
The effect of Facebook followers' interaction on the expected quality of food commodities (A Case Study of Enjoy Plus Company in Zarqa City/Jordan)

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Abstract:

Nowadays, Facebook Followers in marketing perspective are extremely seek to reach and access to most brands all over the world. Facebook followers are considered a double-edged, grant brands an advantage to achieve their targets. As they impact consumers' intentions to buy. The main purpose of this study is to investigate the influence of Facebook followers' interaction on expected food quality, using Enjoy Plus company in Jordan as a case study. The study used four influence factors, (Comments, participating, like, tag, and follow-up) as independent variables (IV), while the dependent variable (DV) is expected quality. Quantitative survey data was collected from 396 followers. Regression analysis revealed a significant positive effect of social media interaction on expected quality. Specifically, comments and responses had the strongest influence, explaining 77.3% of variance. The findings provide practical implications for food companies in utilizing Facebook tools to shape followers' service quality perceptions. Further research across industries and cultural contexts is warranted to expand on the conclusions

Keywords: Expected Quality, Enjoy Plus Company, Food Products, Interaction with followers on Facebook, Jordan

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1. Introduction:

In recent years, the Facebook platform has become one of the most important variable that attracts the attention of Scholars in the field of marketing, especially, in the context of digital marketing, this is in parallel with its considers as means that companies use to promote their products by creating their own pages, through which they can communicate directly with their followers, with two-way communication to take advantage provided by this platform, which will make it possible for the prospective follower to form a prior awareness about this company and its products.

According to Digital, (2022) The Facebook platform is considered one of the most important platforms used by internet pioneers in Jordan, as the number of users of this platform reached 5.5 million people by the beginning of 2020. This encouraged many companies to achieve their strategic goals by using this platform to market their products and communicate directly with their current and potential customers to enhance their awareness of the quality of their products and the quality expected by followers (Zeithaml & Bither, 2002), Therefore, Scholars and practitioners in the field of digital marketing have been interested in studying the effect of Facebook followers' interaction on the expected quality of food commodities (Aaker, 1991, Al-khider, 2020).

According to Ibrahim, et al, (2021) found that there is a significant positive effect of marketing activities via social media on customer loyalty to the brand, brand trust, and intent to return, and that marketing activities via social media is a stronger indicator of the intent to return to the brand than loyalty to the brand and confidence in it. While, the results of Chiu, (2020) showed that there is a diversity in the criteria of social media users to assess whether there is an interesting activity for users, and that brand pages distinguish themselves from competitors by interacting with the followers of their pages on the Facebook platform.

Enjoy Plus Company is one of the latest food companies that has been operating in Jordan since 2018. Starting from 2018 to present. Side by side using the traditional sales method, it relied directly on selling its products through the internet and using the Facebook platform primarily for the ease of using the tools of this platform. Nevertheless, Enjoy Plus Company has acquired Advanced achievements in growing the number of users. Several clienteles who provided reviews discussed the quality of products, facilities, and prices. In contrast, the dissatisfied review, the most clienteles complained about the quality of service. Therefore, this study comes to measure the effect of interaction with Facebook followers on the expected quality of food products for (Enjoy Plus) company. Furthermore, this study provides a several suggestions that can be implemented by Enjoy Plus Company based on the results.

The rest of this study is organized as follows: In the second Section, lists previous studies for this work, the spectrum decision framework is given in Section 3 illustrating the proposed components inside such framework independent variable as well as dependent variable are explained. Section 4 introduces the simulation results in both pre-test study and the main study analysis. In Section 5, This work is concluded.

2. Literature Review and hypotheses development

Recently, a new trend has emerged in interaction with followers on the Facebook platform, which is considered one of the most famous global platforms that allow communication between company management and followers, especially those companies that adopt electronic sales operations, and among these companies is Enjoy Plus for food products. This company was established in 2018 and relied directly on selling its products via the internet and using the Facebook platform primarily for the ease of using the tools of this platform. This study came to measure the effect of interaction with Facebook followers on the expected quality of food products for Enjoy Plus company.

In order for companies to enhance the quality of their products expected by prospective followers, they must give the necessary importance to each type of feedback from these followers in terms of inquiries, suggestions and complaints. The company's comments on its target audience may be through a direct response to their comments, or by liking them or replying to them through messages. Aaker, (1991) believes that the expected quality is intangible and is expressed by a general feeling towards the brand, and (Al-Khidr, 2020) confirms that the higher the level of quality expected by the segment of potential and current followers, the more increase in their loyalty to the company's products and brand will be.

Also (Ghorab & Saghi, 2020) indicated that Facebook users communicate with each other through several methods provided by the platform, and these methods can be continuously updated and developed in line with the needs and desires of followers, where the Facebook user can comment on publications, refer to other followers, and like on posts and in several forms expressing his opinion on the post or even sharing the post on his own page.

The interaction of the company's page management on Facebook with the comments of its followers from the target audience works to form public attitudes about this company and its products. Bateson, & Hoffman, (2002), Al-Ramahi, Abuhussein, & Shahwan, (2021) believe that the attitudes express the expected quality that the follower builds through his evaluation of the product offer, so this attitude is based on a series of previous experiences, and the quality is less dynamic compared to satisfaction, which consists of the final outcome of the evaluation conducted by the follower or the beneficiary for a particular exchange.

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Malhotra, (2017) adds that the speed of response, recommendations and the number of followers of the brand's page greatly affect the expected quality of the brand, as the Facebook user's interest in the page increases if he finds sufficient interest from its management, in addition that the user is more encouraged to follow the page which has a large number of followers.

Enjoy Plus relies heavily on the Facebook platform to interact with its followers; with the aim of providing products that suit their needs and desires, the efforts made by the company's management need to be measured to learn about the best interaction tools on this platform, and to identify the most influential ones on followers. Through the previously mentioned and review of previous studies, the researchers found that it is needed to study the effect of interaction with the followers of Enjoy Plus company page on Facebook on the expected quality of its products, which can be formulated as follows: what is the effect of interaction with the followers of the company's page on Facebook on the expected quality of the company's products?

Enjoy Plus company relies heavily on the Facebook platform to interact with its followers, with the aim of providing products that suit their needs and desires, the efforts made by the company's management need to be measured to learn about the best interaction tools on this platform, and to identify the most influential ones on followers. Through the review of previous studies, the researchers found that there is a need to study the effect of interaction with the followers of Enjoy Plus company's page on Facebook on the expected quality of its products, which can be formulated as follows: what is the effect of interaction with the followers of the company's page on Facebook on the expected quality of the company's products? The main study question stems from the following questions: what is the effect of comments and responses, sharing to followers, making likes, and allowing follow-up to the followers of the company's Facebook page on the expected quality of the company's products? From this standpoint, the importance of this study will appear.

This study is the first of its kind, according to the researchers' knowledge. It examines the effect of interaction with Facebook users' comments on the expected quality of the company's products, which may be considered a reference for researchers in this field, and provides the national library with a modern reference that addresses the problem of the study, which may face many researchers and practitioners in this field. As for the practical importance, the results and recommendations of this study provide important guidelines for companies that can be used when creating their own pages on the Facebook platform, which help them raise the expected quality level for their current and potential followers, and this in turn helps them achieve their marketing goals. Thus, this study aims to know the following:

- The effect of interaction with the company's Facebook page followers on the expected quality of its products.

- The effect of comments and responses on the company's Facebook page followers on the expected quality of its products.
- The effect of the participation of the company's page followers on Facebook on the expected quality of its products.
- The effect of making likes on the comments of the company's page followers on Facebook on the expected quality of its products.
- The effect of tags on the company's Facebook page followers on the expected quality of Enjoy Plus products.
- Allow follow-up to the company's Facebook page on the expected quality of its products.

After reviewing the previous studies, we find that the motives for following the brand's page on Facebook are diverse and multiple. For example, a study (Ouwersloot, & Odekerken-Schroder, 2008) found that the motives for the followers' participation consist in ensuring the quality of the products, then the relationship with the product that carries this brand, the extent of interest in it, and then interacting with followers, and finally the symbolic aspects of the brand; (Hur & Kim, 2011) confirms that the reasons people follow the brand on Facebook are due to either the desire to exchange information with members of the community or for the opportunity for real interaction with members who are attracted to these communities.

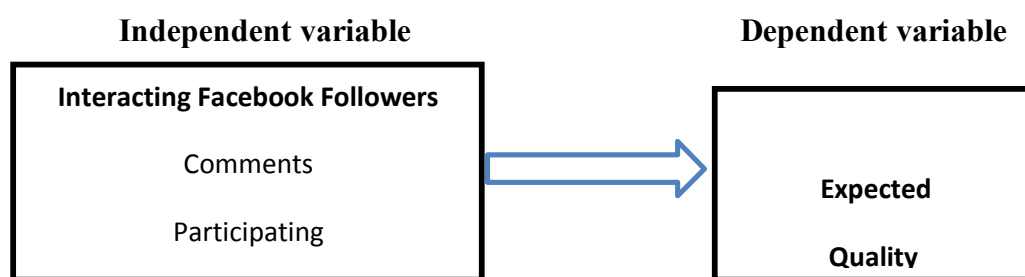
In addition to the two previous reasons, another reason is self-expression and helping others, which generates a sense of psychological comfort, the search for entertainment and fun, and the satisfaction of a sense of belonging to a society and the respect of this society for it. **Zhou, Zhang, (2013)** believes that entertainment and shopping are among the motives for participating in these pages; in addition to that the perceived social value and the perceived value of obtaining information mediates the relationship between seeing the company's publication and the intention to participate in the brand's page.

It was also concluded by (Habiby, Laroche, & Richard, 2015) that the followers of the brand's pages are motivated to participate in it because of the desire for social interaction, and that the most important component of this desire is to gain experience about the brand so that the individual would be able to help others who need information, while **(Luarn, et al., 2015)** concluded that people are more likely to like, comment, or tag content with posts with a medium level of vivacity, and people are more likely to like posts that contain free specials and coupons than posts that are entertaining or contain useful information. A study (Ghorab & Saghi, 2020) discussed the extent to which users of social networking sites interact with electronic advertising. The study reached a set of results, the most important of which are the presence of great interest by users of social networking sites in electronic advertising and achieving clear interaction thanks to its advantages and characteristics.

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A study **Mustafa, et al., (2018)** concluded that marketing via social media significantly affects brand loyalty among customers, and in this regard, the customer's response to the process of electronic communication with the organization is considered the outcome of a number of factors such as the actions directed by the organization towards the customer related to the design of the website, the customer's feeling with security in electronic dealings, the efficiency of responding to the customer's answers and inquiries on the website, the ease of communication with the website at any time and in more than one way, and the degree of personalization that the organization adopts in its (**Suleiman, Sam, 2015**), (**Shahwan, 2020**) electronic communication with the customer.

The study model was designed after reviewing the literature on the subject and based on the problem, hypotheses and variables for the study of (**Ibrahim, et al., 2021**), (**Chiu, 2021**), (**Davoud, 2022**), (**Khrais, et al., 2010**), (**Mustafa, 2013**).



Source: Prepared by the researchers

Ibrahim, et al., (2021) concluded that there is a significant positive effect of marketing activities via social media on customer loyalty to the brand, brand trust, and intention to return, and that marketing activities via social media are a stronger indicator of the intention to return to the brand than loyalty to the brand and confidence in it. In the area of focus on content, a study **Chiu, (2021)** suggested that the features of brand pages and information related to user behavior should be integrated on brand pages. As the results showed that there is a diversity of social media users' criteria for assessing whether there is an interesting activity for users, brand pages distinguish themselves from competitors by interacting with their page followers on the Facebook platform. On the other hand, people believe more in the comments and information provided by their friends or by a third party, while for getting information from social media, users trust the comments and reviews provided by other users without differentiating between genuine and fake comments, Facebook users trust the brand but usually ignore the information provided by the company itself. **Saddique, (2017)** mentioned that brand awareness can be increased through online marketing tools, which inform customers, remind them, and convince them of their brands, products, or services, and ads, as (**Kabadayi, et al., 2017**) showed that advertising using live broadcast affects the expected quality of the product and thus pressing the like button, and that the

personality that is open to new experiences interacts more with ads on Facebook. Thus, considering these gaps, the following relationship is hypothesized:

- **(H01):** There is no statistically significant effect at a significant level ($0.05 \geq \alpha$) of the comments and responses of the company's Facebook page followers on the expected quality of Enjoy Plus products.
- **(H02):** There is no statistically significant effect at a significant level ($0.05 \geq \alpha$) for sharing the comments of the company's Facebook page followers on the expected quality of Enjoy Plus products.
- **(H03):** There is no statistically significant effect at the level of significance ($0.05 \geq \alpha$) to make likes on the comments of the company's Facebook page followers on the expected quality of the products of Enjoy Plus.
- **(H04):** There are no statistically significant differences at a significant level ($0.05 \geq \alpha$) for the tags to the company's Facebook page followers on the expected quality of Enjoy Plus products.
- **(H05):** There is no statistically significant effect at a significant level ($0.05 \geq \alpha$) to allow follow-up to the company's Facebook page on the expected quality of Enjoy Plus products.

3. Research Methodology

The study relied on the analytical descriptive approach, the field research approach, where a questionnaire was designed for the purposes of this study. The study population consists of all the followers of Enjoy Plus page on the Facebook platform, during the period of preparing this study, whose number is estimated at (55) thousand people, according to the reports of Enjoy Plus. Due to the nature of the study population and its geographical spread, the researchers found that the most appropriate sampling method is the simple random sampling method. A total of 400 respondents were targeted. After data entry and screening (missing data, constant responses, increasing and decreasing scale in responses, binary responses and high and low values in responses), 84 questionnaires were excluded.

According to Hair et al., (2014) the minimum sample needed is 270 respondents or ten times the number of indicators, and the number of valid questionnaires for analysis reached 316, representing a response rate of approximately 73%. For data analysis, the authors performed SPSS software version 25. Frequency and descriptive analysis were performed to demonstrate the demographic data of the respondents. Here, the sample size required to correctly represent the study population was (382) followers of Enjoy Plus page on Facebook.

Also, reliability and convergent validity of the data were ensured using average variance extraction (AVE) and Cronbach alpha (Hair et al., 2010). To test the stated hypotheses, linear multiple regression was utilized (Mardani et al., 2017). Also, T-test and one-way ANOVA were employed to test the relationship between the variables. All the study constructs were measured on five-point Likert-scales ranging from 5 "Strongly Agree" to 1 "Strongly Disagree" (Brace, 2018).

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Cronbach's (a) was used to measure the reliability of study variables. As Table (1) exposes, reliabilities for Interact with followers on Facebook ($\alpha = 0.783$) and for the expected quality of food commodities ($\alpha = 0.802$) all of them are within the acceptable range, with total reliability of ($\alpha = 0.791$). which indicates good internal consistency of the scale.

Table 1: Reliability for study variables (Cronbach's alpha)

Variables	No. of items	Cronbach's alpha
followers on Facebook	20	0.783
expected quality of food commodities	12	0.802
Questionnaire overall	32	0.791

Source: Prepared by the researchers

Before being translated the questionnaire into Arabic it was originally written in English language to mature the study validity. The Arabic version was improved based on professionals' feedback. The questionnaire was sent through multimedia to A questionnaire was reviewed by five scientists in the field of electronic and digital marketing from Jordanian universities. They were also inquired if they could offer more feedback to the researcher on making changes to the questionnaire items phrases to make them clearer and more informative. The feedback was helpful on language usage, phrasing, and item wording. Based on professionals' responses and based on their views, the questionnaire was organized in its final copy. From this point of view, the researchers develop the study framework.

3.1 Population and Samples

The study population consisted of all the followers of Enjoy Plus page on the Facebook platform, whose number is estimated at (55) thousand people, according to the reports of Enjoy Plus company. Due to the nature of the study population and its geographical spread, the researchers found that the most appropriate sampling method is the simple random sampling method, based on the equation (Robert, & Mason, 1989), (Shahwan, 2018), (Shahwan, 2020), Al-Ramahi, et al., 2021).

$$n = \frac{M}{\left[\left(S^2 \times (M-1) \right) \div pq \right] + 1}$$

The sample size required to correctly represent the study population was (382) followers of Enjoy Plus Facebook page.

3.2 Hypothesis Test

The main hypothesis (H0): there is no statistically significant effect at a significant level ($0.05 > \alpha$) of the interaction with the followers of the company's Facebook page on the expected quality of Enjoy Plus products.

The researchers used the multiple linear regression test to test this hypothesis. Table (2) shows the results of the test:

Table (2): Results of multiple linear regression analysis

D V	R	R ²	F	Sig.	I.V.	B	T	Sig
Expected quality	0.879	0.773	265.898	0.00	comments	0.114	2.813	0.005
					participating	0.055	1.351	0.178
					Like	0.032	0.942	0.347
					Tag	0.148	4.209	0.000
					Follow-up	0.549	15.410	0.00

Source: Prepared by the researchers.

We note from Table No. (1) that the value of (F) amounted to (265.898), and its level of significance is (0.00), which is less than the level of significance (0.05), which means rejecting the null hypothesis that says "there is no statistically significant effect at a significant level ($0.05 > \alpha$) for the interaction with the followers of the company's page on Facebook on the expected quality of the products of Enjoy Plus, and accepting the alternative hypothesis: There is a statistically significant effect at a significant level ($0.05 > \alpha$) for the interaction with the followers of the company's page on Facebook on the expected quality of the products of Enjoy Plus. We also conclude from Table (1) that there is an effect of the dimensions of the independent variable (interaction with followers on Facebook), which were referred to as (R^2) together, on the dependent variable (expected quality), as these dimensions explained (77.3%) of the changes in the expected quality. The table also shows that there is a weak effect for the two variables (participation and likes), but this effect may appear stronger when using the simple regression equation, when the effect of other variables is neutralized.

4. Results and discussion

The validated data of 396 users who followed enjoy plus company Facebook page from questionnaire respondents, 50 were male (12.6%), and 346 were female (87.4%). Most of the respondents were aged between 25 and 34 (37.4%), with those who hold a high school degree or less as an academic qualification (43.9%), and frequency of using enjoy plus company page (one time a month) was 47%. Additionally, they were gathered and used with spss version 22.

4.1 Multiple Linear Correlation

To reveal the existence of a linear correlation between the dimensions of the independent variable and the strength of this relationship, if any, the researcher used the Pearson correlation coefficient, whose results were as follows:

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Table (3) Multiple Linear Correlation

Variable	Interacting Facebook Followers Comments	Participating	Like	Tag	Follow-up
Interacting Facebook Followers Comments	1	0.710	0.611	0.549	0.682
Participating		1	0.722	0.734	0.685
Like			1	0.728	0.630
Tag				1	0.688
Follow-up					1

Source: Prepared by the researchers

Table (3) showed that there is a direct linear relationship between the dimensions of the independent variable of the study, but it did not exceed (0.9) to exclude it (Draper & Smith, 1981), therefore the researchers used the data inflation coefficient to ensure that there is no linear correlation between the dimensions of the variable.

4.2 Variance Inflation Factor (VIF)

The results of the Variation Inflation Coefficient (VIF) are shown in the table (4).

Table (4) Variation Inflation Coefficient and the tolerance

Variable	VIF	Tolerance
Interacting Facebook Followers Comments	2.446	0.409
Participating	3.332	0.300
Like	2.652	0.377
Tag	2.962	0.338
Follow-up	2.592	0.386

Source: Prepared by the researchers

Through Table (4), it became clear to us that all the coefficients for variance inflation were less than (10), this means that there is no multiple linear correlation between the dimensions of the independent variable, and the tolerance value for each of the independent variables was higher than (0.1), this confirms that there is no multiple linear correlation between the independent variables and the dependent variable.

Comparison of study sample trends for independent variables. Table (5) Comparison between the independent variables in terms of the mean, standard deviation and decision of the study sample.

Table (5) Comparison between the independent variables, mean, St. d and decision

Variable	Mean	St. d	Decision
Comments	4.49	0.53	High
Participating	4.21	0.61	High
Like	4.18	0.651	High
Tag	4.13	0.671	High
Follow-up	4.35	0.62	High
Interacting Facebook Followers	4.27	0.533	High

Source: Prepared by the researchers

The comments variable obtained the highest mean, average of (4.49), while the tag variable obtained the lowest mean, average with a value of (4.13), and the average for the independent variable (interaction with followers on Facebook) was (4.27), all of which had a high level, this in turn, enhances the relationship with the followers, as the ability of the page management to follow up on the responses and comments indicates professionalism, and great interest in the followers of all their segments.

-There is a statistically significant effect at a significant level ($0.05 > \alpha$) of the interaction with the followers of the company's Facebook page on the expected quality of Enjoy Plus products.

-There is a statistically significant effect at a significant level ($0.05 > \alpha$) of the comments and responses to the followers of the company's Facebook page on the expected quality of Enjoy Plus products.

-There is a statistically significant effect at a significant level ($0.05 > \alpha$) for sharing the comments of the company's page followers on Facebook on the expected quality of Enjoy Plus products.

-There is a statistically significant effect at a significant level ($\alpha \leq 0.05$) for make likes on the comments of the company's page followers on Facebook on the expected quality of Enjoy Plus products.

-There is a statistically significant effect at a significant level ($\alpha \leq 0.05$) for tagging the followers of the company's Facebook page on the expected quality of Enjoy Plus products.

-There is a statistically significant effect at a significant level ($\alpha \leq 0.05$) for enabling follow-up of the company's Facebook page on the expected quality of Enjoy Plus products.

-The possibility of following the company's page explains (73%) of the changes that occurred in the expected quality of Enjoy Plus products.

As for the second model, it added the share variable for the page's followers, so that the volume of interpretation of changes in the dependent variable becomes (76.1%). As for the third model, it added the comments and responses variable, so that the size of the interpretation of the change in the dependent variable becomes (77.1%).

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The two variables (like and share the posts of page followers) were excluded, as the program considered them to have less interpretation on the dependent variable, and this does not mean that their effect on the expected quality of Enjoy Plus products is not proven. It has been proven in the simple regression equation, but the effect of these variables becomes less in the presence of other independent variables.

5. Conclusion

This study provides valuable initial evidence on the influence of social media interaction in shaping service quality expectations in the food sector. The findings indicate that Facebook tools like comments can be impactful for improving perceived quality. This highlights opportunities for companies to strategically employ online engagement to build trust and loyalty. Further research across cultural contexts is needed to expand on these conclusions. Investigating additional outcomes like purchase intent could also be beneficial. As online platforms continue evolving, studies like this contribute important practical insights on leveraging digital marketing strategies in the food industry.

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