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Kunsoon Park

South Dakota State University, kunsoon.park@sdstate.edu

Xu Li

South Dakota State University, Xu.Li@sdstate.edu

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Corresponding Author

Kunsoon Park, Wagner Hall 437, School of Health and Human Sciences-Box, 2275A, University Station Brookings, SD 57007

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Understanding the Motivations Behind Engaging With Hospitality-Related Facebook Fan Pages

Kunsoon Park¹ and Xu Li²

School of Health and Human Sciences
South Dakota State University, United States

¹kunsoon.park@sdstate.edu

²xu.li@sdstate.edu

Abstract

Understanding the motivations behind social media participation is crucial for brand managers looking to enhance customer loyalty and attract new customers. This study explores the factors driving consumer engagement with hospitality brand Facebook pages, identifying key motivations and engagement patterns. Utilizing a comprehensive multi-phased methodology—descriptive analysis, factor analysis, canonical correlation analysis, cluster analysis, and discriminant analysis—data were gathered from a survey of 501 adults engaging with the Facebook page. The results show that consumers prioritize brand interaction, social integration, and information-seeking over entertainment or rewards. Two distinct consumer groups emerged: passive observers and active participants, with a preference for contributing content rather than just consumption it. Brand interaction is a significant motivator for both groups, driving engagement behaviors. This study highlights the importance of understanding different consumer motivations and their influence on engagement. For brand managers, actively engaging followers and offering valuable, motivation-aligned content is key to fostering meaningful interaction on Facebook.

Keywords: social media, hospitality brand, engagement behaviors, online communities, brand interaction

Introduction

Social media has emerged as a crucial communication tool, allowing users to interact with businesses in new ways and transforming how consumers engage with brands and one another (Hook et al., 2018; Knoll, 2016; Kusumasondjaja, 2018; Ritz et al., 2019; Valos et al., 2017; Vohra & Bhardwaj, 2019). This shift in content creation, sharing, and consumption within brand communities enables individuals to produce and share original content (Muntinga et al., 2011; van Heerden & Wiese, 2020). Members of these brand-specific online communities exchange information, driven by motivations to create and share content (Dessart, 2017; Evans & Krauthammer, 2011; Joo et al., 2020; Santos et al., 2022). These social media communities play a key role in fostering relationships between consumers and brands (Coelho et al., 2018; Fernandes & Castro, 2020; Kannan & Li, 2017). They allow consumers to actively engage with their favorite brands, moving from passive observation to active participation, sharing messages with their networks (Bazi et al., 2020; Bowden et al., 2018; Hollebeek & Macky, 2019). This active involvement helps spread brand knowledge and supports informed purchasing decisions (Casaló et al., 2007; Flavián & Guinaliu, 2006; Muniz & O'Guinn, 2001; Santos et al., 2022; Sanz-Blas et al., 2019).

The rise in social media engagement provides businesses with new opportunities to improve profitability and strengthen relationships by sharing content that resonates with their audience (Kumar et al., 2016; Langaro et al., 2018). In the hospitality and tourism sector, social media has proven effective in driving sales and boosting loyalty program participation (Harrigan et al., 2017; Touni et al., 2020). For instance, Marriott successfully uses short videos across platforms to engage various demographics, generating substantial booking revenues (Wipster, 2022). Companies use social media to share updates, gather feedback, understand consumer preferences, and manage customer relationships (de Vries et al., 2017). These platforms allow businesses to reach a broad audience and engage with both existing and potential customers (Dolan & Goodman, 2017; Harrigan et al., 2017; Zhang et al., 2017). In turn, customers, become co-creators of brand messages (Ham et al., 2020; Sanz-Blas et al., 2019).

As of 2023, Facebook remains the top social media platform for business marketing, boasting 2.9 billion active users worldwide (Dencheva, 2024). Facebook fan pages, or brand communities, provide a collaborative space for businesses and consumers (Hsu, 2012; van Heerden & Wiese, 2020). The information on these pages helps consumers make informed judgments about businesses, fostering trust and emotional connections with brands (Deighton, 1992; Flavián & Guinaliu, 2006; Ha & Perks, 2005; Mattila & Wirtz, 2002). Research indicates that consumer engagement with brands varies by industry and product/service attributes, with differing behaviors and benefits sought across product types (Brodie et al., 2013; So et al., 2020). For example, Facebook fans of non-product brands place a higher value on information, identification, and social benefits than on economic benefits (Fernandes & Castro, 2020).

In the hospitality industry, social media engagement is particularly important due to the experiential nature of its products, which encourages customers to share their experiences online (Touni et al., 2020). Many guests document their stays on social media (Carter, n.d.), and the intangible nature of hospitality offerings motivates consumers to seek detailed information before purchasing, leading to more engagement opportunities (So & Li, 2020). The industry's high level of interaction between customers and businesses also supports community-building on social media (Fernandes & Castro, 2020; Islam et al., 2019). Given these characteristics, analyzing social media engagement in the hospitality sector offers valuable insights for strengthening customer relationships, building loyalty, and driving business growth (Ahn & Back, 2018; So et al., 2020). The literature highlights the importance of exploring consumer engagement across various industry segments and platforms and assessing engagement with different types of content (Harrigan et al., 2017; So, & Li, 2020; Touni et al., 2020). This study focuses on examining the motivations behind consumer engagement on hospitality-related Facebook pages to uncover the drivers of interaction and engagement patterns.

Literature Review

Social Media

Social media consists of various web-based applications built on Web 2.0 principles, enabling users to create and share content (Kaplan & Haenlein, 2010). It has become a critical channel for disseminating brand information, thanks to its interactive nature that encourages collaborative knowledge sharing (Knoll, 2016; Kusumasondjaja, 2018; Valos et al., 2017). Unlike traditional media, social media extends its influence within communities, offering brands platforms to deliver

tailored content that engages consumers and enhances outcomes (Malthouse et al., 2013). These platforms function as interactive spaces where consumers connect with brands and one another, facilitating the sharing of message and creation of content (Bazi et al., 2020; Hook et al., 2018; Vohra & Bhardwaj, 2019).

Consumer engagement in one brand social media pages varies from passive activities like observing content to actively creating and sharing original content, driven by the benefits they seek (Shao, 2009). The information on these platforms helps users in making informed decisions (Flavián & Guinaliu, 2006). Positive feedback from online communities builds trust in the brand (Deighton, 1992), fostering a stronger emotional connection (Mattila & Wirtz, 2002). Understanding what motivates consumers to engage within these online communities is essential for businesses aiming to capture and retain consumer attention (Wasko & Faraj, 2000).

Facebook provides a range of services for companies, with brand fan pages being one of the most prominent (Azar et al., 2016). These pages not only connect members to the brand but also to their offline networks, expanding potential brand exposure beyond direct followers (Boyd & Ellison, 2007). As explicit channels for brand communication, fan pages are designed to deepen consumer engagement and strengthen relationships (Jahn & Kunz, 2012). As specialized online brand communities, Facebook fan pages support self-presentation and brand-focused interactions (Kaplan & Haenlein, 2010; Shang et al., 2006). They build connections between the brand and its customers, within the community, and between customers and the company (McAlexander et al., 2002; Muniz & O'Guinn, 2001). Users become fans by liking the page, engaging with content, commenting, sharing posts, and interacting with other brand fans (Jahn & Kunz, 2012; Muntinga et al., 2011).

Motivation

Motivation influences individuals' daily actions (Oh & Syn, 2015). When using social media platforms like Facebook, people are primarily driven by the desire to connect and communicate with others (Barker, 2009; Quan-Haase & Young, 2010). The uses and gratifications theory by Katz et al. (1973) explains how individuals actively use media to satisfy their needs, such as gaining knowledge, entertainment, social interaction, and rewards (Ko et al., 2005; Ku et al., 2013).

The value and usefulness of information in social media play a key role in motivating users (Chen et al., 2002), with consumers often engaging in social media activities to seek brand-related information (Lin & Lu, 2011; Park et al., 2009). Entertainment also motivates engagement as marketers create enjoyable experiences like for users on games, video sharing, or contests, encouraging participation in social media brand communities (Agichtein et al, 2008; Ashley & Tuten, 2015; Enginkaya & Yilmaz, 2014; Rohm et al., 2013). Social interaction drives users to connect with friends, family, and the broader community (Hollenbeck & Kaikati, 2012; Wallace et al, 2012; Whiting & Williams, 2013). Additionally, expectation of rewards, such as discounts or giveaways, influence consumers' engagement decisions (Baldus et al., 2015; Gummerus et al., 2012; Martins & Patricio, 2013), with compensation often being a key factor in motivating contributions to online communities (Muntinga et al., 2011). Katz et al. (1973) identified five categories of needs gratification:

- Cognitive needs (acquiring information, knowledge, and understanding),

- Affective needs (enhancing aesthetic and emotional experience),
- Integrative needs (enhancing credibility, stability, and status),
- Social integrative needs (strengthening connections and affiliations), and
- Escape needs (relieving tension and diverting attention from unpleasant to pleasant).

Muntinga et al. (2011) found that consumers engage with social media to gain information, enhance their personal identity, integrate socially, seek entertainment, feel empowered, and receive compensation. Similarly, Tsai and Men (2013) identified motivations for engaging with Facebook brand pages, including rewards, information, entertainment, empowerment, personal identify, and social integration. Baldus et al. (2015) highlighted eleven motives for online brand community engagement, such as brand influence, passion, connecting with others, sharing advice, discussing common interests receiving rewards, and accessing information. Leckie et al. (2016) emphasized that consumer participation, involvement, and self-expression through a brand lead to increased brand loyalty. Simon and Tossan (2018) also noted that satisfaction and brand gratitude mediate the relationship between brand-consumer social sharing and consumer brand engagement, emphasizing personal identity management and various consumer motivations.

Engagement

Engaging with consumers on social media significantly influences brand trust, loyalty, awareness, and satisfaction (Bianchi & Andrews, 2018; Islam & Rahman, 2016). Higher consumer engagement is linked to better organizational outcomes, including increased sales, profitability, brand recommendations, and involvement in product development (Kumar & Pansari, 2016; Yang et al., 2016). Consumer engagement is viewed as either unidimensional or multidimensional (Santos et al., 2022). The unidimensional approach treats engagement as a single construct tied to consumer behaviors like reading comments, posting, and sharing content. For example, van Doorn et al. (2010) define consumer engagement as behavioral actions focused on a brand beyond purchasing, driven by motivation. Similarly, Verleye et al. (2014) see it as voluntary customer behaviors towards brands. The multidimensional conceptualization sees consumer engagement as comprising several interrelated dimensions. For example, Brodie et al. (2013) assert that consumer engagement should include three components:

- Cognitive (mental effort and thought process invested in a particular brand),
- Affective (positive feelings and emotional responses triggered by a particular brand), and
- Behavioral (time and other resources devoted to interacting with a particular brand).

Facebook is a powerful platform for consumer engagement, allowing users to interact with brands through *likes*, *comments*, and *shares* (Azar et al., 2016; van Heerden & Wiese, 2020). Tracking these behaviors helps brand assess consumer engagement (Pletikosa Cvijikj & Michahelles, 2013; Erkan, 2014). Since these actions require varying levels of effort, understanding them helps brand tailor social media strategies for deeper engagement. This study adopts a unidimensional behavioral approach to examine engagement with Facebook brand communities. Muntinga et al. (2011) categorized three types of engagement behavior: consumption, contribution, and creation. Consumption involves passively absorbing content, like blogs, images, music, and video clips (Khan, 2017; Lee & Ma, 2012; Malthouse et al., 2013; Muntinga et al., 2011), often driven by the desire to stay informed (Sheldon & Bryant, 2016). Contribution involves interaction with content or others through actions such as likes or comments driven by a need for social interaction (Lee & Ma, 2012; Park et al., 2009). Creation, the highest level, involves users generating original content

such as blogs or videos (Shao, 2009). Users may engage with one brand at various levels or across different brands simultaneously (Schivinski et al., 2016).

Methods

Survey Development

The survey was divided into three sections. The first section included 38 items measuring respondents' motivations, based on the works of Wang and Fesenmaier (2004), Dholakia et al. (2004), Jahn and Kunz (2012), and Yoo and Gretzel (2011) to ensure content validity. The second section had 28 items assessing engagement with hospitality brands' Facebook pages, drawing from research by Muntinga et al. (2011) and Jahn and Kunz (2012). The third section gathered demographic information, including age, gender, education, income, ethnicity, and marital status. Respondents rated each motivation item on a scale from 1 (*not at all important*) to 7 (*extremely important*) and indicated how often they engaged with hospitality brands' Facebook pages using a scale from 1 (*never*) to 7 (*always*). A pre-test with 15 graduate students was conducted to refine clarity, wording, and accuracy.

Data Collection

Data were collected using Qualtrics platform. Participants were recruited from the Qualtrics online research panel, targeting U.S. residents aged 18 and older who had used any hospitality brand's Facebook page. Email invitations with a survey link were sent. Quality control measures such as mandatory responses, attention checks, and monitoring survey duration ensured the validity of the 501 responses collected.

Data Analysis

Data were analyzed using SPSS (version 29). Descriptive statistics summarized respondents' demographic characteristics and calculated mean scores for 38 motivation and 28 engagement items. Exploratory factor analysis identified the underlying dimensions of motivation and engagement. Canonical correlation analysis examined the relationship between these dimensions. Cluster analysis grouped respondents based on engagement factor scores, and chi-squared tests explored associations between clusters and demographic traits. Discriminant analysis identified the motivation factors that best distinguished the clusters.

Results

Descriptive Analysis

The survey revealed that most of respondents were female (81.4%) and Caucasian (81.6%), with 77.2% having some college education. Nearly half (47.9%) were aged between 25 and 44, while 30.4% were aged between 45 and 64. Additionally, 46.3% were married, and 50.1% had annual household incomes between \$30,000 and \$74,999. Respondents rated motivations across 38 aspects on a 7-point scale (1 = *not at all important* to 7 = *extremely important*). The top motivations were *to get information* ($M = 5.76$), *to support good brands* ($M = 5.53$), and *to give feedback to the brand* ($M = 5.39$). The least important motivations were *to impress* ($M = 2.95$), *to feel important* ($M = 3.05$), and *to get someone to do something for me* ($M = 3.25$). Nine motivations scored above

five, showing higher importance, while 11 scored below four, indicating lower importance. For engagement, respondents rated their frequency of participation in 12 activities on a 7-point scale (1 = *never* to 7 = *always*). The most frequent activities were *reading the brand's posts, user comments, or product reviews* ($M = 5.02$), *viewing pictures* ($M = 4.86$), and *recommending to contacts* ($M = 4.22$). Less frequent activities included *downloading the brand widgets* ($M = 2.67$), *uploading brand-related videos, audios, pictures, or images* ($M = 3.10$), and *answering questions* ($M = 3.51$). Only one activity scored above five indicating higher frequency, while another scored below three, suggesting low overall engagement in some activities.

Factor Analysis

Factor analysis using varimax rotation was performed to reduce 38 motivation items into five factors based on 24 items, excluding 14 due to cross-loading issues. The analysis was validated with a Kaiser-Meyer-Olkin (KMO) measure of .90 and Bartlett's test of sphericity ($p < .001$), confirming dataset's suitability. The identified motivation factors were brand interaction ($M = 5.30$), followed by remuneration ($M = 4.99$), entertainment ($M = 4.50$), information ($M = 4.40$), and social integration ($M = 3.62$). Reliability, measured by Cronbach's α , ranged from .87 to .93, indicating acceptable reliability (Table 1).

Table 1. Factor Analysis – Motivation

Factor	Factor Loading	% of Variance*	α
<i>Factor 1 Social Integration</i> ($M = 3.62$)		40.95 (9.83)	.93
To meet people like me	.87		
To meet new people like me	.86		
To find out about people like me	.85		
To interact with people like me	.81		
To impress	.65		
To feel important	.64		
<i>Factor 2 Brand Interaction</i> ($M = 5.30$)		11.23 (2.70)	.90
To support good brands	.79		
To communicate with the brand	.78		
To give feedback to the brand	.77		
To help the brand to be successful	.77		
To interact with the brand	.74		
To get an answer from the brand	.71		
<i>Factor 3 Information</i> ($M = 4.40$)		8.36 (2.01)	.87
To contribute to a pool of information	.77		
To generate ideas	.73		
To provide others with information	.71		
To solve problems	.70		
To learn how to do things	.69		
To make decisions	.59		
<i>Factor 4 Entertainment</i> ($M = 4.50$)		7.05 (1.69)	.89
To pass time when bored	.79		
To relax	.78		
To play	.75		
To be entertained	.74		
<i>Factor 5 Remuneration</i> ($M = .99$)		5.52 (1.33)	.91
To get reward	.91		
To receive incentives	.89		

Note. Total Variance Explained = 73.111%; KMO Measure of Sampling Adequacy = .904; $p < .001$; $\chi^2 = 10587.685$; $df = 276$; *Eigenvalue.

A principal component factor analysis with varimax rotation was conducted on 12 engagement items. The analysis yielded a KMO measure of .85 and Bartlett's test of sphericity ($p < .001$), indicating suitability for this data. Five items were removed due to cross-loading. Two engagement factors emerged: consumption ($M = 4.94$, $\alpha = .84$) and contribution ($M = 3.63$, $\alpha = .89$), both of which demonstrated satisfactory reliability (Table 2).

Table 2. Factor Analysis – Engagement

Factor	Factor Loading	% of Variance*	α
<i>Factor 1 Contribution (M = 3.63)</i>			
Answering questions	.84	59.82 (4.19)	.89
Posting my personal experiences with the brand	.83		
Asking questions	.81		
Writing product reviews	.78		
Uploading brand-related videos, audio, pictures, or images	.74		
<i>Factor 2 Consumption (M = 4.94)</i>			
Reading the brand's posts, user comments, or product reviews	.91	14.59 (1.02)	.84
Viewing pictures	.88		

Note. Total Variance Explained = 74.407%; KMO Measure of Sampling Adequacy = .847; $p < .001$; $\chi^2 = 1990.182$; $df = 21$; *Eigenvalue.

Canonical Correlation Analysis

Canonical correlation analysis was performed to explore the relationship between five motivation factors (predictors) and two engagement factors. This analysis produced two canonical functions with squared canonical correlations (R^2_c) of .384 and .099, respectively. The overall model, comprising all functions, was statistically significant (Wilks's $\lambda = .524$ criterion, $F(10, 988.00) = 33.931$, $p < .001$). Wilks's λ represents the unexplained variance in the model; thus, $1-\lambda$ provides the full model effect size in an r^2 metric. The two canonical functions collectively accounted for approximately 47.6% of the shared variance between the predictor and criterion sets.

Both canonical functions were found to be significant $-F(4,495.00) = 13.732$; $p < .001$ for Function 2. However, Function 1 was more substantial, accounting for 38.4% of the shared variance, while Function 2 explained only 9.9% of the remaining variance. Function 1, which was explored in more detail, showed strong relationships between motivation and engagement factors. Table 3 provides standardized canonical function coefficients, structure coefficients, squared structure coefficients, and communalities for variables in both functions.

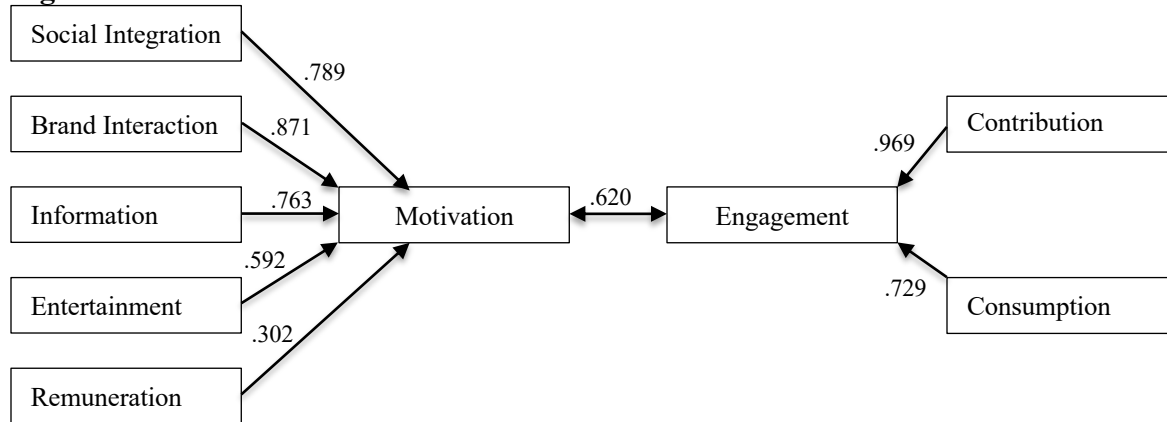
Table 3. Canonical Correlation Analysis

Variable	COEF	Function 1		Function 2			h^2 (%)
		r_s	r^2_s (%)	COEF	r_s	r^2_s (%)	
Contribution	.811	.969	93.89	-.866	.247	6.10	99.99
Consumption	.293	.729	53.14	1.149	.684	46.79	99.93
R^2_c			38.44			9.99	
Social Integration	.362	.789	62.25	-1.149	.505	25.50	87.75
Brand Interaction	.559	.871	75.86	.773	.362	13.10	88.97
Information	.304	.763	56.70	-.128	.052	.27	56.97
Entertainment	-.015	.592	35.05	.661	.169	2.86	37.90
Remuneration	.013	.302	9.12	-.201	.105	1.10	10.22

Note. COEF = Standardized Canonical Function Coefficient; r_s = structure coefficient; r^2_s = squared structure coefficient; h^2 = communalities.

In Function 1, both *contribution* and *consumption* significantly contributed to the composite criterion variable, as indicated by their squared structure coefficients, which showed positive and consistent relationships with engagements. Among the predictors, *brand interaction*, *social integration*, and *information* emerged as the primary contributors to the synthetic predictor variable. These variables demonstrated positive associations with engagement, as evidenced by their consistent positive structure coefficients (Figure 1).

Figure 1. Structure Coefficient of Canonical Factors – Function 1



Cluster Analysis

Mean scores for the two engagement factors were calculated and used in a K-mean cluster analysis, which divided respondents into two groups: Cluster 1 (264 respondents) and Cluster 2 (237 respondents). *F*-tests showed significant differences in the five motivation factors between these clusters ($p < .05$). To further explore these differences, average scores for each motivation factor were computed. Cluster 2, termed *active participants*, exhibited higher motivation across all factors compared to Cluster 1, labeled *passive observers* (see Table 4).

Table 4. Cluster Analysis

Factor	Passive Observer (n = 264)	Active Participant (n = 237)	f	p
Social Integration	3.08	4.22	69.82	.00*
Brand Interaction	4.76	5.91	135.24	.00*
Information	3.94	4.92	78.74	.00*
Entertainment	4.06	5.00	49.98	.00*
Remuneration	4.77	5.23	10.16	.002

Note. Mean values are computed based on a seven-point Likert scale (1 = not at all important, and 7 = very important); * $p < .001$.

Discriminant Analysis

A stepwise discrimination analysis was performed to identify the motivation factors that differentiate the two clusters. As shown in Table 5, a single discriminant function was found, with an eigenvalue of .34, a *p*-value of .00, and a canonical correlation of .50. *Brand interaction* emerged as the most significant factor distinguishing the clusters, followed by *information*, *social integration*, *entertainment*, and *remuneration*.

Table 5. Discriminant Analysis

Factor	Coefficient	F	p	Discriminant Ranking
Social Integration	.65	69.82	.00*	3
Brand Interaction	.90	135.24	.00*	1
Information	.69	78.74	.00*	2
Entertainment	.55	49.98	.00*	4
Remuneration	.25	10.16	.002	5

Note. Eigenvalue = .335; Canonical Correlation = .501; Wilks's Lambda = .749; $\chi^2 = 143.452$, $df = 5$; * $p < .001$

Chi-Squared Tests

Chi-squared tests were used to explore demographic differences between the clusters. The results indicated no significant differences in gender ($p = .36$), age ($p = .07$), marital status ($p = .30$), education ($p = .16$), and annual income ($p = .14$). Ethnicity was the only demographic factor with a significant difference ($p = .36$). This suggests that factors such as gender, age, marital status, education level, and annual household income did not notably impact interest and engagement with hospitality brand Facebook fan pages, with the exception for ethnicity (Table 6).

Table 6. Chi-Squared Tests

Variable	Passive Observer ($n = 264$)	Active Participant ($n = 237$)	χ^2	p
<i>Gender</i>			.85	.36
Male	17.0%	20.3%		
Female	83.0%	79.7%		
<i>Age</i>			8.78	.07
18-24 years old	17.0%	13.5%		
25-34 years old	22.0%	31.2%		
35-44 years old	22.3%	20.7%		
45-54 years old	14.4%	17.3%		
55 years old and older	24.2%	17.3%		
<i>Ethnicity</i>			8.32	.00
Caucasian	86.4%	76.4%		
Other	13.6%	23.6%		
<i>Marital Status</i>			2.38	.30
Single	27.7%	21.9%		
Married	45.5%	47.3%		
Other	26.9%	30.8%		
<i>Education</i>			5.22	.16
High school or less	23.9%	21.5%		
Some college	32.2%	41.8%		
Undergraduate	36.4%	31.2%		
Graduate	7.6%	5.5%		
<i>Annual Income</i>			6.93	.14
Less than \$30,000	28.0%	24.9%		
\$30,000-\$54,999	29.5%	33.8%		
\$55,000-\$74,999	15.5%	21.9%		
\$75,000-\$99,999	17.0%	12.2%		
\$100,000 and over	9.8%	7.2%		

Note. Chi-squared statistics are calculated based on absolute numbers.

Discussion and Conclusions

Businesses can attract new members, strengthen connections among fans, and encourage repeat visits to their Facebook fan pages by understanding fan motivations and meeting their needs

(Antikainen, 2007). Consumer engagement refers to how actively consumers interact with a brand (Brodie et al., 2013) and linked to improved organizational performance (Bijmolt et al., 2010; Nambisan & Baron, 2007). As consumers increasingly connect with brands on social media, businesses need to understand these engagement patterns. By identifying the motivations behind social media engagement, brand managers can foster loyalty, attract new customers, and maintain their brand presence. This study explores the motivational factors driving consumer engagement with hospitality brands on Facebook and examines the relationship between these motivations and engagement behaviors. It offers key insights into social media engagement, particularly in the hospitality sector.

The analysis identified five primary motivations: *social integration*, *brand interaction*, *information*, *entertainment*, and *remuneration*. Social integration involves feelings of belonging and connection (Daugherty et al., 2008; Kaye, 2007), while brand interaction fosters a sense of partnership with the brand (Jahn & Kunz, 2012). Information-seeking involves sharing advice and opinions (Kaye, 2007; Park et al., 2009). Entertainment provides relaxation, enjoyment, and emotional relief from daily routines (Park et al., 2009; Shao, 2009). Remuneration includes participating in rewards (Nov, 2007; Wang & Fesenmaier, 2003). Engagement was characterized by two dimensions: *contribution* and *consumption*, differing from Muntinga et al.'s (2011) three categories: consumption, contribution, and creation. Consumption, such as viewing videos, represents passive participation, while contribution involves more active behaviors like commenting or sharing content (Muntinga et al., 2011; Shao, 2009).

Canonical correlation analysis found a strong link between motivation and engagement. *Brand interaction*, *social integration*, and *information* were most strongly associated with both *contribution* and *consumption*. while entertainment and remuneration were less influential. The exploration identified two distinct groups among respondents: *passive observers* and *active participants*, similar to the findings of Fernandes and Castro (2020), who recognized two levels of online engagement as *active* and *passive* behavior. Most users are passive, merely reading, listening to, and/or viewing content on Facebook brand pages. Only a small number of users are active, interacting actively, and making substantial contributions to Facebook brand pages. *Brand interaction* was the most influential factor distinguishing these clusters, followed by *information* and *social integration*. *Entertainment* and *remuneration* had less impact on this differentiation, suggesting a preference for contributing to social media content over solely consuming it. Interactions with brands strongly motivate engagement with brand pages.

Consumers increasingly brands perception through their engagement (Cova & Dalli, 2009), often more effectively than traditional communication methods (Christodoulides, 2008). Social networks play a vital role in building brand awareness and relevance (Hutter et al., 2013; Yan, 2011). However, there's a need for deeper exploration into consumer-brand interactions on Facebook, especially regarding consumer motivations for engaging with brands on social media. A thorough understanding of these motivations would provide brand managers with profound insights into their consumers (Foster et al., 2011). Such insight is crucial for shaping a brand's social media marketing strategy. Social media-driven brand pages prompt consumer interactions, offering brands the potential to wield significant influence, particularly since brand enthusiasts often have extensive networks on platforms like Facebook, enhancing the spread of brand messages across their social circles.

Prior studies have segmented users by intensity of use, activity type, and relationship strength (Foster et al., 2011; Ip & Wagner, 2008; Mathwick, 2002) Rohm et al. (2013) segmented Facebook and Twitter users based on digital native brand interaction themes using five motivations as the basis and cluster-analysis methods. This study identified two distinct groups: *passive observers* and *active participants*. It thoroughly examined the characteristics of social media consumers, the motivations driving interactions in these consumer clusters, and the connections between these motivations and engagement with the brand pages. However, the demographic differences between the two groups were minimal, except for ethnicity.

These findings have important implications for managers seeking to build brand connections through social media. They underscore *brand interaction* as a key motivator for both *passive observers* and *active participants*. This study evaluated a range of consumer engagement behaviors on these pages, from reading brand posts to uploading brand-related videos, audio recordings, or images. The findings assist social media managers in understanding and anticipating consumer activities related to their brand on Facebook pages. To boost consumer engagement, managers should leverage and promote these behaviors. Effective engagement on Facebook requires brands to actively interact with fans and consistently provide valuable content that meets different consumer motivations. Hospitality brands can use Facebook to keep fans informed, update them on future products, and provide entertainment.

Despite its contributions, this study has limitations. It focused only on Facebook, and future research should examine other platforms like Instagram and Twitter. Additionally, as social media technology evolves, consumer engagement behavior on Facebook may also change. Therefore, it would be valuable to track these changes over time. Moreover, this study did not concentrate on specific brands, highlighting the need for future research to analyze brand-specific motivations that influence consumer-brand engagement on Facebook. This could include factors such as brand identity and the consumer-brand relationship with particular hotels or restaurants and various types of these establishments. Qualitative research could provide deeper insights into these relationships from different stakeholders.

In conclusion, motivation plays a critical role in driving consumer engagement on social media. By leveraging these insights, hospitality brands can strengthen their online presence, build deeper relationships with consumers, and achieve better business outcomes.

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