

Study on the Willingness of Users of Facebook Fan Pages Managed by the
Hospitality Industry to Share Message

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Abstract

With the growing development of the Internet, dissemination of information has become much faster. The channel that enterprises deliver their marketing and promotional information is no longer limited to traditional TV commercials and print advertisement. With the growing popularity of Facebook, many new marketing tactics have been devised. Enterprises across different industries increasingly utilize social media to engage in internet marketing. However, the one-way information dissemination by traditional official websites has been transformed into two-way exchanges thanks to social media, which largely changes how internet marketing is operated. In recent years, the most eye-catching marketing tactic of social media is the emergence of marketing through fan pages. Facebook has more than one billion users worldwide. People receive new messages and knowledge, and then disseminate such messages and knowledge by sharing. This further accelerates the speed of information dissemination. As a result, this research is intended to study whether the factors affecting the willingness of users of Facebook fan pages to share information indeed have impacts. The related researches also show that attitude and subjective norms affect the relevant decision-making. As a result, this research proposes a research model which affects the willingness of users of Facebook fan pages to share information, which includes construct factors like attitude, subjective norm and organization feedback. This model is based on the theory of reasoned action with organizational citizenship behavior being the intervening factor which indirectly affects the willingness of users of Facebook fan pages to share information.

Organizational citizenship behavior is a discretionary behavior

performed as a result of personal choice which contributes positively to overall organizational effectiveness. This behavior can be defined as an individual behavior that is not clearly enforced by organization or explicitly recognized by the formal reward system. Failure to conduct this behavior will not be punished by the formal system of organization.

The research subjects are users of Facebook fan pages selected by way of convenience sampling. The questionnaires were distributed between December 2012 and January 2013 via the Internet. 400 questionnaires were returned among which 366 are valid with 46 questionnaires being invalid. The valid response rate is 91.5%. Statistics are performed on data collected from the questionnaires, followed by SPSS 17.0 and Amos 16.0 analyses. The research results show that the construct factors of attitude, subjective norms and organization feedback under the theory of reasoned action all achieve significant correlation with organizational citizenship behavior. At the same time, it is also established that the construct factors affect users of fan pages in their organizational citizenship behavior towards the fan pages, which in turn affects their willingness of sharing. In particular, organizational citizenship behavior is highly and positively correlated to the willingness of sharing. The research results can serve as references for enterprises in their management of fan pages.

Keyword : Fan page, Theory of Planned Behavior, Willingness to share, Organizational citizenship behavior