

The Impact of Customer Engagement in Social Media on Satisfaction: A Preliminary Study

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Abstract: *Customer engagement has emerged as a prominent construct in recent years and is increasingly gaining attention among practitioners and academics, mainly due to its potential influences. Moreover, much of this customer engagement is presently occurring online through social media. Customer engagement in social media has surfaced as a more dynamic and interactive concept through which to understand customer satisfaction. Thus, this study reviews the literature relating to customer engagement in social media and customer satisfaction. Based on this analysis, this study proposes a conceptual model to present the impact of antecedent factors affecting customer engagement in social media, the effect of customer engagement in social media on customer satisfaction, and the moderating impact of gender on the relationships among research concepts. Moreover, this study conducts a pilot study to check the content validation of the initial scales of research concepts. Finally, some suggestions for future research are provided.*

Keywords: surveillance, social interaction, sharing of information, customer engagement in social media, customer satisfaction, the hotel industry

1. Introduction

Social media has become very prevalent in human life (Tran et al., 2019; Tran & Tran, 2017) and a vast number of potential customers focused on social media, thereby, it has also become one of the most effective tools for marketing and advertising. Companies have begun to adopt various social media applications; almost half of them have fully integrated various social media into their daily business strategies (Yadav & Rahman, 2017). The effects of social media are receiving considerable attention from tourists and hotel operators. Users share content, insights, experiences, opinions, perspectives, reviews, and recommendations on hotels' products/places/services on social media sites (Sigala et al., 2012; Lu et al., 2016). These recommendations and opinions play the role of valuable information sources for other prospective tourists to plan and make decisions about the hotels at which they will stay (Varkaris & Neuhofer, 2017). The hotel operators understand their customer needs and the benefits of social media (Tran & Tran, 2019). Hence, they have been widely using social media in communication, management and promoting their business. Social media has become an interactive bridge for tourism service providers and their potential customers (Bashir et al., 2017). They invest money and time in social media to provide the latest information, attract target customers, collect consumer contributions, reinvent customer relationships and build loyalty to a particular hotel (Kim et al., 2015).

Customer engagement is gaining increasing attention from many researchers (Brodie et al., 2011; Farook & Abeyssekara, 2016). Customer engagement is the individual's specific interactive behaviour on social media regarding the object in which they are focusing their attention. For instance, customers exchange information with others, share their experiences, and comment or review on a hotel in which they have stayed (Xiang & Gretzel, 2010; Wang et al., 2017). The engagement of customer in social media via a brand page reflects the level of satisfaction that the customers perceive (Chen, 2017). When customers purchase and experience service from a hospitality firm, hotel as an example, they tend to leave unbiased judgments, which can be either compliment or complains, on the social media page (Lian & Yoong, 2018). Based on those reviews, the company can identify its strengths and weaknesses, thereby implementing appropriate improvements for better service (Sparks & Browning, 2011). Besides, reviews and feedbacks from previous guests could help a potential customer make the most accurate decision on choosing the accommodation they want to stop. Positive information of the prior customer is likely to attract and encourage customers who have never used the service of any hotel. This is because these feedbacks are often more reliable than the advertisement on the hotel websites and others' opinion profoundly influences potential customers (Amirreza et al., 2013). In order to achieve high efficiency in service delivery, keep the business standing in customers' mind and enhance the brand value and loyalty among customers, hospitality businesses can increase customer satisfaction by maintaining their participation in social media at a consistent level (So et al., 2012). Thus, the impact of customer engagement on customer satisfaction becomes crucial in the accommodation industry.

Although customer engagement has been conceptualized by several researchers (Brodie et al., 2011; Hollebeek, 2011; Patterson et al., 2006; Van Doorn et al., 2010), there are still few studies that clarify the nature of customer engagement in social media in the hotel industry. In particular, it is essential to identify the prerequisite factors affecting customer engagement in social media from which customers change their intention to use a specific service. Furthermore, a large number of previous studies have investigated the role of gender in customer behaviour, yet only a little research has focused on gender in the online environment (Islam & Rahman, 2017). Gender is an essential demographic variable that influences specific engagement activities on social media (Muscanell & Guadagno, 2012) and as such, internet usage will vary across gender identities (Venkatesh et al., 2000; Verhagen et al., 2011). Therefore, this work will synthesize the theoretical background of customer engagement in social media and customer satisfaction. Based on this analysis, this study will propose a conceptual model to understand better the impact of antecedent factors that affect customer engagement in social media, while concurrently investigating the effect of customer engagement on tourist satisfaction. This work also examines the effect of gender as a moderator in the relationships among research concepts. The initial scales of the research concepts will then be assessed through preliminary testing.

Among these forms of social media, this study deep dive into social network sites (SNS), namely Facebook. SNS represents a medium level of self-presence and high level of self-presentation. Facebook is determined as a multiple function platform, which allows users to read, post, share every kind of contents and also generate conversations with others. Facebook is a virtual social community, where people with similar concerns and hobbies gather online to interact, share ideas and form relationships (Raacke & Bonds-Raacke, 2008). Thus, Facebook is currently the largest and most favourite social network site that has been chosen by people around the world (Royo- Vela & Casamassima, 2011). One useful feature of Facebook that the majority of businesses often use to do their online marketing is

Facebook brand community. Thanks to the ability to give consumers easy access to any information while establishing new aspects and experiences, these Facebook brand pages have been successful generally" (Di Gangi & Wasko, 2016). This feature proves the position of an active member, his/her process of brand selection and decision making (Dolan et al., 2016) through interactions such as reaction, rating, comments and others forms of expression personal opinions (Barger et al., 2016). In order to improve the interactions from brand's followers with their post, an efficient method is posting photos, videos, sharing interesting news, hobbies, curiosities and other kinds of brand-related activities (De Veirman et al., 2016). As a result, it stimulates users stating their opinions in public, through likes, comments and shares (Dolan et al., 2016; Hollebeek et al., 2014). Since the introduction of social media, customers' role and their value creation have been expanded (Sashi, 2012). This development conceived Facebook as a business facility. Indeed, social media determines an enormous implication in the performance of companies (Luo et al., 2013); that is, several firms have been using social media to form brand communities (Muniz & O'guinn, 2001). Among a range of social media platform, Facebook is the preferable one for brands to interact and engage with customers (Headstream, 2015).

2. Literature Review

2.1. Customer engagement

Customer engagement was first formally defined in arising from the field of personnel as "personal engagement". Kahn (1990) conceptualized it as the organization's members harnessing themselves in work roles; it could be defined explicitly as the cognitive, emotional and behavioural levels shown by them during role performances. Its development continued and was then be explored and illustrated by various researchers. In relevant studies on sociology and management, customer engagement has been considered by Hollebeek (2011) as the psychological state of customers while interacting with a brand. Customer engagement reflects the intensity of an individual customer's engagement with and connection to the offers or activities of the organization, as initiated by either the customer or the organization (Vivek et al., 2012). Van Doorn et al. (2010) has another definition customer engagement is an expression of customer behaviour that focuses on a particular brand or enterprise, beyond the transactional behaviour of customers, out of some motivation. This non-transactional behaviour of customers primarily relates to the putting forward of suggestions, helping other customers, giving recommendations for others about a brand/enterprise, posting comments or writing blogs (Zhang et al., 2017).

However, customer engagement is currently adapted chiefly for social media. Previous studies have indicated that customer engagement on social media is measured through the perception of the customer with engagement. For instance, some frequently used parameters are "liking", "sharing", and "commenting" on brand pages (De Vries et al., 2012). De Vries & Carlson (2014) investigated customer perceptions of engagement and the beliefs about their integration, action, and participation on social media brand sites. Customer engagement is not only measured through customers' perception, but also specific actions such as page views, clickthrough rates, and other activities depending upon which social media platforms are being used (Cvijikj & Michahelles, 2013). According to Gummerus et al. (2012), customer engagement on social media is a combination of the frequency of visiting brand communities, reading news, liking content, comments, gaming frequency, and money spent on internet gaming websites. Based on the definitions provided by Gummerus et al. (2012) and Cvijikj & Michahelles (2013), this study considers customer engagement as referring to

the behaviours of customers such as visiting brand communities, news reading, content liking, commenting and sharing on social media.

2.2. Antecedent factors affecting customer engagement in social media

The Uses and Gratifications Theory (U&G) was developed to explain the reasons as to how people actively seek to use media to satisfy their various needs and desires (Rubin, 1984). That approach assumes that everyone has a purpose when using social media and that users can be initiative rather than passive in finding ways to fulfil their individual needs (Katz et al., 1974). The requirements and personal characteristics of users have triggered their motivations to use social media (Park, 2010; Rosengren, 1974). The relation between their motivations and satisfaction of their needs affects their social media usage (Chen et al., 2013). Social media provides information and engagement opportunities for users, thereby promoting their intention to purchase a product or service (Lian & Yoong, 2018). Based on the theoretical discussions above, this research aims to understand the motivations that influence customer engagement in social media.

Within the tourism and hospitality industry, the U&G theory has been applied in many previous studies (e.g., So et al., 2014; Lian & Yoong, 2018; Yoong & Lian, 2019; Rather & Sharma, 2017) to determine dimensions of customer engagement.

From the previous research discussed above, it can be seen that there are various factors affecting customer engagement in social media. Nevertheless, surveillance, social interaction, and the sharing of information are the appropriate dimensions when talking about customer engagement. Therefore, similar to previous studies (Lian & Yoong, 2018; Yoong & Lian, 2019), this work selected three factors: surveillance, social interaction, and the sharing of information as the three independent factors serving to measure the level of customer engagement.

2.2.1. Surveillance

According to Fuchs (2011), surveillance is defined as a process of collecting and processing information. What's more, the concept of surveillance includes behaviour such as managing, controlling, dominating, supervising, influencing or modifying. This research considers surveillance to be itself a sort of social media usage; it has played essential roles for users seeking out information and self-education (Whiting & Williams, 2013). Whiting & Williams (2013) indicated that the use of social media to keep up to date with the latest information about people or things and to see what others are doing could be regarded as surveillance. Surveillance involves catching up with current events and attaining knowledge of key issues (Lian & Yoong, 2018). For these reasons, surveillance is arguably an essential dimension of customer engagement.

2.2.2. Social interaction

Social interactions relate the size diversity of both verbal and nonverbal behaviour, the number of participants, and its different contexts (De Jaegher et al., 2010). It has also been defined as the customer's intensity of presence in a company cognitively, physically and emotionally (Patterson et al., 2006). Social interaction refers to the sharing and exchanging of ideas, opinions and feelings about experiences with businesses and others. Researchers have previously pointed out that interaction is at the level of personal engagement and connection with the offerings of the company (Ashley et al., 2011; Vivek et al., 2012). So et al. (2014) have identified in the customer engagement literature that social interaction involves diversity in the participation of customers (both online and offline) with the brand organization or

others beyond a transaction. For these reasons, social interaction is arguably an essential dimension of customer engagement.

2.2.3. Sharing of information

The sharing of information via traditional media (e.g., television, radio, and newspapers) is gradually being replaced by social media (Osatuyi, 2013). Whiting & Williams (2013) defined information sharing as your sharing of personal information with others through social media. Social media allows users to share information via two-way communication. Another definition is given by Bonds-Raacke & Raccke (2010), positing the sharing of information as the extent to which community members have access to information considered to be familiar and beneficial. The reception or dissemination of information is an essential part of social media engagement (Wasko & Faraj, 2000). The response to that information is reading the conversations of community members. Dissemination of information is posting a new topic of conversation or responding directly to posts from other community members (Chinje & Chinomona, 2018). For these reasons, sharing information is arguably an essential dimension of customer engagement.

2.3 Customer satisfaction

Many marketing materials have deeply analyzed satisfaction (Edvardsson et al., 2000; Gustafsson et al., 2005; Johnson & Fornell, 1991; Oliver, 1981; Tran & Tran, 2017). Satisfaction was defined by Oliver (1981) in the context of consumption as “the summary said state results when the emotion surrounding disconfirmed expectations is coupled with the customer's prior feelings about the consumption experience”. On the other hand, Kotler (1994) argued that satisfaction is the customer's assessment of the quality of the product after purchase compared to the pre-purchase expectations.

Regarding services, satisfaction might be conceptualized as a customer's emotional influence condition that originates from a comprehensive evaluation of all the factors that create a close connection between the customer and the service supplier. More particularly, there are two different points of view divided from this concept (Geyskens et al., 1999). Satisfaction is the first concept is considered as an emotional inclination maintained by financial conditions, such as profit margin or sales volume. The second perspective, satisfaction is related to the psychological aspect of whether the supplier fulfils the commitment or the comfort in dealing with the supplier, called none- financial satisfaction. In sum up, Bhattacharjee (2001) stated that most definitions of satisfaction emphasize an emotional or psychological state. According to Eshghi et al. (2007), satisfaction is seen as a temporal development of attitudes and global appreciation stemming from customer-organization interaction. Erto & Vanacore (2002) gave out satisfaction as an overall evaluation of customers about the quality of a particular service or product at a specific time frame.

2.4. Research framework and research hypotheses

2.4.1. The impacts of antecedent factors on customer engagement in social media

Previous studies have found the impact of surveillance on customer engagement in social media (e.g., Brodie et al., 2013; Humphreys & Wilken, 2015; De Vries et al., 2012; Cvijikj & Michahelles, 2013). For example, from the viewpoint of Brodie et al. (2013), customers fulfil their information needs by engaging in social media. Customers may participate in a discussion forum about a specific brand to acquire knowledge about the product or minimize perceived risks (Brodie et al., 2013). Humphreys & Wilken (2015) highlighted that the availability of information via social media creates new opportunities for customer

engagement and surveillance. If the latest information is kept up to date in a brand's post, its total followers will further expand from their valuable knowledge, which then stimulates or motivates interactions among these followers (De Vries et al., 2012), such as responding to posts (Cvijikj & Michahelles, 2013). Customers feel their communication is worthwhile when they have obtained high-quality information (Gummerus et al., 2012). The transparent and dynamic characteristics of an informative advertisement on social media tend to be received with a positive attitude from users (Taylor et al., 2011). From the discussion above, the following hypothesis is proposed:

H1: Surveillance has a positive direct impact on customer engagement in social media.

According to Whiting & Williams (2013), social media brings a social life to its users. They use these tools to connect, interact and socialize with many different sorts of people which in turn enhances engagement. Users are provided with an interactive platform to communicate and interact with others about specific brands or enterprises on social media (Muntinga et al., 2011). Therefore, not only is it quick and easy to get information and get knowledge about the brands, but it is also an opportunity for individuals to get to know each other and connect more easily (Muniz & O'guinn, 2001). Highly interactive brands can motivate customers to exchange opinions and answer questions quickly (Teeni, 2001). Tourists are more satisfied with the embedded social media channels on the website of the hotel (Aluri et al., 2015). Many researchers (e.g., Hollebeek et al., 2014; Wagner & Majchrzak, 2007) have highlighted how promoting active customer engagement manifests itself in interactions between customers and firms, or between customers themselves. From the discussion above, the following hypothesis is proposed:

H2: Social interaction has a positive direct impact on customer engagement in social media.

Social media sites allow users to communicate and generate content through the sharing of information (Zhang et al., 2017). Previous studies have found the impact of the sharing of information on customer engagement in social media (e.g., Osatuyi, 2013; Phelan et al., 2013; Chathoth et al., 2014). For instance, Osatuyi (2013) indicated that sharing information on social media plays an essential role in enhanced customer engagement. Some study respondents stated that they like to advertise their business on Facebook, and they update and share information to market themselves (Whiting & Williams, 2013). Social media have been leveraged by many hotels to provide information to their customers via their websites or fan pages on Facebook (Yoong & Lian, 2019). Bolton & Saxena-Iyer (2009) argued that the information environment might strongly influence consumer engagement. Visual aids (e.g., pictures and videos) integrated by hotels on their Facebook pages (Phelan et al., 2013) are a valued source of information accessible to customers. The input resources which create the requisite platform for customer engagement is actually the information shared by consumers themselves (Chathoth et al., 2014). From the discussion above, the following hypothesis is proposed:

H3: Sharing of information has a positive direct impact on customer engagement in social media.

2.4.2. The impact of customer engagement in social media on customer satisfaction

Customer engagement has a direct and positive relationship with a variety of attitudes of customers toward a brand, and customer satisfaction is a highly favourable brand relationship outcomes (Brodie et al., 2011). Satisfied customers are likely to take part in the brand

community. It is also believed that customers who join brand societies already have an initial relationship with those brands, which could be enhanced by further engagement (Algesheimer et al., 2005). Satisfaction is seen as one of the primary reasons for community participation in a brand. For instance, customers participate in the brand community as they are interested in the brand and have a feeling of satisfaction with it (McAlexander et al., 2002). Therefore, when participation in the brand community is growing, the satisfaction can be enhanced even more. Say other words, the more participation from consumers, the higher the satisfaction we expect from them (Brodie et al., 2011).

Some studies have determined and investigated the antecedent factors and outcomes of tourist engagement in each distinct context (Bowden, 2009; Bryce et al., 2015; So et al., 2016). Bryce et al. (2015) and So et al. (2014) have identified a variety of elements such as customer loyalty, commitment, satisfaction, customer equity, the trust which are considered as results of consumer engagement. Among them, customer satisfaction and loyalty are one of the most vital factors (Bryce et al., 2015; So et al., 2014). From a psychological process, the engagement of consumer/tourist contains emotional and cognitive parts and leads to consumer satisfaction towards a brand/object. From a behavioural perspective, consumer/visitors engagement is represented by consumer satisfaction which is reflected in customer reviews of the brand and the tendency of repurchasing a brand or revisiting a destination (Bowden, 2009; Bryce et al., 2015). Therefore, the following hypothesis is proposed:

H4: Customer engagement in social media has a positive direct impact on customer satisfaction.

2.4.3. The moderating effect of gender on the relationships among research concepts

There are numerous studies which have acknowledged the importance of individual demographic attributions on user motivations and behaviour of media usage (Zhou et al., 2011). According to Wang et al. (2017), demographics refers to the study of population-based factors such as age, race, and gender. Demographic data also refers to socio-economic information expressed statistically, including employment, education, income, marriage rates, birth and death rates and more factors (Wang et al., 2017). In the context of social media, there are several different factors related to demographics in the social media usage of users, specifically gender and age.

Gender has been recognized to be a significant predictor of social media user engagement (Wang & Kubickova, 2017). In general, women tend to use social media more often than men (Pew Research Center, 2019). In the United States, this statistic shows that 78% of adult women and 65% of adult men used social networking sites in 2019. Moreover, gender may affect the way people share their information and how they use it to make their decisions. Tifferet & Vilnai-Yavetz (2014) point out that users' perception of social media differs by gender. Chen & Macredie (2010) also found that females and males express different behaviours and demonstrate different perceptions and attitudes towards web-based interaction. For example, in online communication, women are more likely to express their opinions subjectively and express their emotions than are men. Females are also more interested in the status of others and keeping up them (Wang & Kubickova, 2017). Females spend more time on Facebook and have more Facebook friends, as they are more social, vocal, expressive and willing to share (McAndrew & Jeong, 2012). As more and more people are sharing information on social networking sites, questions have been raised regarding the effect of gender differences on their decisions when engaged in such usage behaviours.

Women are more strongly influenced by subjective norms and perceived ease of use. Men are more strongly influenced by their perceptions of usefulness in their decision to use new technology (Venkatesh & Morris, 2000). Weiser (2000) also showed that male users prefer to use the internet for experiential values, whereas female users prefer to use the internet for social and functional benefits.

Moreover, when buying behaviour is taken into consideration, females are more active than men toward digital brands and/or online purchasing (Coley & Burgess, 2003). From the discussion above, this study assumes that there is the impact of gender as a moderator on the relationships among research concepts. Thus, the following hypotheses are proposed:

H5a – H5c: The effect of antecedent factors (surveillance, social interaction, sharing of information) on customer engagement in social media is different between the female group and the male group.

H6: The effect of customer engagement in social media on customer satisfaction is different between the female group and the male group.

Based on the theories discussed above, a conceptual framework is developed, as seen in Figure 1. This model has shown that the three dimensions of surveillance, social interaction, and the sharing of information are considered to be independent variables affecting customer engagement in social media (as an intermediate variable). Subsequently, customer engagement influences customer satisfaction as a dependent variable.

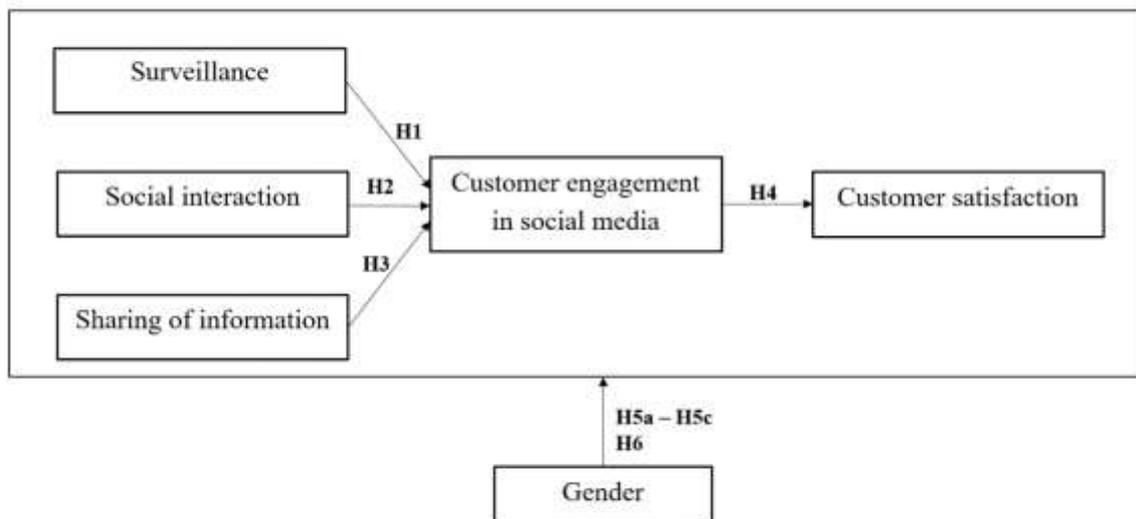


Figure 1: A conceptual framework

3. Measurement instrument development

This study concentrates on the hospitality industry in Viet Nam, in which the target population is domestic tourists. They have been being in accommodation businesses in Viet Nam and have been interacting on social media (namely Facebook).

After referring to the measurement scales of the dimensions obtained from the previous study and examined in the context of the hotel industry in Vietnam, different measurement items

for each of these factors such as surveillance, social interaction, sharing of information, customer engagement, customer satisfaction were presented in this study. In particular, five items of surveillance, five items of social interaction, four items of sharing of information and five items measuring customer engagement in social media were adapted from the works of Yoong & Lian (2019). this research uses five items from the scale of Sahin et al. (2011) to measure customer satisfaction. The respondents assessed all items on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Specifically, the scales for each factor will be shown in Table 1.

Table 1: Measurement items of factors

Construct	Source
<i>Surveillance (S)</i>	Yoong & Lian (2019)
S1- I always follow the useful information related to this brand's accommodation service on Facebook.	
S2- I always update the latest information related to this brand's accommodation service on Facebook.	
S3- I found information about this brand that fits my needs on Facebook.	
S4- I always update the latest advertising/promotion information related to this brand on Facebook.	
S5- Through Facebook, I can learn interesting knowledge related to hotel service.	
<i>Social Interaction (SI)</i>	Yoong & Lian (2019)
SI1- Through the information posted on the Facebook page, I got to know this brand.	
SI2- The brand has responded to customers (replied customer's questions; comments; requests) on Facebook.	
SI3- I can easily interact with customers who have used the service or know this brand through Facebook.	
SI4- I can exchange personal views with others about this brand through Facebook.	
SI5- I can easily connect with others through Facebook.	Yoong & Lian (2019)
<i>Sharing of Information (I)</i>	
I1- The brand always updates and posts daily feedback messages to customers through Facebook.	
I2- I can easily share this brand's accommodation service with others on Facebook.	
I3- This brand always provides the latest promotion information to customers on Facebook.	Yoong & Lian (2019)
I4- I can easily access this brand's accommodation services quickly on Facebook.	
<i>Customer Engagement (CE)</i>	
CE1- I often use the Facebook application.	
CE2- I often read posts about this brand's accommodation service on Facebook.	
CE3- When I see posts about this brand's accommodation service on Facebook, I often show a positive attitude through the "Like" or "Love" option.	Sahin et al. (2011)
CE4- I often comment on posts about this brand's accommodation services on Facebook.	
CE5- I often share posts about this brand's accommodation service on Facebook.	
<i>Customer satisfaction (CS)</i>	
CS1- I am delighted with the service provided by this brand.	
CS2- This brand does an excellent job of satisfying my needs.	
CS3- I believe that using this brand is usually a very satisfying experience.	
CS4- I made the right decision when I decided to use this brand.	
CS5- I am addicted to this brand in some way.	

4. A preliminary study

The measurement items of the factors need to be reliable (Allen & Yen, 1979) and internally consistent (Nunnally, 1978). Moreover, content validity should be verified before testing or measuring the theory (Hair et al., 2010). Therefore, this work performed a preliminary study

to gather ideas from the sampling respondents to check the scales and adjust them if needed. Once the scales were determined, the content validity was checked and a final questionnaire generated.

A list of items of each variable was sent to six tourism experts working in faculty of tourism in various universities in Vietnam to check the content validity. Accordingly, they were asked to assess the importance of the scale for each factor on a Likert type scale with five levels, from “strongly unimportant” to “strongly important”. All the measurement items had mean values greater than 4, which means the experts agreed on the applicability and representativeness of each measurement item for its associated construct.

One pilot study with a small sample of 40 respondents who have been being in accommodation businesses in Viet Nam and have been interacting on social media (namely Facebook) was then conducted to test the survey questions. As shown in Table 2, the results of the reliability test showed good scale reliability, with the Cronbach's alpha values of the seven dimensions all greater than 0.7 and all variables of each factor have a corrected Item-total correlation greater than 0.3 (Nunnally & Bernstein, 1994).

The final questionnaire was designed to cover 24 items for five dimensions. All measurement items are answered using a Likert scale with five levels from 1 to 5, ranging from "strongly disagree" to "strongly agree" respectively.

Table 2: Construct reliability of the preliminary test

Construct component and items		Cronbach's alpha	Item-to-total correlations
Surveillance (S)	S1	0.902	0.576
	S2		0.854
	S3		0.814
	S4		0.851
	S5		0.699
Social Interaction (SI)	SI1	0.860	0.756
	SI2		0.684
	SI3		0.549
	SI4		0.715
	SI5		0.675
Sharing of Information (I)	I1	0.810	0.516
	I2		0.592
	I3		0.751
	I4		0.692
Customer Engagement (CE)	CE1	0.740	0.725
	CE2		0.467
	CE3		0.768
	CE4		0.585
	CE5		0.545
Customer satisfaction (CS)	CS1	0.788	0.524
	CS2		0.660
	CS3		0.469
	CS4		0.546
	CS5		0.630

5. Conclusion

Customer engagement is recognized as a strategic imperative that plays an important role in building brand-customer relationships (Wang & Fesenmaier, 2004). However, few effective measurement mechanisms have been available to verify these assertions empirically. This study provides a meaningful theoretical scale that can be utilized to examine the impacts of customer engagement on behavioural outcomes of the key consumer. In addition, this study indicates that customer engagement forecasts the customer's satisfaction toward the brand, highlighting the importance of promoting customer engagement. Based on the theoretical syntheses, this work has developed a conceptual model of the relationships between the following factors: (1) the effect of antecedent factors (surveillance, social interaction, sharing of information) on customer engagement in social media; (2) the impact of customer engagement in social media on customer satisfaction; and (3) the moderating effect of gender on the relationships among research concepts. In order to validate the content of the measurement items of each factor, this study conducts a pilot study with 40 tourists who have been staying at hotels in Vietnam and accessed Facebook. Results of preliminary testing show that the measurement scales of the constructs satisfy criteria regarding a satisfactory level of reliability in basic research.

This study limits itself to propose a research framework between variable concepts and build measuring items for research concepts and conduct testing to establish scales. Thus, this paper suggests some directions for future research: continuing to test the proposed hypothetical model, and then comparing the results with those of previous studies and the theory itself.

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