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Posts that attract millions of fans: the effect of brand-post congruence

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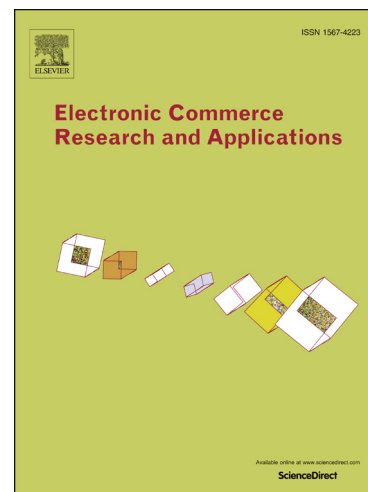
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**POSTS THAT ATTRACT MILLIONS OF FANS:  
THE EFFECT OF BRAND-POST CONGRUENCE****Shaojung Sharon Wang<sup>a</sup>****Yu-Ching Lin**Institute of Marketing Communication, National Sun Yat-sen University,  
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**ABSTRACT**

Facebook Pages enable brands to connect with consumers and have become the major venues for marketers to attract fans' attention and engagement to the brands. While an increasing number of brands have established Facebook Pages to produce a tremendous amount of posts for attracting potential consumers, a key to have effects is to deliver proper advertising content that can create positive consumer attitude. This study examines the effect of brand-post congruence based on the relevance of the post to the brand to explore the effects of congruence and brand types on consumers' attention to the post as measured by the intention to interact and whether the interaction intention may affect consumers' attitude toward the brand. The possible moderating effect of brand involvement is also assessed. The results show that low congruence posts on experience brands' pages and high congruence posts of credence brands' pages generated less interaction intentions while low brand-post congruence posts in search brands' pages exerted higher interaction intention. Low brand involvement significantly increased interaction intention when the brand-post congruence was low. Theoretical and managerial implications on Facebook marketing strategies are discussed.

**Keywords:** Brand attitude; brand involvement; brand type; congruence; Facebook Pages

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