Creating Brand Performance with Social Media: An Abstract

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Abstract In the light of the growing popularity of Facebook brand fan pages as important channels for brand communication and consumer-brand interactions, understanding how consumers' perceptions of these pages impact customer-based brand equity is certainly a critical research point. The research described in this paper uses Keller and Lehmann's (2003) brand value chain as a theoretical foundation and adapts it to the social media context. This enables us to investigate the role of multiple brand fan page characteristics in triggering consumer engagement and in forming a favourable consumer-brand mindset. Specifically, we study the impact of perceived vividness, interactivity, information and entertainment value of brand posts' content, as well as the positive brand fans' comments on consumer engagement, brand awareness, image and attitude. Preliminary results show that consumer-oriented brand fan pages can translate into positive brand outcomes such as loyalty and recommendation.

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