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Do Brand Community Pages Matter for Consumer Attitude? Evidence from Youth Of Hyderabad, Pakistan

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

The high growth of social media users has allowed marketers to analyze the potential of using social media sites for targeting the customers all around the world. Different platforms of social media has become the richest source for promotional tool and forming consumer's attitude. Marketers use every possible marketing tactic to gain the positive consumer attitude which ultimately helps in making a good brand image. The aim of the current study is to identify that how social media brand community pages impacts consumer attitude and in order to find out this the current study is based on a framework comprising four independent variables (Trust, Informativeness, Perceived Usefulness & Hedonism) and the dependent variable Consumer Attitude. The sample size used for this study was 200 and the data was collected through online questionnaire based on 5-Likert Scale from the people of Hyderabad Pakistan. The findings of the study showed that people of Hyderabad consider Trust, in formativeness and perceived usefulness the important factors as these variables showed significant and positive relationship with dependent variable while hedonism did not show any relationship with consumer attitude formation.

Keywords: Consumer attitude; perceived usefulness; informativeness; hedonism; trust; brand community pages; social media.

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1. INTRODUCTION

1.1 Background

The advent and evolution of the Internet has transformed the mechanism of people communicating by letting both organizations and individuals to connect online interpersonally and swiftly (without demanding users to be face-to-face), social media have turned up the means in which this communication happens (Hilbert and López 2018). We are now living in a visual era in which a usual person is more likely to watch a video or look at a photo than to read a written text. According to *Social Science Research Network* It is also supported by 65 percent of the population who are visual learners. As a result, online sites with visual content receive 94% more views than those that do not. According to another study, graphic and video material in the media increases the likelihood of return by 64% (2019, Adam). The verity that almost 2/3 of marketers has opinion that visual assets are critically necessary in the communication of their brands show that they have transform to the visual era. Today, the average consumer and people in general, tend to go through an immense portion of their time on social media platforms such as Facebook, YouTube, Instagram, Twitter and Snapchat. Not only is this applying to time off and entertainment activities, but it also comprises the execution of consumption-related actions (Ashley & Tuten, 2015).

When a brand is created, organizations decisively put hefty stress over public relations, advertising and marketing in order to support their brands. Conventionally, public relation practitioners as well as advertisers have long studied factors associated to brand perception, brand attitude and intention towards brands. Initial researches emphasis on conventional methods of public relations and advertising, while current study focuses on how communications practitioners have changed their skills as interactive technology has become more prevalent. Because of the increased usage of interactive media by organizations, this study sought to determine how the amount of interactivity presented on a brand's community sites influences consumers' perceptions toward both high and low participation products.

1.2 Emergence of Social Media Platforms

Today, businesses are having access to multiple medias such as print advertisements, television that allows them a one way communication with their customers (Hoffman & Novak, 1996). The customer audience interpret the information presented to them in a linear string that means that they got minimum control on the information that they can get from ads therefore they have not enough discretion of how they receive information through these ads (Bezijian Avary, Calder & Iacobacci, 1998).

Some years ago, people had no discretion on what type of ad they would want to see and were unable to provide their feedback on those ads. This allowed the customer to have a partial input, however as the world moved forward in terms of technology, communication between the advertiser and customer changed drastically with the help of the internet. Internet evolution changed how brands can use it as a medium to promote their products across different platforms. Brands can use it to their advantage by communicating with their customers without being physically present. Users can now easily communicate with one another by the help of computer-mediated contact even though they are not face-to-face. As the Internet, which enables computer-mediated contact between an entity and its constituents, has matured, it has become a critical medium for communications professionals. The Internet, for example, supports discussion forums, email networks, electronic mail, file sharing, multi-player sports, and global information contact and recovery systems (Hoffman & Novak, 1995). Furthermore, it has transformed the way brands collaborate by allowing for immediate and cooperative dialogue. Customers have information and other things at their finger tips now they can easily questions and receive immediate, and in some cases, instantaneous, responses. In recent years, social media, a digital immersive networking technology and networked CMC station, has increasingly disrupted the essence of partnerships between people and different companies and brands. Social media have led to a dramatic shift from mass communication to interactive digital communication (Khangi, Ki, & Ye, 2012).

For example, with the introduction of brand community groups and pages on popular social media platforms like Facebook, Instagram etc. companies now provide a direct contact link with their fans and consumers meanwhile brands now use social media pages as point of contact (Lipsman, Mud, Rich & Bruich, 2012). Furthermore, unlike blogs, which rely on user inquiry to be engaged towards a specific domain,

Fig. 1. Digital technology around the world
Source: dataportal.com

social media allows brands to be accessible to a wide range of people through a networked communication.

As social media has evolved into a forum for brands to communicate directly with their customers through CMC, it has provided brands with the ability to influence users' attitudes toward brands or brands' goods, as users can develop positive or negative attitudes as a result of a brand's social media activity. Recognizing this partnership will lead to a stronger marketing effect and the development of more beneficial consumer-brand relationships, advertising on the Internet has gained some real and fast importance just because of the immersive quality of the Internet and the potential to device the patterns of behavior of Internet users (Ahmed et al., 2018), [1] (Alalwan et al., 2017, Saxena & Khanna, 2013). It is discovered that the credibility of advertising is very critical in creating successful advertisements. Lee and Manson (1999); Muehling and McCann (1993)., also it has been discovered that customers refer to ads if they believe the advertising contain important and valuable information and are trustworthy. Ducoffe(1996). So in order to gain much more traffic on brand pages it is very crucial for the marketers to make legitimate and informative ads. Online customers who regularly use social networking sites and spend maximum time over their phone are thought to be important because they are involved as well as useful in sharing their activities with other consumers and spreading information of goods and services through social media (Blackshaw & Nazzaro, 2006). Marketers must consider the relationship between social media and advertisements, as number of researches have shown that social media has a great deep effect on the marketing success of services and goods (Stephen & Galak, 2009). Numerous experiments have since been conducted on online cultures (Bagozzi & Dholakia, 2002; Dekay, 2009; Gangadharbatla, 2008), however, there is a huge need of literature that will help in understanding the attitudes of social media users towards brand pages of the marketers in the context of Pakistan.

1.3 Operational Definitions

1.3.1 Consumer attitude

By definition, Attitude is defined as a favorable or sometimes maybe unfavorable feeling for a particular product or service (Kotler & Keller, 2006).

Attitude guides a person's behavior towards an object since it decides whether the person would like or dislike the product. (Akar & Topcu 2011). A positive attitude enables the person to trust a website in an online atmosphere (Chu, 2011). Internet users not just conduct online purchases but they also use online platforms in order to understand the product and services before placing an order (Akar & Topcu 2011). Marketing in an online environment is more of a pull strategy that allows that to present their product and services to the interested customers. The role of attitude is important in the personality development of consumers as it helps the marketers to focus on predicting their future behaviors and online shopping intentions.

Therefore it is extremely important for marketers to evaluate how to induce positive emotions and create positive attitudes of customers in order to better target them.

1.3.2 Trust

Trust is very essential during online shopping (Advincola et al 2012). This is why it is very important for marketers to know how social media brand communities affect the consumer attitude to make them conduct online purchases. Brand trust has important role in improving relationships with customers (Hajli 2014). (Macintosh and Lockshin 1997) reported that trust in the physical store positively affects the purchase intention and that trust has been associated with the positive attitude of the store.

Additionally, this would be for use of the marketing managers of social media since the social media ROI is extremely challenging for them which is why they require certain marketing objectives that would enable them to attain the desirable satisfaction of the users of social media (Hoffman & Fodor 2010).

Trust is very important for attracting customers to interact and conduct transactions from different websites (Ahmed &Khan 2015). Online shopping wasn't the main reason why users join social media but the increased growth of usage of social media platforms, marketers have taken it as an ultimate opportunity in order to promote their offerings. According to Pew Foundation 2003, 70% of the US web users do not trust the online retail platforms. Paylou defines trust in ecommerce as the activities or behaviors to take risks in online transactions. Trust is shown to improve the attitude towards online vendors (Jarvenpaa and Todd 1997), online purchase intention (Lynch et al 2001), level of usage activity of online shopping (Korgaookar and Wolin 19990, and customer satisfaction in online platforms (Szymanski and Hise 2000). Donthu (2001) confirms the relationship between trust and attitude towards a website. The two-way communication in which the community members and brands openly interact with one another builds an environment of trust for the managers and that leads to building a positive attitude towards the brand (Wongkitrungrueng & Assarut, 2018).

Brand communities' fans are more likely to share the brand content and participate in conversations with the brand itself if the trust is build due to repurchase intentions (Porter ad Donthu, 2008).

The consumer would be reluctant or would avoid conducting transactions with the website if he/she doesn't trust it (Cha, 2009). Many online buyers are concerned about data breach and unsolicited cookies being used that will create problems of spam or data leak. The online communities leave the space for the absence of direct contact, and the unknown person who is managing the social media brand community (Ching and Ellis, 20016), which increases the risk of private information being taken advantaged of and would negatively affect the attitude and trust between the brand and the fan. For brand pages it is very essential for the brand page managers to provide appropriate responses in order to build trust and form positive attitude of the users towards the online brand community (Ridings et al, 2002). Schibinski and Dabrowski (2016) reported that these communications between the online brand pages and the community members of social media positively affects the attitude towards the brand as it increases customers trust which consequently affects their intention to transact online. Hence Trust has been seen as an element that has a huge impact on the success of the online platforms (Deng et al).

When it comes to improving consumer connections, brand trust is crucial (Hajli 2014). According to Macintosh and Lockshin (1997), confidence in physical stores has a direct impact on purchase intent, and this trust is linked to the store's attitudes.

The online platforms has a set of unique characteristics for interactions with the brand that allows the customers to provide feedback and these characteristics have enabled the marketers to connect with the customers on a personal level which leads to building trust hence trust plays a significant role in determining the attitude of the customers in an online setting (Wongkitrungrueng & Assarut, 2018). Thus, this article mainly focuses on how brand trust plays a vital role in enhancing the attitude of the customers in terms of social media brand communities.

1.3.3 Informativeness

It was found that consumers look for the relevant and sensitive information of a product or a brand to make purchases and select any brand [2]. In today's world focusing on customer experience is

a key to success for marketers as well as for the brands operating online on social media, when consumer suffers in information processing due to limited information his theoretical perspectives about that product or brand turns undesirable which of course negatively affects the consumer's attitude, so whenever consumer receives a proper illustration and multidimensional information of the product in his each encounter with a product web page or social media brand page it builds a positive experience as well as attitude (Brakus, Schmitt, and Zarantonello 2009; Lemon and Verhoef 2016). Furthermore in informativeness there are few components of brand community pages or online webpages that helps in shaping consumer's attitude such as description of the product, clear and crystal photos of the product, comparison matrix and availability of reviews etc these components helps consumer's to have a good experience (Brakus, Schmitt, and Zarantonello 2009; Lemon and Verhoef 2016). However, this can differ based on the characteristics of the products and sometimes brands who doesn't focus on eliminating the uncertainty from their pages (Bart et al. 2005; Schlosser et al. 2006) although uncertain information on the pages really leaves bad impression because the first degree on which the consumer evaluate a product is the factual information on online platform (Hong and Pavlou 2014). The brand pages on social media are also the center of ads brand page's informativeness has a positive impact on consumer's attitude towards advertising (Tsang et al., 2004) informative advertising done on brand's pages helps brands acquiring a leading edge by spreading the awareness that how one brand is better than the other (Saadeghvaziri and Hosseini, 2011), now these ads run in the form of branded content or any other marketing tools etc for example a branded content is portrayed through a text message i.e. post to sponsor the brand or a particular product on brand's Facebook pages because Facebook is considered as the most highly crowded social networking platform (Duggan and Smith, 2013, p. 1) and also other types of marketing for example viral marketing which increasingly become the most used marketing tool for the brands (Eckler and Bolls, 2011) it is low in cost and reaches larger audience because as it is mainly done on SNS and informativeness of these ads on brand pages attracts more people and help them in shaping a positive attitude, indeed informativeness here is as important as profit for any business, social media managers of brands highly focus on brand pages to reach out the consumers and prospects through posts and informativeness to increase their interest and engagement in brand and makes them loyal (Lipsman et al., 2012). Another perspective here is of community pages their posts are different from marketing ads they are generated by people themselves and where more people visits voluntarily to seek brand related information but informativeness is the utmost factor which is to be considered in these pages as well (de Vries et al., 2012). 52% people finds news online and share it with their friends via social network and by mentioning other on brand page's post (Morrissey, 2009). A lot of scholars (Pham et al., 2001; Kim and Morris, 2007), explained that social media pages portray brand's online presence where consumers always seek out information to learn more about the brand (Heinonen, 2011). Also in this fast digital world brands have to have a competitive edge over other brands and social media online stores, websites and pages are the main focus of brands so in this context marketers understands the importance of informativeness on SNS that 99% people visiting brand pages have an information acquiring purpose for example shopping is first driven by needs and after that consumers look for information to select a final product, thus informativeness is the key factor for consumers to select a brand or product (Prashar et al., 2017). The research will explain the relation between brand page's informativeness and consumer's attitude.

1.3.4 Perceived usefulness

The perceived usefulness of technology is a motivator for Internet users to adopt it (Ahmed & Khan 2015). It enables the building of trust for the user in a new environment that will benefit him and improve their work performance. (Davis 1989). Usefulness is a subjective probability that technology might improve the users performance. Consumers search for information regarding the advantages, features, and other important information related to the product or brand they are or might be interested in. Having an access to the information through the brand websites helps in improving customer relationship by allowing them to involve in the community and share their reviews with other community members (Carlson et al, 2018).

The value of information on brand sites has a beneficial impact on customers (Wang & Ho, 2015). A user's perceptions about a certain

service, technology, or invention have a significant impact on the user's attitude toward that service, technology, or innovation (Ahmad et al., 2017, Hanafi Zadeh et al., 2014). Numerous studies have found that perceived usefulness has a favourable and significant impact on customers' favourable attitudes (Ahmad & Khan, 2017, Ahmad & Khan, 2015, Cha, 2009, Roca et al., 2009, Ribbink, Van Riel, Liljander & Streukens, 2004, Childers, Peck, Carr & Carson, 2001).

Based on the studies of TAM, perceived usefulness means the degree to which a person feels that using a particular system would make him to improve his work performance. According to (Davis et al 1999) perceived usefulness is a customer's expression and judgements regarding the result of an action, Similarly (Mathwick et al, 2001) perceived usefulness is an important factor in determining the degree to which a person would consider that using particular system would increase his work performance and outcome.

1.3.5 Hedonism

Researchers always try to pursue better understanding of consumer attitude and hedonic components of attitudes are considered as quite varied terms like sociology or psychology of economics. Hedonism plays a role in increasing individuals' experience by increasing pleasure of performing a particular behavior (Hsu and Lin 2016). Curiosity, amusement, visual attractiveness, escape, intrinsic delight, hang out, relaxation, self-expression, long-term connection with a product/service, role, best bargain, and social status are all hedonic traits. Chiu et al. (Chiu et al., 2014). Ahtola and Batra (1990, p. 159, emphasis added) state, consumers make purchases of goods and based on two attitudes 1) hedonic reason means sensory attributes 2) utilitarian reason. Some researchers proved that hedonic factors are one of the main derivers for consumer attitude (Childers et al., 2001).

Previous researches showed that products or brands towards whom people have hedonic motivation are more likely to have premium pricing and can engage in sales promotion rather than utilitarian dimension (Dhar and Wertenbroch 2000) (Chandon, Wansink, and Laurent 2000). The hedonic motivation consists of entertainment and fun seeking attitude of the consumer, in short hedonic attributes of any person can be defined as the emotional needs with entertainment and interesting shopping experience (Celebi, 2015). According to Burke (1999) hedonic motivations are the important aspect in online shopping platforms people do online shopping and also visit shopping websites and pages to have fun so we can assume that hedonic attributes can be very important in influencing consumer's attitudes (Kim, 2002; Mathwick et al., 2001). Also, marketers got to understand the how hedonic factors makes online advertising campaigns effective and successful as people having emotional bond with any brand tend to watch its ads and reacts positively (Park, Jaworski, and MacInnis 1986). There has already been extensive research on online brand communities from social and managerial perspectives (Hajli et al. 2015). However, there have been really limited studies that completely explain how companies should operate similar communities to bring positive customer attitude through dopehead experience, empirical value, and utilitarian and hedonic attitudes. It has been reported that appealing and intriguing commercials have a beneficial influence on people's attitudes about online commercials (Choi et al., 2008). Hsu and Lin 2007 both performed a study in app purchase intention and found out there is an impact of hedonic values on consumer's attitude and satisfaction. When consumers spend good time on brand pages, they are more likely to build hedonic motivation and start seeking emotional angles with the brand and eventually turn into valuable consumers (Carlson et al., 2018; Shi et al., 2016). In the light of above findings and statements from different researchers in this current study we are studying the impact of hedonic factors on the consumer's attitude.

1.4 Problem Statement

Marketers may struggle to generate desired responses from customers; thus, marketers must ensure that the advertising and promotions they run on social media are relevant and offer helpful information that people trust. Marketers must be cautious when utilizing these sites to sell their products and services since customers might become irritated and avoid unwanted adverts. As a result, it is important for marketers to examine the factors that shape the attitudes of customers towards the brand.

1.5 Research Gap

Denni Arli (2017) work was performed on the participants of university students aged 18-21.

We realized this limitation and focused on the collection of data from diversified demographics of people belonging to more generalized ages, income, genders and education. Another limitation that was addressed in their study was the location, and suggestions were provided to research in developing countries which is why this study primarily focuses on Pakistan.

Jieun Lee, Ilyoo B. Hong (2016). Authors suggested few things for the future researches which we are willing to fulfill in our work, authors suggested to use some more factors that may have a relationship with consumer attitude so we are using perceived usefulness and trust as additional factors in our research, authors also suggested to consider hedonic factor in forming positive consumer attitude and we will be using hedonism as one of our independent variables.

Silva et al. (2019) suggested future researchers to focus on more platforms not just Facebook. our research focuses on brand community pages, not just limited to Facebook but of multiple social media platforms like Facebook, Instagram and Twitter pages and its impact on customer attitude. Venture and Kolbe (2020) suggested future researchers to work not just on users who actively engage with brand pages but also who passively interacted with them. Our research evaluates the impact on the attitude of active as well as passive customers too who pay attention, get information and evaluate its usefulness and trust but do not interact directly with the brand pages.

1.6 Significance of the Study

In the world of digitalization this study will be helpful for the marketers to understand that how consumer responds to social media brand pages, what content is helpful for them, what exact information they want to have on pages, and what factors negatively impacts the consumer's attitude. Current study covers five factors i.e. trust, informativeness, perceived usefulness and hedonism all of these are the triggering points of customers so having a verified piece of information marketers can make relevant changes in their social media brand pages marketing efforts.

1.7 Research Questions

During the research, following are the questions that are being addressed for analysis purpose:

1. What is the impact of hedonism on consumer attitude in online brand community pages?
2. What is the impact of perceived usefulness on consumer attitude in online brand community pages?
3. What is the impact of informativeness on consumer attitude in online brand community pages?
4. What is the impact of trust on consumer attitude in online brand community page

1.8 Research Objective

The main objective of this research is to find out that how important are the social media brand community pages for consumers and what elements of brand community pages affects the consumer most, also this study aims to fill-out the gap in the Hyderabad market as there was no research conducted on a similar topic, in the last one of the objectives of this study is to provide marketers a more updated knowledge about consumers mind that how they response to social media marketing.

2. LITERATURE REVIEWS

2.1 Trust and Attitude

Arora [3], in her research Examining the role of trust in shaping online shopping attitude among women identified the factors that are responsible in shaping the attitude of women of India specifically in the context of online shopping platforms and evaluated the factors that were responsible for the lack of trust of the online platforms and how it affected the attitude of women consumers. For this study a sample of 508 women online shoppers were taken using the technique of structural equation modelling. The results revealed that the three antecedents (website quality, website reputation and electronic word of mouth) of trust had direct and positive influence in shaping the attitude of women shoppers towards E-commerce platforms in India.

Yasin et al. [4] conducted a research studying The Effect of Brand Experience on Customers' Engagement Behavior within the Context of Online Brand Communities: The Impact on Intention to Forward Online Company-Generated Content. In this study he examined the factors of brand experience that made customers pass along online brand generated content in Islamic banking sector and this study was conducted with the help of an online questionnaire from customers in Palestine. The findings for the study indicated a positive impact of trust and consumer

behavioral outcomes of Facebook brand community page on the attitude of customers that induce them too forward online brand generated content. The result of the research proved, a positive brand experience is very consequential to build brand community engagement of social media community pages, Also that these online platforms enable the brands to improve customer trust, participation, positive word of mouth and brand image. The intention of forwarding their content is dependent on their previous experiences with that brand. In conclusion, it addressed the antecedents of brand experience that influences customers to pass along their content with other customers.

Silva [5], in their research Building relationships through customer engagement in Facebook brand pages found Customer relationships were highly influenced by the Facebook brand pages trust and the Facebook brand page engagement with customers leads to trust and the more they trust these pages the more they are motivated to engage back. 327 undergraduate Facebook users in SriLanka were taken as a sample for the study using structural equation modelling approach. The research highlighted the importance of customers positive attitude and information enhanced their engagement levels which consequently impact the customer trust toward the Facebook brand pages. All in all, this research provides a comprehensive framework for building relationships with customers through Facebook brand pages.

Mainardes and Cardoso [6], conducted a research on Effect of the use of social media in trust, loyalty and purchase intention in physical stores from a sample size of 406 respondents using structural model. The results indicated a positive effect of social media and online generated impact on trust and that positively induces the customer attitude to conduct purchases from that company hence creating customer loyalty. Customers are tending to believe in the reputations, and integrity of these stores with online social media presences and this influences their purchase decision making process. This research highlighted the importance of brick-and-mortar stores to have social media pages in order to foster trust-based relationships with its customers and consequently establishes customer loyalty.

Choi and Mai [7], in their research the sustainable role of trust in the B2C Ecommerce of Vietnam emphasized the ways to grow the B2C ecommerce websites and their success by taking in account the trust factors such as usefulness, convenience, security, responsiveness and assurance and showed that it has a positive influence on customer loyalty. They followed a quantitative approach and structural equation modeling technique to test the relationships between variables, the sampling technique used was the bootstrapping technique and choose a sample size of 2000 for this research. The questionnaires were shared to online users through email and messenger. They found that trust of ecommerce platforms impacts the attitudes of risk averse customers since they enjoy value creation by business-to-consumers intermediaries. They discovered that trust is very significant in Chinese and Vietnam web marketing. Lastly, creating trust an essential factor in the ecommerce industry as an intermediary and improving the service quality will result in increased consumer trust and that would lead to an enhanced sustainable ecommerce firm.

Liu et al. [8], in their study Trust transfer in social media brand communities, identified social media as the ultimate tool to construct customer-brand relationships. The aim of this study was to evaluate the value of social media brand communities and how it contributes to brand relationships variables such as trust. This study evaluates how customer trust of a brand is transferred by different parties such as customer to customer, customer to business and brand trust in social media brand communities. This study was conducted based on the results of 279 respondents with the help of a questionnaire using structural equation modelling (PLS). The findings of this study indicated that brand trust was positively affected by customer trust and attitude, this study observed that trust not only depended on direct brand related factors but other factors also like customer to customer and customer to brand trust like when customers trust other customers in a social media they are more likely to engage with the community which results increased and the brand trust of the brand can be developed by customers interaction with the brand either through word of mouth or advertisements. Hence this study aimed to investigate how.

Akrout and Nagy [9] highlighted the antecedences and consequences of commitment and trust by examining a sample of 210 respondents using structural equation modelling and showed that it results in the transformation of

positive attitude and word of mouth in Facebook brand pages for the particular brand if there is a strong positive relationship between customers and brands. The study Also identified, that young female respondents proved to be more influenced by trust to have a positive impact on attitude that will consequently influence them to spread good words for the brand in virtual and non-virtual communities. This research recommends marketers to focus on these factors and urges them to have mandatory presences on social media platforms such as Facebook so that their messages are communicated well with their fans that builds trust which further influences customers WOM and to build strong relationships.

H1: *Attitude towards brand pages is positively influenced by trust*

2.2 Informativeness and Attitude

Wu et al. [10] Since the emphasis is shifting towards online purchasing specially in this time when Covid is still hitting the world and changing the traditional ways of business businesses are in great competition and have analyze why customer go towards a certain online store and social media. The research's topic is effects of online store/pages informativeness and entertainment on consumer's attitude and approach behavior. According to (Whiting and Williams, 2013) *For online stores, consumers have external gratifications (e.g. awareness of alternatives, efficiency or information seeking*. although informativeness and entertainment are not the only factors that affect the customer attitude but has huge significance these two characteristics are defined as the infotainment (Eighmey, 1997). Primary data was collected for the research from the biggest of china Tianjin by the help of intercept method from the shopping mall of Tianjin. To get the most appropriate response first two filter questions were added in the questionnaire if participants say yes in the answer then they were given a questionnaire, 400 questionnaires were filled and 7-point Likert scale was used. According to the results the hypothesis for informativeness and entertainment was supported which means that informativeness and entertainment has a positive impact on consumer's attitude.

Carpentier et al. [11] As we are getting very much used too of digital platforms for making our buying decisions with different brands no trends are also shifting, not just buying and selling brands but people are seeking for the jobs of different brands and try to get updated from their social media pages also it is becoming quite difficult for the brands and employers to recruit skillful employees as the competition in the market is picking a rapid pace so brands have to market themselves through their social media pages in order to attract employees and portray a good presentable personality of the employer. This research is conducted on a similar topic of attracting applicants through organization's social media pages, authors proposed that applicants seek for the communication characteristics like social presence and informativeness for understanding the employer's brand personality. Authors explained that attracting the potential applicants is one of the difficult tasks for the employer as he have to have a good set of strategies of recruiting activities and having a decent social media presence is one of the tool because applicants wants to have a comprehensive information about the employer's brand and this can shape an attitude of applicants towards the employer and help to decide if he should accept the job offer or not. The data was collected from 198 Master's final year students of Business Administration of Belgian University as they were about to graduate and were already seeking for good job, the average age of the participants was 21.6 years and 68% were female and 95.2% had working experience having accounts on LinkedIn. The data was analyzed through Structural Equation modelling (SEM) and Confirmatory Factor Analysis. The findings showed that informativeness about brand on social media pages has a positive relationship with the attitude they form, applicants rely on perceived communication characteristics like social presence and informativeness for finding out the employer's brand personality and then accordingly forms an attitude.

Bleier et al. [12] as with the increase of digitalization emphasis towards online is also increasing enormously and for catering the customers in online purchasing brands have to create a best product web site and pages where people can buy the product as well as get the comprehensive information which is required. The research is conducted on similar topic that how such social web pages should look like so that customer can shape a positive attitude towards the brand and then have a better customer experience, the main dimensions of web pages discussed in this research are informativeness, sensory appeal, social presence

and entertainment. Whenever it comes to online purchasing people are always uncertain about the products they are buying and the money they are willing to pay for that so in that case they seek more n more authentic information, according to [13] *the extent to which a website provides consumers with resourceful and helpful information* means informativeness is the primary dimension for shaping the customer attitude and good experience. The authors performed 16 experiments one per product and recruited 10,470 workers through MTurk all were randomly assigned a webpage and given 45 seconds to view that page and then given a questionnaire with 4 dimensions which are the main course of the study, questionnaires were designed on 7-point Likert scale, Structural Equation Modelling was used to test the conceptual. The results and findings concludes that when buying a product informativeness decrease the uncertainty and perceived risk by the consumer which means social media web pages informativeness plays a positive role in consumer's attitude.

Chen et al. [14]. in the almost a complete digital world brands understands the importance of social media presence with their community pages and the amount of affect it leaves on consumer's mind is the great dominant influencer in formation of attitude towards the brand. The research was conducted to examine the effects of cognition in consumer's information processing the branded content which then leads to consumer attitude formation. The findings validates that the affective elaboration of the information and branded content on the pages significantly influence the formation of consumer attitude towards a particular brand, authors explain the stepwise procedure of consumer attitude formation which explains very well about all the aspects which are important in attitude formation. The authors tested this with different kinds of products to further understand that which kind of product influence the consumer attitude formation and how to conduct this experiment pre-test were ran for every category of product of different brands. The experiment was administered online via MTurk which authors found very much effective for online experiments, each participant was assigned two products of different categories with their Facebook post and after evaluating the pages and posts participants were asked to fill out the questionnaires which were designed on 7-point Likert scale. Authors concluded that community pages now a days works as an outlet for the brands so good and clear elaboration of the content and information should be available on the community pages as they are really the dominant influencers in formation of good positive consumer's attitude towards a brand.

Ho & See-to [15] consumers are the main concern for any business or brand so in order to make their experience more n more fascinating brands and businesses are in constant rush of making their websites and social media community pages much more striking as now people seek a lot from those pages before doing actual buying. This research was conducted to analyze how informativeness, entertainment and socializing gratifications affect a consumer's attitude towards tourist attraction fan page which includes the social media pages of travelling agencies. Social Network sites are now helping tourism pages as they can guide people about the destination, visuals of their terminus and helps in business value-proposition, another perspective is of the tourist themselves they share their experience, reviews and spread information so that more n more people can have a better information if they are ever interested to have a ride with those travelling agencies. Design of this research is inspired by Stafford and Stafford (1998) who studied that the gratification factors motivating people to use internet and in this research authors considered that the gratification factors would also motivate people to use fane page or community pages. The data was collected from the Hong Kong Facebook users through an online survey because in Hong Kong Facebook has 72% SNS market share of the whole population while 98% share in the youth, 600 young adults who were affiliated with famous travelling pages participated in the survey the results of the factors analysis were conducted by SPSS. The findings proved that there is a significant positive impact of all the variables i.e. Informativeness, entertainment, socializing gratifications. There are some managerial implications like brands can organize some mini-games, activities, lucky draws on their community pages to add the entertainment factor, also pages owners can enhance the informativeness by adding up-to-date information like sales promotions, coupons, upcoming discounts or honest reviews about the product.

Arli [16] social media is not one of the biggest platform for the communication and interaction of people so the marketers and brand managers are focusing more on how to advertise and market their brand so that they can communicate

with their audience in the best way possible and brand community pages whether they are marketer created of consumer created plays a vital role in shaping the consumer's attitude towards a brand, brand pages are not strict to any one platform Facebook, Instagram, pinterest, Tumblr and snapchat all are the focus of the marketers although Facebook still leads the social media space with 93% sited. The research is conducted to see the impact of social media and community page's features like (usefulness, informativeness, entertainment) on consumer's attitude. Authors followed a standard series of chapters in this research like theoretical framework, conceptual framework, methods, results and then managerial implications. The data was collected from hefty universities of Australia 800 paper questionnaires based on 7-point Likert scale were distributed to the students, their friends and immediate family members and 724 were usable for observing the responses, moreover Structural Equation Modelling (SEM) was conducted. The findings and results suggest that entertainment and informativeness has the biggest and positive impact on consumer's attitude. Author recommended that considering the results brands should make their social pages as point of communication with their consumers where people can ask their questions, give compliments and reviews etc also brands should provide adequate information about the products and activities on the pages like announcement of any new launch new price rates etc.

Lee & B. Hong [16] it's a universal fact that your brand or product can never make its ways in consumer's mind if it is not marketed properly so where brand pages are important marketing advertisement on the other side is equally significant. The search is conducted on a similar subject that factors affecting the attitude and positive response towards the marketing advertising and brand pages. social media pages and advertising on them is becoming a really useful trend as numerous brands are realizing the effectiveness of social media advertising and shifting their traditional ways of towards it. The variables that are considered to have an effect on consumer's attitude are emotional appeal, creativity and informativeness. At first a focus group of 17 students you were the daily user of Facebook and questions were asked from them and based on their answers key factors on which this study is based were selected (i.e. emotional appeal, creativity and informativeness). The data collection was done online and self-reported data collection method was used by performing an experiment, participants were exposed with a Facebook page and given a questionnaire to write down their perceptions about that, the sample size was 420 students from the well-known universities of Korea and Facebook page was selected for the experiment because from a survey it was found that Facebook is considered to be the most used SNS platform in Korea. According to the results the two major significant factors predicting the attitude are informativeness and creativity and emotional appeal failed to influence the consumer attitude.

H2: *Attitude toward brand pages is positively influenced by informativeness*

2.3 Perceived Usefulness and Attitude

Venire and Kolbe [17], investigated the Impact of Perceived Usefulness of customer reviews, Perceived Risk and Trust on customer attitude in Emerging Markets on online platforms, A Mexican Perspective. To test the research model current study precisely focused Mexican online shoppers. Research was conducted online and the questionnaires were designed on 5 Likert-scale. The items were adopted from previous research; which was done on online shoppers from Mexico City. SmartPLS. was used to evaluate the gathered data using partial least squares structural equation modelling (PLS-SEM). The Park and Lee scale was used to assess the perceived usefulness of reviews on social media brand pages. According to the findings the perceived usefulness and trust of customers on brand pages positively influences customer attitude. The authors suggest that there is potential contribution of positive online reviews on brand pages in enhancing trust and encouraging online purchase. Furthermore, the article has helped to a better understanding of the influence on developing market consumer intention.

Zeggra et al. [18], The study aims at determining the impact of Mobile Advertising on brand pages and Perceived usefulness on customer attitude in fashion industry. The data was conducted from 340 Spanish shoppers of an online fashion store who make purchases from this store exclusively though their branded mobile app. To gather the responses the structured questionnaire was sent to 79,300 customer via email deliveries and out of them 400 responses were recorded and 340 were the valid responses which were further considered in the current study. The

questionnaire was designed on 7-point Likert-type scales which starts from (totally disagree, to 7, totally agree). The hypothesis was tested by using Structural modelling method based on covariance. The findings show that the perceived value of a brand pages influences mobile advertising acceptability, repurchase intent, and customer behavior. The utility of the branded mobile app, attitudes toward mobile advertising notifications, and frustration are all factors that influence perceived value. The study has various management implications for fashion firms that employ branded mobile applications to raise perceived value. Practitioners must develop strategies to improve perceived usefulness, according to the study (strongly influenced by ease of use).

Theocharidis et al. [19] in his research he studied the factors influencing attitude of users while booking a hotel room using social media applications and brand pages. The data was collected from Greek social media users through online questionnaire among which 640 authentic responses were considered. The questionnaire was adopted from previous studies in order to attain a good acceptable reliability of the items. 5 likert-scale designed was used i.ei (1, Strongly Disagree to, 5, Strongly Agree). There were total six variables studied in the study which are; (1) Perceived ease of use (2) trust in online hoteliers (3) perceived usefulness (4) social media use (5) permission-based acceptance, and (6) intention to book through social media. According to the findings, perceived usefulness has a direct impact on the intention to book online. Hoteliers should create informed, successful social media profiles where users can get important material and information, according to researchers.

Siringoringo [20], Technology Acceptance Model (TAM) was used to determine the internet acceptance that records the usefulness towards the use of internet and perceived ease of use and for shopping online. It is because both affect attitudes toward usability. To find out whether it is true or not a study was conducted. The study examines the influence of usefulness and perceived ease of use on attitudes regarding usability in order to confirm previous research. The research instrument used to collect data was questionnaire which was distributed both online and physically by meeting eligible respondents. Around 300 questionnaires were given to respondents who have internet access. Out of 300 questionnaires 283 were valid. Reliability and validation tests were performed using correlation and Cronbach alpha before questionnaires were distributed. Data was further analyzed by SME using CFA. The findings reveal that perceived utility has a higher effect on opinions regarding airline ticket reservation usability than perceived ease of use and trust.

Mandilasa et al. [21], in their research Predicting Consumer's attitude in On-line Shopping shows the importance of ecommerce in different types of activities namely perceived usefulness, perceived ease of use, perceived enjoyment and perceived risk. These four types are the most common and shows how people nowadays tend to adopt more easily than the previous years. Primary data was collected through questionnaire comprised of 4 parts and distributed among 124 respondents through emailing to selected people in Greece. Respondents were selected using random sampling method. Because the research is web-based by nature, the most acceptable data gathering method is via e-mail. The findings will reveal which of the key worries individuals have about participating in one of these activities. According to the findings, perceived utility was determined to be the most important factor influencing Internet buying attitudes. Customers are more affected by the utility of items than by their simplicity of use, according to this study. The survey's conclusions might be valuable to corporations and enterprises working in this industry.

Osman et al. [13], the influence of perceived usefulness and trust towards consumers: a perspective of consumer's online shopping attitude. The study intends to find whether trust and perceived usefulness impacts the online shopping behavior of consumers in Malaysia consists Perlis, Kedah, Perak and Penang. The quantitative research was conducted by distributing questionnaire among 300 respondents who are internet users belongs to different gender, age groups and backgrounds through email and social networking sites. The findings showed that Perceived usefulness and trust are important factors that contribute to the positive online shopping behavior of consumers in northern Malaysia. The findings of this study will help online businesses and customers better comprehend each other's points of view on the implications of perceived utility and trust on online buying behavior.

Ahmed and khan [1], with the rapid progress in the number of social media users social

networking sites have become a center stage for ecommerce. Marketers have observed the potential of the Social networking sites and started advertising their products and services. Marketers must ensure that social media users have a favourable view regarding their promotional activity on social media. The 3 variables that emerged as critical elements influencing the attitude towards advertisement. The researcher of the study attempts to evaluate the factors inducing consumers attitude towards social media marketing by adapting 18 item scale comprised of 4 items for usefulness, 7 for reliability and 3 for word of mouth. Total 195 questionnaires were distributed among heavy internet users from secondary students to postgraduate students. 140 responses were considered as usable out of 195. The collected data was further analyzed by using EFA (Exploratory Factor Analysis), Structural Equation Modelling (SEM) and Confirmatory Factor Analysis (CFA). All three components show a positive link with the dependent variable Attitude, according to the research. According to the findings, because these three elements play a significant part in attitude development, marketers wishing to sell via social media should pay close attention to them. Furthermore, results can be further validated on a large sample so that researchers can check the differences among different groups.

> ***H3:*** *Attitude towards brand pages is positively influenced by perceived usefulness.*

2.4 Hedonism and Attitude

Wang et al. [22], the dual concept of consumer value in social media brand community: A trust transfer perspective. The research indicates the importance of brand communities of social media regarding customer interaction and achieve business values. The purpose of the research is to understand that how companies can extract value from consumers through brand communities on social media. The research identifies three types of consumer-perceived value: utilitarian, hedonic, and social and develop a model clarifying dual concept of consumer value. The data was collected through two wave survey. The findings suggest that all these three consumer perceived value types are positively impact trust of consumers in social media brand communities. The research makes several contributions to the strategic information systems literature concerning leveraging social media brand communities into business strategies.

Chen and Tesai [23], in their research, an empirical study of Brand Fan Page engagement attitudes researched about online brand communities and the benefits of creating rand communities to foster interactions with its prospects and existing customers in order to induce customers decisions regarding their brand choices, to create digital promotions of their offerings and to maintain customer relationships. They mainly sticked to websites instead of using social media platforms. The study aims to assess the effect of customer perceived value that is obtained by customer engagements in brand fan pages and it is centered to online brand communities in the context of social networking sites. The study was conducted from the consumers who were users of online brand communities and data was collected via web-based surveys of 542 respondents for analysis. The results of the research demonstrated that hedonic, and utilitarian and hedonic values had a significant and positive impact on customer identification and that it also positively affects customers attitude and their intention to engage with online communities. The hedonic impact of community identification consequently had positive impact on electronic word of mouth and customers intention to repurchase from the brand. So, managers can use this research and focus on enhancing the hedonic values by creating appealing content that stimulates customers emotions with the brand to make them engage more in online communities and that way they tend to stick more with these online communities.

Lin hiu et al. (2019), in his study How online Beauty Brand community users Experience contributes to their Experiential Value, Attitudes and Continuance Intention determined impact of experiential values beauty product users of an online brand community namely Fashion Guide on the attitudes and continuance intention of its users. The study was conducted from fashion guide users by using the test of structural equation modelling approach. The findings of this study indicated that the experiential value of users of the virtual brand community of Fashion Guide had a significant and positive impact on utilitarian and hedonic attitudes and this in result has a positive impact on continuance intention of users. Hence these attitudes of users play a mediation role in experiential value and continuance intention. This study emphasized on the important of online brand communities as in the case of Fashion Guide users and how it can be beneficial in guiding customers buying

behavior. Therefore the practical implications for the brand would be to increase the experiential value of online beauty brand communities as it was positively found to affect hedonic attitudes of customers in order to enhance the continued engagement of users with brand communities by offering them a more personalized experience.

Consuegra et al. [24] the purpose of this research was to understand the mediating role of hedonic and utilitarian motivations of consumer attitude towards the luxury brands in context of social media. Social media platforms are now heavily used a two-way communication platform between he brands and their customers so customers involve with brands via their brand pages of websites interact with them and forms a certain behavior or attitude a similar model i.e. *relationship among brand involvement, customer-brand interaction and customer behavior* is analyzed where hedonic and utilitarian plays a moderating role. 896 participants took part in the research out of which 42% were male and 57.7% were female, the questionnaires were divided into three sections first one was contained socio-demographic, second part contained luxury brands and social media, the third section contained the measurement scales related to the main objective of the study. Confirmatory factors analysis was used for psychometric properties and to test the mediating effects PROCESS procedure of SPSS was used. According to findings hedonic motivations plays an important role and has a positive impact.

Nedra et al. [25] the aim of this study is to identify the determinants of customer's intentions to use hedonic networks in case of Instagram pages. In the model two variables are studied i.e. perceived pleasure and social identity. In this research two approaches are adopted; a quantitative research is followed by a qualitative study. In quantitative method Principal Component analysis was used through SPSS, to measure the reliability and validity confirmatory factor analysis was used via AMOS. According to the findings the variables like ease of use, perceived usefulness, customer's attitude had a positive relation with hedonic networks which means if customers perceive usefulness and ease of use they tend to use the Instagram pages more.

Roux and Maree [26], the purpose of the research is to determine the influence motives and engagement on brand attitudes and on buying intentions in the context of online social media brand communities. The research examined interrelationship between brand attitudes, motives, engagement, and buying intent of female Facebook brand apparel community members in South Africa. Data was collected from 333 female community members of apparel brand on Facebook by using structured and qualitative online survey. The interrelationship between constructs was measured using SEM. The main findings indicate that there are significant relationships between constructs, namely hedonic motives and brand attitude, as well as brand attitude and buying intention. The researchers suggested that marketers should create useful and entertaining brand community experiences, as that would lead to favorable attitudes, and positively influence buying intention.

Huchen Wang (2016). The topic of this research was Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement, the purpose of this research was understanding that what factors are more motivating and helps in forming an attitude of consumer while factors which taken into consideration are the Hedonic and utilitarian factors. 87% of the mobile devices androids and iPhone are vital aspect for shopping. Considering the focus of the study which was to understanding the factors affecting consumer's motivation and attitude so primary data collection was done through semi-structured interviews, the age group of the participants was 25-34 as they are most likely to purchase garment online and 18-25 as they are the target customer demographics for fast fashion retailer, participants were selected through convenience sampling from university of Manchester and were targeted through visual and social media, before creating the transcripts of the interviews coding was done by NVivo qualitative analysis software. Authors explained the factors utilitarian in some determinants like (efficiency shopping, cost/value shopping etc) and hedonic in determinants like (gratification shopping, social shopping etc) according to the findings of the study the determinants of both the factors have a positive impact on consumer attitude and motivation but utilitarian determinants like efficiency and convenience plays a more important role [27-30].

H4: *Attitude toward brand pages is positively influenced by hedonism.*

3. METHODOLOGY

3.1 Research Approach

The three common approaches to conducting research are quantitative, qualitative, and mixed methods. In order to respond to research questions, the researcher first anticipates the type of data required (Leedey and Ormrod, 2001). The difference between quantitative and qualitative research is a Quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment in order to support or refute alternate knowledge claims. Whereas, Qualitative research is a holistic approach that requires discovery, purposeful use for describing, interpreting the collected data and explaining are involve in the constitution of qualitative research (Creswell 2009).

The aim of the research is to examine the factors that shape the attitude of the consumers towards brand pages in Hyderabad Pakistan. For which the study adopts Quantitative research approach in order to examine the impact of Hedonism, Trust, Perceived usefulness and Information on consumer attitude.

3.2 Research Purpose

To explore the research with a varying level of depths, the study follows an explanatory research purpose in order to improve the understanding of the factors that help in establishment of a positive attitude towards brand pages over social media networking sites in the context of Hyderabad, Pakistan.

3.3 Research Design

The research design is defined as the overall strategy that you aim to integrate the different components of the study in a well systematic and logical way (De Vaus 2001) Thereby, ensuring you will effectively address the research problem; it is comprised of three elements that are the blueprint for the collection, data analysis and measurement. In this research descriptive research design has been adopted in the form of questionnaire survey for the data collection purpose (William M.k 2006).

3.4 Data Source

The following research is conducted firsthand by the researchers via primary research methods that translates to the collection of data from the respondents directly. The original data was collected through structured adopted questionnaire.

3.5 Population of the Study

The population of the study are the respondents, or users of online media channels or communities like Facebook, Instagram etc. who belong to Hyderabad, Pakistan. Since the objective of the study is to evaluate how brand communities impact consumer attitude, the participants of the study are users who participate, have been a part or who are the potential audience for the brand communities.

3.6 Sampling Strategy

The sampling strategy means the approach that will be used for determination of number of respondents that will be studied for the purpose of the research. Acknowledging the various constraints such as time, location and finance, and due to the limitations of these factors, the researchers adopted the technique of convenience sampling, in which the research data was collected from a conveniently available group of respondents.

3.7 Sample Size

The determination of sample is based on 10:1 criterion, that means 10 samples for one item. Roscoe (1975) suggested that rule of thumb methodology can be used in the case of multiple regression and quantitative studies. In this research, the total number of items are 4*5=20, and applying the rule of thumb will give us 20*10 = 200 respondents, hence the research will be studying a sample size of 200 respondents.

3.8 Research Variables

A research is a method or tool through which we find out the relationship among the variables which are been studied in that research, a variable is something which possess different values and with those values we derive our results in the end which are quantitative in nature. Any variable on which the changes occurs or which gets affected by other variables is known as dependent variable because the results of that variable are dependent on others while variables which stands alone and causes change on other variable (dependent variable) is termed as independent variable (Kothari and Gaurav 2014).

Following are the list of dependent and independent variables of the current study and also the statistical techniques to measure the relationship between them.

3.9 Research Instruments

The study is based on primary data which means the data is taken from the participants one to one, the questionnaire consists of 20 items 4 items each of Attitude, trust, perceived usefulness, informativeness, hedonism and it was designed on 5 Likert-scale which is explained as follows:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The items of the questionnaire are picked from a single base paper, the questionnaire is designed to find out that how social media brand community pages impact the consumer attitude.

3.10 Research Methodology for Data Analysis

3.10.1 Reliability analysis

When we collect data for different variables we have to check how reliable that data is because unreliable data for any variable negatively impacts the whole results of the study in the end so to cater that Reliability test is performed to check or measure reliability of our data

3.10.2 Multiple regression test

Multiple regression analysis is a method used for determining the relationship between a single dependent variable and multiple independent variables. There is total 5 variables in this study one dependent (Attitude) and four independent variables i.e., informativeness, perceived usefulness, Trust and Hedonism.

Table 1. Hypothesis, variables and techniques

S. No	Hypothesis	Variables		Based on objective	Technique
		Independent	Dependent		
1	**H1**	Perceived usefulness	Consumer Attitude	1	Reliability analysis Multiple regression analysis
2	**H2**	Informativeness	Consumer Attitude	2	Reliability analysis, Multiple regression analysis
3	**H3**	Brand Trust	Consumer Attitude	3	Reliability analysis, Multiple regression analysis
4	**H4**	Hedonism	Consumer Attitude	4	Reliability analysis Multiple regression analysis

3.11 Research Framework

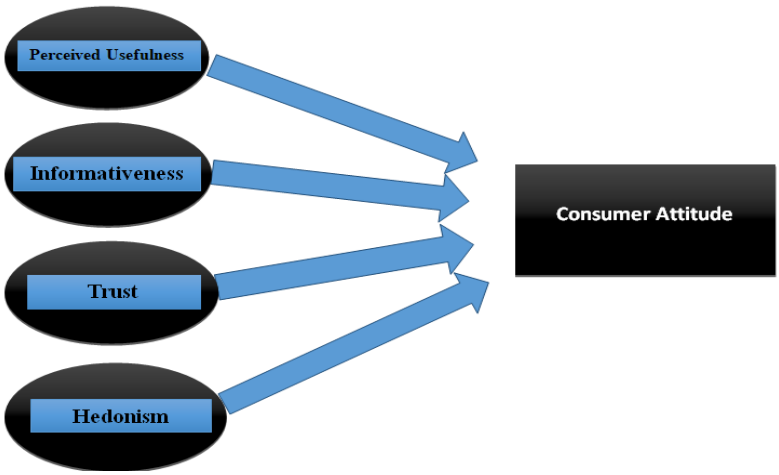

Fig. 2. Study framework
Source: Ahmed 2019

Table 2. Layout of questionnaire

Section	Variable	No. of items	Five Likert Scale	Source
1.	Attitude	4	Likert Scale	Asad Ahmad (2020)
2.	Informativeness	4	Likert Scale	Asad Ahmad (2020)
3.	Perceived Usefulness	4	Likert Scale	Asad Ahmad (2020)
4.	Trust	4	Likert Scale	Asad Ahmad (2020)
5	Hedonism	4	Likert Scale	Asad Ahmad (2020)

4. RESULTS AND DISCUSSIONS

4.1 Descriptive Analysis

The total questionnaires filled in this research were 200, which were distributed via online mediums like social media and emails. The respondents included 40.5% of males and 59.5% of females who belonged to the ages from 17 to 40 years or above. Majority of the respondents (74.5%) belonged to the age group of 20-25, rest belonged to the age group of 17-20, 26-30, and 40 years or above with a percentage of 10.5%, 12.5%, 2.5% respectively. 69% of the respondents that were evaluated by the researchers were graduates, while other educational level and percentages were High school (15.5%), Masters (30%), PHD (0.5%).

The researchers also examined the activeness as well as the visit rate of users on online brand communities which showed that 45% of respondents were active on these platforms. The other 45% showed a moderate active rate while only 10% of the respondents showed to be inactive on social media platforms. In terms of visiting, Majority of the respondents (49%) showed to sometimes visit brand pages, while 32.5% often visited brand pages, and 18.5% always did.

4.2 Reliability Analysis

Table 2 demonstrates the Reliability Statistics for the research. The measurement of the reliability of scales was fundamentally approached by using Cronbach's indicator α (Nunnally 1978). All the variables showed fairly good values (α > 0.7). The value for Attitude was 0.812, Informativeness 0.749, Trust 0.864, Hedonism 0.935 while in case of Perceived Usefulness, an item was removed in order to improve the reliability results for this particular variable. Given these statistics it can be concluded that all the items are found to be reliable.

4.3 Hypothesis Testing

Table 3, is a representation of the analysis for statistical significance of the proposed relationships that is shown through two important values, Beta and P-value. In our research, three of our variables resulted to be significant whereas the variable for hedonism showed no significance. H1, H2, H3 which proposed the relationships of Trust, Informativeness, and

Table 3. Profile of the respondent

Construct	Category	Frequency	Percent
	Male	81	40.5
Gender of the respondents	Female	119	59.5
	17-20	21	10.5
Age of the respondents	20-25	149	74.5
	26-30	25	12.5
	40 years or above	5	2.5
	High School	31	15.5
Education of the respondents	Graduation	136	69.0
	Masters	30	15.0
	PHD	1	0.5
	Active	90	45.0
How active I am on brand pages	Moderate	90	45.0
	Inactive	20	10.0
	Sometimes	98	49.0
How Frequently Do I Visit Brand Community Pages	Often	65	32.5
	Always	37	18.5

Table 4. Reliability analysis

Name of variable	Cronbach's Alpha	No of Items before reliability	No of Items after reliability
Attitude	0.812	4	4
Trust	0.864	4	4
Informativeness	0.749	4	4
Perceived Usefulness	0.707	4	3
Hedonism	0.935	4	4

Table 5. Hypothesis test results

Dependent Variable	Independent Variable	β-value	P-Value
	Trust	0.162	0.011
	Informativeness	0.269	0.00
	Perceived Usefulness	0.267	0.00
	Hedonism	-0.88	0.175
Adjusted R-Square	0.231		

Dependent Variable: Attitude

Perceived Usefulness showed positive significance ($p<0.05$) with our dependent variable (Attitude) which means that all these variables have a positive and significant impact on attitude of the users of online brand communities. However, H4 or the relationship between Hedonism and Attitude was not found to be significant ($p>0.05$) therefore H4 cannot be supported hence there was no impact of Hedonism on Attitude of users of online brand communities. Moreover, the adjusted R-square shows the validity of the model and explains the independent variables to dependent variable in percentage, in the current study the value is .231 or 23.1%.

4.4 Discussion on Results

4.4.1 Trust

Based on the results and findings the hypothesis discussed in chapter 2 is accepted. That is:

> ***H1: Attitude towards brand pages is positively influenced by trust***

In the current scenario the results shows that there is a positive and significant relationship between trust and attitude which means here the null hypothesis is rejected and its alternative hypothesis is accepted. This explains that customer shows positive attitude towards social media brand pages only if he trusts the brand otherwise the result will not be suitable for the marketers so marketers in this market should work on building trust through different tactics in order to gather traffic on their brand's social media platforms, which is indeed a future for the brands throughout the world. The result corresponds with the past researchers i.e (Ahmad & Khan, 2017b; Ahmad & Khan, 2015; Khare & Rakesh, 2011; Kim et al., 2009).

4.4.2 Informativeness

According to the results and findings the hypothesis discussed in chapter 2 is accepted. That is:

> ***H2: Attitude towards brand pages is positively influenced by Informativeness.***

As far as the second hypothesis is concerned, here the alternative hypothesis is accepted while null hypothesis is rejected. The result based on the P-value that is 0.00 and Beta 0.284 indicates that there is a positive and significant relationship between consumer attitude and informativeness. The findings of this research highly suggested that sharing information through different social media platforms has become a strong source of gaining competitive advantage. (Del Giudice, Solima, Della Peruta, & Solima, 2016). Dispersing and sharing knowledge have now become a general phenomenon with the modern emergence of social media and businesses have accepted the fact they have to embrace such platforms in order to make the customers participate and interact in activities regarding firm (Bhimani et al., 2019).

4.4.3 Perceived Usefulness

Based on the results and finings the hypothesis discussed in chapter 2 is accepted. That is:

H3: Attitude towards brand pages is positively influenced by Perceived Usefulness.

The results indicates that the relationship between consumer attitude and perceived usefulness is positive and significant. The P-value is 0.00 which is less than 0.05 that means alternative hypothesis is accepted and the null hypothesis is rejected. This shows that perceived usefulness is an important factor that contributes to the positive attitude of consumer regarding brand pages in Hyderabad, Pakistan. Hence, marketers should focus on perceived usefulness of their brand pages and social media for various activities including marketing, engaging customers in relevant discussion so they can gain competitive advantage (Yi Jin et al, 2014). The above findings and results are similar to the previous researches i.e. (Ahmad & Khan, 2015; Ahmad & Khan, 2017).

4.4.4 Hedonism

In the fourth and last hypothesis the results shows there is no relationship between hedonism and attitude:

H4: Attitude toward brand pages is positively influenced by hedonism.

Hedonism which means the attractiveness or sense of pleasure which consumers have for the brand is considered as one of the important factors in the digital web world, but the findings suggested that it has negative and insignificant relationship with attitude means there is no relationship found between hedonism and attitude in Hyderabad Pakistan context, the findings are similar to the previous researches of (Asad Ahmad 2020) (Chen and Tesai 2020). This implies that consumers in Hyderabad market has a more realistic or practical ground approach they prefer other factors such as (usefulness, trust and informativeness) but does not show positive attitude with hedonism. Marketers in near future should keep this finding under consideration and focus on other factors which influence consumer attitude towards social media brand pages.

5. CONCLUSION

As the number of social media users is rapidly increasing marketers have analyzed the importance of social media sites. Social media platforms now-a-days are used as one of the greatest tool for marketing the product and forming consumer's attitude. Marketers use social media to create a point of contact with the customer which helps in making good relationships between the brand and customer and ultimately it helps in shaping positive consumer attitude and solid brand image. The aim of the this research was to identify that how social media brand community pages impacts consumer attitude and what factors are important in shaping positive consumer attitude, In order to find out this four independent variables (Trust, Informativeness, Perceived Usefulness & Hedonism) and the dependent variable Consumer Attitude was used. The sample size of the study was 200 which was identified with the thumb rule (Total No. of item x 10), the data was collected through online questionnaire based on 5-Likert Scale from the people of Hyderabad Pakistan.

According to the results trust (β=0.162 and P value= 0.000 < 0.05) and informativeness i.e. (β=0.269 and P value= 0.000 < 0.05) were shown to have a positive and significant effect on building positive consumer attitude on brand pages. The users are more concerned about the trust of the brands and having an online presence enables the brands to form a trustworthy relationship with the brand. Having a presence on multiple platforms ensures that the company is legitimate and prospects feel comfortable about the brand and feel confident to become customers of the particular company. In today's era it is essential for marketers to have a presence on multiple social media platforms so as to form a positive customer attitude. Also customers seeks relevant information on brand pages such as products/service benefits, prices, new features etc that can help consumers make optimal purchases, if a consumer visits any brand's page and couldn't find useful and relevant information he will look for the unofficial information about the particular brand and the chances are high that he will get bogus information and will end up with a bad experience so ultimately lack of information over brand pages negatively impacts the brand's image, in a highly digitalized world where people spends almost 5 to 6 hours daily on their phone and social apps it is highly recommended that managers should work on good online consumer's experience by make the social media as a point of contact with their customers where they can post their questions and get timely responses, should make a column of complaints and genuine reviews, provide updated

knowledge about the product for example the clothing brand should update their pages with new designs, offers, sales etc and not just page's post the ads over those pages also plays an important role in forming consumer's positive attitude those ads should also be the rich source of information.

The users of social media in Hyderabad, Pakistan are way more concerned with the usefulness in the formation of positive attitude towards brand community pages over social media platforms. According to the audience perceived usefulness is considered as one of the important factors in the web world as proved by the results in the current study i.e. (β=0.267 and P value= 0.000 < 0.05). The finding does correspond with the observations of the earlier researchers (Kim et al., 2009; Ahmad & Khan, 2017b; Ahmad & Khan, 2015; Khare & Rakesh, 2011; Ahmad & Khan, 2015). According to the H3 it is safe to say that marketers should keep working and focusing on Perceived usefulness to build a positive attitude of consumers towards brand pages over social media as it is the need of the hour for business to invest in social media platforms to remain sustained in this cutthroat competitive market. In the present study in case of hedonism, there was no relationship found i.e. (P-value >0.05). This result contradicts previous studies by Ahmed et al 2017, therefore it was found that hedonic factors of users have no impact on forming customer attitude. Band community pages are proved to be fruitful for marketers in the development of their product. It provides insights in terms of customer's need and preferences which can be useful in increasing customer's retention and loyalty.

All three of our variables were proven significant, however H4, Hedonism which is considered as a very important factor in attitude development could not be proved significant (value > 0.05) in the Pakistani context. This result is in contradiction with the previous studies of Chia-Lin et al, 2021 and Mei Hui et al, 2020 which showed a significant relationship of hedonism with attitudes of customers on online platforms, whereas this result was parallel to the study of Ahmed et al, 2017 that also failed to confirm the hypothesis in India. Researchers concluded that due to the similarities between the attitudes of Indian and Pakistani consumers the research found out that hedonic factors played no role in forming customer attitude in online communities.

Social media has given an opportunity to markets where they can make use of the benefits of directly interacting with customers leaving behind the various physical and psychological boundaries. They can better evaluate the customer responses, their attitudes, their characteristics using these platforms as it is a hub where people come together to interact and share their ideas with each other. It is a challenge to analyze the utility of online brand community for businesses hence the present study helps the business world by presenting the various factors mainly trust, informativeness, usefulness and hedonism that can be utilized to form a positive customer attitude. The marketers need to pay attention in making brand pages and communities more useful with an element of trust. The current business era relies on technology as it has removed the barriers between customers and businesses hence it is required to focus on developing effective social media strategies and invest the appropriate amount of money in these channels.

6. LIMITATIONS

The researchers controlled the sample size due to the time and cost limitations, therefore the sample size may have hampered the generalization of the study. In order to aid this, future research can be done using a larger sample size that can provide more appropriate generalizability of the results. The present study circulated around four variables that impacted customer attitude, hence future researchers may use different or additional variables that impact customer attitude in online brand communities. Another limitation that is addressed in this study is of location. The future researchers may evaluate the behaviors of customers belonging to different and wider areas across Pakistan

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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APPENDIX

Reliability Tests:

Attitude

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.812	4

Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
Attitude 1	11.20	4.151	.580	.792
Attitude 2	11.05	4.586	.584	.785
Attitude 3	10.97	4.341	.692	.738
Attitude 4	11.08	3.984	.680	.739

Informativeness

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.749	4

Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
Info1	11.31	3.690	.549	.690
Info2	11.32	3.624	.632	.640
Info3	11.43	3.874	.605	.659
Info4	11.30	4.400	.403	.763

Perceived Usefulness

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.707	3

Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
PU1	7.36	2.101	.540	.599
PU2	7.31	1.855	.549	.591
PU4	7.35	2.388	.498	.654

Trust

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.864	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust1	9.37	8.856	.716	.824
Trust2	9.61	9.024	.677	.840
Trust3	9.23	9.394	.684	.838
Trust4	9.39	8.350	.773	.800

Hedonism

Reliability Statistics	
Cronbach's Alpha	N of Items
.935	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	7.74	10.234	.824	.922
H2	7.71	10.157	.871	.907
H3	7.81	10.054	.859	.911
H4	7.63	10.678	.831	.920

Multiple Regression Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.246	.231	2.343

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.704	4	87.426	15.929	.000[b]
	Residual	1070.251	195	5.488		
	Total	1419.955	199			

a. Dependent Variable: Attitude
b. Predictors: (Constant), Trust, Hedonism, Informativeness, Perceived Usefulness

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.792	1.186		4.885	.000
	Informativeness	.284	.076	.269	3.729	.000
	Perceived Usefulness	.351	.095	.267	3.674	.000
	Hedonism	-.055	.041	-.088	-1.360	.175
	Trust	.111	.043	.162	2.566	.011

a. Dependent Variable: Attitude

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