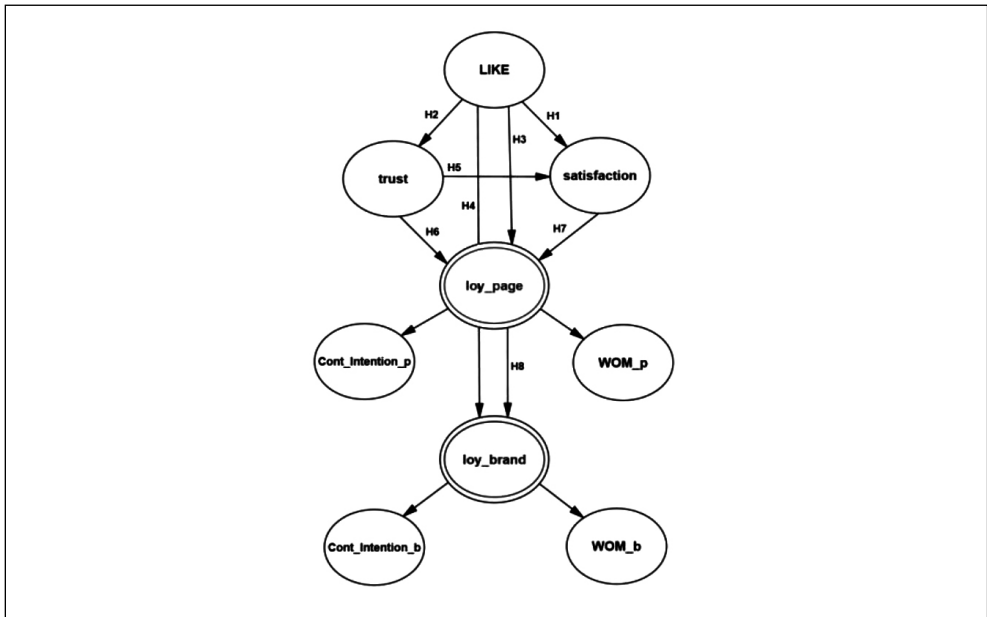
Source: own processing

Note: loy_page and loy_brand are measured as a second-order construct

regularly follow pages also have frequent contact with the promoted brand, and this contact has an influence on the relationship toward the brand and can lead to repeat purchases of the brand and positive WOM. It can therefore be said that growing brand loyalty results from frequent interaction on fan pages (Jahn & Kunz, 2012; Casaló et al., 2007). Based on this information, this hypothesis can be posited:

H8: **Fan page loyalty has a positive effect on brand loyalty.**

3. Methodology

On the basis of the chosen statistical method for evaluating data (SEM), it was necessary to conduct a quantitative survey to collect a larger number of numerical variables. An electronic survey through Google Drive was used. This service allows the respondent to complete the questionnaire at home and at the time of their choosing. The electronic questionnaire can also be seen as easy to read and intuitively manageable, and is therefore a very easy tool for data collection. Electronic

polling was also selected for fast and free data collection. The questionnaire was distributed via Facebook. The questionnaire was placed in Facebook fashion groups. Further distribution of the questionnaire was conducted through private news, via which a link to the online questionnaire was sent. The questionnaire was thus distributed in the first phase to the friends of the author of this article and in the second phase to friends of friends. The survey was distributed on Facebook, and data was collected from 11 April to 20 May 2016. The survey first determined whether respondents have liked at least one high street fashion fan page and what their favourite fashion page is. Based on the responses, the survey was either ended or the part with scale questions was commenced. The scale questions were adopted from earlier surveys measuring the same latent variables as this survey. The list of questions, including the authors that previously used them in their surveys, is presented in Tab. 1. All of the claims were measured on the Likert scale from 1 (strongly agree) to 7 (strongly disagree).

Tab. 1: Claims used in the survey

Variables/items	references
Like – Why did you like this fan page?	
Like1: I wanted to obtain more information about this company/brand.	Kudeshia et al., 2016
Like2: I wanted to be in direct contact with the company.	
Like3: I wanted to be in contact with people who have also liked this fan page.	
Trust	
T1: I can trust information provided on this Facebook page.	Nadeem et al., 2015 Casaló et al., 2010 Kang et al., 2014
T2: I believe the information on this fan page is trustworthy.	
T3: I think this fan page is interested in the satisfaction of its fans.	
Satisfaction	
S1: Based on my experience with other fan pages on Facebook, I am satisfied with this fan page.	Senders et al., 2013 Currás-Pérez et al., 2013
S2: My experience with this page is very good.	
S3: My decision to become a fan of his page was correct.	
Page loyalty	
WOM_p1: I would happily recommend this page if someone asked me about it.	Ho & Wang, 2015 Currás-Pérez et al., 2013 Chiu et al., 2013
WOM_p2: I would be happy to introduce others to this page.	
WOM_p3: I often tell others about this page.	
CI_p1: I intend to continue being a fan of this page.	Currás-Pérez et al., 2013 Kudeshia et al., 2016 Chiu et al., 2013
CI_p2: If possible, I will be happy to continue being a fan of this page.	
CI_p3: I visit this fan page more often than other fan pages.	
Brand loyalty	
WOM_b1: I often recommend this fashion brand to others.	Dolen et al., 2007 Kudeshia et al., 2016 Senders et al., 2013
WOM_b2: I recommend this brand to my friends and family.	
WOM_b3: I will point to the positive aspects of this fashion brand should someone criticise it.	
CI_b1: I specifically look for clothing from this brand.	Ho & Wang, 2015 Munnukka et al., 2015
CI_b2: I intend to purchase clothing from this brand.	
CI_b3: I would like to continue wearing clothing from this brand.	

Source: own processing

3.1 Description of the Sample

The basic set of respondents was made up of Facebook users over the age of 18 living in the Czech Republic. Thanks to this selected basic set, it was not possible to use probability methods for selecting a sample of respondents because of the absence of selection support. Quota selection is considered the best possible method of unlikely sampling of respondents. If done well, it achieves similar results as probability methods of selecting respondents (Kozel, 2006). Since Facebook publishes the age, sex and education of its users, quota selection could be used. Quotas were set in the same proportion as the demographic characteristics of Facebook users in

the Czech Republic. This sampling method for respondents was applied, for example, in the research by Ruiz-Mafe et al. (2014). A total of 794 respondents were surveyed, of which 59% had not liked any high street fashion fan page and were thus eliminated from the study. The results therefore showed that 41% of Facebook users in the Czech Republic have liked a high street fashion fan page, i.e. 328 respondents in this case. Thirty-six questionnaires were removed from the analysis due to incomplete or contradictory answers. A total of 292 surveys were included in the statistical analysis, and the demographic characteristics of respondents in the analysis are presented in Tab. 2. These respondents no longer meet the same percentage distribution according to demographic characteristics as for Facebook users. The table shows only respondents who have added at least one high street fashion company page. It is clear that this condition was met mainly by young people aged 18-24 and 25-34 years.

3.2 Statistical Techniques

The loyalty model was tested using structural equations modelling (SEM), a statistical method that makes it possible to measure complex theoretical relationships between latent and manifest variables (Fornell & Larcker, 1981). SEM is composed of two basic phases. In the first phase, confirmatory factor analysis (CFA) is used to test whether the individual rating scales used in the survey are latent variables and whether the conditions of data reliability and validity are met. The second phase involves a multilevel regression to determine the validity of relationships between measured latent variables (Zhang et al., 2016). The main advantage of this method is the possibility to test the relationships between exogenous and endogenous variables. Exogenous variables influence the other tested concepts without being influenced on their own. Endogenous variables can be influenced by exogenous concepts and also by the other endogenous variables in the system (Nitzl, 2016). In this article, the SEM analysis is performed with AMOS 24 software.

The basic assumption of SEM is both one-dimensional and multidimensional data normality. In this article respondents were asked about their favourite Facebook page, which they subsequently evaluated using a loyalty scale. For this reason, the overall results of the study were shifted from a normal division to the left toward lower values representing positive responses. Due to unfulfilled normality, data in the AMOS software were tested using the nonparametric asymptotically distribution-free test.

Tab. 2: **Demographic characteristics of respondents**

Cathegory	Frequency	%
gender		
men	143	44
women	185	56
age		
18-24	139	42
25-34	108	33
35-44	51	16
45 and more	30	9
education		
without high-school leaving exams	30	9
with high-school leaving exams	153	47
college	145	44

Source: own processing

4. Data Analysis and Findings
4.1 Reliability and Validity Analyses

Reliability was examined based on composite reliability values (CR). This reliability must be greater than the floor estimate of 0.7 (Fornell & Larcker, 1981). Validity was then measured. Validity can be divided into two basic types, i.e. content validity and construct validity, which is composed of convergent validity and discriminant validity (Campbell & Fiske, 1959). Content validity is the requirement of relevance between the research goal and achieved results. As all of the assertions used for this study were taken from professional literature, content validity is guaranteed. Construct validity involves the assessment of the degree to which an operationalisation correctly measures its targeted variables. Convergent validity determines the extent to which various methods of measuring variability provide the same results (O'Leary-Kelly & Vokurka, 1998). Convergent validity is measured using Cronbach's alpha (CR) (Cronbach, 1951) and average variance extracted (AVE) (Bagozzi & Yi, 1988). Hair et al. (2010) states that the mutual relationship of R > 0.7, CR > AVE and AVE > 0.5 must be fulfilled. Discriminant validity is the degree to which the measures of different latent variables are unique. This suggests that mutual correlation between latent variables must not be overly high (O'Leary-Kelly & Vokurka, 1998). Discriminant validity is evaluated using AVE, maximum shared variance (MSV) and average shared variance (ASV). According to Hair et al. (2010), the relationship is: MSV < AVE and ASV < AVE. Tab. 3 shows the results of all calculated indexes. The indexes in this article were calculated in Excel StatTools created by James Gaskin.

4.2 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted in order to confirm relationships between rating scales and latent variables.

Tab. 3: Data reliability and validity

	CR	AVE	MSV	ASV
LIKE	0.747	0.503	0.372	0.319
satisfaction	0.821	0.605	0.593	0.535
trust	0.833	0.626	0.608	0.533
loy_page	0.840	0.730	0.563	0.523
loy_brand	0.894	0.809	0.563	0.471

Source: own processing with StatTools by James Gaskin

Tab. 4: Results of CFA

Indices	Recommended value	Model indices values
GFI	> 0.95	0.967
P-value	> 0.05	0.120
CFI	> 0.95	0.990
CMIN/df	< 3.00	1.292
AGFI	> 0.80	0.910
RMSEA	< 0.05	0.032
P close	> 0.05	0.993

Source: own processing with AMOS

Note: This model already includes loyalty to fan pages and loyalty to brands as a second-order construct

The model was estimated using the comparative fit index (CFI) with a classic P-value, normal chi-square (CMIN/df), the goodness of fit index (GFI), the adjusted goodness of fit index (AGFI), the root mean square error of approximation (RMSEA) and the P-close value. Tab. 4 shows all of the measured indexes, their recommended values and the results of the model. The listed recommended values are generally accepted and regularly cited in many marketing-oriented articles (Flavián & Guinalíu, 2006; Hu & Bentler, 1999; Kudeshia et al., 2016). The table indicates that all of the calculated indexes are in order and the model is therefore estimated correctly.

Tab. 5 indicates that all 13 measured variables loaded significantly on their respective constructs with markedly high estimates as inferred from the AMOS output. The table lists non-standardised and standardised regression weights, standard errors (C.R.) for all latent variables and a P-value at 99% significance.

Fig. 2 below shows the entire model, including estimated standardised regression weights. The correlation between all latent variables is also calculated in the model.

The highest values are found among satisfaction and loyalty to page (0.8), which indicates a relatively strong yet still acceptable dependence between latent variables.

4.3 Structural Model

This study uses SEM to process path analysis and to estimate if each hypothesis, as well as the relationships inside the model, is valid. We estimate a SEM using AMOS to assess path coefficients and test the relationships proposed in our conceptual model. The structural model shows a good fit to the data as shown in Tab. 6 for the evaluation of model fitting.

A total of eight hypotheses were tested in the model; two were not proven. The hypotheses are H3 ($\beta = -0.046$, $p > 0.05$) and H6 ($\beta = -0.185$, $p > 0.05$). A positive mutual relationship was not confirmed in these hypotheses. As Tab. 7 shows, the other hypotheses were proven at a 99% level of significance.

The entire structural model with subsequent standardised estimate is shown in Fig. 3. The dotted lines represent relationships that were not proven in the SEM tests. Like loyalty to brands, loyalty to fan pages is composed of

Tab. 5:	Regression weights					
Items	Path	Construct	Estimate Unstdzd.	Estimate Stdzd.	C.R.	P-value
LIKE1	←	LIKE	1.000	0.595	5.158	***
LIKE2	←	LIKE	1.637	0.859		***
LIKE3	←	LIKE	1.121	0.646		
S1	←	satisfaction	1.000	0.730	7.208	***
S2	←	satisfaction	0.876	0.787		***
S3	←	satisfaction	0.928	0.814		
T1	←	trust	1.000	0.807	8.210	***
T2	←	trust	0.899	0.866		***
T3	←	trust	0.716	0.691		
CI_p	←	loy_page	0.763	0.709		***
WOM_p	←	loy_page	1.000	0.978	7.419	
CI_b	←	loy_brand	1.079	0.939		***
WOM_b	←	loy_brand	1.000	0.858	5.968	

Source: own processing

Note: This model already includes loyalty to fan pages and loyalty to brands as a second-order construct.
(***: P-value < 0.01)

Fig. 2: Confirmatory factor analysis – estimated model
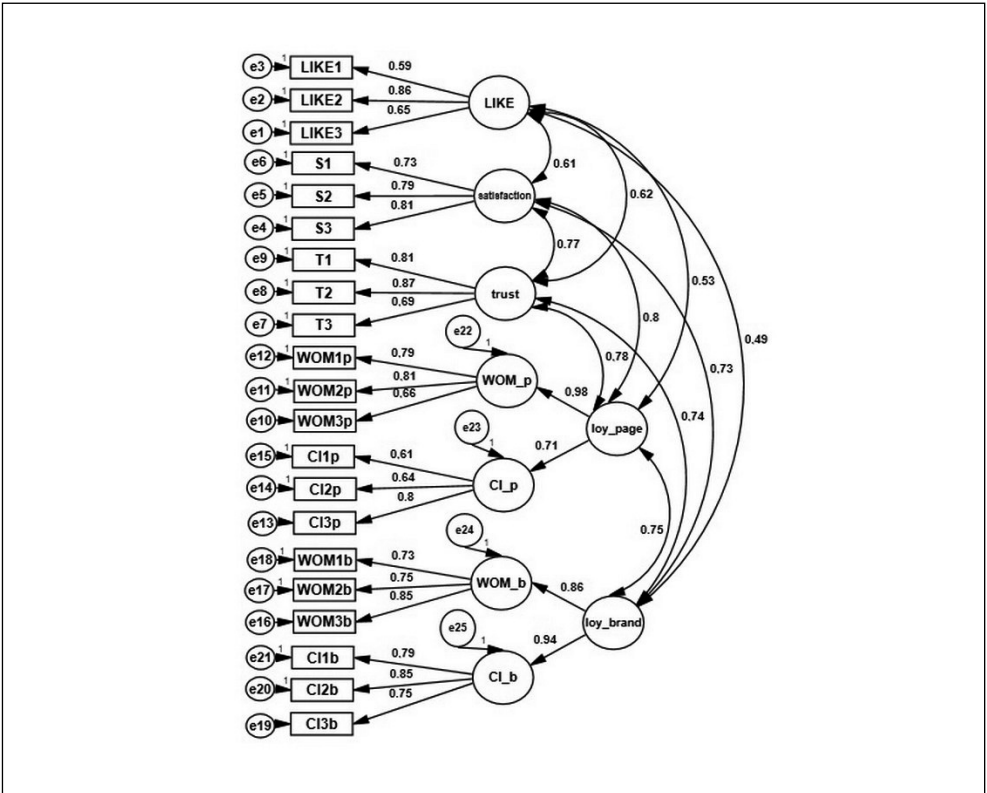
Source: Author's own processing with AMOS

Note: This model includes loyalty to fan pages and loyalty to brands as a second-order construct

Tab. 6: The evaluation of model fitting

Indices	Recommended value	Model fit indices
GFI	> 0.95	0.958
P-value	> 0.05	0.091
CFI	> 0.95	0.964
CMIN/df	< 3.00	1.904
AGFI	> 0.80	0.869
RMSEA	< 0.05	0.041
P close	> 0.05	0.256

Source: own processing with AMOS

Tab. 7: Results of hypothesis test

	hypothesis	Estimate Stdzd.	C.R.	P-value	Conclusion
H1:	LIKE→satisfaction	0.153	3.511	***	Accept H1
H2:	LIKE→trust	0.582	7.285	***	Accept H2
H3:	LIKE→loy_page	-0.046	-0.802	0.423	Reject H3
H4:	LIKE→loy_brand	0.207	3.620	***	Accept H3
H5:	trust→satisfaction	0.869	10.956	***	Accept H4
H6:	trust→loy_page	-0.185	-0.935	0.350	Reject H6
H7:	satisfaction→loy_page	1.002	11.715	***	Accept H5
H8:	loy-page→loy_brand	0.482	6.779	***	Accept H6

Source: own processing with AMOS

Fig. 3: Structural model
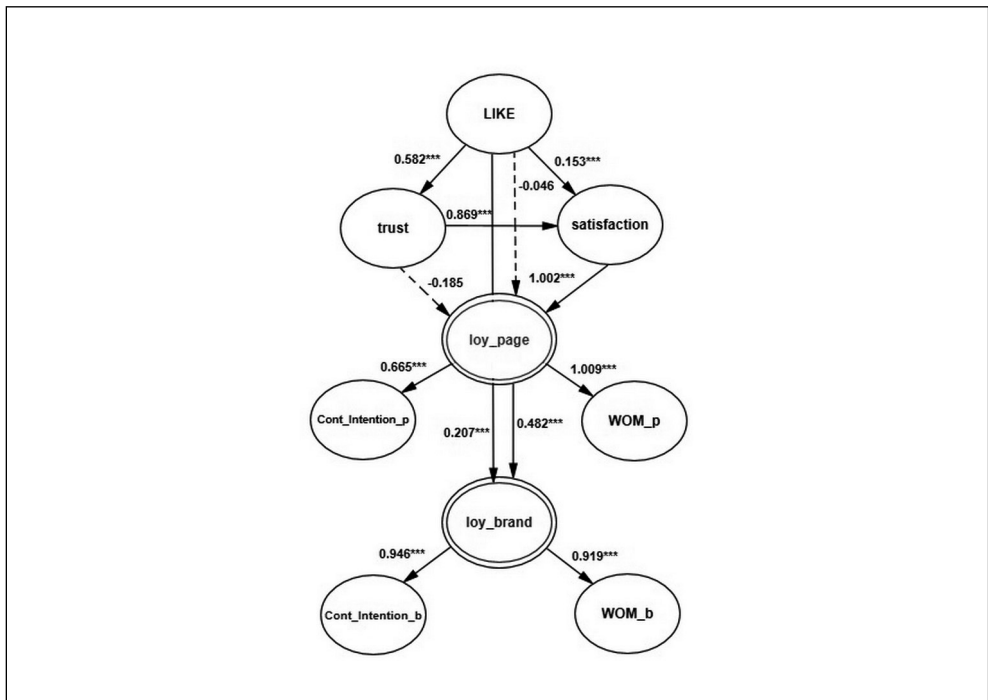
Source: own processing with AMOS

separate constructs of positive WOM and continual intention.

Discussion

The aim of this article was to find out whether loyalty to the company pages of fashion brands on Facebook and subsequent loyalty to brands can be built. This goal was achieved through the proposed model, which was tested using the SEM method. The results of testing have shown that the proposed model is valid and is capable of predicting both types of loyalty. The exogenous variable in this model is the liking of fan pages by future fans. This step allows firms to begin communicating with fans and building a mutual relationship with them. The results of testing the model showed that liking the fan page has a positive effect on increasing satisfaction with the page H1 ($\beta = 0.153$, $p < 0.01$) and also with trust of the page H2 ($\beta = 0.582$, $p < 0.01$). On the other hand, it was not shown that liking a page had a positive impact on loyalty to a fan page H3 ($\beta = -0.046$, $p > 0.05$). Loyalty to a page is created through satisfaction, which has a strong positive impact on building loyalty to company page H7 ($\beta = 1.002$ $p < 0.01$), and can therefore be labelled as a major factor in building loyalty. Similarly, Senders et al. (2013), who found that adding fan pages had a positive effect on creating page satisfaction and then loyalty to the page. Chiu et al. (2013) identified satisfaction as a key factor in building loyalty. As a result of these studies, it is clear that loyalty is built through the long-term relationship of the customer to the page and the dominant factor is the satisfaction of the fans.

The results of hypothesis H6 are interesting ($\beta = -0.185$, $p > 0.05$), where it was not possible to demonstrate a direct relationship between fan page trust and fan page loyalty. On the other hand, trust has a very strong impact on satisfaction H5 ($\beta = 0.869$, $p < 0.01$). The positive influence of trust on satisfaction was also demonstrated by Hsu et al. (2013). So we can say that trust has an indirect influence on loyalty through satisfaction. These results show that although some authors believe that trust in the online world is very important (Anderson & Srinivasan, 2003; Flavián & Guinalíu, 2006), it does not in itself guarantee loyalty. As an important factor in building loyalty, trust has only been statistically significant in surveys where it has not been combined with satisfaction, but has remained the only factor influencing loyalty

(Ruiz-Mafe et al., 2014; Flavián & Guinalíí, 2006). One possible explanation is the fact that it is important that the information on the company page is true and that the fans trust it, but the positive relationship of the fans to the page is also essential, i.e. satisfaction with the page. In a model where trust and satisfaction are tested, satisfaction is greater in statistical significance.

The research also addressed the following research question in the article: Is it possible to build loyalty to clothing brands through loyalty to company pages on Facebook? In the model, the H8 hypothesis ($\beta = 0.482$, $p < 0.01$) was tested for this research question, which was confirmed. Senders, et al. (2013) demonstrated the relationship between loyalty to social networks and loyalty to tour operators. The results, therefore, show that company pages on Facebook not only create online loyalty, but also loyalty to clothing brands. This loyalty was measured in the model using both attitudinal and behavioural loyalty. It can be said that fans who are loyal to a certain company page promoting clothing in the high street fashion category repeatedly buy this brand's clothes and talk about it positively with others.

The hypothesis H4 ($\beta = 0.207$, $p < 0.01$) was also tested in the model, positing that page additions (likes) has a positive effect on brand loyalty. Similar results were achieved by Kudeshia et al. (2016), who found that liking a page had a positive impact on brand WOM and repeat purchasing of the brand. These results suggest that adding a company page itself would make the fan of the page loyal to the promoted brand. However, this statement is not valid in all cases. Sometimes a person who already knows a brand and is even a loyal customer can add a company's page. The percentage of people who add a company page on Facebook without knowing the promoted brand beforehand and the number of people who add a page of a brand that they already know for a long time should be determined in future research. Without this knowledge, it is currently not possible to interpret hypothesis 4 correctly.

Conclusion

This article has demonstrated the relationship between likes of a company page, trust, satisfaction, loyalty to the company page, and loyalty to high street fashion brands. The main

point is that fan loyalty to company pages on Facebook can be built. Based on this fact, fashion companies are recommended to set up company pages on Facebook. According to Jahn and Kunz (2014), companies should not only sell their products on Facebook, but bring the latest news from behind the scenes of the company and brand news to fans of the page. This strategy is called "*moment marketing*", which aims to bring the most up-to-date information about the company and to involve fans directly in events inside the company. According to the authors, this strategy can be used to build customer loyalty on Facebook (Jahn & Kunz, 2014). Our research has also demonstrated the relationship between loyalty to the company page and loyalty to clothing brands. It is clear, therefore, that through Facebook it is possible to influence the real behaviour of customers in repeated purchases and positive WOM. For these reasons, Facebook, or company page communication, can be considered a useful tool for creating customer loyalty. However, this claim cannot be applied to all sectors. As already mentioned in the introduction to this article, Facebook is suitable for promoting products and services that can be easily visualised and designed for end customers. Companies should therefore consider whether Facebook is suitable for them. The goal of companies should be to create pages on Facebook where they can share trustworthy and interesting posts that will build their fans' loyalty to both the page itself and the promoted brands.

Further research and limitations
A limitation of this research may be the use of the SEM statistical method. The greatest deficiency of this method is the large role that the subjective influence on the part of the researcher plays. The research results are dependent on the selected scale questions and model design. The SEM method allows arbitrary relationships between variables to be created. Therefore, it is important to always rely on the theory of already validated relationships and to carefully consider whether a statistically significant relationship in a model corresponds to reality.

This research focussed on loyalty in the fashion industry, where customers typically have a relatively strong relationship with individual brands. It would be interesting to use the same model of loyalty for a different segment in which the standing of brands is not as crucial as in the fashion industry. The results could be compared to help establish general rules for building loyalty valid across industries. The existing model could then be expanded to include additional variables. It would be possible to define factors that influence trust and satisfaction with Facebook fan pages and to test them using the model. Many articles also emphasise social contact between the fans of fan pages (Habibi et al., 2014; Casaló et al., 2010). This variable can also play a key role in building satisfaction and subsequent loyalty to the page. Further research could expand the existing model to include additional variables and to test the most effective model of loyalty, which would be capable of better capturing the current situation in the area of the online loyalty of customers on Facebook.

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Abstract

EXPLORING CUSTOMER LOYALTY TO FASHION BRANDS ON FACEBOOK FAN PAGES

Jitka Novotová

This article addresses the subject of building fan loyalty to company Facebook pages. Customer loyalty is a key prerequisite for a company's success in today's globalised world. Companies now use Facebook extensively to communicate with existing and potential customers. The aim of this article is to determine whether Facebook can be used to build customer loyalty to fan pages and whether this loyalty has an impact on loyalty to promoted brands. The research focused on the Facebook fan pages of high street fashion brands (e.g. H&M, C&A and Orsay) and their fans. Research of the literature was used to posit a theoretical model of fan loyalty to Facebook fan pages in connection with loyalty to clothing brands. This model was tested with the statistical method known as structural equations modelling (SEM). The research involved 292 respondents over the age of 18 who have liked at least one high street fashion fan page on Facebook. The results confirmed the validity of the proposed model. It was found that loyalty to the fan page is built through trust and satisfaction with the fan page. It was also demonstrated that loyalty to the fan page has a positive impact on loyalty to clothing brands. Both "loyalties" in this model were measured using the second-order method, which includes both behavioural and attitudinal loyalty. It can therefore be said that communication from companies builds a positive relationship with the fan page / clothing brands and also increases the future frequency of page visits and purchases of branded clothes. Hence, Facebook can be deemed an effective tool for building loyalty.