

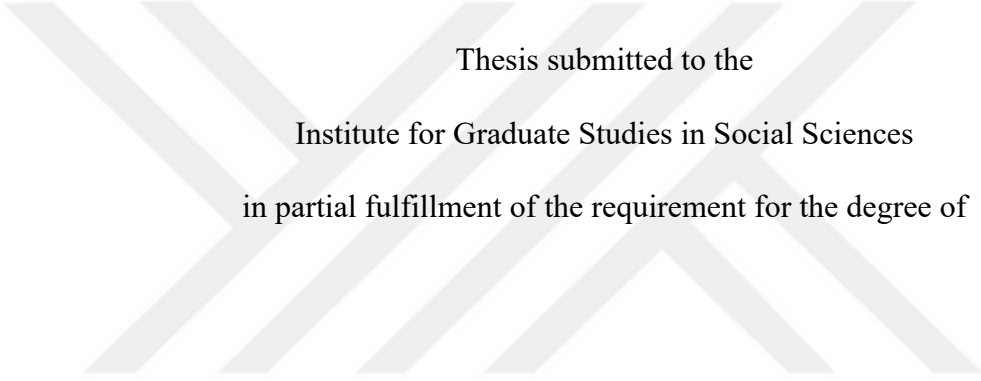
THE IMPACT OF CONSUMER PERCEPTIONS AND VALUES
ON ENGAGEMENT BEHAVIOR TOWARDS SOCIAL MEDIA BRAND CONTENT



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THE IMPACT OF CONSUMER PERCEPTIONS AND VALUES
ON ENGAGEMENT BEHAVIOR TOWARDS SOCIAL MEDIA BRAND CONTENT



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Esra Koçak

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The Impact of Consumer Perceptions and Values
on Engagement Behavior Towards Social Media Brand Content

The thesis of Esra Koak

has been approved by:

Prof. Vesile Aslıhan Nasır İşler
(Thesis Advisor)

Prof. Hande Bahar Türker
(Thesis Co-Advisor)

Prof. Sona Mardikyan

Prof. Aslı Sencer

Prof. Ahmet Ercan Gegez
(External Member)

Assoc. Prof. Cenk Arsun Yüksel
(External Member)

May 2025

DECLARATION OF ORIGINALITY

I, Esra Koçak, certify that

- I am the sole author of this thesis and that I have fully acknowledged and documented in my thesis all sources of ideas and words, including digital resources, which have been produced or published by another person or institution;
- this thesis contains no material that has been submitted or accepted for a degree or diploma in any other educational institution;
- this is a true copy of the thesis approved by my advisor and thesis committee at Boğaziçi University, including final revisions required by them.

Signature.....

Date

ABSTRACT

The Impact of Consumer Perceptions and Values on Engagement Behavior Towards Social Media Brand Content

Social media platforms have become highly effective in facilitating consumer-brand engagement and building interactive marketing communication. The concept of consumer engagement has gained significant attention, particularly with the rise of social media brand content as a vital component of digital marketing. This dissertation investigates the consumer-based antecedents of engagement behavior on social media through a two-phase, integrated mixed-methods research design. Within this context, the potential effects of motivations grounded in Uses and Gratification Theory (UGT)-oriented motivations, consumers' content-driven perceptions, and human values on the consumption, contribution to, and creation of branded content are examined by combining qualitative focus group interviews with a quantitative consumer field survey. The research context is characterized by branded content posted on the official public Instagram profiles of the four leading smartphone brands: Apple, Huawei, Samsung, and Xiaomi. The findings from exploratory factor analysis, correlation analysis, multiple regression analysis, cluster analysis, and ANOVA offer valuable insights into the consumer engagement on social media and enhance understanding how personal value orientations differentiate consumer segments based on their engagement with branded content.

ÖZET

Tüketicilerin Algı ve Değerlerinin Sosyal Medyadaki Marka İçeriklerine

Yönelik Etkileşim Davranışlarına Etkisi

Sosyal medya platformları tüketici-marka etkileşimini kolaylaştırmak ve etkileşimli pazarlama iletişimini sağlamak konusunda son derece etkili hale gelmiştir. Tüketici etkileşimi kavramı, özellikle sosyal medya marka içeriklerinin dijital pazarlamanın vazgeçilmez temel bileşeni olarak yükselişi ile birlikte daha da güçlenerek muazzam bir ilgi kazanmıştır. Bu tezde, iki aşamalı entegre karma yöntemli bir araştırma tasarımı kullanılarak sosyal medyada etkileşim davranışlarının tüketici temelli öncülleri araştırılmaktadır. Bu bağlamda, Kullanımlar ve Doyumlar Teorisi (UGT) odaklı motivasyonların, içerik-kaynaklı algıların ve insani değerlerin içerik tüketim, katılım ve üretim etkileşim davranışları üzerindeki olası etkileri, nitel bir yaklaşımla, odak grup görüşmeleri kullanılarak ve nicel bir yaklaşımla, tüketici saha araştırması yoluyla incelenmektedir. Araştırma kapsamı, önde gelen dört akıllı telefon markasının (Apple, Huawei, Samsung ve Xiaomi) halka açık resmi Instagram hesaplarında yayınlanan gönderiler ile karakterize edilmiştir. Keşfedici faktör analizi, korelasyon analizleri, çoklu regresyon analizleri, kümeleme analizi ve ANOVA'dan elde edilen bulgular sosyal medyadaki etkileşim davranışı kavramına ilişkin değerli bilgiler sunmakta ve kişisel değer yönelimlerinin tüketici segmentlerinin markalı içerikle etkileşimlerine göre nasıl farklılaştığının anlaşılmasına katkıda bulunmaktadır.

CIRCULUM VITAE

NAME: Esra Koçak

DEGREES AWARDED

- PhD in Management Information Systems, 2025, Boğaziçi University
- MA in Management Information Systems, 2017, Boğaziçi University
- MEd in Mathematics, 2007, İstanbul University
- BA in Mathematics, 2004, Marmara University

AREAS OF SPECIAL INTEREST

Social media, social networks, consumer behavior, digital marketing and advertising, content marketing, interactive marketing communication, customer relationship management, consumer engagement, business mathematics, applied statistics, quantitative data analytics, research methodologies, decision support systems.

PROFESSIONAL EXPERIENCE

- Teaching Assistant, Department of Management Information Systems, Boğaziçi University, 2022-Present
- Researcher in Social Media Lab-ISRC-Boğaziçi University, 2018-Present
- Lab Assistant in Department of Management Information Systems, Boğaziçi University, 2017-2022
- Research Assistant, Department of Management Information Systems, İstanbul Şehir University, 2016-2017
- Mathematics Instructor & Education Consultant & Student Mentor in diverse private teaching institutions, 2004-2014

AWARDS AND HONORS

Turkish Higher Education Council (HEC/YÖK) 100/2000 Social Media Research Scholarship (2017-2021)

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PUBLICATIONS

Journal Articles

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Book Chapters

Cimen, B., Mutluturk, M., Kocak, E., & Metin, B. (2021). A Hybrid Asset-Based IT Risk Management Framework. In V. González-Prida & M. Carnero (Eds.), *Advanced Models and Tools for Effective Decision Making Under Uncertainty and Risk Contexts* (pp. 236-253). IGI Global. <https://doi.org/10.4018/978-1-7998-3246-1.ch009>.

Conference Proceedings

Kocak, E., Nasir, V. A., Turker, H. B. (2019), "Personality Trait Differences of Instagram Users and Non-Users", 20th International Conference on Social Sciences (ICSS), organized by EUSER, pp. 13-21, Zurich, Switzerland, 6-7 September.

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At the end of my seven-year, labor-filled PhD research process, I can say with a peace of mind that I am now very different from the person I was when I started this journey.

This shows that doctoral education has achieved its purpose and has fulfilled its function of transforming me into a much more developed person than I was in the beginning.

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DEDICATION

This dissertation is dedicated to
my dearest daughter, Elif Serra Koçak,
with the heartfelt intention of inspiring her and future generations of her children;

and to my beloved spouse, Alper Koçak,
with whom I have worked to give our daughter
the chance to see the world in her own way.

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CHAPTER 1

INTRODUCTION

Social media has been pervasive in modern society, offering an extensive interactive communication environment and facilitating widespread dissemination of information online. There have been approximately 5B social media users in total worldwide, corresponding to nearly 62% of global population (We Are Social & Meltwater, 2024). In recent years, social media platforms have risen dramatically in popularity and effectiveness as a digital marketing strategy, such that, Facebook stands out as the most commonly used social media platform among marketers worldwide, with 89% utilizing the network to promote their business, followed closely by Instagram at 80% (Statista, 2023a). Furthermore, social media platforms have created all-powerful landscape in interactive marketing to promote consumer-brand relationships through the delivery of content-driven value (Ho et al., 2020; Wang, 2021). Over the few past years, social media and content marketing have gained prominence as branding techniques utilized by brands. Social media has emerged as the primary channel for business-to-consumer (B2C) content marketing, with 96% of marketers acknowledging its popularity, and with brand posts accounting for 68% of content distribution (Statista, 2023b).

Content marketing stands out as one of the most crucial strategies for brands, aiming to capture consumer attention and foster brand engagement through delivering relevant content. Many companies have adopted this strategy to effectively engage customers, thereby influencing their purchase intentions and potentially leading to future purchases.

With the ascent of social media platforms, content marketing has emerged as one of the most effective strategies for stimulating online engagement. Recently, consumers are enabled and empowered by brands to interact with the content posted on brand-owned social media profiles, thus facilitating active consumer engagement (Barreto & Ramalho, 2019; He et al., 2021). Social media content has become an essential component of marketing strategies, driving consumer engagement (Ahmad et al., 2016; Du Plessis, 2017; Syrdal & Briggs, 2018; Lieb & Szymanski, 2017). Moreover, social media brand content, whether crafted by a social team, influencers, users, or AI, has emerged as a key driver for audience engagement, playing a vital role in the social strategy of almost every brand (Sprout Social, 2024). In addition, social media brand posts have been utilized to facilitate consumer engagement and to create a long-lasting effective interactive marketing communication.

The concept of consumer engagement has increasingly attracted the attention of both academics and practitioners as being further reinforced by the spread of social media. Today's consumers engage with brands' social media posts via manifesting in a variety of activities involving consuming, contributing, and creating brand-related content. Consumer engagement has been highlighted as the most critical metric for business performance by 90% of marketers, with Facebook and Instagram noted as the most effective platforms for fostering active interactions around brands (HubSpot & Meltwater, 2023). Moreover, consumers have pointed Facebook (78%), Instagram (57%) and YouTube (47%) as their top three platforms to interact with brands (Sprout Social, 2021).

Given to be conceded as the leading visual-driven social network, Instagram has over 2 billion monthly active users worldwide and Turkey has ranked at the top among the countries that spend the most time using the mobile app with approximately 21 hours per month (We Are Social & Meltwater, 2023). Furthermore, Instagram stands out among all other social networks in terms of the share of consumers interacting with brands and the platform has been remarked as dominating the social media marketing landscape through driving greater levels of engagement with brand posts (Lee, 2021; HubSpot & Mention, 2023). Despite the widespread adoption of consumer engagement on Instagram by various brands in the industry, academic research on consumer engagement within the context of Instagram remains limited.

Consumer engagement has gained significant recognition and traction in marketing research over the past few years. Within the social media context, it has been portrayed as the behavioral responses of consumers interacting with brand-related content. Consumer engagement on social media has been identified as one of the most critical business performance metrics by marketing practitioners and it is enhanced through the strategic delivery of branded content on SNS (Cao et al., 2021; Dolan et al., 2019). Engagement behaviour has commonly been characterized by a combination of consumers' consumption, contribution to, and creation of brand-related content on social media (Muntinga et al., 2011; Schivinski et al., 2016; Shahbaznezhad et al., 2021). Social media branded content or brand post includes brand-related images, audios, and/or videos.

A growing body of research has explored the relationships between brand posts and engagement behavior on social media, particularly regarding structural content-related features such as strategy, orientation, type and format across various brand and/or product categories (Chandrasekaran et al., 2019; Coursaris et al., 2016; Kim et al., 2015; Luarn et al., 2015). Despite the growing interest, these studies have primarily focused on examining consumer engagement with branded content on Facebook, concentrating on industry-specific aspects whereas often lack the consumers' perspective. On the other hand, only few studies have investigated Instagram brand posts to identify the driving factors behind engagement behavior (Coelho et al., 2016; Rietveld et al., 2020; Shahbaznezhad et al., 2021; Wahid & Gunarto, 2022). However, they provided limited insights by associating content categories with patterns of engagement without considering perceptions derived from social media brand posts. In addition, the employment of quantitative data analysis methods in these studies often falls short in capturing individual perceptions of social media brand content, resulting in an incomplete understanding of consumer engagement phenomenon (Martinek, 2021).

The main objective of this dissertation is to investigate the factors influencing consumer engagement behavior towards branded content on social media. This is achieved by addressing the following research questions:

RQ₁: What are the consumer-based antecedents of engagement behavior on social media?

RQ₂: How do consumers perceive the role of branded content on social media in shaping their engagement behavior?

RQ₃: What content-induced consumer perceptions serve as motives driving consumer engagement on social media?

RQ4: What is the relative impact of content-driven consumer motives on engagement behavior?

RQ5: How do UGT-based motivations affect the consumption, contribution to, and the creation of brand content on social media?

RQ6: How do human values associate with content-driven consumer motives for engagement behavior?

RQ7: How can consumers be segmented based on their consuming, contributing to, and creating brand content activities?

RQ8: What are the differences among consumer segments in terms of their personal values and the levels of engagement with brand content on social media?

The research scope is framed by drawing on the theoretical underpinnings of Uses and Gratifications Theory (UGT; Katz et al., 1973), which provides a literature-based framework for identifying personal and social antecedents of engagement with brand content on social media. Next, it is extended by integrating consumers' impressions of Instagram-specific brand content as contextual factors, achieved through an exploratory inquiry using a qualitative approach. Finally, the concept of human values is incorporated into the research framework to explore how individual value orientations shape variations in consumer groups according to their engagement with brand content. This research focuses on the technology and consumer electronics industry, specifically examining the four leading smartphone brands; Apple, Huawei, Samsung, and Xiaomi, with their customers as the primary target group.

In recent years, Turkey has become a rapidly developing market for these four brands, with Turkish consumers being highly engaged in smart technology products, particularly smartphones, where they demonstrate the highest level of brand awareness (Statista, 2024). Moreover, Turkey has emerged as one of the Instagram's largest user bases, with the platform enjoying widespread popularity, featuring almost 58 million active users, resulting in a penetration rate approaching 92% (Dierks, 2024). Given this context, Instagram has also proven to be an ideal platform for engaging tech product consumers with branded content on mobile, which serves as the primary unit of analysis for this research.

The research model is based on six UGT-based motivations; namely, entertainment, information, self-expression, socializing, receiving reward, and empowerment. In the qualitative phase, focus group interviews identify eight refined content-induced consumer perceptions: visual appeal, prosocial signaling, authenticity, localization, customer-centricity, storytelling, trendiness, and retro-vibe. The model is further enriched by incorporating the concept of human values (Schwartz, 2012), providing a comprehensive framework of consumer-based contextual factors that drive engagement behavior on social media. In the quantitative phase, a consumer field study is conducted using a prepared questionnaire, followed by multivariate statistical analyses to examine the data and interpret the findings in relation to the research model. This doctoral thesis offers an enhanced understanding of how consumer motivations, content perceptions, and personal values influence consumers engagement with branded content on social media.

CHAPTER 2

LITERATURE REVIEW

This chapter presents a comprehensive review of the literature to establish the theoretical foundation of the study by exploring key scholarly perspectives on consumer engagement within the social media environment, structured around four central themes. First, it examines the concept of consumer engagement on social media, highlighting its dimensions and implications. Various conceptualizations of consumer engagement are presented, and the relationships with brand-related content on social media that have been examined in previous research within the context of social media will be outlined. Second, it delves into consumer-based motivations, drawing on established theories to understand what drives individuals to engage with brands on social media. This includes an examination of the antecedents of consumer engagement for further clarification. Third, it focuses on branded content as a strategic communication tool and its role in shaping engagement behaviors. Lastly, the chapter discusses the concept of human values as enduring personal principles that may influence how and why consumers interact with branded content. Together, these sections provide the conceptual basis for the research model developed in this study.

2.1 Consumer engagement on social media

The concept of engagement has been approached through various definitions, reflecting its wide recognition and examination from diverse perspectives in academic literature. In earlier studies, conceptualizations primarily rely on the notion of engagement, which has recently been integrated into marketing research stream from fields like social psychology and organizational behavior (Bowden, 2009; Brodie et al., 2011; Hollebeek et al., 2014; Dwiwedi et al., 2015, as cited in Martinek, 2021). The representative research on consumer engagement began to gain prominence in the marketing literature around 2011, marked by the emergence of the first major theoretical studies on the subject (Martinek, 2021). As one of the attitude-based conceptualizations, Brodie et al. (2011) defined consumer engagement as “a psychological state that occurs by virtue of interactive and co-creative customer experiences with a focal agent/object (e.g., brand)” (p.260). The concept is commonly used interchangeably with similar concepts like customer engagement or brand engagement across diverse contexts depending on the engagement object, which could be a brand (Hollebeek et al., 2014), an organization (Vivek et al., 2014), an online brand community (Baldus et al., 2015; Brodie et al., 2013), website content (Calder et al., 2009) or social media brand-related content (Schivinski et al., 2016). While most studies concur that consumer engagement is multidimensional, variations exist across studies regarding the number of engagement dimensions and the research perspective, which is influenced by the choice of engagement subject (Martinek, 2021).

From the consumer-oriented perspective, Brodie et al. (2013) conceptualizes consumer engagement as the following:

A multidimensional concept comprising cognitive, emotional, and/or behavioral dimensions and plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and/or consequences in interactive engagement processes within the brand community. (p. 107)

In that light, following Brodie et al (2013)'s multidimensional approach, Hollebeek et al. (2014) defined consumer-brand engagement, as "a consumer's positively valence brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions" (p. 154). Both studies focused on the consumer as the primary subject of engagement, highlighting cognitive, emotional, and behavioral aspects of consumer engagement. Furthermore, Hollebeek et al. (2014) developed 10-item Consumer Brand Engagement Scale (CBE) measurement scale that offers the first empirical investigation of the concept. These multidimensional conceptualizations illustrate the basic components of consumer engagement as thoughts, feelings and interactions, which are associated with social psychology. In this regard, interactions have been pointed out as the primary element of consumer brand engagement, particularly in social media settings.

Alternatively adopting a behavioral approach, Van Doorn et al. (2010) defined consumer engagement as "a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers" (p. 254). Likewise, it is typically examined through the interactive and co-creative nature of social media, with engagement measured by actions such as liking, commenting, or sharing brand posts from an integrated marketing communication perspective (Barger & Labrecque, 2013).

In a similar vein, consumer engagement on social media can manifest in various forms as “a set of measurable actions that consumers take on social media in response to brand-related content: reacting to content, commenting on content, sharing content with others, and posting user-generated content (UGC)” (Barger et al., 2016, p. 270). As social media becomes increasingly prevalent, the concept of engagement has gained greater emphasis within expansive social networking platforms. Dolan et al. (2016) modified Van Doorn et al. (2010)’s definition to encompass social media engagement behaviors that “... go beyond transactions, and may be specifically defined as a customer’s behavioral manifestations that have a social media focus [adapted], beyond purchase, resulting from motivational drivers” (p. 265). Furthermore, while most of literature has focused on positively valence engagement, Dolan et al. (2016) enhanced the understanding of consumer behavior during social media engagement, by proposing a typology of seven distinct behaviors, including those with negative valence.

Some studies conceptualize consumer engagement as a unidimensional behavioral construct within interactive environments. Muntinga et al. (2011) introduced the Consumers’ Online Brand-Related Activities (COBRAs) framework, which categorizes social media engagement into three levels of interaction: consuming, contributing and creating brand-related content. Building on the COBRAs typology, Schivinski et al. (2016) developed the Consumers’ Engagement with Brand-related Social Media Content Scale (CESBC) to measure these behaviors, defining COBRAs as “a set of online activities on the part of the consumer that are related to a brand, and which vary in the levels of interaction and engagement with the consumption, contribution, and creation of media content” (p. 5).

Consuming brand-related content behavior represents a low level and involves activities such as viewing, a brand-related post, reading post captions, watching videos, and following or browsing a brand's social media profile feed. Next, contributing to brand-related content behavior, the medium level of brand-related activeness, is characterized by both peer-to-peer and peer-to-content interactions including liking, commenting on, and/or sharing brands posts activities (Schivinski et al., 2016; Shao, 2009). Some studies have specifically concentrated on consumer contribution in the forms of likes, comments, or shares, regarding them as measures of consumer engagement on social media (Hamzah et al., 2022; Khan, 2017; Waqas et al., 2020). Ajiboye et al. (2019) revealed that contribution is the most commonly investigated type of customer engagement behavior, possibly because it is the most common behavior exhibited across social media platforms and often the easiest interaction to obtain through social media data. Finally, creating brand content behavior is the high level of interactivity, entails activities such as generating, uploading and/or publishing brand-related posts that others consume and/or contribute to (Muntinga et al., 2011; Schivinski et al., 2016).

Recognized as one of the pioneering studies, Schivinski et al. (2016) empirically demonstrated multiple levels of behavioral consumer engagement across three distinct behavioral dimensions. In this regard, various studies that examined consumer engagement with brand posts on social media leveraged from Schivinski et al. (2016)'s operationalization within the scope of the consumption, the contribution to, and the creation of brand-related content activities (Mishra, 2019; Piehler et al., 2019; Yesiloglu et al., 2021).

Drawing on the understanding of consumer engagement as a behavioral construct in social media research, this dissertation conceptualizes engagement behavior through the COBRAs framework as a holistic combination of consuming, contributing, and creating brand content on Instagram, while examining the consumer motivations that drive activities within each dimension across varying levels of interaction. By integrating theoretical insights from the COBRAs framework and Uses and Gratifications Theory (UGT), along with the concept of human values, the study offers a multidimensional perspective on what drives users to interact with branded content. This approach enables a deeper understanding of the factors shaping consumer engagement and contributes to the broader discourse on digital marketing and consumer behavior in interactive environments.

2.2 Consumer-based motivations for consumer engagement on social media

Consumer engagement has been extensively examined, with many researchers focusing on its motivational antecedents. Literature-based frameworks highlight diverse individual motivations as key drivers of engagement (Saikia and Bhattacharjee, 2023). Motivations have been typically discussed from the perspective of social media users, aiming to understand the gratifications they seek and the goal-directed behaviors that fulfill their needs. Given the growing interest in explaining why and how consumers engage with brands on social media, previous research has identified a wide range of motivations for consuming, contributing, and creating content on social network sites (SNSs).

Among these studies, the Uses and Gratifications Theory (UGT), introduced by Katz et al. (1973), has been one of the most commonly employed frameworks, providing a user-centric functionalist perspective on understanding motivations for media use. This theory is frequently observed in studies examining user motives driving SNS usage. The UGT views consumers as active and selective in their media consumption and reveals that people use media to fulfill their cognitive, emotional, personal integration, and social integration needs (Katz et al., 1973). Recognizing individuals as proactive and intentional in their selection of particular media, the UGT has been esteemed as one of the most reliable approaches for investigating how people use and behave as consumers (Saikia and Bhattacharjee, 2023). The most recent and widely acknowledged categorization of UGT, as proposed by McQuail (1983), delineates four motivations for general media use: entertainment, information, personal identity and integration and social interaction. Information motivation encompasses the need of accessing information directly from the brands, staying updated about the brand and its products, and learning from other consumers' knowledge (Muntinga, 2013). Entertainment motivation is defined as the need of relaxation and evasion from daily routine through brand-related activities. Personal identity motive is addressed the need of providing an image of one's identity and personality through self-expression. Integration and social interaction motivation refers to the need of bonding with people with a common passion, gaining a sense of belonging to a community and meeting likeminded others. Additionally, the interactive nature of social media has led researchers to apply the UGT framework to examine the motivations behind social media engagement. Notably, Muntinga et al. (2011) introduced two additional motivations, namely, remuneration and empowerment, which are specifically linked to social media use.

Empowerment motive is defined as the need of influencing the brand or other consumers through playing a role of opinion maker whereas, remuneration motive is remarked as consumers' engaging with social media content to gain some kind of reward including monetary compensation, giveaway or prizes. The UGT-based motivations have been utilized in studies examining which motivations drive the consumption, the contribution to, and the creation of brand-related content on social media (Muntinga et al., 2011; Tsai and Men, 2013; Piehler et al., 2019). It is noted that consuming brand-related content is motivated by information, entertainment and remuneration, while contributing to brand-related content is driven by personal identity, integration and social interaction, and entertainment motives (Muntinga et al., 2011). In addition, creating brand-related content is revealed to be motivated by personal identity, integration and social interaction, empowerment and entertainment (Muntinga et al., 2011). Moreover, Tsai and Men (2013) adopted the six-folded set of usage motivations in their study for understanding social media users' engagement with Facebook brand pages. As being one of the earliest empirical attempts to examine engagement behavior on brands' SNS pages, remuneration, information and entertainment were found to be the prominent motivations for consuming and contributing to content activities (Tsai & Men, 2013). Some studies link engagement behavior to brand-related communities on SNSs. Building on this, Azar et al. (2016) identified four consumer profiles: brand detached, brand profiteers, brand companions, and brand reliants, based on their interactions and motivations to engage with brands on Facebook. Additionally, Piehler et al. (2019) found that consuming behavior among Facebook brand page followers is positively influenced by social interaction and entertainment motives, whereas information motivation shows no significant effect.

In the same study, social interaction and remuneration motives are identified as driving factors for contributing and creating behaviors (Piehler et al., 2019). Six-dimensional UGT-based motivations framework has been extensively examined by previous studies along with various related sub motivations in diverse categorizations, as driving forces for social media engagement behavior (Azar et al., 2016; Buzeta et al., 2020; De Vries et al., 2017; Khan, 2017; Piehler et al., 2019; Saridakis et al., 2016; Tsai & Men, 2013; Yesiloglu et al., 2021). Saridakis et al. (2016) expanded the existing research by examining how full spectrum of consumer motivations and their combinations trigger to engage in brand-related social media use via combining both qualitative and quantitative research methods. Vale and Fernandez (2017) examined motivations that drive social media engagement behaviors towards sport clubs' Facebook pages. Furthermore, De Vries et al. (2017) remarked self-expression and socializing motivations as the most important drivers that lead to brand-related contributing and creating activities on social media. On the other hand, every social media platform offers several unique functionalities that can be perceived by users differently based on how to engage with them. Khan (2017) examined individual user motivations for social media engagement, specifically focusing on various features of YouTube such as liking, disliking, commenting, sharing, uploading, viewing, and reading comments in the light of the UGT framework. In this study, information seeking, giving information, self-status seeking, social interaction, and relaxing entertainment motives were reported to be significant predictors for both consumption and participation types of engagement behavior.

The relationship between UGT and COBRAs has been examined by a variety of studies, resulting in findings that are not in line with each other. Several existing studies examined this relation within specific platforms. Buzeta et al. (2020) investigated what motivates brand-related activities in the context of four different types of social media platforms; Facebook, Instagram, YouTube and Reddit by adopting a holistic approach. They noted that the traditional set of UGT motivations can scarcely explain COBRAs on the four platforms studied. However, empowerment and remuneration are identified as the most critical drivers for COBRAs across all four platforms (Buzeta et al., 2020).

Despite considerable research and an increasing body of studies, there is still limited understanding of consumer perspectives on content-related cues and the signals within brand messages on social media, which could drive engagement behaviors (Schreiner et al., 2021). Specifically, research focusing on Instagram remains sparse, with few studies examining how unique features of Instagram brand posts influence consumer-brand interactions. Consequently, further empirical research is needed to explore consumer-brand engagement on social networks, particularly focusing on the content-induced perceptions that trigger consumer interaction with brands on social networking sites.

2.3 Branded content and consumer engagement on social media

In today's social media landscape, nearly all user activity revolves around content, ranging from photos and videos to stories, podcasts, and memes. Social media content plays a pivotal role in shaping consumer interactions and enabling dynamic brand communication (De Vries et al., 2012; Tafesse, 2015).

While the previous section explored motivations and outcomes of brand engagement on social media from the consumer's perspective, this section shifts focus to research on social media content strategies and the antecedent factors influencing consumer engagement. Content strategy is identified as the cornerstone of content marketing, which should be aligned with the overarching business objectives including brand awareness and reinforcement, lead conversion and nurturing, customer conversion, customer service and customer upsell (Pulizzi, 2013). Regarding content strategy, the prior research investigated how content-related features of brand posts influence consumer engagement on SNS from the business perspective. In these works, consumer engagement with social media content denotes as consumers interacting with or experiencing marketing content generated by brand or users on platforms like Facebook, Instagram, or YouTube. In the literature, a variety of categorizations of content objectives have been proposed to delineate the purposes for which content is generated when building a social media content strategy. This strategy entails creating various types of content for all target audiences, with a stronger emphasis on externally-focused content related to the brand's product or service (Vodrazka, 2019). Furthermore, branded social media content strategies have been developed in the context of branding communication design via creative messages (Ashley & Tuten, 2015). Brands utilize these strategies to boost brand awareness and foster brand loyalty by informing and educating the target audience through brand-generated content, thereby encouraging user interaction (Chandrasekaran et al., 2019).

The literature identifies the impact of brand-related content strategies on social media engagement behavior. In earlier studies, social media content design is defined in informational and entertaining content types used for classifying social media brand posts (Cvijikj & Michahelles, 2013; De Vries et al., 2012; Tafesse et al., 2015). These studies provide a limited understanding of social media engagement behavior, mainly by metrics such as the number of likes, comments, or shares, which has been reported with mixed and inconsistent findings. For instance, Cvijikj and Michahelles (2013) posited that informational brand posts result in lower levels of engagement compared to entertaining content, whereas De Vries et al. (2012) noted that there is no significant relationship between both informational and entertaining content and audience responsiveness in the form of both likes or comments. Furthermore, Tafesse et al. (2015) proposed that on Facebook, entertaining content is more prone to receiving likes compared to informational content.

On the other hand, Dolan et al. (2016) categorized social media content into four primary groups: informational, entertaining, remunerative, and relational content organized according to rational and emotional message appeals based on the theoretical underpinnings of UGT. In this conceptual study, the four content types are expected to gratify customer motives for social media use resulting in expressions of the active and passive social media engagement behaviors (Dolan et al., 2016). As an empirically demonstration, Dolan et al. (2019) found out both rational and entertaining content influences passive engagement in the form of likes but doesn't affect active engagement in the forms of comment. Building on earlier studies, Shahbaznezhad et al. (2021) categorized social media content into three types: rational, interactional and transactional, and examined their effects on consumer engagement behavior.

In the same study, the role of content format (photo or video) along with social media context (Facebook or Instagram) are also examined to understand their impact on different types of engagement behavior. The study's findings reveal that Instagram users tend to exhibit more passive engagement, whereas Facebook users demonstrate a higher degree of active behavior, particularly in the form of commenting (Shahbaznezhad et al., 2021). Moreover, the format of content moderates how effective specific types of content are influencing social media engagement behavior. For instance, employing the photo format typically results in more significantly more likes than comments, while sharing emotional content through the video format tends to elicit active engagement from users, particularly in the form of comments (Shahbaznezhad et al., 2021).

It can also be concluded that existing studies categorize post types in various forms but often neglect to consider potential differences across social media platforms. In this regard, consumers may exhibit varying response patterns on different virtual social networks to different posts types. For instance, Coelho et al. (2016) found that the event post category has an impact on Facebook through likes, while on Instagram, it elicits both likes and comments. In the same study, they explore brand post typologies as a source of interaction, taking into account various brand segments (i.e., food, beauty, women's shoes, fashion design, and body fitness), and examine the potential mediating role of social media platforms (i.e., Facebook and Instagram). Despite the fact that most empirical efforts predominantly focus on Facebook, the relevance of Instagram appears to be heightened, given that the level of interactions with brands is notably higher on this platform. On the other hand, Instagram has garnered recognition as an image-based social network that is highly suitable for extensive investigation into the effectiveness of visual content in attracting, involving, and engaging its users (Valentini et al., 2018).

The image-based characteristics of Instagram visual content play a significant role in shaping user perceptions of the content and stimulate their active behavior along with the level of engagement (Valentini et al., 2018). Furthermore, the growing importance of Instagram and its expanding usage by brands emphasizes the necessity to acquire a more comprehensive understanding of consumers' actual interaction behaviors within this specific context (Casalo et al., 2017). Alternatively, there are discernible research directions particularly focus on the effect of brand-related Instagram content on consumer interactions on this platform.

For instance, Casalo et al. (2017) investigate perceived quality, quantity, and originality of the brand's Instagram content, suggesting that a strategic combination of these content characteristics on the brand's official Instagram account can contribute to cultivating a favorable experience for users. Moreover, Wahid and Gunarto (2022) attempt to clarify the effect of content marketing on driving social media engagement. The scholars investigate how content characteristics associated with the Instagram posts from the higher education industry can affect active social media engagement, specifically in terms of likes and comments. In the same study, they categorized content types into rational, interactional and transactional.

Rational content types encompass post categories such as product, coverage, holiday, information, achievement and cooperation. Interactional content types include entertainment and charity, while transactional content types consist of typical posts related to competition and promotion. They noted that informational content has the potential to generate both likes and comments, and they also found evidence that posts showcasing achievement tend to receive more likes (Wahid & Gunarto, 2022).

In this regard, posts featuring achievement-related content typically highlight the quality of the brand, which may evoke a sense of pride among consumers associated with the respected brands, that often motivates them to engage with the brand's social media account (Wahid & Gunarto, 2022).

While these studies offer context-dependent insights through quantitative data and emphasize interaction metrics (e.g., the number of likes), they often overlook qualitative perspectives, limiting a deeper understanding of consumers' views and the nuances of engagement behavior towards branded content on social media (Park & Jiang, 2021). Thus, this study investigates the core drivers of engagement by exploring consumers make sense of smartphone-related branded content on Instagram. To gain deeper insights, focus groups are used to examine how branded content influences engagement by uncovering consumers' perceptions and emotional responses to Instagram posts from the four selected brands.

2.4 Human values

Human values have consistently been a central concept across various disciplines and have extensively been studied through numerous empirical investigations. They play a significant role in shaping individuals' beliefs, attitudes, and behaviors by serving as guiding principles in reflecting desirable goals in life (Schwartz, 2012). Values have been noted as beliefs that are hierarchically organized and relatively enduring, acquired through the socialization process (Rokeach, 1973).

Schwartz's Value Theory (Schwartz, 1992; 1996) offers a foundational model defining values as “desirable, trans-situational goals that serve as guiding principles in people's live” (Schwartz et al., 2001, p. 521). Values have served as a means to characterize both societies and individuals, enabling the tracing of changes over time, and providing explanations for the motivational bases of attitudes and behaviors (Schwartz, 2006). They have been noted as motivational constructs representing abstract goals individuals strive to achieve, guiding the selection or evaluation of actions, policies, people, and events, forming an ordered system of value priorities that characterize individuals (Schwartz, 2006). The values theory outlines ten motivationally distinct constructs and illustrates a dynamic structure within a two-dimensional circumplex. This structure is presented by creating a circular continuum of motivation, as depicted in Figure 1. Values domains that possess similar or identical motivational characteristics are conceptually grouped together and situated in adjacent areas, while those that conflict in motivation are positioned in opposing directions on the circumplex.

The first dimension refers to motivational goals for personal growth and self-expansion, ranging from desires for exploration and advancement to motives for self-protection, which entail the need for control and stability (Schwartz, 2012). The second dimension pertains to self-focused objectives, involving how individuals pursue their personal interests, as well as group-focused goals, which concern how individuals engage socially (Schwartz, 2012; Schwartz et al., 2001). According to the theory, people possess ten basic human values: self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence and universalism that form four higher-order constructs, namely, openness to change, self-enhancement, conservation, and self-transcendence.

The circumplex model represents a combination of compatibilities (adjacent domains) and conflicts (domains located on polar sides) among values regarding their motivational foundations. In the model, one of the dimensions spans from Openness to change, encompassing Stimulation and Self-Direction value types at one end to Conservation, including Tradition, Conformity, and Security value types at the other. Openness to change values motivate individuals towards independent thought and action-choosing, creating and exploring (self-direction), excitement, novelty, and challenge in life (stimulation), and pleasure and sensuous gratification of oneself and enjoyment (hedonism) (Schwartz, 2012; Schwartz et al., 2001). Self-enhancement values refer to achieving personal success through demonstrating competence according to social standards (achievement), acquiring material wealth, social status, prestige, control and exerting dominance on others (power). Conservation values (security, conformity, and tradition) represent the importance of preserving certainty, stability, and security of society and the self (Schwartz, 2012; Schwartz et al., 2001). Second dimension contrasts Self-Transcendence (comprising Universalism and Benevolence value types) with Self-Enhancement (encompassing Power and Achievement value types). Self-transcendence values describe appreciation, tolerance and protection for the welfare of all people and nature (universalism) along with preservation and enhancement of social justice, equality, environmental protection of the welfare of people with whom one is in frequent contact (benevolence) (Schwartz, 2012; Schwartz et al., 2001).

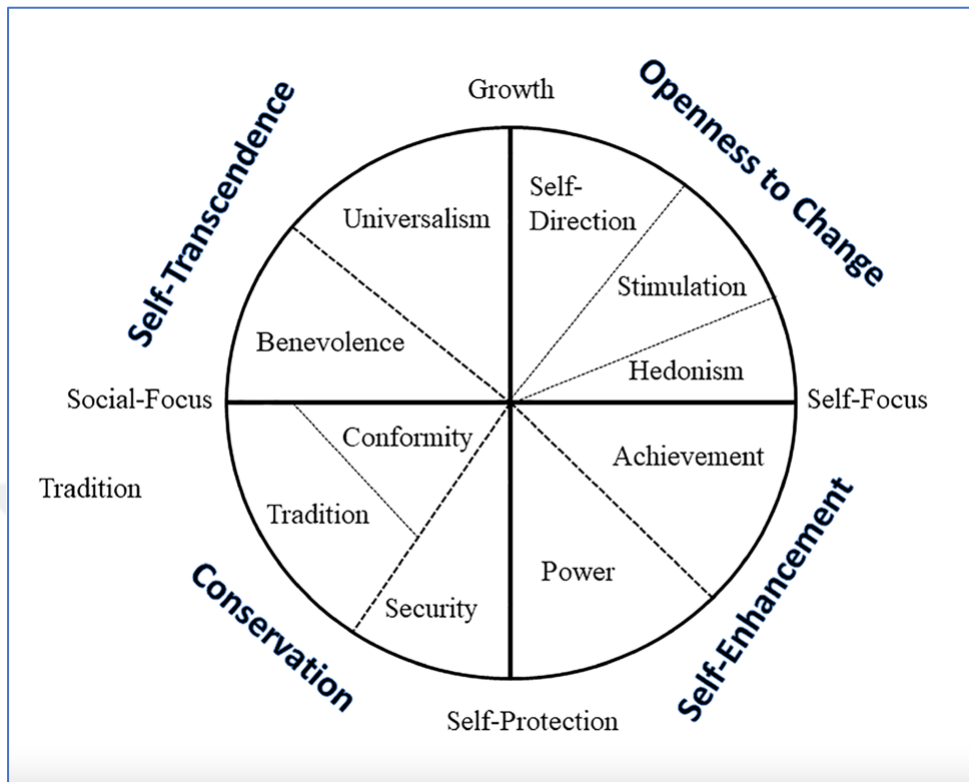


Figure 1. Schwartz (2012) human values [Source: Nikolina & Phua, 2019)]

Personal values can vary significantly among individuals from different countries, influenced by diverse customs, traditions, and rules inherent in their religious or family backgrounds. These values and beliefs may play a pivotal role in shaping individuals' online engagement behaviors. Therefore, understanding how personal values consumers derive from engaging with branded content on social media can help managers better segment and assess audiences, ultimately enhancing engagement and activity levels. Previous research has investigated how personal values influence consumer behavior, perceptions, personality traits, and cultural dynamics. Within the context of social media, personal values have been explored as predictors of online consumer engagement, while also considering their moderating influence on the relationship between personality traits.

According to Marbach et al. (2019), self-enhancement and conservation human values influence how personality traits such as extraversion, openness to experience, and altruism relate to online consumer engagement. Individuals high in self-enhancement tend to be more self-focused, using online engagement to attract attention and display personal achievements, while those low in conservation values, such as tradition, conformity, and security, are more inclined to engage in online brand communities, as they are less constrained by social norms and rules (Marbach et al., 2019). This perspective is particularly compelling, as it highlights how personal values, serving as internal guides for behavior, can shape the way personality traits translate into consumer engagement online. On the other hand, brand marketers are increasingly placing growing emphasis on recognizing consumer profiles that are most likely to generate and distribute branded content on social media, since these individuals can help amplify brand messages and play a key role in extending the impact of marketing messages. In this context, Nikolina and Phua (2019) examined the role of human values in brand-related social media engagement activities with brand content and found that self-enhancement values significantly influence both the sharing of informational content and the writing of reviews, as these activities may enable users to more directly express achievement and power. However, they indicated that self-transcendence values are less likely to motivate engagement with branded social media content, as consumers do not perceive corporate social responsibility content as aligned with prosocial practices by brands (Nikolina & Phua, 2019).

In light of the existing research background, this dissertation addresses the role of human values in shaping social media-based consumer engagement. To target consumers and assess how branded content influences their engagement motivations, analyzing social media users' psychographic and behavioral profile data through the lens of the human values framework, represents a valuable research avenue in the field of digital consumer behavior. As brands increasingly rely on social media platforms to communicate with their audiences, understanding how individual value orientations influence engagement behavior becomes essential. Human values provide a meaningful perspective through which consumer engagement can be analyzed, particularly in the context of different socio-psychological and content-driven motivations along engagement behavior types. By identifying consumer typologies based on value-driven engagement behaviors, this study contributes to a deeper understanding of how marketing communication strategies can be crafted more effectively. Consequently, the intersection of human values and consumer engagement on social media emerges as a promising area for further research and practical marketing communication applications.

CHAPTER 3

RESEARCH METHODOLOGY

A mixed methods approach is employed through utilizing a two-phase integrated qualitative-quantitative research design. Applying a multimethod strategy by combining the qualitative approach via focus group interviews and the quantitative approach via survey questionnaires. In the first phase, comprehensive insights into engagement behavior towards social media brand content are gathered by conducting focus group discussions. Themes are identified through thematic analysis, capturing patterns and unique consumer perspectives within the focus group data regarding contextual factors specific to Instagram brand posts and the concept of engagement. The findings of the qualitative inquiry, including key themes, core arguments and customer insights, are compiled along with quotes that highlight and reinforce the research objectives in order to serve as a foundation for the subsequent quantitative phase. Through a discovery-focused approach, previously unaddressed consumer perceptions induced by Instagram brand posts are identified based on insights gathered from focus groups discussions. Thus, the qualitative inquiry conducted in the first phase enriches the understanding of consumer perceptions regarding engagement behavior towards brands' Instagram content.

In the second phase, a survey questionnaire is developed by integrating insights obtained from the focus group discussions to identify the contextual variable constructs for measuring content-induced perceptions. Measurement items are constructed based on consumer insights extracted from the qualitative phase. The proposed multidimensional model is reconstructed based on the findings of qualitative phase, integrating the theoretical underpinnings of UGT with insights gained from the literature review. The final version of the research framework presumes that content-induced perceptions towards Instagram brand posts, along with UGT-based consumer motivations for engaging with social media brand content, and personal values, act as determinants of consumer engagement behavior. To measure, presumed relationships among these variables in the proposed theoretical model, a quantitative data collection approach is utilized. The qualitative focus groups inquiry is employed to uncover and validate previously unidentified factors, particularly content-induced perceptions. Finally, the quantitative empirical survey serves to evaluate the model's fit and test the validity of the hypotheses.

3.1 Qualitative phase: Focus Group Interviews

Customer perception refers to the way individuals interpret and respond cognitively and emotionally to interactions with products, services, brands, or organizations. A comprehensive understanding of the consumer engagement phenomenon may be hindered by the lack of employment of qualitative exploration, as it often fails to adequately capture individual perceptions of social media brand content.

Thus, a qualitative inquiry is conducted to enhance the understanding of the engagement behavior with brand content from the perspective of consumers within the context of Instagram. A discovery-focused approach is used to identify a range of subjective judgements, attitudes, beliefs, and opinions formed by customers through their interactions and exposure to stimuli, Instagram brand posts. Content-induced perceptions, which have the potential to influence consumer behavior, are regarded as contextual factors alongside UGT-based motivations for engaging with social media brand content and personal values. This contributes to a more comprehensive understanding of the consumer-driven antecedents that lead to engagement behavior. Focus group interviews with smartphone customers of the four selected brands are utilized to extract consumer perceptions derived from Instagram brand posts and explore how these perceptions influence users' engagement behavior on social media.

The main objective of this qualitative phase is to uncover customer insights driven by the content posted on the Instagram profiles of smartphone brands, specifically focusing on regarding engagement behavior towards them. This is achieved by addressing the following research questions:

- How do consumers conceive of Instagram brand posts in driving engagement behavior?
- What are content-induced perceptions that shape consumer engagement on Instagram?
- How do customers ascribe meanings to their engagement behavior towards Instagram brand content?

3.1.1 Research context

Technology brands have been pointed as the fastest-growing and outstanding segment achieving impressive strides in both innovation and financial performance (Brand Finance, 2022; Interbrand, 2022). In recent years, Apple, Samsung, Huawei and Xiaomi have spotlighted as the four leading technology product manufacturers that have held the largest global smartphone market shares (Statista, 2023b). Consumer reliance on mobile devices has been growing and smartphones are claimed to be the world's most popular technology product by 96% of usage rate (Deloitte, 2023). Smartphones have become such as a significant part of our lives that they serve as central hubs for streaming information and engaging with brands. Over the past few years, just about all smartphone brands have increased their active social media engagement by interacting with their audience through influential brand content initiatives applied through their official social media profiles (Aggarwal & Mittal, 2022; Socially Powerful Media, 2018). In this regard, Apple, Huawei, Samsung, and Xiaomi have been determined as the focal brand set for this study to explore consumer perceptions of brand content posted on their brand-owned Instagram profiles.

3.1.2 Recruitment and sampling

A purposive sampling strategy was employed to recruit twenty customers from four smartphone brands. These participants were evenly distributed among groups to ensure that every brand's customer base was represented in a balanced manner. Thirteen male and seven female participants accounted for 65% and 35% of the total participants, respectively. They ranged in age from 25 to 59 ($M = 33.65$ years, $SD = 8.60$ years).

Participants with diverse backgrounds, such as technology, social media marketing, e-commerce and digital advertising, were drawn from the personal and professional networks of the researchers. Furthermore, Instagram users who engaged with content related to the focal brands were identified through their interactions with the brands' Instagram profiles. They were then invited to participate in online focus group interviews via email, WhatsApp and/or Instagram Direct Message. Volunteer participants are informed about the ongoing research study and grouped according to their indicated availability for the scheduled dates and time slots that best suit their convenience. They received no remuneration for their participation. The prepared interview schedule was sent to the participants through their preferred communication channels, along with the respective Zoom meeting URLs. Prior to the meeting, participants were instructed to engage with feed posts from the foregoing brands via their brand-owned official global and local Instagram profiles, including @apple, @samsung, @samsungmobile, @samsungturkiye, @huawei, @huaweimobile, @huaweimobiletr, @xiaomi.global and @xiaomi.turkiye. This ensures that they have achieved a minimum level of interaction with the content of the focal brands be discussed during the session. The descriptive profiles of the participants are demonstrated in Table 1.

Table 1. Profiles of Focus Groups Participants

Participant ID – FG Session No	Gender	Owned/Used Smartphone Brand(s)	Age	Occupation	Education Level
R1 – FG1	Male	Samsung	59	Fintech CEO	PhD
R2 – FG1	Female	Apple, Samsung	44	Solutions Architect	Master
R3 – FG1	Male	Xiaomi, Apple, Samsung	45	Procurement Manager	BS
R4 – FG1	Male	Apple	34	Software Engineer	Master
R5 – FG1	Female	Huawei	41	Project Manager	PhD
R6 – FG2	Male	Apple, Xiaomi	29	Digital Marketing Agency Co-founder	BA
R7 – FG2	Female	Apple, Xiaomi	34	Cosmetic Influencer	PhD
R8 – FG2	Male	Xiaomi, Samsung	27	Associate Specialist	BA
R9 – FG2	Male	Huawei	29	Mechanical Engineer	Master
R10 – FG2	Male	Samsung	35	Instructor	PhD
R11 – FG3	Female	Apple	33	Digital Marketing Agency Head	Master
R12 – FG3	Male	Samsung	27	Corporate Communications Specialist	BA
R13 – FG3	Male	Apple	30	Political Coordinator	Master
R14 – FG3	Male	Xiaomi	27	Correspondent Relations Specialist	BA
R15 – FG3	Male	Huawei	25	Management Consulting	BA
R16 – FG4	Male	Apple	26	Creative Visual Content Creator	BA
R17 – FG4	Male	Apple	40	Senior Technical Account Manager	BA
R18 – FG4	Female	Apple, Xiaomi	28	Mechanical Engineer	BS
R19 – FG4	Female	Samsung, Xiaomi	35	Educational Director	BA
R20 – FG4	Female	Xiaomi	25	Mechanical Engineer	Master

3.1.3 Research design and procedure

Online focus group interviews were conducted over a series of four sessions using the online video conferencing platform Zoom. In recent years, online video interviews have become widespread, offering researchers the opportunity for real-time interaction to observe both verbal and non-verbal cues (Nobrega et al., 2021). Furthermore, the online environment provides flexibility in terms of time and space, allowing respondents to feel comfortable sharing personal experiences (Gray et al., 2020). Each session consisted of five participants, adhering to the recommended ideal number of participants for online focus groups, which is three to five, to ensure smooth operation (Lobe et al., 2020). Participants provide their consent for video recording and agreed to non-disclosure at the beginning of each session, which lasted for roughly 60-90 minutes. The focus group discussions commenced with each participant introducing themselves to the group. Then, they were prompted to share their overall thoughts, impressions, and experiences about the four smartphone brands and their products. This served as a warm-up to transition from introductory to key questions, helping participants to concentrate on the discussion topic. Subsequently, a compilation of content pieces from the official Instagram profiles of the four smartphone brands was presented in slideshow format by sharing the host's screen. The Appendix A presents the sample Instagram content pieces shown to participants during the focus groups for each brand: Apple (Table A1), Samsung (Table A2), Huawei (Table A3), and Xiaomi (Table A4). To prevent potential connection problems that could disrupt content viewing, QR codes were included for each brand post in the slides. This allowed participants to access the original content posted on the brand's profile using their smartphones.

After displaying each brand post, participants were asked to share their impressions, as well as to explain their evaluations and feelings about the content they viewed. The focus group interview protocol, which is developed in alignment with the study objectives, comprises two parts. The first part focuses on participants' receptions to the Instagram posts of the selected brands they viewed, incorporating questions like the following:

- What do you think about [the brand]'s Instagram content you just viewed?
- Please describe how your perceptions of [the brand]'s Instagram post, including how it made you feel, and let me know which content you found most engaging?
- Could you please elaborate on the emotions that [the brand]'s content evoked in you?

The second part comprises participants' perceptions of social media engagement behavior towards Instagram brand content, with questions such as follows:

- When considering [the brand]'s post you just viewed, what motivates you to engage?
- What are the primary motivations driving engagement behavior on Instagram?
- Which type of engagement behavior do you typically exhibit when interacting with the Instagram content from [the brand]?

As qualitative research is characterized by an emergent design, some questions were adjusted and/or modified during the interview process based on participants' responses.

In cases where participants indicated a lack of clarity about what constitutes engagement behavior, a guiding cue was provided and displayed on the slideshow. This cue explained brand-related social media activities across three levels of interactivity: the consumption, the contribution to and the creation of brand-related content, by illustrating examples of behaviors corresponding to each level. Finally, participants were prompted to describe the factors driving engagement behavior, including consuming, contributing to, and creating brand-related Instagram content based on the brand posts they had just viewed. Following the criterion that sampling has achieved a sufficient level of saturation, the sessions were concluded when no new concepts or themes emerged (Corbin and Strauss, 2008). Focus groups interview protocol, including essential explanations, related procedures, moderator speech, and question statements have been provided in both English and Turkish versions in Appendix B and Appendix C respectively.

3.1.4 Findings of focus groups

A process of thematic analysis procedure was employed to identify content-induced consumer perceptions of engagement behavior in the form of themes that emerge from focus groups interviews. Thematic analysis is defined as “a method for identifying, analyzing, and reporting patterns (themes) within data” (Braun & Clarke, 2006, p. 79). Thematic analysis offers a valuable and theoretically flexible approach to analyzing qualitative data, applicable across various disciplines (Braun & Clarke, 2006).

The process of discovering themes involves the researcher's identifying patterns articulated by participants' discourses and subsequently reporting them in relation to the research of interest. Here, a theme encapsulates something significant about the data concerning the research question and represents a patterned response or meaning within the dataset (Braun & Clarke, 2006). "The major building blocks of a thematic analysis" as highlighted (Jaspal, 2020, p.9), themes represent discernable patterns of meaning that emerge from the data, shaped by an examination of what the data reveal in relation to the research questions. The qualitative data were examined to identify perception themes induced by the brands' Instagram posts, addressing similar meanings of discourses relevant to the research topic.

In this phase of the dissertation, the ways in which consumers' content-related subjective perceptions about engaging with brands' Instagram posts have been explored. The responses were categorized, and provisional definitions were formulated for each theme. Eight key themes were identified namely, visual appeal, prosocial signaling, authenticity, localization, customer-centricity, storytelling, trendiness and retro-vibe. The content-induced perception themes were discerned within the explicit meanings of the qualitative data. Following this, the identified themes were interpreted within their broader contexts, uncovering implications for understanding through employing the latent approach. Herewith, a thematic outline delineating consumer perceptions of engagement behavior towards smartphone brands' Instagram posts is presented, offering insights into the underlying ideas and impressions that shape it. Key characteristics and core arguments for each theme is revealed in the following along with participants' quotations.

3.1.4.1 Theme-1: Visual appeal perception

This theme accounts for the sense of artistic pleasure derived from the brand content prompting engagement behavior. Smartphone brands' Instagram posts, featuring eye-catching product displays or hands-on footage videos, were often mentioned in term of exerting an intensive aesthetic impression. Aligned with this, visual appeal perception was frequently addressed by the most of the participants as a key motivator for engaging with the brand content. One participant revealed that the mentioned brand post captured her attention by cultivating an aesthetic charm through visual elements like *"a stylish, precise, and attentive visual content design, which is pleasing to the eye"* (R5 - FG1), and would encourage her to engage with it. Visually appealing content with high-quality images can provide a delightful experience, when engaging with it, as one participant stated: *"Aesthetic, dynamic and enjoyable viewing experience! The vividness of colors impressed me a lot. I would watch this video until the end and, also like it."* (R14 - FG3). Furthermore, shooting techniques employed in the brand content such as, *"taking close-up shots on people or objects, utilizing panoramic views, or applying filters and effects"* (R10 - FG2), along with imagery characteristics highlighted in the brand posts including *"colors, backgrounds, surroundings, textures, costumes, and accessories"* (R18 - FG4) were noted as driving factors for engagement behavior.

3.1.4.2 Theme-2: Prosocial signaling perception

This theme relates to the perception of social media engagement as a prosocial behavior, driven by individuals' desire to showcase their social consciousness and contribute to the social benefits of others. One participant revealed that when engaging with the brand content on Instagram, she considers various factors, including *“the brand’s ethical values and principles, public speeches of the company executives, the news about the brand operations, along with the brand’s commitment to human rights”* (R2 - FG1). Consumers are more inclined to engage with the smartphone brands' Instagram posts that emphasize diversity-equality-inclusion (DEI), as well as environmental sustainability, fostering a sense of acting for the welfare of the society and the humanity, as expressed by one participant: *“When I interact with brand content on Instagram, I anticipate brands to take a more proactive stance on social, environmental and ethical issues, exhibiting their commitment to finding solutions through their posts. Engaging with such content makes me feel altruistic and empowered, by encouraging others in my network for good behavior.”* (R13 - FG3). In addition, interacting with brand posts on Instagram offers users with an opportunity, as remarked by one participant: *“to raise awareness about recycling or social movements and take a stand against remaining neutral on real-life issues, not just for myself and my friends but also for other brands on Instagram.”* (R9 – FG2). A participant declared a similar view regarding the importance of drawing attention to other brands and urging them to take a stance on socio-political issues.

She stated: *“I find the brand content on gender equality, which highlighting women’s rights, is engaging. I would engage with that post via sharing it on my own Instagram profile and tag other brands that do not address this issue with enough precision, to bring attention to their lack of action.”* (R20 – FG4).

3.1.4.3 Theme-3: Authenticity perception

This theme refers to the conception of brand content perceived as genuine, honest and unique. According to the shared views, Instagram brand posts *“conveying sincerity and openness”* (R1 - FG1), *“reflecting reality without filters”* (R9 - FG2) and *“featuring integrity with the brand’s essence”* (R20 - FG4) stimulate engagement behavior in a more nuanced manner. Furthermore, brand content is perceived as authentic to the extent that it captures originality with distinctive cues, as one participant pointed out: *“even if there is no brand logo, I can infer that this piece of content belongs to the brand”* (R6 - FG2). However, brand posts that include modified visuals, retouched elements or cliché expressions are specified as inauthentic, forming an untrustworthy impression when interacting with them, as quoted: *“I dislike posts that depict insincere forms of corporate social responsibility branding efforts”* (R4 - FG1). On the other hand, including brand leaders as spokespersons in the content makes the brand posts feel more authentic to some participants.

This authenticity stems from reflecting a genuine character that resonates with consumers, rather than relying on celebrities or paid influencers as stated by one participant: *“The post featuring the brand CEO’s speech on brand initiatives sounds reliable and resonates with me, evoking sympathy towards the brand”* (R15 - FG3).

3.1.4.4 Theme-4: Localization perception

This theme points out the perception of customers regarding the local elements emphasized in the brands’ Instagram posts, which in turn encourages engagement behavior. Much discussion revolved around how localized brand posts have a much more favorable impact on engagement behavior compared to global social media brand content. It has been remarked that, smartphone brands have expanded their audience by targeting regional market consumers who engage with localized Instagram content including *“celebrating posts on national and religious festivals or special cultural events”* (R18 - FG4) as well as those reflecting unique cultural nuances such as *“anecdotes, jokes, or idioms”* (R8 - FG2) integrated into the brand posts. Furthermore, customer insights suggest that Instagram brand posts, perceived through a lens of localization, are more effective in driving social media engagement by catering to *“region-specific customs, beliefs, and native expressions”* (R4 - FG1) compared to those perceived as global. On the other hand, maintaining a cohesive Instagram content strategy that *“appeals to a global audience”* (R20, FG4) is anticipated to boost consumer engagement.

This involves curating content from the brands' international community members, "... instead of distributing fragmented or conflicting content across various local profiles" (R13 – FG3).

3.1.4.5 Theme-5: Customer-centricity perception

This theme is identified as perceiving engagement with brand content through an approach that prioritizes consumer needs and benefits, aiming to add value to consumers' lives. One participant stated favorable judgments on the brand posts *"crafted with a customer-centric orientation ... where the focus is not solely on promoting products for sale ..."* (R5 - FG1) as stimulating engagement behavior on social media. Mostly, during promotional campaign launches, brands' Instagram posts tend to concentrate on the product, which can be perceived driven by sales efforts, emphasizing product features. However, the brand's content, designed to resonate with the interests and needs of engaging consumers, is likely to make a positive impact on their lives, as noted by one participant: *"The brand's posts aim to enrich consumers' lives by offering content that educates, entertains or inspires, thereby enhancing their overall experiences with the brand and fostering positive emotions towards it."* (R9 – FG2).

The overall consensus among the majority of participants is that the smartphone brands' Instagram content providing *"helpful information such as shooting tips for better photography or little life hacks on upcycling"* (R12 - FG3) entice consumers to engage with it in order to experience the brand or the product, rather than feeling like they are being targeted for sales. In this regard, conveying a customer-oriented message through Instagram posts resonates with consumers, giving them a sense of building and maintaining long-term relationships instead of merely provoking them for commercial purposes. Furthermore, Instagram brand posts serve as a digitally empowering space for brand and/or product-related interactions, offering a value-driven content engagement with a sense of community. This leads to increased engagement, as revealed: *"I usually drop comments on brand posts to share my thoughts about the brand or its products, as well as to pick up some insights from what others are saying. It's like when you join these discussions under brand posts, it feels like being a part of this internal customer support network. Honestly, brand content that stimulates conversations among consumers is much more engaging than the content solely focused on persuading them to purchase the brand's products."* (R17 - FG4).

3.1.4.6 Theme-6: Storytelling perception

This theme highlights how consumers perceive and interact with brand content through a narrative structure. The perception of storytelling derived from Instagram brand posts was cited by many participants as a stimulating factor for engagement behavior.

One participant asserted that: *“I think Instagram is just perfect for telling stories through the content. When brands use storytelling in their posts, it’s like they are pulling you into the story, making you feel connected via giving a sense of empathy. Like, sharing human life stories that were just so inspiring and they really made me want to be a part of it.”* (R11 - FG3). Instagram posts from the smartphone brands featuring narrative discourses of inspiring stories on success, resilience, and perseverance, were noted for creating a sense of common ground where different people’s life journeys intersect. This prompts the audience to engage with them by resonating with their emotions, values, and interests. Consequently, storytelling perception attained through the brand’s content was identified as a driver that leads consumers to believe that the brand’s posts intend to convey *“well-crafted narratives that subtly invite engagement”* (R16 - FG4). On the other hand, story elements such as characters, events, or the narrative setup capture consumers’ attention, leading them to engage with the brand content and consider its narrative processing by connecting with the storyline as stated by one participant: *“I like the post that narrates the company’s innovative initiatives, spotlighting technological advancements such as 5G, AI or robotics that contribute to the growth of both nature and people’s lives. Presenting the brand content in a storytelling format about how technology has revolutionized the world grabs my attention more and prompting me for engagement.”* (R1 - FG1). Moreover, the succession of the content story, presented as ongoing episodic brand posts, such as video series, fosters a sense of continuity that drives engagement behavior, as remarked by one participant: *“Brand content series are compelling because they exert consistent storyline elements that capture my interest. They create anticipation for the next piece of content or another series, building up a kind of hype for me to view, follow or save brand posts.”* (R8 - FG2).

3.1.4.7 Theme-7: Trendiness perception

This theme addresses how consumers perceive current dynamic and innovative content trends on social media that accordingly shape their engagement behavior with brand posts. Participants agree that Instagram is an ever-evolving platform, where content trends significantly influence their inclination towards engaging with brand posts. A participant who is a content creator on Instagram stated that: *“I try to keep up with the current content trends, especially visual-focused feature updates on Instagram such as new post templates, filters, effects, or sounds. These are very important to me when generating creative content ideas.”* (R4 - FG1). Smartphone brands have embraced diverse content trends, like Xiaomi’s imagery merging product displays with meal layouts and accompanying recipes, or Huawei’s ASMR-formatted video content that appeals to auditory senses. In this regard, a participant, who is professionally engaged in digital marketing, remarked that the trendiness perception attained through smartphone brands’ Instagram posts triggers engagement behavior as follows: *“Due to my profession, I always keep up with social media content trends, which generally motivate me to create brand-related content. I believe smartphone brands are also aware of the recent content trends and apply them in their Instagram posts to garner interaction from consumers and boost engagement.”* (R6 - FG2). Furthermore, some brands were noted for employing cross-posting strategy, sharing their Instagram content across other social media platforms such as TikTok or YouTube. However, participants expressed disfavor towards this approach, as they believe each platform has distinct audience profile.

One participant specifically highlighted this, indicating a preference for tailored content curation trends for each social platform: *“I’m not particularly fond of this approach. I would prefer the brand to implement distinct content curation for each platform, considering that they have different audience profiles. I believe this would be a more professional approach, tailoring brand content to match the content trends on different platforms. After all, the perceived trendiness of content may vary depending on the platform.”* (R11 – FG3). On the other hand, some participants mentioned that they prefer to engage with brand posts they encounter while scrolling through Instagram, especially those that are specifically crafted and/or edited to align with current content trends. One of them declared that: *“Brand posts created with innovative ideas that implement current and popular social media trends always encourage me to interact with them. Particularly, I engage with the brand content that integrates trending music, dances, interactive challenges or hashtags to inspire people to take action.”* (R19 – FG4).

3.1.4.8 Theme-8: Retro-vibe perception

This theme pertains to the perception of engaging with brand posts that evoke positive sentiments by recalling memories from the past.

One of the participants revealed that Instagram brand content conveying memory-triggering senses fosters nostalgic associations that drive engagement behavior as follows: *“The brand post featuring an analogue phone is quite delightful and makes me smile. It took me back to the days before smartphones, evoking a sense of nostalgia. People who have used such devices would likely interact with this content, reminiscing about the past, similar to posts with #tbt. I believe brands should post such content more frequently on their Instagram feeds.”* (R3 - FG1). Retrovi-be perception has been attributed to positive emotions, characterized by the brand posts that evoke connotations with life stories and memories from the past. One participant declared that the content reminded her of the times in which technology had not yet been immersed to our lives, and it encouraged her to engage in discussions about revisiting her memories, as she stated: *“In addition to the images, the quiz-formatted caption in the content also triggers people’s past emotions by asking them if they remember what this item (the analogue phone) was used for. This post prompts people to comment on the thread by coming up with appealing and creative answers based on their past experiences. As I see, the brand also responds to them in a chatting-like tone, like a friend reminiscing about the old days before smartphones.”* (R19 - FG4). Furthermore, Instagram brand content framed with nostalgic nuances, such as black and white scenes, resonate strongly with participants by evoking their emotions as one participant noted: *“The brand’s content reminds me of nostalgic details I had forgotten and makes me reminisce about past times. This type of posts encourages me to develop positive feelings towards the brand, creating a favorable connection with consumers by prompting them to recall pleasant memories.”* (R11 - FG3).

3.2 Theoretical model and hypotheses development

A multidimensional model is formulated by integrating consumer-based antecedents of consumer engagement on social media. The proposed framework consists of three sets of determinants for consuming, contributing to, and creating brand content on social media as illustrated in Figure 2. The research framework posits that content-induced perceptions, derived from the qualitative phase of the study, comprise eight elements: visual appeal, prosocial signaling, authenticity, localization, customer-centricity, storytelling, trendiness, and retro-vibe perceptions, influencing consumer engagement with Instagram brand posts. Furthermore, UGT-based motivations for engaging with social media brand content include variables such as information, entertainment, self-expression, socializing, receiving reward, and empowerment. In addition, personal values, encompassing openness to change, self-enhancement, conservation, and self-transcendence values, are also considered determinants of consumer engagement behavior, manifested in the forms of the consumption, contribution to, and the creation of brand content activities.

The proposed research model consists three groups of independent variables: UGT-based motivations for engaging with brand content on social media, content-induced perceptions of social media brand posts and personal values that are assumed as potential consumer-based antecedents for engagement behavior. Entertainment, information, socialization, and empowerment motives are retrieved as in the traditional set of UGT-based motivations by Muntinga et al. (2011).

Moreover, self-expression motive is located into the model as being one of the sub-dimensions of personal identity, and instead of remuneration motive, receiving reward motive is placed considering consumers' expectation to gain some kind of future reward including economic incentives, personal benefits or wants. Multi-item measures of engagement behavior on social media and underlying UGT-based motivations.

Motivational antecedents driving consumer interactions with brand-related content on social networking platforms have been investigated through the lens of Uses and Gratifications Theory (UGT). The UGT framework, developed by Katz et al. (1973), offers a user-centered functionalist approach to understanding the key drivers behind media usage. The theory posits that consumers are active and selective in their media consumption, using media to satisfy various needs, including cognitive, emotional, personal integration, and social integration (Katz et al., 1973).

Motivations derived from the UGT framework have been applied to the consumption, contribution and creation of brand-related content on social media, with substantial evidence supporting their significant impact on engagement behavior (Muntinga et al., 2011; Tsai & Men, 2013; Piehler et al., 2019). In this sense, it is hypothesized that six UGT-based motivations, including entertainment, information, socializing, self-expression, receiving reward, and empowerment, drive consumers to engage in activities of consuming, contributing to, and creating branded content on Instagram.

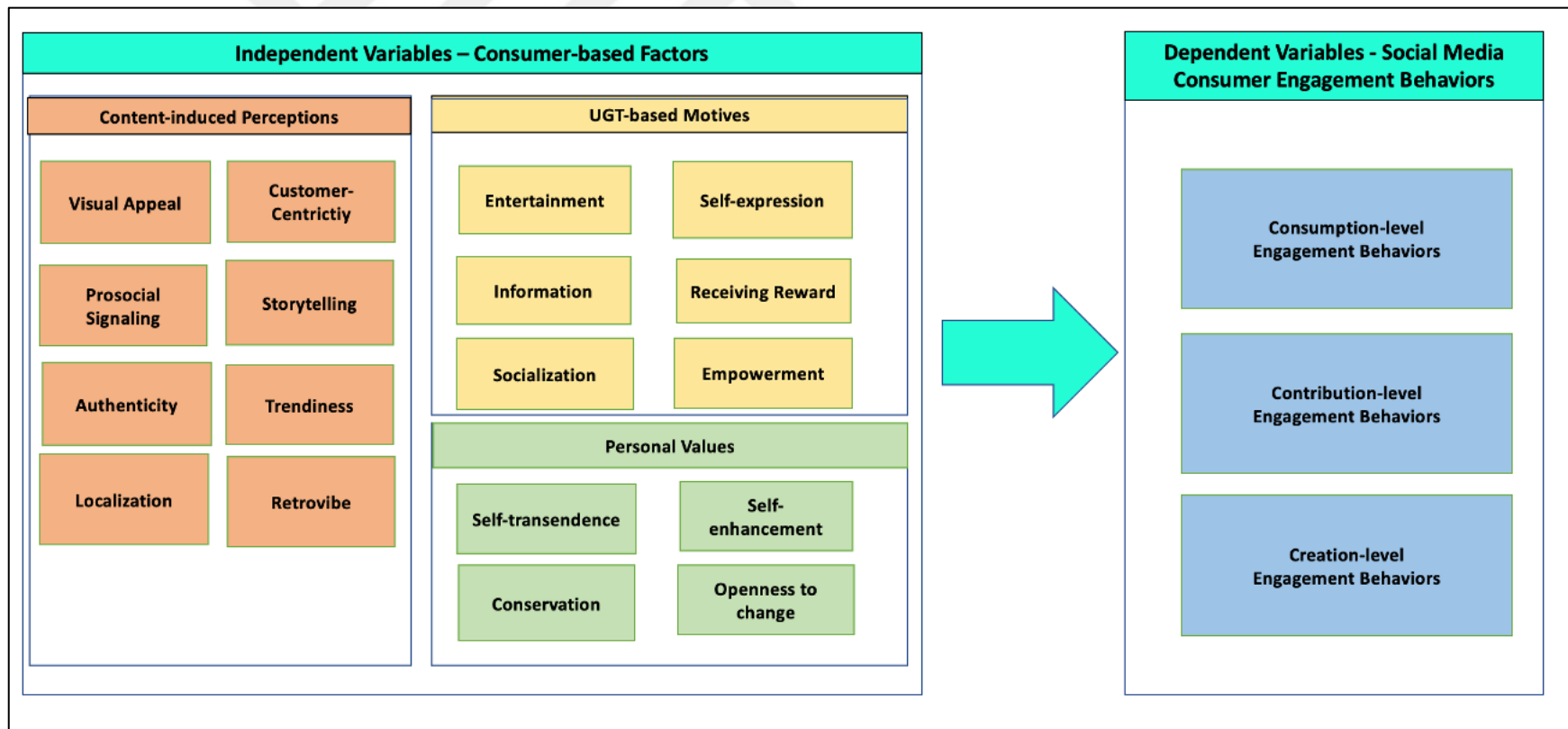


Figure 2. Theoretical model

Accordingly, the potential impacts of these motivations are examined through the formulation of the following hypotheses:

H1. Entertainment motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H2. Entertainment motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H3. Entertainment motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

H4. Information motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H5. Information motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H6. Information motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

H7. Socializing motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H8. Socializing motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H9. Socializing motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

H10. Self-expression motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H11. Self-expression motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H12. Self-expression motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

H13. Receiving reward motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H14. Receiving reward motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H15. Receiving reward motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

H16. Empowerment motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.

H17. Empowerment motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.

H18. Empowerment motivation has a significant positive impact on the creation-level engagement behavior on Instagram.

Furthermore, it is hypothesized that consumers' content-induced perceptions are predicted to serve as content-driven motives for engagement behavior. Eight content-induced perceptions, derived from the qualitative part of the study, are examined, and five high-order content-driven engagement motives for interacting with branded content on Instagram are identified, which may serve as drivers of engagement behavior.

Therefore, the following hypotheses are proposed:

H19. Consumer orientation & sincerity perception has a significant positive impact on the consumption-level engagement behavior on Instagram.

H20. Consumer orientation & sincerity perception has a significant positive impact on the contribution-level engagement behavior on Instagram.

H21. Consumer orientation & sincerity perception has a significant positive impact on the creation-level engagement behavior on Instagram.

H22. Storification perception has a significant positive impact on the consumption-level engagement behavior on Instagram.

H23. Storification perception has a significant positive impact on the contribution-level engagement behavior on Instagram.

H24. Storification perception has a significant positive impact on the creation-level engagement behavior on Instagram.

H25. Prosocial signaling perception has a significant positive impact on the consumption-level engagement behavior on Instagram.

H26. Prosocial signaling perception has a significant positive impact on the contribution-level engagement behavior on Instagram.

H27. Prosocial signaling perception has a significant positive impact on the creation-level engagement behavior on Instagram.

H28. Visual appeal perception has a significant positive impact on the consumption-level engagement behavior on Instagram.

H29. Visual appeal perception has a significant positive impact on the contribution-level engagement behavior on Instagram.

H30. Visual appeal perception has a significant positive impact on the creation-level engagement behavior on Instagram.

H31. Retro-vibe perception has a significant positive impact on the consumption-level engagement behavior on Instagram.

H32. Retro-vibe perception has a significant positive impact on the contribution-level engagement behavior on Instagram.

H33. Retro-vibe perception has a significant positive impact on the creation-level engagement behavior on Instagram.

In addition, to uncover the underlying patterns that reveal how the content-induced consumer perceptions align with personal values, the potential relationships between five content-driven motives identified and the four high-order human values representing personal values are hypothesized as follows:

H34. Consumer orientation & sincerity perception has a significant positive correlation with openness to change value.

H35. Consumer orientation & sincerity perception has a significant positive correlation with self-enhancement value.

H36. Consumer orientation & sincerity perception has a significant positive correlation with conservation value.

H37. Consumer orientation & sincerity perception has a significant positive correlation with self-transcendence value.

H38. Storification perception has a significant positive correlation with openness to change value.

H39. Storification perception has a significant positive correlation with self-enhancement value.

H40. Storification perception has a significant positive correlation with conservation value.

H41. Storification perception has a significant positive correlation with self-transcendence value.

H42. Prosocial signaling perception has a significant positive correlation with openness to change value.

H43. Prosocial signaling perception has a significant positive correlation with self-enhancement value.

H44. Prosocial signaling perception has a significant positive correlation with conservation value.

H45. Prosocial signaling perception has a significant positive correlation with self-transcendence value.

H46. Visual appeal perception has a significant positive correlation with openness to change value.

H47. Visual appeal perception has a significant positive correlation with self-enhancement value.

H48. Visual appeal perception has a significant positive correlation with conservation value.

H49. Visual appeal perception has a significant positive correlation with self-transcendence value.

H50. Retro-vibe perception has a significant positive correlation with openness to change value.

H51. Retro-vibe perception has a significant positive correlation with self-enhancement value.

H52. Retro-vibe perception has a significant positive correlation with conservation value.

H53. Retro-vibe perception has a significant positive correlation with self-transcendence value.

3.3 Quantitative phase: Consumer field survey

To further substantiate the findings of the qualitative phase, a survey is constructed to facilitate the quantitative phase of the research. The questionnaire consists of a total of twenty-one constructs with one-hundred and twenty-five items compiled from the prior studies by applying an integrative approach, and four demographic questions. Some items are adapted from the literature-based constructs and revised to fit the context of the current study. Some items are self-constructed by the researchers, relying on consumer insights extracted from focus group interviews to develop refined measurement items. All measurement items, along with their source references, are presented in Appendix D. The estimated time required to complete the survey is approximately thirty minutes. All survey questions and measurement items for each construct, along with adapted sources are presented in both English and Turkish versions in the Appendix E and Appendix F respectively.

A pilot study was conducted with a sample of seventy respondents recruited from the personal and professional networks of the researchers, following approvals from the Bogazici University Ethics Committees (SBINAREK and SOBETIK).

The corresponding ethics committee approval is provided in Appendix G. Drawing on the feedback from respondents, certain question items are revised and edited to enhance the clarity of statement wording. Redundant expressions are eliminated, and some are simplified. Furthermore, expressions that may have caused uncertainty are clarified to ensure clear understanding. These revisions are conducted under the supervision of my thesis advisor and co-advisor. Following the approval of the application for the Bogazici University Research Fund (BAP), the actual field survey study is initiated.

In this regard, a collaboration is established with Frekans Research Company for the data collection process. The project is allocated a budget of ₺180,000 specifically for reaching the targeted volunteer respondents in accordance with the following specified sample profile criteria:

- Apple, Huawei, Samsung, and Xiaomi branded smartphone customers,
- At least, one of the social media platforms and/or social networking sites users especially those who actively use Instagram, Facebook, and/or YouTube,
- Members of A, B, C1, C2, D, E socio-economic status (SES) groups in Nuts-1 Turkey region distribution with an equal proportion of men and women aged 18 and over with different income and education levels.

Face-to-face surveys were conducted with the assistance of pollsters, and the field survey study was completed over a period of four weeks, commencing on December 7, 2023 and concluding on January 10, 2024. A total of eight-hundred and seven-teen respondents completed the questionnaire.

3.4 Measurement of constructs

The questionnaire comprises 125 items, organized into five distinct variable sets. The first section, content-induced perceptions, contains eight constructs with forty-three items designed to identify content-driven motives, generated from focus group interviews. Each construct is measured with on a seven-point Likert scale (1 = Very Unlikely 7 = Very Likely). The second section, UGT-based motivations for engaging with branded content, comprises six constructs housing thirty-seven items. These items are derived from previous literature, employing an integrative approach to capture consumer motivations for engagement behavior. They are measured on a seven-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree). The third section, human values, includes four high-order constructs with twenty-one items adapted from Schwartz (2003), aiming to explore personal value orientations. The last section, consumer engagement behavior, contains three constructs with twenty-four items. Each item is measured on a seven-point Likert scale (1 = Strongly Disagree to 7 = Strongly Agree). In addition, four demographic questions that inquire about gender, age, education, and income are included to the questionnaire.

3.4.1 Consumer engagement behavior towards branded content on Instagram

Consumer engagement behavior is constructed as the dependent variable in the research model. The consumer's engagement with social media brand-related content scale (CESBC) was developed by Schivinski et al. (2016), building upon the COBRAs framework (Muntinga et al., 2011).

In this regard, consumer engagement behavior is operationalized into three dimensions based on varying levels of interactivity as the consumption, the contribution to, and the creation of brand content ranging from low to high (Muntinga et al., 2011; Schivinski et al., 2016). A total of twenty-four measurement items, with seven focusing on consumption-level engagement, ten on contribution-level engagement, and seven on creation-level engagement behavior are adapted from the scales utilized in previous studies by Muntinga et al. (2011), Schivinski et al. (2016) and De Vries et al. (2017) by employing an integrative approach. Each item is measured on a 7-point Likert-type scale, ranging from “1 = Strongly Disagree” to “7 = Strongly Agree”.

Respondents are required to evaluate their self-reported consumer engagement behavior using the provided items in response to the question: “When you consider smartphone brands’ Instagram posts, please indicate to which extent you agree or disagree with the following statements”. The same question structure is adapted to the three dimensions of consumption, contribution, and creation level engagement behavior, respectively.

The consuming branded content dimension consists of seven activities including “viewing the visual content (i.e., images, photographs, and/or illustrations) in the brands’ Instagram posts.”, “reading the textual content (i.e., captions, quotes, testimonials, and/or facts) in the brands’ Instagram posts”, “listening to the audio content (i.e., podcasts) in the brands’ Instagram posts”, “watching the videos in the brands’ Instagram posts”, “reading the comments left by other users in the brands’ Instagram posts”, and “browsing” or “following the brands’ posts on its Instagram profile”. Descriptive analysis results for consuming branded content measurement items are presented in Table 2.

The contributing to branded content dimension contains ten measurement items, six of which are adapted from Schivinski et al. (2016) and De Vries et al. (2017), including items; “liking the brands’ Instagram posts”, “commenting on the brands’ Instagram posts”, “replying to comments on the brands’ Instagram posts”, “sharing the brands’ Instagram posts with others”, “reposting the brands’ Instagram posts on my profile/story”, “sharing the brands’ Instagram posts on other social media platforms”. Moreover, four additional items are generated regarding the identified different types of Instagram-specific engagement practices on the contribution-level, including activities such as, “sending direct message to the brand on Instagram”, “saving the brands’ Instagram posts”, “tagging/mentioning a friend on the brands’ Instagram posts”, and “clicking on the links in the brands’ Instagram posts”. The creating branded content dimension contains seven measurement items, four of which are adapted from Muntinga et al. (2011), Schivinski et al. (2016), and De Vries et al. (2017). Descriptive analysis results for contributing to branded content measurement items are presented in Table 3.

The creation-level engagement behavior includes activities such as, “uploading photo shots of the brands’ products that I have experienced/owned/used on my profile/story”, “uploading brand/product-related videos on my profile/story”, “writing brand/product reviews on other computer-mediated environments (i.e., forums, other SNSs, e-commerce platforms)”, “creating and posting brand/product-related content that others consume and contribute”, “curating brand/product-related posts to share on my profile/story with quoted advice from industry experts”, “creating a brand/product-related audio content (i.e., podcast)”, and “publishing a brand/product-related article/weblog”. Descriptive analysis results for creating branded content measurement items are presented in Table 4.

Table 2. Descriptives for Consuming Engagement Behavior Items

Consumption-level Engagement Behavior (Cronbach's $\alpha = 0.939$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
CONS1	I view the visual content (i.e., images, photographs, and/or illustrations) in the brands' Instagram posts.	4.87	1.850
CONS2	I read the textual content (i.e., captions, quotes, testimonials, and/or facts) in the brands' Instagram posts.	4.82	1.697
CONS3	I watch the videos in the brands' Instagram posts.	5.05	1.660
CONS4	I listen the audio content (i.e., podcasts) in the brands' Instagram posts.	4.70	1.810
CONS5	I browse the brands' posts on its Instagram profile.	5.01	1.675
CONS6	I read the comments left by other users in the brands' Instagram posts.	4.97	1.733
CONS7	I follow the brands' Instagram profiles.	4.84	1.790

Table 3. Descriptives for Contributing Engagement Behavior Items

Contribution-level Engagement Behavior (Cronbach's $\alpha = 0.964$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
CONTR1	I like the brands' Instagram posts.	4.81	1.845
CONTR2	I comment on the brands' Instagram posts.	4.31	2.004
CONTR3	I reply to comments on the brands' Instagram posts.	4.15	2.015
CONTR4	I share the brands' Instagram posts with others.	4.32	1.913
CONTR5	I repost the brands' Instagram posts on my profile/story.	4.02	2.081
CONTR6	I share the brands' Instagram posts on other social media platforms.	4.04	2.071
CONTR7	I send direct message to the brand on Instagram.	4.19	2.047
CONTR8	I save the brands' Instagram posts.	4.40	1.991
CONTR9	I tag/mention a friend on the brands' Instagram posts.	4.43	1.988
CONTR10	I click on the links in the brands' Instagram posts.	4.55	1.878

Table 4. Descriptives for Creating Branded Content Engagement Behavior Items

Creation-level Engagement Behavior (Cronbach's alpha = 0.959)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
CREA1	I upload photo shots of the brands' products that I have experienced/owned/used on my profile/story.	3.88	2.083
CREA2	I upload brand/product-related videos on my profile/story.	3.76	2.061
CREA3	I write brand/product reviews on other computer-mediated environments (i.e., forums, other SNSs, e-commerce platforms).	4.25	1.977
CREA4	I create and post brand/product-related content that others consume and contribute.	3.77	2.082
CREA5	I curate brand/product-related posts to share on my profile/story with quoted advice from industry experts.	3.71	2.070
CREA6	I create a brand/product-related audio content (i.e., podcast).	3.55	2.180
CREA7	I publish a brand/product-related article/weblog.	3.49	2.160

3.4.2 UGT-based motivations for engaging with branded content on Instagram

The six-dimensional set of UGT-based constructs is designed through incorporating entertainment, information, self-expression, socializing, receiving reward, and empowerment motivations. A plethora of research studies on consumer engagement with social media brand-related content have been extensively examined various motivations drawing on UGT framework highlighted as one of the most reliable approaches to study consumer reactions (Saikia and Bhattacharjee, 2022). Numerous studies have examined UGT-based motivations alongside various related sub-motivations across diverse categories, identifying them as driving forces for social media engagement (De Vries et al., 2017; Waqas et al., 2021; Yesiloglu et al., 2021). In the research model, information, entertainment, socializing, and empowerment motives are retained from the traditional set of UGT-based motivations. However, the self-expression motive is integrated into the model as one of the sub-dimensions of personal identity. Furthermore, instead of the remuneration motive, the receiving reward motive is included, considering consumers' expectation to gain some form of future reward, including economic incentives, personal benefits, or desires.

A list of thirty-seven measurement items is compiled, drawing from existing scales utilized in previous studies and augmented with author-generated items based on consumer insights obtained from focus group interviews.

The question structure for UGT-based motivation items is constructed to prompt participants to complete the statement “Engaging with smartphone brands’ Instagram posts is ...” with the appropriate response on a seven-point Likert type scale (1 = Strongly Disagree to 7 = Strongly Agree). The entertainment motivation construct comprises eight items, four of which, including “... is entertaining”, “... is exciting”, “... is fun”, and “... helps me amuse myself” are adapted from De Vries et al. (2017). Two items, namely “... gets me out of boring moments” and “... makes me say things in such a way as to make people laugh” are adapted from Waqas et al. (2021). In addition, the items “... makes me happy” and “... gives me positive feelings” are adapted from Yesiloglu et al. (2021), employing an integrative approach. Descriptive analysis results for entertainment motivation measurement items are presented alongside in Table 5.

Table 5. Descriptives for Entertainment Motivation Items

Entertainment Motivation (Cronbach's $\alpha = 0.959$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
ENT1	... is entertaining.	5.38	1.617
ENT2	... is exciting.	5.23	1.583
ENT3	... is fun.	5.43	1.536
ENT4	... helps me amuse myself.	5.25	1.606
ENT5	... makes me happy.	5.20	1.622
ENT6	... gives me positive feelings.	5.27	1.566
ENT7	... gets me out of boring moments.	5.22	1.686
ENT8	... makes me say things in such a way as to make people laugh.	5.16	1.683

The measurement items of the information motivation construct are adapted from De Vries et al. (2017) and Yesiloglu et al. (2021). These items include “... allows me to search for information about the brand and/or products”, “... allows me to keep up with the issues relevant with the brand, products and/or the industry (i.e., promotion, campaigns, etc.)”, “... lets me keep up with trends for the brand and/or products”, “... provides me with accurate accounts of news and/or events about the brands”, “... provides me with a wide variety of information about the brands and/or products” are borrowed from De Vries et al. (2017). Moreover, the items; “... provides me information I need before making my purchase decision”, “... enables me to update my knowledge about the brands and/or products”, and “... allows me to get a new idea and/or inspiration about a product and/or the brands” are adapted from Yesiloglu et al. (2021). In addition, two items; “... allows me to receive specific information about the brands and/or products” and “... lets me to be in with the brand by obtaining insider news and information that other consumers do not get” are developed by the researchers. Descriptives for the information motivation measurement items are presented in Table 6.

Table 6. Descriptives for Information Motivation Items

Information Motivation (Cronbach's $\alpha = 0.959$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
INFO1	... allows me to search for information about the brand and/or products.	5.47	1.459
INFO2	... allows me to keep up with the issues relevant with the brand, products and/or the industry (i.e., promotion, campaigns, etc.)	5.38	1.515
INFO3	... lets me keep up with trends for the brand and/or products.	5.49	1.456
INFO4	... provides me with accurate accounts of news and/or events about the brands.	5.35	1.516
INFO5	... provides me with a wide variety of information about the brands and/or products.	5.42	1.471
INFO6	... allows me to receive specific information about the brands and/or products.	5.32	1.538
INFO7	... provides me information I need before making my purchase decision.	5.44	1.527
INFO8	... enables me to update my knowledge about the brands and/or products.	5.40	1.469
INFO9	... allows me to get a new idea and/or inspiration about a product and/or the brands.	5.31	1.542
INFO10	... lets me to be in with the brand by obtaining insider news and information that other consumers do not get.	5.28	1.540

Socializing motivation comprises six items adapted from De Vries et al (2017), Waqas et al. (2021), and Yesiloglu et al. (2021). These items represent that engaging with the Instagram content of smartphone brands is driven motivations such as “... provides me to communicate with people with the same interests”, “... allows me to meet new people with the same interests”, “... lets me stay in contact with like-minded people”, ... makes me feel like I belong to a community”, “... makes me feel more connected to others”, and “... helps me to develop personal/social relationships with others”. Descriptive analysis results for socializing motivation measurement items are presented in Table 7.

Table 7. Descriptives for Socializing Motivation Items

Socializing Motivation (Cronbach's $\alpha = 0.954$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
SOC1	... provides me to communicate with people with the same interests.	5.16	1.633
SOC2	... allows me to meet new people with the same interests.	5.01	1.738
SOC3	... lets me stay in contact with like-minded people.	5.07	1.727
SOC4	... makes me feel like I belong to a community.	4.93	1.744
SOC5	... makes me feel more connected to others.	5.00	1.744
SOC6	... helps me to develop personal/social relationships with others.	4.99	1.762

Self-expression motive comprises five items adapted from the scales utilized by De Vries et al. (2017) and Yesiloglu et al. (2021) including motivational statements indicating that engaging with branded content, “... helps me represent what kind of person I am”, “... helps me to disclose who I am to those around me”, “... helps me to express/present myself (my personality)”, “... allows me to show my expertise about the brands and/or products”, and “... provides me to receive reactions such as views, likes, comments, etc. from others”. Descriptives for self-expression motivation measurement items are presented in Table 8.

Table 8. Descriptives for Self-Expression Motivation Items

Self-Expression Motivation (Cronbach's $\alpha = 0.952$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
SELF1	... helps me represent what kind of person I am.	4.86	1.850
SELF2	... helps me to disclose who I am to those around me.	4.78	1.895
SELF3	... helps me to express/present myself (my personality).	4.83	1.881
SELF4	... allows me to show my expertise about the brands and/or products.	4.91	1.787
SELF5	... provides me to receive reactions such as views, likes, comments, etc. from others.	4.91	1.790

Moreover, smartphone brands' Instagram posts can provide consumers with various monetary rewards along with an access to special offers such as contests, games or sweepstakes that offer monetary incentives in exchange for engagement. To evaluate receiving reward motive, two items; "... provides me to gain rewards such as free products, giveaways, discount coupons, promotions, etc." and "... provides me to access special offers like contests, games, sweepstakes, etc. which I can receive monetary incentives in exchange for my engagement" are adapted from Ciunova-Schuleska et al. (2022) along with two author-generated items; "... enables me to participate in brand-related events and organizations", and "... makes me feel a sense of achievement that I can receive interaction from the brand". The construct of receiving reward enables to assess how consumers are enticed by the opportunity to gain tangible benefits such as free products, giveaways, discounts, or promotions, as well as intangible rewards like a sense of achievement or recognition from the brand. Descriptives for self-expression motivation measurement items are presented in Table 9.

Table 9. Descriptives for Receiving Reward Motivation Items

Receiving Reward Motivation (Cronbach's $\alpha = 0.938$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
REW1	... provides me to gain rewards such as free products, giveaways, discount coupons, promotions, etc.	4.81	1.876
REW2	... provides me to access special offers like contests, games, sweepstakes, etc. which I can receive monetary incentives in exchange for my engagement.	4.78	1.861
REW3	... enables me to participate in brand-related events and organizations.	4.76	1.915
REW4	... makes me feel a sense of achievement that I can receive interaction from the brand.	4.83	1.829

Empowerment motivation measurement items are adapted form Yesiloglu et al. (2021).

They illustrate that engagement with branded content on Instagram enables consumers to express their enthusiasm for brands and products and grants them the ability to easily contact and exert influence over brands on social media. The construct of empowerment comprises four items, indicating the extent to which engaging with brand content extends to the opportunity to influence other consumers by sharing positive experiences about the brands and products, while also serving as a means to inform and warn others when encountering negative experiences as presented in Table 10.

These items include “... enables me to express my enthusiasm about the brands and/or products”, “... provides me to have the power to contact and have an impressive power over the brands on social media easily”, “... gives me the power to influence others by sharing my positive experiences about the brands and/or products”, and “... allows me to inform/warn others when I have a negative experience with the brands and/or products”.

Table 10. Descriptives for Empowerment Motivation Items

Empowerment Motivation (Cronbach's $\alpha = 0.926$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
EMP1	... enables me to express my enthusiasm about the brands and/or products.	5.03	1.719
EMP2	... provides me to have the power to contact and have an impressive power over the brands on social media easily.	4.91	1.778
EMP3	... gives me the power to influence others by sharing my positive experiences about the brands and/or products.	4.91	1.746
EMP4	... allows me to inform/warn others when I have a negative experience with the brands and/or products.	5.10	1.630

3.4.3 Content-driven motivations of engaging with branded content on Instagram

The second group of independent variables in the research model pertains to content-induced consumer perceptions of engagement behavior towards branded content on Instagram.

Respondents are asked to indicate the extent to how they perceive the smartphone brands' Instagram content when engaging with them via the following question structure: "Please indicate the extent to how likely the following content-induced perceptions for you in engaging with smartphone brands' Instagram posts", accompanied by a 7-point Likert-type scale ranging from "1 = Extremely Unlikely" to "7 = Extremely Likely". A total of forty-three measurement items for content-induced perceptions are developed by adapting from previous studies, while some items are self-constructed by the researcher drawing on consumer insights derived from the eight themes extracted during focus group interviews.

The construct of visual appeal perception comprises five items, delineating how consumers' evaluations of artistic elements within branded content motivates them for engagement. The measurements items; "The visual elements in the branded content makes it look fascinating", "The colorful appearance of the brand's Instagram post providing great delight while viewing it", and "The way the products or services presented in the brand's Instagram post makes it look aesthetically appealing" were adapted from Waqas et al. (2021)'s aesthetic experience construct as presented in Table 11. Two additional author-generated items; "The brand's Instagram post having a stylish and attentive visual design with high image quality", and "The brand's Instagram post not including filters and effects that detract from the visual clarity" are integrated into the measurement, drawing from consumer insights obtained from focus group interviews.

Table 11. Descriptives for Visual Appeal Perception Items

Visual Appeal Perception (Cronbach's $\alpha = 0.892$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
VIS1	The visual elements in the brand's Instagram post makes it look fascinating to me.	5.36	1.638
VIS2	The brand's Instagram post having a stylish and attentive visual design with high image quality.	5.56	1.457
VIS3	The colorful appearance of the brand's Instagram post providing great delight while viewing it.	5.52	1.479
VIS4	The brand's Instagram post not including filters and effects that detract from the visual clarity.	5.36	1.604
VIS5	The way the products or services presented in the brand's Instagram post makes it look aesthetically appealing.	5.44	1.522

The prosocial signaling construct consists of six items. “The brand's Instagram post makes me feel like I'm making a difference on social, political, and environmental issues”, and “The brand's Instagram post increases my self-respect through enabling me to interact with socially conscious behaviors” are adapted from Wallace et al. (2020)’s self-oriented facet of the conspicuous virtue signaling construct. In addition, the item “The brand's Instagram post reminds myself prioritizing and supporting good purpose for social, political, and environmental issues” from the same dimension is adapted by amalgamating insights gathered from focus groups discussions, along with the item; “The brand's Instagram post enables me to set an example for other brands in my network so that they can be inspired” as indicated in Table 12.

Furthermore, two items, “The brand's Instagram post provides me to get to show something about my support for social, political, and environmental issues to others”, and “The brand's Instagram post enables me to set an example for other people in my network so that they can be inspired” are adapted from the others-oriented facet of the conspicuous virtue signaling scale (Wallace et al., 2020).

Table 12. Descriptives for Prosocial Signaling Perception Items

Prosocial Signaling Perception (Cronbach's $\alpha = 0.933$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
PROS1	The brand's Instagram post makes me feel like I'm making a difference on social, political, and environmental issues.	5.32	1.538
PROS2	The brand's Instagram post reminds myself prioritizing and supporting good purpose for social, political, and environmental issues.	5.28	1.594
PROS3	The brand's Instagram post increases my self-respect through enabling me to interact with socially conscious behaviors.	5.31	1.541
PROS4	The brand's Instagram post provides me to get to show something about my support for social, political, and environmental issues to others.	5.19	1.604
PROS5	The brand's Instagram post enables me to set an example for other people in my network so that they can be inspired.	5.32	1.561
PROS6	The brand's Instagram post enables me to set an example for other brands in my network so that they can be inspired.	5.39	1.553

The authenticity perception construct consists of six items. “The brand's Instagram post appears to connect with what I know/think about the brand”, “The brand's Instagram post captures the brand's uniqueness that differs from other brands.”, and “The brand's Instagram post is consistent with my image of the brand” items are adapted from Alhouthi & Johnson (2021)’s social media authenticity scale. Three additional items, “Beliefs and values of the brand are apparently contained in the brand's Instagram post”, “The brand's Instagram post reminds me the brand's other posts”, and “The brand's Instagram post's making me feel/think that the brand is authentic and genuine” are generated based on evaluations provided by the focus groups participants as presented in Table 13.

Table 13. Descriptives for Authenticity Perception Items

Authenticity Perception (Cronbach's $\alpha = 0.914$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
AUTH1	Beliefs and values of the brand are apparently contained in the brand's Instagram post.	5.33	1.530
AUTH2	The brand's Instagram post appears to connect with what I know/think about the brand.	5.37	1.516
AUTH3	The brand's Instagram post captures the brand's uniqueness that differs from other brands.	5.39	1.462
AUTH4	The brand's Instagram post is consistent with my image of the brand.	5.56	1.487
AUTH5	The brand's Instagram post reminds me the brand's other posts.	5.19	1.575
AUTH6	The brand's Instagram post's making me feel/think that the brand is authentic and genuine.	5.53	1.532

The five original localization perception items, “The brand's Instagram post is tailored considering local consumers' characteristics (i.e., demographics, consumption habits, customs, beliefs, etc.)”, “The brand's Instagram post is adapted as locally-relevant considering local cultural elements of targeted country market. (i.e., sharing congratulatory messages on national and religious feasts, or content about regional important dates, etc.)”, “The brand's Instagram post provides value to local audience. (i.e., Location specific promotional offers, invitations to country-specific events, etc.)”, “The brand's Instagram post contains expressions specific to the language of the target country. (i.e., anecdotes, jokes, idioms, etc.)”, and “The brand's Instagram post follows the agenda in the country where it is published and the brand reflects the problems experienced in the country to the posts” are fully generated by the researchers, drawing on the findings of the focus groups as presented in Table 14.

Table 14. Descriptives for Localization Perception Items

Localization Perception (Cronbach's $\alpha = 0.898$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
LOCA1	The brand's Instagram post is tailored considering local consumers' characteristics (i.e., demographics, consumption habits, customs, beliefs, etc.)	5.24	1.577
LOCA2	The brand's Instagram post is adapted as locally-relevant considering local cultural elements of targeted country market. (i.e., sharing congratulatory messages on national and religious feasts, or content about regional important dates, etc.)	5.32	1.550
LOCA3	The brand's Instagram post provides value to local audience. (i.e., Location specific promotional offers, invitations to country-specific events, etc.)	5.26	1.548
LOCA4	The brand's Instagram post contains expressions specific to the language of the target country. (i.e., anecdotes, jokes, idioms, etc.)	5.34	1.574
LOCA5	The brand's Instagram post follows the agenda in the country where it is published and the brand reflects the problems experienced in the country to the posts.	5.38	1.480

The construct of customer-centricity perception comprises five items, with four of them, “Brand post/content's demonstrating that the brand tries to figure out customers' needs”, “Brand post/content's demonstrating that the brand has the customers' best interest in mind”, “Brand post/content's being well suited to solving customers' problems”, and “Brand post/content's being framed regarding customer satisfaction rather than selling as much as possible” are adapted from customer-orientation vs. sales orientation (S.O.C.O) scale from Alhouti & Johnson (2021)’s study as presented in Table 15. Moreover, the item “Brand post/content's being generated to build and maintain long-term relationship with consumers rather than to convince them to buy” is developed in accordance with discussions held during focus groups. Another unique construct, storytelling perception, contains eight items, all of which is generated by the author relying on the findings of focus group interviews.

Table 15. Descriptives for Customer-Centricity Perception Items

Customer-Centricity Perception (Cronbach's $\alpha = 0.921$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
CUSTCENT1	Brand post/content's demonstrating that the brand tries to figure out customers' needs.	5.53	1.514
CUSTCENT2	Brand post/content's demonstrating that the brand has the customers' best interest in mind.	5.51	1.527
CUSTCENT3	Brand post/content's being well suited to solving customers' problems.	5.59	1.496
CUSTCENT4	Brand post/content's being framed regarding customer satisfaction rather than selling as much as possible.	5.59	1.481
CUSTCENT5	Brand post/content's being generated to build and maintain long-term relationship with consumers rather than to convince them to buy.	5.43	1.497

The storytelling perception items include, “Brand post/content's conveying the brand's message through building a storytelling structure”, “Brand post/content's being presented as an ongoing content series”, and “Brand post/content's having a specific storyline within a specific time span. (i.e., New Year, Holi Fest, Earth Day, World's Women Day, Anti-racism and diversity week, etc.)”, “Brand post/content's enabling consumers to empathize with characters in the content story”, “Brand post/content's making consumers feel themselves as part of the content story”, “Brand post/content's leading consumers to use their imaginations”, “Brand post/content's reflecting the brand's expertise in their products”, and “Brand post/content's including a trusted and loved influencer in the content story” as presented in Table 16.

Table 16. Descriptives for Storytelling Perception Items

Storytelling Perception (Cronbach's $\alpha = 0.935$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
STORY1	Brand post/content's conveying the brand's message through building a storytelling structure.	5.20	1.533
STORY2	Brand post/content's being presented as an ongoing content series.	5.20	1.553
STORY3	Brand post/content's having a specific storyline within a specific time span. (i.e., New Year, Holi Fest, Earth Day, World's Women Day, Anti-racism and diversity week, etc.)	5.24	1.565
STORY4	Brand post/content's enabling consumers to empathize with characters in the content story.	5.20	1.557
STORY5	Brand post/content's making consumers feel themselves as part of the content story.	5.21	1.644
STORY6	Brand post/content's leading consumers to use their imaginations.	5.21	1.631
STORY7	Brand post/content's reflecting the brand's expertise in their products.	5.25	1.612
STORY8	Brand post/content's including a trusted and loved influencer in the content story.	5.11	1.629

The trendiness perception is a refined construct comprising four author generated items: “Brand post/content's being designed as up-to-date in a timely manner”, “Brand post/content's being embodied regarding prevailing content flux (i.e., Challenge videos, ASMR-formatted content, Before-After comparative posts, etc.)”, “Brand post/content's being created by applying new features coming to Instagram (i.e., Reels, original audios, AR effects, Broadcast Channels, Live, etc.)”, and “Brand post/content shows creativity and originality to create new content trends” as presented in Table 17.

Table 17. Descriptives for Trendiness Perception Items

Trendiness Perception (Cronbach's $\alpha = 0.880$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
TREND1	Brand post/content's being designed as up-to-date in a timely manner.	5.48	1.462
TREND2	Brand post/content's being embodied regarding prevailing content flux (i.e., Challenge videos, ASMR-formatted content, Before-After comparative posts, etc.)	5.10	1.616
TREND3	Brand post/content's being created by applying new features coming to Instagram (i.e., Reels, original audios, AR effects, Broadcast Channels, Live, etc.)	5.28	1.537
TREND4	Brand post/content shows creativity and originality to create new content trends.	5.41	1.475

The retro-vibe construct consists of four items, three of which are adapted from ad-evoked nostalgia scale applied by Youn (2019) to Facebook brand posts. The adapted items are. “Brand post/content's recalling pleasant memories to me”, “Brand post/content's making me feel nostalgic”, and “Brand post/content's making me reminisce about previous time”. In addition, the item “Brand post/content's reminding me nostalgic details forgotten” is integrated into the construct as an author-generated item as presented in Table 18.

Table 18. Descriptives for Retro-vibe Perception Items

Retro-vibe Perception (Cronbach's $\alpha = 0.934$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
RETRO1	Brand post/content's recalling pleasant memories to me.	5.34	1.537
RETRO2	Brand post/content's making me feel nostalgic.	5.21	1.697
RETRO3	Brand post/content's making me reminisce about previous time.	5.18	1.720
RETRO4	Brand post/content's reminding me nostalgic details forgotten.	5.25	1.679

3.4.4 Personal values

The values measurement items are adapted from the 21-item Portrait Values Questionnaire (PVQ) developed by Schwartz (2003). The PVQ is relatively a new, more concrete, and less cognitively complex instrument to measure ten value constructs (Schwartz, 2012). The original PVQ includes brief verbal descriptions of different people, outlining their goals and aspirations in life (Schwartz, 2003). It is designed to measure ten basic value orientations, each implicitly emphasizing the significance of a specific type of value (Schwartz, 2003). By portraying, each individual in relation to their priorities, wishes, and pursuits, the verbal portraits encapsulate the person's values without explicitly labeling values as the subject of inquiry (Schwartz, 2003).

The value items are constructed with a first-person sentence structure, to ensure congruence with the self-reported survey associated with each particular value.

Respondents are asked to rate on a seven-point Likert scale, the extent to which they agree or disagree with the values statements given, with respect to their priorities and judgments about life along with their life-guiding principles as presented in Table 19.

The openness-to-change high-order value construct is characterized by self-direction, stimulation, and hedonism motivational basic values, each consisting of two items. The items, "Thinking up new ideas and being creative is important to me. I like to do things in my own original way" and "It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself" describe individuals for whom self-direction values are important.

The items, “I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life” and “I look for adventures and like to take risks. I want to have an exciting life” express the stimulation, whereas, the items, “Having a good time is important to me. I like to spoil myself” and “I seek every chance I can to have fun. It is important to me to do things that give me pleasure” express the hedonism value dimension.

Table 19. Descriptives for Openness to Change Value Items

Openness-to-change Value (Cronbach's alpha = 0.867)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
VAL1	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.	5.70	1.430
VAL2	It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself.	5.85	1.295
VAL3	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.	5.67	1.324
VAL4	I look for adventures and like to take risks. I want to have an exciting life.	5.31	1.575
VAL5	Having a good time is important to me. I like to spoil myself.	5.81	1.265
VAL6	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.	5.73	1.272

Furthermore, self-enhancement value consists of achievement and power dimensions.

The two items, “Being very successful is important to me. I like to impress other people” and “It is very important me to show my abilities. I want people to admire what I do” are used to measure the achievement value while, “It is important to me to be rich. I want to have a lot of money and expensive things” and “It is important to me to be in charge and tell others what to do. I want people to do what I say” express the power value dimension as presented in Table 20.

Table 20. Descriptives for Self-Enhancement Value Items

Self-Enhancement Value (Cronbach's $\alpha = 0.835$)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n = 817)
VAL7	Being very successful is important to me. I like to impress other people.	5.61	1.382
VAL8	It is very important me to show my abilities. I want people to admire what I do.	5.47	1.408
VAL9	It is important to me to be rich. I want to have a lot of money and expensive things.	5.48	1.564
VAL10	It is important to me to be in charge and tell others what to do. I want people to do what I say.	5.42	1.430

The conservation value construct consists security, conformity, and tradition motivational values. The items; “It is important to me to live in secure surroundings. I avoid anything that might endanger my safety” and “It is very important to me that my country be safe from threats from within and without. I am concerned that social order be protected” are adapted to measure security value.

The items; “I believe that people should do what they’re told. I think people should follow rules at all times, even when no-one is watching” and “It is important to me always behave properly. I want to avoid doing anything people would say is wrong” express the conformity value. In addition, the items; “I think it’s important not to ask for more than what you have. I believe that people should be satisfied with what they have” and “Religious belief is important to me. I try hard to do what my religion requires” assess the value of tradition as presented in Table 21.

Table 21. Descriptives for Conservation Value Items

Conservation Value (Cronbach's alpha = 0.844)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
VAL11	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.	5.85	1.258
VAL12	It is very important to me that my country be safe from threats from within and without. I am concerned that social order be protected.	5.82	1.328
VAL13	I believe that people should do what they’re told. I think people should follow rules at all times, even when no-one is watching.	5.81	1.302
VAL14	It is important to me always behave properly. I want to avoid doing anything people would say is wrong.	5.64	1.306
VAL15	I think it’s important not to ask for more than what you have. I believe that people should be satisfied with what they have.	5.35	1.578
VAL16	Religious belief is important to me. I try hard to do what my religion requires.	5.47	1.458

The self-transcendence construct comprises benevolence and universalism values in which, “It's very important to me to help the people around me. I want to care for other people” and “It is important to me to be loyal to my friends. I want to devote myself to people close to me” express the benevolence value.

The items; “I think it is important that every person in the world be treated equally. I want justice for everybody, even for people I don’t know”, “It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them”, and “I strongly believe that people should care for nature. Looking after the environment is important to me” are used to evaluate the universalism value as presented in Table 22.

Table 22. Descriptives for Self-Transcendence Value Items

Self-Transcendence Value (Cronbach's alpha = 0.868)			
Variable Name	Measurement Item	Mean (n = 817)	S.D. (n =817)
VAL17	It's very important to me to help the people around me. I want to care for other people.	5.76	1.220
VAL18	It is important to me to be loyal to my friends. I want to devote myself to people close to me.	5.88	1.202
VAL19	I think it is important that every person in the world be treated equally. I want justice for everybody, even for people I don't know.	5.86	1.264
VAL20	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.	5.76	1.216
VAL21	I strongly believe that people should care for nature. Looking after the environment is important to me.	5.74	1.263

CHAPTER 4

DATA ANALYSIS RESULTS

4.1 Demographics

A total of 817 respondents completed the questionnaire. The sample consists of 410 (50.2%) female and 407 (49.8%) male respondents, which indicates a balanced gender distribution. The majority of the respondents, comprising 239 consumers (29.3%) fall within the 18-23 age group. The successive age brackets indicate that 133 respondents (16.3%) belong to the 24-29 age group, followed by 131 respondents (16%) in the 30-35 range. Moreover, there are 109 respondents (13.3%) aged between 36-41 years old, while 139 consumers (17%) are between 42-50 years old. However, only 57 respondents (7%) are between 51-60 years old with just 9 respondents (1.1%) are over 60 years old. A high level of educational attainment is concentrated at the high school degree level with 392 respondents (48%), followed by 169 respondents (20.7%) at the bachelor's degree level. In addition, 151 respondents (18.5%) have a primary/intermediate school degree, 101 respondents (12.4%) are university students and 2 respondents (0.2%) are postgraduate students. The number of respondents with postgraduate degrees is minimal, with only 2 individuals, accounting for 0.2% of the total. The majority of respondents have a monthly income below ₦30,000. The largest group, comprising 354 respondents (43.3%), has a monthly income between ₦15,000 and ₦30,000, while 294 respondents (36%) reported earning less than ₦15,000. Moreover, 132 respondents (16.2%) have a monthly income between ₦30,001 and ₦45,000, 75 respondents (3.1%) earn between ₦45,001-₦60,000, and just 9 respondents (1.1%) have a monthly income between ₦60,001 and ₦75,000.

Higher income brackets have progressively fewer respondents, with only 2 respondents (0.2%) earning between ₺75.001 and ₺90.000, and only 1 respondent (0.1%) earning more than ₺90.000. Overall, the sample primarily consists of young, educated individuals with moderate income levels. The demographic profile of the respondents is presented in Table 23.

The data collection is performed based on the distribution of the sample across 12 regional cities in Turkey, following the Nomenclature of Territorial Units for Statistics (NUTS1) hierarchical classification system used by European Union. In Turkey, NUTS1 classification contains 12 large regions, each encompassing several provinces. The demographics of the sample, drawn from the cities of Adana, Ankara, Balıkesir, Erzurum, Gaziantep, İstanbul, İzmir, Kayseri, Samsun, Trabzon, Van, and Yalova, are presented in Table 24. The data collection covers a wide range of geographical, economic, and cultural contexts within Turkey. This data collection process ensures a comprehensive representation of the population across these key urban areas. This approach provides valuable insights into regional variations and helps in understanding broader socio-economic trends across the country.

Table 23. Demographic Profile of the Respondents

Gender	Female 410 (50.2%)	Male 407 (49.8%)					
Age	18-23 239 (29.3%)	24-29 133 (16.3%)	30-35 131 (16%)	36-41 109 (13.3%)	42-50 139 (17%)	51-60 57 (7%)	61 and above 9 (1.1%)
Education	Primary/Intermediate School Degree 151 (18.5%)	Highschool Degree 392 (48%)	University Student 101 (12.4%)	Bachelor's Degree 169 (20.7%)	Master/PhD Student 2 (0.2%)	Master/PhD Degree 2 (0.2%)	
Nearly Monthly Income	Less than ₦15K 294 (36%)	₦15K-₦30K 354 (43.3%)	₦30.001- ₦45.000 132 (16.2%)	₦45.001- ₦60.000 25 (3.1%)	₦60.001- ₦75.000 9 (1.1%)	₦75.001- ₦90.000 2 (0.2%)	More than ₦90K 1 (0.1%)

Table 24. Sample Frequency Distribution by Cities

City	Frequency
Adana	108
Ankara	84
Balıkesir	34
Erzurum	16
Gaziantep	92
İstanbul	161
İzmir	105
Kayseri	34
Samsun	37
Trabzon	27
Van	36
Yalova	83

4.2 Reliability analysis

Reliability analysis is conducted for each multi-item interval scales of content-induced perceptions, UGT-based motivations, human values and consumer engagement behavior constructs. Cronbach's alpha values for each construct are greater than 0.70, ensuring the internal consistency of scale items and the reliability of items on that scale. The reliability analysis results for consumer engagement behavior construct for each dimension are presented in Table 25. The results of reliability analysis for content-induced perceptions constructs are presented in Table 26. The reliability analysis results for UGT-based motivations constructs are demonstrated in Table 27. The reliability analysis results for four high-order human values constructs are presented in Table 28.

Table 25. Reliability Analysis Results for Consumer Engagement Behavior Items

Construct Name	Number of items	Cronbach's Alpha
Consumption-level Engagement Behavior	7	0.939
Contribution-level Engagement Behavior	10	0.964
Creation-level Engagement Behavior	7	0.959

Table 26. Reliability Analysis Results for Content-induced Perception Items

Construct Name	Number of items	Cronbach's Alpha
Visual Appeal Perception	5	0.892
Prosocial Signaling Perception	6	0.933
Authenticity Perception	6	0.914
Localization Perception	5	0.898
Customer-Centricity Perception	5	0.921
Storytelling Perception	8	0.935
Trendiness Perception	4	0.880
Retro-vibe Perception	4	0.934

Table 27. Reliability Analysis Results for UGT-based Motivation Items

Construct Name	Number of items	Cronbach's Alpha
Entertainment Motivation	8	0.959
Information Motivation	10	0.959
Socializing Motivation	6	0.954
Receiving Reward Motivation	4	0.938
Self-Expression Motivation	5	0.952
Empowerment Motivation	4	0.926

Table 28. Reliability Analysis Results for Human Values Items

Construct Name	Number of items	Cronbach's Alpha
Openness to Change Value	6	0.867
Self-Enhancement Value	4	0.835
Conservation Value	6	0.844
Self-Transcendence Value	5	0.868

4.3 Exploratory factor analysis

One of the main purposes of this study is to explore the consumer-based antecedents of behavioral consumer engagement with brand-related content on social media as stated by the first research question below:

RQ1: What are the consumer-based antecedents of engagement behavior on social media?

Specifically, this study aims to identify content-driven motives that stimulate consumers to engage with branded content on Instagram, addressing the following two research questions:

RQ2: How do consumers perceive the role of branded content on social media in shaping their engagement behavior?

RQ3: What content-induced perceptions serve as motives driving consumer engagement on social media?

An extensive list of forty-three content-induced perceptions, serving as motives for engaging with branded content on Instagram, is constructed through an integrative approach. This approach integrates qualitative customer insights from focus groups interviews with findings derived from the utilization of the items from prior studies. Exploratory factor analysis (EFA) has been conducted with the principal component method and varimax rotation over this extensive list of motives in order to see whether high-order drives can be obtained. A series of item removal strategies were employed during EFA. The initial strategy involves excluding items that demonstrated cross-loading on two factors. Then, items exhibited a difference of less than 0.20 between their factor loadings were excluded.

Specifically, items TREND1, AUTH2, AUTH4, AUTH3 were removed due to being double-loaded items, showing multiple cross loadings across different components. Subsequently, items TREND4, LOCA2, AUTH1, AUTH5, LOCA3, and TREND3 were eliminated based on the absolute magnitude of loadings, considering the difference between cross-loadings was less than 0.20. This process resulted in a remaining set of thirty-three items, forming a four-factor model. However, given that extraction total eigenvalue of the fourth component reached a value of 0.999, the decision was made to extract five factors using a fixed number of factors approach, aiming to achieve the most optimal five-factor solution. The five-factor model indicates highly satisfactory total explained variance of 72,675 percent. The Kaiser-Meyer-Olkin (KMO) measure assessing the adequacy of the sample size for factor analysis is 0.981, which is much higher than the acceptable minimum of 0.5-0.6 range.

Bartlett's test of sphericity, which judges the suitability of the data for being fragmented into factors, is also strongly indicative of a potentially good factor solution with a significance at 0.01 level. The first factor is named "Consumer Orientation & Sincerity" since it combines perceptions related to the content's customer-centricity with perceptions regarding the conveyance of genuine, locally-adapted nuances emphasized in engaging with branded content on Instagram. The second factor, called as "Storification" that involves the experiential understanding of engagement with branded content by immersing in a narrative structure and adapting to the prevailing content trends on Instagram. The third factor, "Prosocial Signaling", is about perceiving engagement behavior as prosocial conduct aimed at fulfilling the desire to showcase social consciousness and contribute to social well-being of others. The fourth factor, named "Visual Appeal", is more context-specific as it pertains to how consumers' sense of artistic impression, attained through Instagram content, stimulates engagement behavior. The fifth factor, "Retro-vibe", represents the desire to cultivate nostalgic associations through engaging with branded content on Instagram. Table 29 indicates how thirty-three content-induced perception items have been grouped into five factors.

Table 29. Factor Analysis Findings for Content-induced Perceptions

Content-induced perceptions		Loadings
F1: Customer Orientation & Sincerity Eigenvalue: 18.963 Cronbach's alpha: 0.943 XF1: 5.46	Brand post/content's being well suited to solving customers' problems.	0.748
	Brand post/content's demonstrating that the brand tries to figure out customers' needs.	0.735
	Brand post/content's being framed regarding customer satisfaction rather than selling as much as possible.	0.719
	Brand post/content's demonstrating that the brand has the customers' best interest in mind.	0.693
	Brand post/content's being generated to build and maintain long-term relationship rather than to convince them to buy.	0.631
	The brand's Instagram post's making me feel/think that the brand is authentic and genuine.	0.591
	The brand's Instagram post follows the agenda in the country where it is published and the brand reflects the problems experienced	0.578
	The brand's Instagram post contains expressions specific to the language of the target country.	0.542
	The brand's Instagram post is tailored considering local consumers' characteristics.	0.505
F2: Storification Eigenvalue: 1.728 Cronbach's alpha: 0.940 XF2: 5.19	Brand post/content's making consumers feel themselves as part of the content story.	0.712
	Brand post/content's including a trusted and loved influencer in the content story.	0.702
	Brand post/content's enabling consumers to empathize with characters in the content story.	0.667
	Brand post/content's leading consumers to use their imaginations.	0.656
	Brand post/content's having a specific storyline within a specific time span.	0.607
	Brand post/content's being presented as an ongoing content series.	0.603
	Brand post/content's conveying the brand's message through building a storytelling structure.	0.585
	Brand post/content's reflecting the brand's expertise in their products.	0.571
	Brand post/content's being embodied regarding prevailing content flux.	0.569
F3: Prosocial Signaling Eigenvalue: 1.177 Cronbach's alpha: 0.933 XF3: 5.30	The brand's Instagram post increases my self-respect through enabling me to interact with socially conscious behaviors.	0.722
	The brand's Instagram post provides me to get to show something about my support for social, political, and environmental issues.	0.703
	The brand's Instagram post reminds myself prioritizing and supporting good purpose for social, political, and environmental issues.	0.694
	The brand's Instagram post enables me to set an example for other people in my network so that they can be inspired.	0.689
	The brand's Instagram post makes me feel like I'm making a difference on social, political, and environmental issues.	0.668
	The brand's Instagram post enables me to set an example for other brands in my network so that they can be inspired.	0.543
F4: Visual Appeal Eigenvalue: 1.134 Cronbach's alpha: 0.892 XF4: 5.45	The colorful appearance of the brand's Instagram post providing great delight while viewing it.	0.790
	The brand's Instagram post having a stylish and attentive visual design with high image quality.	0.748
	The visual elements in the brand's Instagram post makes it look fascinating to me.	0.726
	The brand's Instagram post not including filters and effects that detract from the visual clarity.	0.706
	The way the products or services presented in the brand's Instagram post makes it look aesthetically appealing.	0.649
F5: Retro-vibe Eigenvalue: 0.981 Cronbach's alpha: 0.934 XF5: 5.24	Brand post/content's making me reminisce about previous time.	0.793
	Brand post/content's making me feel nostalgic.	0.769
	Brand post/content's reminding me nostalgic details forgotten.	0.764
	Brand post/content's recalling pleasant memories to me.	0.674

4.4 Correlation analysis

Correlation analysis is conducted to examine whether there is a significant relationship between the content-induced consumer perceptions identified through EFA and the four high-order human values representing personal values. The findings of correlation analysis facilitate the testing of the hypotheses H34-H53, revealing the relationships between these constructs and identifying the directions of their associations. Correlation coefficients between the variables along with two-tailed significance levels are displayed in Table 30.

Table 30. Correlation between Content-driven Motives and Human Values

		Consumer Orientation & Sincerity	Storification	Prosocial Signaling	Visual Appeal	Retro-vibe
Openness to Change Value	Pearson Correlation	0.292**	0.195**	0.205**	0.410**	0.098**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	0.005
Self-Enhancement Value	Pearson Correlation	0.150**	0.243**	0.273**	0.298**	0.146**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001
Conservation Value	Pearson Correlation	0.250**	0.139**	0.229**	0.356**	0.229**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001
Self-Transcendence Value	Pearson Correlation	0.351**	0.144**	0.176**	0.341**	0.139**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001

**Correlation is significant at the 0.01 level (2-tailed)

The strongest significant positive correlation is observed between openness to change value and visual appeal perception ($r = 0.410$, $p < 0.001$). This suggests that consumers who are inclined to engage with branded content that they perceive as visually appealing, are primarily characterized by openness to change values.

Moreover, those who are more likely to engage with branded content based on its visual appeal also tend to embody conservation values ($r = 0.356, p < 0.001$), and followed by self-transcendence values to a significant extent ($r = 0.341, p < 0.001$). However, consumers who are more inclined to engaging with Instagram brand posts based on the visual appeal perception are less likely to hold self-enhancement values ($r = 0.298, p < 0.001$). On the other hand, consumers who are driven by consumer orientation & sincerity perceptions for engagement, characterized the most by self-transcendence values ($r = 0.351, p < 0.001$), followed by openness to change values ($r = 0.292, p < 0.001$), but the least by self-enhancement values ($r = 0.150, p < 0.001$). Furthermore, consumers who are enticed by prosocial signaling perception to engage with branded content on Instagram are mostly identified by self-enhancement values ($r = 0.273, p < 0.001$) and the least by self-transcendence values ($r = 0.176, p < 0.001$). Among the five factors, despite the retro-vibe having the lowest correlation coefficients with openness to change, self-enhancement, and self-transcendence values, the weakest correlation with conservation values belongs to the storification ($r = 0.139, p < 0.001$). However, consumers who perceive branded Instagram content's storytelling structure and trendiness as stimulating factors for engagement indicate a relatively strong correlation with self-enhancement values ($r = 0.243, p < 0.001$). In addition, the weakest significant positive correlation is observed between the retro-vibe perception and openness to change value. Consumers who are motivated by retro-vibe perceptions for engaging with branded content are least characterized by openness to change values ($r = 0.098, p = 0.005$), but primarily characterized by conservation values ($r = 0.229, p < 0.001$).

4.5 Multiple regression analysis

To define content-induced perceptions that predict consuming, contributing and creating branded content engagement behavior, multiple regression analysis is carried out using IBM SPSS version 29. The five perception drives extracted from exploratory factor analysis (EFA) are incorporated as independent variables in the multiple regression analysis, aiming to predict consumer engagement behavior across three dimensions. To account for the wide range of factor loadings within each factor, the factor scores for the five factors are calculated by applying regression method. This approach ensures that each item contributes more appropriately to the model through the utilization of weighted regression-based scores.

Multiple regressions are performed between content-induced perceptions and different types of engaging with branded content activities on social media to test the hypotheses H19-H33. In the multiple regressions depicted on Table 31, the independent variables were the higher-order motives extracted from exploratory factor analysis, and the dependent variable was the consumption of, the contribution to, and the creation of Instagram brand content activities. The five content-induced perceptions explained 44.1% of the total variance of consuming branded content on Instagram ($R^2 = 0.441$).

The most influential content-induced perception for the consumption-level of engagement behavior on Instagram is storification perception ($B = 0.559$, $p < 0.001$), followed by retro-vibe perception ($B = 0.490$, $p < 0.001$) and consumer orientation & sincerity perception ($B = 0.416$, $p < 0.001$), respectively. Furthermore, in the same dimension of consumer engagement behavior, prosocial signaling ($B = 0.375$, $p < 0.001$) and visual appeal ($B = 0.344$, $p < 0.001$) perceptions have a much less influence on consuming branded content on Instagram.

Table 31. Regression Results: Content-driven Motives and Engagement Behaviors

Consuming Branded Content	R Square: 0.441	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	4.895	<0.001
Consumer Orientation & Sincerity	0.416	<0.001
Storification	0.559	<0.001
Prosocial Signaling	0.375	<0.001
Visual Appeal	0.344	<0.001
Retro-vibe	0.490	<0.001
Contributing to Branded Content	R Square: 0.363	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	4.323	<0.001
Consumer Orientation & Sincerity	0.208	<0.001
Storification	0.716	<0.001
Prosocial Signaling	0.460	<0.001
Visual Appeal	0.270	<0.001
Retro-vibe	0.487	<0.001
Creating Branded Content	R Square: 0.292	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	3.770	<0.001
Consumer Orientation & Sincerity	0.090	0.104
Storification	0.781	<0.001
Prosocial Signaling	0.463	<0.001
Visual Appeal	0.136	0.014
Retro-vibe	0.416	<0.001

On the other hand, nearly thirty-six percent of the total variance of contribution branded content on Instagram is the five content-induced perceptions ($R^2 = 0.363$).

The storification perception holds the highest impact on contributing to branded Instagram content ($B = 0.716$, $p < 0.001$). The perception of retro-vibe ($B = 0.487$, $p < 0.001$) is the second significant factor, followed by the prosocial signaling perception ($B = 0.460$, $p < 0.001$). However, visual appeal ($B = 0.270$, $p < 0.001$) and consumer orientation & sincerity ($B = 0.208$, $p < 0.001$) are significant but less influential perceptions on the contribution-level engagement behavior. In addition, the five content-induced perceptions explained 29.2% of the total variance of creating branded content on Instagram ($R^2 = 0.292$). Among the perception factors in the context of creating branded content on Instagram, storification stands out as the most influential perception for this behavioral engagement level ($B = 0.781$, $p < 0.001$). Moreover, prosocial signaling ($B = 0.463$, $p < 0.001$) positively influences more creating branded Instagram content than retro-vibe perception ($B = 0.416$, $p < 0.001$). In this category, visual appeal exerts a significant yet comparatively minimal positive influence on the creation-level engagement behavior ($B = 0.136$, $p < 0.05$), while the perception of consumer orientation & sincerity perception is concluded to be an insignificant factor influencing creating branded content on Instagram ($B = 0.090$, $p = 0.104$).

Multiple regression analysis is conducted using consumer engagement behavior motivations based on Uses and Gratifications Theory (UGT) as independent variables and consumer engagement behavior dimensions as dependent variables to test hypotheses H1-H18. Six UGT-based motivations including entertainment, information, socializing, receiving reward, self-expression, and empowerment constructs are examined to understand how much they predict consumers' engagement behavior in the forms of consuming, contributing to, and creating branded content on Instagram. A total of thirty-seven measurement items are adapted from existing scales used in previous studies and supplemented with author-generated items based on consumer insights gathered from the qualitative phase of the study. Since the reliability analysis results for each construct are satisfactory, the six-dimension set of UGT-based motivation constructs is utilized as independent variables, with three consumer engagement behavior dimensions serving as dependent variables.

As indicated in Table 32, the six UGT-based motivation set is explained 52.9% of the total variance of the consumption-level engagement behavior on Instagram ($R^2 = 0.529$). Consuming branded content on Instagram is positively influenced by empowerment motivation ($B = 0.308, p < 0.001$), followed by information motivation ($B = 0.212, p < 0.001$) and entertainment motivation ($B = 0.169, p < 0.001$). Moreover, socializing motivation ($B = 0.117, p = 0.030$) and receiving reward motivation ($B = 0.094, p = 0.038$) are also significantly influence consumers' consumption-level engagement behavior, while self-expression motivation is reported as non-significant ($B = -0.087, p = 0.143$).

Table 32. Regression Results for UGT-based Motivations and Engagement Behaviors

Consuming Branded Content	R Square: 0.529	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	0.710	<0.001
Entertainment	0.169	<0.001
Information	0.212	<0.001
Socializing	0.117	0.030
Receiving Reward	0.094	0.038
Self-Expression	-0.087	0.143
Empowerment	0.308	<0.001
Contributing to Branded Content	R Square: 0.522	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	0.249	0.174
Entertainment	0.215	<0.001
Information	-0.125	0.041
Socializing	0.176	0.005
Receiving Reward	0.185	<0.001
Self-Expression	0.106	0.124
Empowerment	0.268	<0.001
Creating Branded Content	R Square: 0.426	ANOVA: Sig. <0.001
	Unstandardized B	Sig.
Constant	0.465	0.033
Entertainment	0.115	0.084
Information	-0.319	<0.001
Socializing	0.163	<0.030
Receiving Reward	0.190	0.002
Self-Expression	0.266	0.001
Empowerment	0.279	<0.001

Furthermore, UGT-based motivations also explained 52.2% of the total variance of contributing to branded content activities on Instagram ($R^2 = 0.522$). The most influential motivation driving contribution-level engagement behavior is empowerment ($B = 0.268$, $p < 0.001$), followed by entertainment, which has the second highest impact ($B = 0.215$, $p < 0.001$). Receiving reward ($B = 0.185$, $p < 0.001$) and socializing ($B = 0.176$, $p = 0.005$) motivations are significant positive drivers of contribution-level engagement behavior. In contrast, information motivation is observed as a negative driver for contributing to branded content on Instagram ($B = -0.125$, $p = 0.041$). On the other hand, self-expression motivation is found to be insignificant ($B = 0.106$, $p = 0.124$). The creation-level engagement behavior is explained by the six UGT-based motivations, accounting for 42.6% of the variance ($R^2 = 0.426$). The empowerment motive is once again the most influential factor in facilitating the creation of branded content on Instagram ($B = 0.279$, $p < 0.001$), followed by self-expression motivation as the second most significant positive factor ($B = 0.266$, $p = 0.001$). At this level of behavioral engagement, receiving reward motivation is observed as the third most influential positive driver ($B = 0.190$, $p = 0.002$), followed by the socializing motive ($B = 0.163$, $p = 0.030$). However, the information motive is a significant negative driver for creation-level engagement behavior ($B = -0.319$, $p < 0.001$), while entertainment motivation is not found significant ($B = 0.115$, $p = 0.084$) for this facet of consumer engagement.

4.6 Cluster analysis

Cluster analysis was conducted on the sample of 817 respondents using the K-means method. Consumers are grouped according to their self-reported engagement behavior activities at the consumption, the contribution to, and the creation of branded Instagram content. Alternative clustering attempts were made with two, three, and four groups, with the three-group solution yielding the most significantly differentiated clusters.

Convergence achieved after 18 iterations to observe strong differentiation with F values indicating significance at 0.01 level for all engagement behavior dimensions. This underscores the stability and robustness in the clustering process, affirming the reliability of the identified consumer segments based on their levels of engagement in consuming, contributing, and creating branded content on Instagram. The distribution of the sample into three clusters in terms of sample size is also deemed reasonable. The final cluster centers are presented in Table 33 along with relevant findings.

Table 33. Cluster Centers for Three-level Engagement Behavior Dimensions

Final Cluster Centers (over 3)				
	Cluster 1 Passive Observers n = 382 (46.8%)	Cluster 2 Reluctant Interactors n = 193 (23.6%)	Cluster 3 Active Engagers n = 242 (29.7%)	F Value
Consuming Branded Content	5.04	3.03	6.16	578.46**
Contributing to Branded Content	4.36	1.95	6.15	1447.46**
Creating Branded Content	3.43	1.60	6.04	1368.79**

**Significant at 0.001 level

The final cluster centers illustrate three distinct consumer groups characterized by varying levels of interactivity in consuming, contributing to and creating branded content on Instagram. The first cluster is named Passive Observers, since they have relatively the highest scores for consuming branded content activities on Instagram. These consumers are noted by their tendency to passively engage with branded content through viewing, reading, listening to, and/or watching branded content along with browsing or following the brand's Instagram profile. However, they are not enthusiastic about contributing to and creating branded content on Instagram. The second cluster, named Reluctant Interactors, exhibits a very negative tendency towards both passive and active interactions with Instagram brand posts. This segment shows the lowest scores across all engagement behavior dimensions, with consumers portraying a hesitant or cautious approach to engaging with branded content on Instagram. This reluctance may stem from their privacy concerns or a preference for selective engagement.

The third cluster, named Active Engagers, consists of consumers who exhibit highly activeness in engaging with branded content on Instagram. They have the highest scores across all levels of engagement behavior dimensions compared to the other two groups. This segment is characterized by its active participation in contributing to and creating branded content activities on Instagram. This is the only segment that values performing the contribution to and the creation of branded content activities on Instagram. While the other segments are less inclined to actively contribute to branded content through activities such as liking, commenting, replying to comments, sharing, reposting, sending direct message, tagging/mentioning a friend or the brand, and clicking on a URL in the content, this segment notably highlights the manifestation of both peer-to-peer and peer-to-content interactions in response to Instagram brand posts. Furthermore, among the three clusters, this segment stands out as the only consumer group that actively creates brand/product-related content on Instagram. Interaction activities such as, uploading photos and/or videos, writing brand/product-related reviews, publishing articles on their profiles, posting and/or curating brand/product-related content on Instagram and/or other social networking sites.

4.7 ANOVA

The three consumer segments with different tendencies towards engagement behavior on Instagram, are examined using ANOVA to determine whether there are significant differences in their personal values. ANOVA is conducted to differentiate the three consumer groups with respect to four high-order human values constructs have not passed Levene's homogeneity of variance test, indicating that the assumption of equal variances across the groups is violated.

Thus, the Kruskal-Wallis Test is used as non-parametric alternative to ANOVA. This test does not assume equal variances and it is appropriate for assessing whether there are statistically significant differences between the medians of the groups. The Kruskal-Wallis Test was performed to compare three consumer groups with respect to openness to change, self-enhancement, conservation, and self-transcendence values constructs. According to the results demonstrated in Table 34, there is a statistically significant difference in the medians of at least one group compared to others ($p < 0.001$). Since the Kruskal-Wallis Test indicated significant differences, a post hoc multiple comparisons test was conducted using the Tukey method to identify which specific groups' medians differ from each other, as indicated in Table 35.

Table 34. Results of Kruskal-Wallis Test and ANOVA

	Kruskal Wallis H	F Values	$\bar{X}_{\text{Passive}}$	$\bar{X}_{\text{Reluctant}}$	$\bar{X}_{\text{Active}}$
Openness to Change Value	112.44**	38.20**	5.45	5.53	6.15
Self-Enhancement Value	133.77**	69.83**	5.16	5.29	6.19
Conservation Value	130.06**	52.21**	5.38	5.55	6.18
Self-Transcendence Value	111.74**	37.48**	5.57	5.70	6.24

** Significant at 0.001 level

Table 35. Post Hoc Test Results

	(I) Cluster	(J) Cluster	Sig.
Openness to Change Value	Passive	Reluctant	0.690
		Active	<0.001
	Reluctant	Passive	0.690
		Active	<0.001
	Active	Passive	<0.001
		Reluctant	<0.001
Self-Enhancement Value	Passive	Reluctant	0.358
		Active	<0.001
	Reluctant	Passive	0.358
		Active	<0.001
	Active	Passive	<0.001
		Reluctant	<0.001
Conservation Value	Passive	Reluctant	0.121
		Active	<0.001
	Reluctant	Passive	0.121
		Active	<0.001
	Active	Passive	<0.001
		Reluctant	<0.001
Self-Transcendence Value	Passive	Reluctant	0.277
		Active	<0.001
	Reluctant	Passive	0.277
		Active	<0.001
	Active	Passive	<0.001
		Reluctant	<0.001

Results show that all three segments have above-average scores for all four human values; however, comparatively, Active Engagers stand out by having the highest scores for each value, differentiating themselves significantly from the other two segments. According to the post hoc test results, statistically significant differences have been identified between Passive Observers and Active Engagers, as well as between Reluctant Interactors and Active Engagers, regarding the four human values. However, no significant difference was found between Passive Observers and Reluctant Interactors regarding their alignment with all four human values.

Active Engagers significantly differ from Passive Observers and Reluctant Interactors, by exhibiting higher levels of openness to change value. This suggests that consumers who are more likely to engage with branded content on Instagram through contributing to and creating activities are also more inclined towards novelty, variety, and new experiences compared to Passive Observers, who primarily engage with branded content at the consumption level, and Reluctant Interactors, who display a strongly unfavorable inclination toward both passive and active interactions with Instagram brand posts. Furthermore, Passive Observers demonstrate significantly lower levels of Self-Enhancement value compared to both Active Engagers and Reluctant Interactors. This suggests that Passive Observers who mainly interact with branded content on Instagram by performing the consumption-level activities, tend to place less emphasis on aspects related to self-improvement or personal advancement than those who actively engage with such content through contributing to and creating activities. In addition, Active Engagers are more inclined towards achieving individual success, acquiring material wealth, and exerting influence on others, compared to those who exhibit a negative tendency towards engagement with branded content on Instagram. Moreover, Active Engagers display notably higher levels of Conservation value in comparison to Passive Observers and Reluctant Interactors. These findings indicate that consumers who primarily contribute to and create branded content on Instagram place greater emphasis on traditional values such as security, conformity and tradition, than those who largely consuming branded content. In addition, consumers who are distant from engaging with branded content engagement on Instagram tend to place less importance to preserving certainty, stability, and security for both society and themselves in contrast to those who actively engage with such Instagram content.

Finally, Active Engagers display markedly higher levels of Self-Transcendence value in contrast to Passive Observers and Reluctant Interactors. This implies that consumers who prioritize aspects related to altruism, empathy, and concern for others' welfare tend to demonstrate higher levels of engagement with Instagram brand posts compared to those who interact with them passively. In addition, consumers who value broad-mindedness, social justice, equality, environmental protection and the protection of the welfare of one's immediate group demonstrate a less favorable tendency to engage with Instagram posts compared to those who actively interact with them.

The analysis results presented in this chapter provide empirical evidence for the hypothesized links between UGT-based motivations, content-driven perceptions, human values, and consumption, contribution and creation-level engagement activities, with segment profiling enhancing the understanding of consumer engagement on social media. All hypothesis testing results are presented in Appendix H.

CHAPTER 5

CONCLUSION & IMPLICATIONS

This dissertation points out consumer-based factors driving engagement behavior on social media by harmonizing literature-based motivational drivers with content-driven perceptions and personal value orientations from the consumer's perspective. As a vital component of social media marketing strategy, it is valuable to offer insights into how consumers perceive the role of social media brand posts in stimulating engagement behavior manifested through consuming, contributing, and creating branded content activities. The original set of consumer perceptions of Instagram brand content illustrates how consumers conceive of the content characteristics along with the content-related cues, by addressing consumer aspects and combines them with the gratifications they seek to fulfill through various levels of engagement behavior.

In today's social media landscape, Instagram has become an initial medium for marketers to connect with consumers, develop relationships, and grow communities around their brands (HubSpot & Mention, 2023). Recognized as the leading visual-driven social network, Instagram has primarily gained attention from both academicians and practitioners seeking a deeper understanding of consumer interactions on this social network (Casalo et al., 2017). The findings of this research considerably expand the understanding of consumer engagement with branded content on Instagram, providing a refined set of eight content-induced perceptions of consumer-brand interactions from a contextualized point of view. Furthermore, empirical insights revealing the relationships between extracted five perception factors with consuming, contributing to and creating branded content activities on Instagram.

The findings suggest that consumers respond to Instagram brand posts from the four smartphone brands that enable them to engage with branded content through immersive storytelling structure featured and adaptation to prevalent content trends for all levels of engagement behavior. In addition, the desire to influence the brand or other consumers through playing a role of brand ambassador, disclosing their enthusiasm about the brand and/or product, is remarked as a key driver for engagement behavior across all three levels. On the other hand, the five distinct consumer perceptions derived from Instagram brand content have significant influences on different dimensions of engagement behavior. Furthermore, these perception factors prompting consumers to engage in consuming, contributing to and creating branded content activities also demonstrate positive associations with human values. In addition, it is also outlined different consumer segments are distinguished based on their personal value orientations. A holistic interplay of the examination of UGT-based motivations along with content-induced perceptions on engagement behavior on social media contributes to the understanding of personal value orientations in differentiating consumer segments based on their engagement with social media branded content. This chapter introduces the theoretical and managerial implications of the study.

5.1 Theoretical implications

This study contributes to the understanding of consumer-based antecedents of consumer engagement behavior through utilizing a two-phase integrated mixed methods research design. The existing literature has often defined engagement behavior on social media as a combination of consuming, contributing to, and creating branded content, all driven by motivational factors.

Although, a substantial body of research examining the drivers of engagement behavior using sociopsychological motivation frameworks, there remains a notable gap in the literature regarding a comprehensive investigation into branded content on social media from the consumer's perspective. In the first phase of the dissertation, a refined set of eight content-driven insights into consumer interactions with branded content on Instagram is outlined. This enriches the existing knowledge by providing context-specific engagement factors by employing a qualitative approach. The findings of the qualitative phase extend theoretical implications by furthering commonly utilized motivation frameworks (i.e., UGT, SDT) through delving into contextual characteristics of Instagram brand content and their influences on consumers' behavioral reactions. Furthermore, the findings of the exploratory inquiry offer valuable contributions to the research field of social media content marketing by pinpointing consumer perceptions of brand-posted Instagram content from the consumer's perspective. By gaining insights into how consumers perceive and interact with branded content, it contributes to socio-behavioral and mass communication theories by enriching them with consumer insights into how the perceptions of social media content entice engagement behavior.

This study sheds light on several insights into engagement behavior towards Instagram branded content of the four smartphone brands. Social media profiles of brands serve as touchpoints that enable brands to communicate with consumers, build relationships and stimulate interactions through branded content. In this regard, it is discovered that the extent to which consumers perceive Instagram brand posts as primarily consumer-oriented and featuring locally adapted communication cues, their inclination to engage with such content increases, particularly in terms of consuming and contributing activities.

Instagram brand content that offers a customer-centric understanding enhances engagement behavior by providing valuable brand and/or product-related information, as well as identifying and addressing consumer needs and benefits, along with incorporating local elements from the targeted country or region to stimulate the consumption and the contribution levels of engagement behavior. Consumer orientation & sincerity perception factor emphasize the importance of cultural insights tailored to audiences in specific geographical locations, ensuring that the content is perceived as relevant and adding value to their lives rather than a sales-oriented approach.

Furthermore, Instagram has been recognized as a suitable platform for branded storytelling, often achieved by conveying narrative messages through brand content (Lim and Childs, 2020). Thus, by means of the storification perception derived from Instagram brand posts enables consumers to elicit emotional responses through the visual narratives presented in the content, along with featuring social media content trends potentially inducing them for engagement behavior. On the other hand, today's customers expect the brands to take a stand on social, political and environmental issues via empowering consumers to engage with brand posts in line with their prosocial attitude. In this sense, prosocial signaling perception would stimulate consumers to interact with Instagram brand content resonating with their value judgements in a way that expresses their intentions towards societal problems. On the other hand, consumers typically characterize branded content on Instagram focusing on visual appeal perception driving engagement by centering around the visual aesthetic communication and consumers are likely to engage with the brand posts conveying artistic appeal crafted with the broader visual-driven functionalities of the platform.

Similarly, in our study, smartphone brands' Instagram posts, which are perceived to portray sincerity and reveal the brand's unique personality in a consistent theme, have been conceived as authentic by the customers who have interactions with them. In today's world, consumers actively engage with brand posts that resonate with them, aiming to build personal connections with brands (Meta Foresight, 2023). Additionally, consumers are more inclined to interact with brand content when exposed to nostalgic themes (Youn, 2019). Therefore, retro-vibe perception derived through Instagram brand posts can be highly effective in increasing engagement and fostering relationships between brands and consumers. The findings from the quantitative phase reveals that empowerment motivation is rated as the most influential favorable motivation for consuming branded content on Instagram, followed by information and entertainment motives. Socializing motivation and receiving reward motivation are identified as also significantly influence consumers' consumption-level engagement behavior, while self-expression motivation is reported as non-significant.

On the other hand, the empowerment motivation is also the most impactful motivation driving contribution-level engagement behavior, followed by entertainment. Receiving reward and socializing motivations are also significant positive drivers of contribution-level engagement behavior. In contrast, information motivation is observed as a negative driver for contributing to branded content on Instagram. On the other hand, self-expression motivation is found to be insignificant for the contribution-level engagement. In addition, the empowerment motive is once again the most influential factor in facilitating the creation of branded content on Instagram, followed by self-expression motivation as the second most significant positive factor.

At this level of behavioral engagement, receiving reward motivation is observed as the third most influential positive driver, followed by the socializing motive. However, the information motive is a significant negative driver for creation-level engagement behavior, while entertainment motivation is not found significant for this facet of consumer engagement.

5.2 Managerial implications

This study presents several managerial implications for social media marketing and advertising professionals, offering practical guidelines for crafting and curating effective branded content strategies and designs on social media platforms. The findings of this research on consumer engagement offer companies an effective approach to publishing and distributing viral brand or product-related content, yielding actionable insights for brand-owned Instagram profiles. The identified set of eight content-induced consumer perceptions offer a nuanced understanding of how branded content is received and interacted with across the engagement spectrum. Marketers should consider these dimensions as strategic levers when tailoring content, ensuring that each piece of branded communication resonates with at least one of these motivational cues.

Companies can leverage the content-driven motives identified in the study to develop content marketing initiatives that activate consumer motivations to engage more in brand-related activities on social media. They could implement storification-based content strategies that invite users to relate personally and socially to foster community dialog and interaction with both the content and other users, harnessing consumers' influence as mavens to particularly motivate contribution and creation of branded content.

Furthermore, companies should empower consumers to support social, political, and environmental causes by encouraging engagement with socially conscious behaviors through branded Instagram content, thereby connecting with audiences who value ethical and purpose-driven branding. Moreover, marketers should pay attention to emotional and aesthetic triggers in their content planning. In this regard, they should highlight branded content that aligns with consumers' preferences for visual appeal as well their nostalgic associations that may deepen emotional engagement and brand affinity.

Additionally, three distinct consumer segments are identified based on engagement behaviors, with the human values framework integrated to profile their interactions with branded content on Instagram. These segments—Passive Observers, Reluctant Interactors, and Active Engagers—reflect varying levels of consumer involvement across consuming, contributing to, and creating branded content activities. Understanding the unique value orientations and behavioral tendencies of each segment enables marketers to develop more precise and resonant content strategies. Table 36 presents a strategic framework aligning consumer engagement segments with their dominant human value orientations, offering tailored managerial implications and actionable social media content strategies. This integration enables marketers to design more effective, value-driven branded content approaches for distinct consumer profiles on Instagram, ultimately enhancing engagement outcomes and brand affinity.

The insights derived from this study primarily focuses on the leading smartphone brands in the smart technology and consumer electronics sector, offer transferable value across a broad range of industries and product categories. Given Instagram's high visual and interactive nature, the platform continues to serve as a powerful tool for branded content marketing, facilitating deeper consumer engagement and brand interaction.

The high engagement rates observed on Instagram affirm its strategic significance in social media marketing, making it an ideal channel for activating value-driven consumer behaviors (Sprout Social, 2024). Since consumers' interpretations of marketing content significantly influence campaign effectiveness, marketers must move beyond traditional demographic targeting and instead tailor content to reflect value-based preferences and content-driven motivations. Marketing and advertising professionals can leverage these findings to craft more targeted and resonant content strategies. By incorporating the study's insights into campaign planning—particularly those related to consumer engagement typologies and content preferences—brands can design Instagram content that not only captures attention but also drives contribution and creation behaviors. This value-oriented, perception-driven approach enables brands to build stronger, more sustainable connections with their audiences in today's dynamic digital landscape.

Table 36. Segment-based Strategic Engagement Approaches Aligned with Value Personas

Segment	Persona Description	Dominant Values	Key Engagement Behaviors	Managerial Implications	Social Media Content Marketing Strategies
Passive Observers	Primarily engage through passive behaviors like viewing, reading, or following brand content on Instagram.	Lowest in Openness to Change and Self-Enhancement; moderate in others	High in consumption, low in contributing and creating	Focus on familiarity, safety, and minimal interaction demands. Avoid pressuring consumers for action. Build brand awareness and trust gradually.	- Use static visuals, carousels, or short-form videos with minimal text - Employ trust cues (e.g., testimonials) - Leverage visual appeal and storytelling in a passive format (e.g., highlight reels, quote cards) - Include soft Call-to-Actions like “follow for more”
Reluctant Interactors	Exhibit the lowest engagement scores in all dimensions. Likely avoid interaction due to privacy concerns or low motivation.	Moderate in Conservation and Self-Transcendence; low across others	Low across consuming, contributing, and creating	Emphasize authentic, transparent communication and social responsibility. Avoid aggressive engagement tactics. Gradually foster a sense of community and trust.	- Feature employee voices or customer testimonials - Share ethical brand initiatives (e.g., sustainability, inclusion) - Use polls, “this or that” sliders, and quiet interaction formats to build comfort - Avoid overly promotional content; stress value over hype
Active Engagers	Highly engaged across all behaviors—consume, contribute, and create branded content. Comfortable with two-way interaction and content co-creation.	High in all values, especially Self-Transcendence, Openness to Change, and Self-Enhancement	High in consuming, contributing, and creating. Engage in peer-to-peer and peer-to-content activities (e.g., tagging, commenting, posting, UGC)	Enable expressive, purpose-driven engagement. Encourage co-creation and reward social participation. Recognize users and create interactive formats. Foster emotional and value-based brand alignment.	- Launch user-generated content campaigns and hashtag challenges - Use interactive features: story polls, quizzes, Q&A stickers - Showcase social/environmental initiatives to tap into purpose-driven motivation - Feature top creators; build recognition and gamification incentives

5.3 Limitations and further research

This study attempts to elucidate the phenomenon of social media engagement behavior by examining consumers' articulation of content-induced perceptions towards Instagram brand posts. While Instagram content marketing has been widely adopted in the industry, academic research on consumer engagement within this context still limited. Although the findings of this dissertation offer valuable insights, potential future research avenues should be acknowledged. The qualitative insights provided in this research should be interpreted as preliminary, offering an initial understanding of consumer perceptions of branded Instagram content. These findings may serve as a foundation for future quantitative studies aimed at further validating and generalizing the identified motives. Moreover, the current research specifically focuses on consumer-brand interactions within the Instagram content of four leading smartphone brands. Expanding the scope to include brands from different industries could enrich the contextual understanding and generate broader insights into social media engagement behaviors from a consumer-centric perspective. Furthermore, applying this study's approach to other image- and video-based platforms such as YouTube, TikTok, Snapchat, or Pinterest—with participants from diverse backgrounds—could provide additional support for the proposed motivational framework.

Future research could also focus on developing consumer typologies based on varying levels of interaction with branded content, offering deeper insights into engagement behavior. These segments may further be examined through the lens of content-related motivations and individual value frameworks.

Additionally, investigating content-induced perceptions as contextual drivers of engagement through multi-method or longitudinal research designs could enhance theoretical understanding and yield stronger practical implications for social media marketing. Building on these directions, future studies may also explore the connection between branded content engagement and broader marketing outcomes such as electronic word-of-mouth (eWOM), brand loyalty, and digital consumer behavior.



APPENDIX A

CONTENT SAMPLES DISPLAYED IN FOCUS GROUPS

Table A1. Apple's Instagram Content Samples

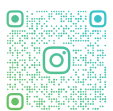
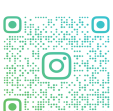
The Brand & Official Instagram Profile	The Instagram Branded Content's Caption & URL	QR Code of the Content Sample
Apple – @apple	Photographs mean more when your subject means more. Waterproof Case Used. "Here in French Polynesia, the ocean is part of the culture. To me, framing this split water shot is showing the beauty and the spirit of Raiatea. I try to show what we don't always see, which is the contrast or similarities of the underwater world and above the surface." #ShotOniPhone by Mathilde Z. @mathildezampieri *https://www.instagram.com/p/CcvVyLRIBID/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON APR 24, 2022 BY APPLE
Apple – @apple	In celebration of Earth Day, we honour the beauty of the earth around us. Apple is committed to leaving the world better than we found it. To learn more about Apple's environmental plan for the future, check out the link in our bio. #ShotOniPhone by Aron B. @waterbod Music: "Microcosm" by @charliefoltz *https://www.instagram.com/reel/CcqO99fI8Y7/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 REEL SHARED ON APR 22, 2022 BY APPLE
Apple – @apple	<i>Commissioned by Apple in celebration of Black History Month. Our Stories series: Michelin starred chef Mariya Russell (@mariyarussell) shares her story of resilience and representation. "I would tell my younger self that you're the only one that can limit you. Don't let fear or anyone dictate your abilities at any cost. Just because you can't see it with your own eyes does not mean that it's possible to do it."</i> #ShotOniPhone by Emmanuel Afolabi. @emmanuel.fola Music: "Consistency" by @carneyval @lizayohannes, @samshuhan. *https://www.instagram.com/reel/Cah8-eJFUqm/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 REEL SHARED ON FEB 28, 2022 BY APPLE
Apple – @apple	Apple is taking action to fight systemic racism. "The unfinished work of racial justice and equality call us all to account. Things must change, and Apple's committed to being a force for that change. Today, I'm proud to announce Apple's Racial Equity and Justice Initiative, with a \$100 million commitment." Tim Cook. *https://www.instagram.com/tv/CBUb2QMFQAa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON JUN 12, 2020 BY APPLE

Table A2. Samsung's Instagram Content Samples

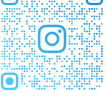
The Brand & Official Instagram Profile	The Instagram Branded Content's Caption & URL	QR Code of the Content Sample
Samsung – @samsung	Caught in the act. Moments like this don't go unmissed with Samsung. In collaboration with students @alicebajaj, @tongalongg, @kjchoi777, @_swathi_murali #GalaxyS21 #SmartThings #DanceChallenge #DoWhatYouCant #Samsung * https://www.instagram.com/p/CLd84vUFx_o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON FEB 19, 2021 BY SAMSUNG
Samsung – @samsungturkiye	As the New Year approaches, let's celebrate brightly colourful streets, trees adorned with hope, gifts, things you miss #FarklıBak! Share your photo reflecting New year enthusiasm with tags #FarklıBak and #withGalaxy and get your place on @samsungturkiye account. * https://www.instagram.com/p/CInv3JvgNuA/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON DEC 10, 2020 BY SAMSUNGTRUKIYE
Samsung – @samsungturkiye	Making everyday earth day... Why shouldn't you? Today is the time to bring our old stuff back to life! Trash. #Upcycle #EarthcDay #Unselfie #MakeEveryDayEarthDay #DoWhatYouCant #Samsung. * https://www.instagram.com/p/COAm6pog2hB/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON APR 23, 2021 BY SAMSUNGTRUKIYE
Samsung – @samsungmobile	Here's to everything hands can do when they're not busy holding our phones. This is how we flex. #GalaxyZFold3 #GalaxyZFlip3 Learn more: smsg.co/GalaxyZFold3 smsg.co/GalaxyZFlip3 . * https://www.instagram.com/p/CcxP8_L77m/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	 POST SHARED ON APR 25, 2022 BY SAMSUNGMOBILE

Table A3. Huawei's Instagram Content Samples

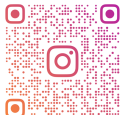
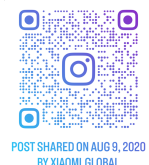
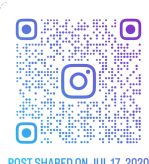
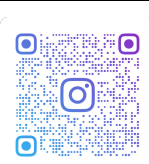
The Brand & Official Instagram Profile	The Instagram Branded Content's Caption & URL	QR Code of the Content Sample
Huawei – @huawei	All work and no play? No way! Time for some Friday fun! Watch the movie to see how @Huawei staff play the character selection challenge! Tell us which character you're playing as. #fun #worklife #Friday #challenge * https://www.instagram.com/p/CY_yZXsoWap/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON JAN 21, 2022 BY HUAWEI
Huawei – @huaweimobile	From unboxing to wearing, stimulate all senses with #HuaweiFreeBudsLipstick. An ideal gift for your loved ones this festive season; light up their world with an all-round sensory experience. * https://www.instagram.com/tv/CX0141lr3Vg/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON DEC 23, 2021 BY HUAWEIMOBILE
Huawei – @huawei	What makes Huawei, Huawei? We're always ready for any challenge! Just... Don't try this at home! Celebrate the real you, with no filters. Show us what makes you, you with #NoCapMe. * https://www.instagram.com/reel/ChkPrN2g3tJ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 REEL SHARED ON AUG 22, 2022 BY HUAWEI
Huawei – @huawei	This item was used to: (a) communicate (b) build houses (c) workout (d) ????? * https://www.instagram.com/p/CeYRWA6M_AU/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON JUN 4, 2022 BY HUAWEI

Table A4. Xiaomi's Instagram Content Samples

The Brand & Official Instagram Profile	The Instagram Branded Content's Caption & URL	QR Code of the Content Sample
Xiaomi – @xiaomi.global	Our Xiaomi Creator @cristinavenedict has found her passion in fine art portrait photography. Share your photo and your story with the hashtag #TheMomentsThatMadeMe #XiaomiMasterClass #XiaomiImagery . We will choose 3 MOMENTS to WIN a #Xiaomi11TPro . Learn more from the link in bio. #XiaomiCreators * https://www.instagram.com/tv/CV0BGivAtoy/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON NOV 3, 2021 BY XIAOMI.GLOBAL
Xiaomi – @xiaomi.global	A pleasant surprise just came through the mail box! Super excited to share with you our new #MiSmartBand5 . Let's find out together exactly what you get inside the box! #SmartLivingForEveryone #unboxingvideo * https://www.instagram.com/p/CDqoh_rDtz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON AUG 9, 2020 BY XIAOMI.GLOBAL
Xiaomi – @xiaomi.turkiye	Have you ever traveled from Karaköy to Eminönü? Of course you did. :) So, did you do it with Xiaomi Redmi Note 9? Here we did it for you. We couldn't get enough of taking photos in this region where history is felt to the fullest, because every moment is a different legend. We tried to capture the legend for you with the ShotByMi 2020 competition. The most beautiful photos taken with Xiaomi will be with you very soon! * https://www.instagram.com/tv/CCwFcG6AWSK/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON JUL 17, 2020 BY XIAOMI.TURKIYE
Xiaomi – @xiaomi.turkiye	As Xiaomi, we advocate gender equality in all areas of life and continue to work for this. Because life is equal for everyone and it should always be equal! #EqualityForAll #8MarchInternationalWomensDay * https://www.instagram.com/tv/Ca1Y2_nFYI2/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==	 POST SHARED ON MAR 8, 2022 BY XIAOMI.TURKIYE

APPENDIX B

FOCUS GROUPS INTERVIEW PROTOCOL (ENGLISH)

Opening: Self-presentation of participants:

Participants are asked to introduce themselves, providing information about their age, educational background, and profession (~1 min per).

Moderator speech:

“Welcome, and thank you all for participating in our session. To begin, I would like to ask each of you to introduce yourself briefly, providing information about your age, educational background, and profession.”

Introduction: An overview of the discussion topic and the display of content samples are presented. Participants are received explanations along with information about the research study and the topic to be discussed. This is followed by the presentation of a curated selection of content pieces retrieved from the Instagram posts of the selected brands. QR codes for each content piece are shared on presentation slides, which are displayed simultaneously on Share Screen mode.

Moderator speech:

“The primary objective of this research is to gain insights into your perceptions of branded content on social media. The focal brand set consists of the four leading technology and consumer electronics brands: Apple, Huawei, Samsung, and Xiaomi, which offer consumer products in categories such as, mobile devices (smartphones, tablets), wearable technology (smartwatches, glasses, bands), and electronic appliances (laptops, computers, TVs, game consoles). Instagram feed posts published on these brands’ public, official, and verified Instagram business profiles, including both global and local (TR) accounts with a blue badge are going to be investigated for understanding how they drive users’ engagement behaviors. Now, you are going to view a series of content pieces retrieved from the brands’ Instagram profiles. After viewing each piece of content, I will pose the related questions.”

Transition Questions: Questions intended to bridge between introductory questions and key questions (~5-10 min per).

Question-1: What do you think about [the brand]’s Instagram content you just viewed?

Question-2: What kind of impact did this content have on you?

Question-3: Could you explain how this content made you feel?

Probing Questions: Questions for elaborating further information to explore perceptions of [the brand]'s Instagram posts.

Question-1: What do you think about the purpose of creating this content?

Question-2: How do you think this content can contribute to the brand? Has your perception about the brand changed after the content you have viewed?

Question-3: Could you briefly share your general thoughts, impressions, and experiences about these brands and their products?

Key Questions: Primary interview questions focusing on the research questions.

Response times will be taken into account individually for each participant.

Moderator speech:

“Before delving into our discussion, I would like to provide a brief explanation of the social media engagement behavior on Instagram to guide our conversation. Social media engagement behaviors can manifest in three levels of forms, encompassing the consumption, the contribution to, and the creation activities in response to branded content. Consuming brand content includes following the brand’s Instagram profile, viewing, reading, or watching the content shared by the brand, whereas contributing to brand content activities contain liking, commenting on, or sharing the brand post, and finally creating branded content represent activities such as, writing reviews, creating blog posts, and uploading photos or videos.”

Guiding Cue: Brand-related social media behaviors/activities such as follow (or being a member of the brand community), viewing a brand-related video, reading product reviews (Consumption-level engagement), rating products and/or brands, engaging in branded conversations (e.g., like, comment) (Contribution-level engagement), writing brand-related articles, uploading brand-related videos, audios, pictures, or images (e.g., share, UGC) (Creation-level engagement).

Question-1: When considering [the brand]'s post you just viewed, what motivates you to engage?

Question-2: What are the primary motivations that lead you to perform engagement behaviour on Instagram?

Question-3: Which type of engagement behaviour do you typically exhibit when interacting with brand-generated content on Instagram?

Probing Questions: Questions for delving into the content-driven consumer motives for driving engagement with branded content on Instagram.

Question-1: What type of content do you find the most engaging? Could you please elaborate on the emotions that [the brand]'s content evoked in you for engaging with it?

Question-2: Which content characteristics that entice you for social media engagement behavior at different interactivity levels (the consumption of, the contribution to, and the creation of branded content).

APPENDIX C

FOCUS GROUPS INTERVIEW PROTOCOL (TURKISH)

ODAK GRUP GÖRÜŞME PROTOKOLÜ

Açılış ve tanışma: Katılımcılardan kendilerini tanıtmaları, yaş, eğitim durumu ve meslekleri hakkında kısaca bilgi vermeleri istenir (her bir katılımcı için ~1 dakika).

Moderatör Açıklaması:

“Merhaba, hepiniz hoş geldiniz. Toplantımıza katıldığınız için hepinize teşekkür ederim. İlk olarak hepinizden kısaca kendinizi gruba tanıtmanızı, yaşınız, eğitim geçmişiniz ve meslekleriniz hakkında bilgi vermenizi rica ediyorum.”

Giriş: Araştırma konusu hakkında katılımcılara genel bir bakış sunularak tartışılacak konu hakkında bilgi ve açıklamalar yapılır. Ardından odak markaların Instagram hesaplarından derlenmiş markalı içerik örneklerinin gösterimi yapılır. Her bir gönderiye ait QR kodları, ekran paylaşımı yoluyla eş zamanlı olarak görüntülenen sunumda paylaşılır.

Moderatör Açıklaması:

“Bu araştırmanın temel amacı, tüketicilerin Instagram’daki markalı içeriklere yönelik algılarına ilişkin iç görüler elde etmektir. Tüketicilerin odak marka setimiz olan akıllı telefon, tablet ve giyilebilir teknoloji ürün kategorilerinde öne çıkan dört teknoloji ve tüketici elektroniği markası: Apple, Huawei, Samsung, ve Xiaomi markalarının resmi Instagram profillerinde yayınlanan içeriklerine yönelik algılarının etkileşim davranışlarını nasıl etkilediklerini araştırılmaktadır. Birazdan sizlere söz konusu markaların Instagram hesaplarında yayınlanmış bir dizi içerik örneği gösterilecektir. Her bir içeriği görüntüledikten sonra ilgili soruları yönelteceğim.”

Geçiş Soruları: Giriş soruları ile anahtar sorular arasında köprü oluşturmayı amaçlayan sorular (her bir katılımcı için ~5-10 dakika).

Soru-1: Görüntülediğiniz [Marka] nın Instagram içeriği hakkında düşünceleriniz nelerdir?

Soru-2: Bu içeriğin üzerinizde nasıl bir etkisi oldu?

Soru-3: Bu içeriğin size neler hissettirdiğinden bahseder misiniz?

Sorgulayıcı Sorular: Markaların Instagram gönderilerine ilişkin tüketici algılarını keşfetmek için daha fazla bilgi elde etmeye yönelik sorular.

Soru-1: Bu içeriğin oluşturulma amacı hakkında ne düşünüyorsunuz?

Soru-2: Bu içeriğin markaya nasıl katkı sağlayabileceğini düşünüyorsunuz? İzlediğiniz içeriklerden sonra markaya dair algınız değişti mi?

Soru-3: Bu markalar ve ürünleri hakkındaki genel düşüncelerinizi, izlenimlerinizi ve deneyimlerinizi kısaca paylaşabilir misiniz?

Anahtar Sorular: Araştırma sorularına odaklanan birincil görüşme soruları.

(Yanıt süreleri her katılımcı için ayrı ayrı dikkate alınacaktır).

Moderatör Açıklaması:

“Sıradaki kısma geçmeden önce sohbetimize yön vermesi açısından Instagram’deki sosyal medya etkileşim davranışlarına ilişkin kısa bir açıklama yapmak istiyorum. Sosyal medya etkileşim davranışları, markalı içeriğe yönelik tüketim, katılım ve üretim faaliyetleri kapsayan üç farklı interaktiflik düzeyinde gerçekleşebilmektedir. Tüketim düzeyinde etkileşim davranışları, markanın Instagram profilini takip etmek, markanın yayınladığı içerikleri görüntülemek, okumak ve izlemek gibi faaliyetleri içerirken, katılım düzeyinde etkileşim davranışları marka içeriğini beğenme, içeriğe yorum yapma ve içeriği paylaşma gibi aktiviteleri kapsamaktadır. Öte yandan, tüketicinin marka ve/veya ürünleri ile ilgili inceleme yazması, blog gönderileri oluşturmaları, Instagram’a fotoğraf ve/veya video yüklemesi gibi faaliyetler üretim düzeyinde etkileşim davranışlarını temsil etmektedir.”

Yol gösterici ipucu: Etkileşim davranışlarının katılımcılar tarafından daha iyi anlaşılması amacıyla katılımcılara, tüketim düzeyinde etkileşim davranışlarına örnek olarak markayı Instagram’da takip etmek veya marka topluluğunun bir üyesi olmak, marka ile ilgili videoyu izlemek, ürün incelemelerini okumak gibi davranışların tüketim düzeyinde, markalı içeriği beğenmek, içeriğe yorum yapmak veya içeriği paylaşmak gibi davranışların katılım düzeyinde, marka ve/veya ürünler ile ilgili makale yazma, metin, ses ve/veya video içerikler üretme ve profiline yükleme gibi davranışların ise üretim düzeyinde etkileşim davranışlarına örnek olabileceği açıklaması gerektiğinde yapılacaktır.

Soru-1: Görüntülediğiniz içeriği göz önünde bulundurarak sizi Instagram’da içerik ile etkileşime geçmeye neler motive eder bahsedebilir misiniz?

Soru-2: Sizi Instagram’da etkileşim davranışı sergilemeye yönlendiren temel motivasyonlar nelerdir?

Soru-3: Instagram’da marka tarafından oluşturulan ve yayınlanan içerikler ile genellikle hangi düzeyde etkileşim davranışlarında bulunuyorsunuz?

Sorgulayıcı Sorular: Instagram’da markalı içerikle etkileşimi artırmaya yönelik içerik odaklı tüketici motivasyonlarını derinlemesine araştırmaya ilişkin sorular.

Soru-1: Görüntülemiş olduğunuz Instagram gönderilerinden en ilgi çekici bulduğunuz içerik hangisidir? Markalı içerikle etkileşim kurmanın sizde uyandırdığı duyguları detaylandırabilir misiniz?

Soru-2: Sizi markalı içeriklerle farklı interaktiflik düzeylerinde (tüketim, katılım, üretim) etkileşime girmeye yönlendiren içerik özellikleri nelerdir?

APPENDIX D

MEASUREMENT ITEMS & ADAPTED SOURCES

	Visual Appeal Perception, Adapted Sources: Waqas et al., 2021 & Author-generated items
	<i>"Please indicate the extent to how likely the following content-induced perceptions for you in engaging with smartphone brands' Instagram posts?"</i> [1 = Extremely Unlikely ... 7 = Extremely Likely]
1	The visual elements in the brand's Instagram post makes it look fascinating to me.
2	The brand's Instagram post having a stylish and attentive visual design with high image quality.
3	The colorful appearance of the brand's Instagram post providing great delight while viewing it.
4	The brand's Instagram post not including filters and effects that detract from the visual clarity.
5	The way the products or services presented in the brand's Instagram post makes it look aesthetically appealing.
	Prosocial Signaling Perception, Adapted Sources: Wallace et al., 2020 & Author-generated items
1	The brand's Instagram post makes me feel like I'm making a difference on social, political, and environmental issues.
2	The brand's Instagram post reminds myself prioritizing and supporting good purpose for social, political, and environmental issues.
3	The brand's Instagram post increases my self-respect through enabling me to interact with socially conscious behaviors.
4	The brand's Instagram post provides me to get to show something about my support for social, political, and environmental issues to others.
5	The brand's Instagram post enables me to set an example for other people in my network so that they can be inspired.
6	The brand's Instagram post enables me to set an example for other brands in my network so that they can be inspired.
	Authenticity Perception, Adapted Sources: Alhouti & Johnson, 2021 & Author-generated items
1	Beliefs and values of the brand are apparently contained in the brand's Instagram post.
2	The brand's Instagram post appears to connect with what I know/think about the brand.
3	The brand's Instagram post captures the brand's uniqueness that differs from other brands.
4	The brand's Instagram post is consistent with my image of the brand.
5	The brand's Instagram post reminds me the brand's other posts.
6	The brand's Instagram post's making me feel/think that the brand is authentic and genuine.

	Localization Perception, Source: Author-generated items
	<i>“Please indicate the extent to how likely the following content-induced perceptions for you in engaging with smartphone brands' Instagram posts?”</i> <i>[1 = Extremely Unlikely ... 7 = Extremely Likely]</i>
1	The brand's Instagram post is tailored considering local consumers' characteristics (i.e., demographics, consumption habits, customs, beliefs, etc.)
2	The brand's Instagram post is adapted as locally-relevant considering local cultural elements of targeted country market. (i.e., sharing congratulatory messages on national and religious feasts, or content about regional important dates, etc.)
3	The brand's Instagram post provides value to local audience. (i.e., Location specific promotional offers, invitations to country-specific events, etc.)
4	The brand's Instagram post contains expressions specific to the language of the target country. (i.e., anecdotes, jokes, idioms, etc.)
5	The brand's Instagram post follows the agenda in the country where it is published and the brand reflects the problems experienced in the country to the posts.
	Customer-Centricity Perception, Adapted Sources: Alhouti & Johnson, 2021 & Author-generated items
1	Brand post/content's demonstrating that the brand tries to figure out customers' needs.
2	Brand post/content's demonstrating that the brand has the customers' best interest in mind.
3	Brand post/content's being well suited to solving customers' problems.
4	Brand post/content's being framed regarding customer satisfaction rather than selling as much as possible.
5	Brand post/content's being generated to build and maintaining long-term relationship with consumers rather than to convince them to buy.

	Storytelling Perception, Source: Author-generated items
	<i>“Please indicate the extent to how likely the following content-induced perceptions for you in engaging with smartphone brands' Instagram posts?”</i> [1 = Extremely Unlikely ... 7 = Extremely Likely]
1	Brand post/content's conveying the brand's message through building a storytelling structure.
2	Brand post/content's being presented as an ongoing content series.
3	Brand post/content's having a specific storyline within a specific time span. (i.e., New Year, Holi Fest, Earth Day, World's Women Day, Anti-racism and diversity week, etc.)
4	Brand post/content's enabling consumers to empathize with characters in the content story.
5	Brand post/content's making consumers feel themselves as part of the content story.
6	Brand post/content's leading consumers to use their imaginations.
7	Brand post/content's reflecting the brand's expertise in their products.
8	Brand post/content's including a trusted and loved influencer in the content story.
	Trendiness Perception, Source: Author-generated items
1	Brand post/content's being designed as up-to-date in a timely manner.
2	Brand post/content's being embodied regarding prevailing content flux (i.e., Challenge videos, ASMR-formatted content, Before-After comparative posts, etc.)
3	Brand post/content's being created by applying new features coming to Instagram (i.e., Reels, original audios, AR effects, Broadcast Channels, Live, etc.)
4	Brand post/content shows creativity and originality to create new content trends.
	Retrovibe Perception, Adapted Sources: Youn, 2019 & Author-generated items
1	Brand post/content's recalling pleasant memories to me.
2	Brand post/content's making me feel nostalgic.
3	Brand post/content's making me reminisce about previous time.
4	Brand post/content's reminding me nostalgic details forgotten.

	Entertainment Motive, Adapted Sources: De Vries et al., 2017; Waqas et al., 2021; Yesiloglu et al., 2021
	<i>“Engaging with smartphone brands' Instagram posts, ...”</i> <i>[1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	... is entertaining.
2	... is exciting.
3	... is fun.
4	... helps me amuse myself.
5	... makes me happy.
6	... gives me positive feelings.
7	... gets me out of boring moments.
8	... makes me say things in such a way as to make people laugh.
	Information Motive, Adapted Sources: De Vries et al., 2017; Yesiloglu et al., 2021
	<i>“Engaging with smartphone brands' Instagram posts, ...”</i> <i>[1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	... allows me to search for information about the brand and/or its products.
2	... allows me to keep up with the issues relevant with the brand, products and/or the industry (i.e., promotion, campaigns, etc.)
3	... lets me keep up with trends for the brand and/or products.
4	... provides me with accurate accounts of news and/or events about the brands.
5	... provides me with a wide variety of information about the brands and/or products.
6	... allows me to receive specific information about the brands and/or products.
7	... provides me information I need before making my purchase decision.
8	... enables me to update my knowledge about the brands and/or products.
9	... allows me to get a new idea and/or inspiration about a product and/or the brands.
10	... lets me to be in with the brand by obtaining insider news and information that other consumers do not get.

	Socializing Motive, Adapted Sources: De Vries et al., 2017; Waqas et al., 2021; Yesiloglu et al., 2021
	<i>“Engaging with smartphone brands’ Instagram posts, ...”</i> [1 = Strongly Disagree ... 7 = Strongly Agree]
1	... provides me to communicate with people with the same interests.
2	... allows me to meet new people with the same interests.
3	... lets me stay in contact with like-minded people.
4	... makes me feel like I belong to a community.
5	... makes me feel more connected to others.
6	... helps me to develop personal relationships with others.
	Receiving Reward Motive, Adapted Sources: Ciunova-Schuleska et al., 2022 & Author-generated items
1	... provides me to gain rewards such as free products, giveaways, discount coupons, promotions, etc.
2	... provides me to access special offers like contests, games, sweepstakes, etc. which I can receive monetary incentives in exchange for my engagement.
3	... enables me to participate in brand-related events and organizations.
4	... makes me feel a sense of achievement that I can receive interaction from the brand.
	Self-expression Motive, Adapted Sources: De Vries et al., 2017; Yesiloglu et al., 2021
1	... helps me represent what kind of person I am.
2	... helps me to disclose who I am to those around me.
3	... helps me to express/present myself (my actual self).
4	... allows me to show my expertise about the brands and/or products.
5	... provides me to receive reactions such as views, likes, comments, etc. from others.
	Empowerment Motive, Adapted Source: Yesiloglu et al., 2021
1	... enables me to express my enthusiasm about the brands and/or products.
2	... provides me to have the power to contact and have an impressive power over the brands on social media easily.
3	... gives me the power to influence others by sharing my positive experiences about the brands and/or products.
4	... allows me to inform/warn others when I have a negative experience with the brands and/or products.

	Portrait Values Questionnaire, Adapted Source: Schwartz, 2003
	<i>"Please indicate the extent to which you agree or disagree with the following values statements with respect to your priorities and judgments about life along with your life-guiding principles on the given scale." [1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.
2	It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself.
3	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.
4	I look for adventures and like to take risks. I want to have an exciting life.
5	Having a good time is important to me. I like to spoil myself.
6	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.
7	Being very successful is important to me. I like to impress other people.
8	It is very important me to show my abilities. I want people to admire what I do.
9	It is important to me to be rich. I want to have a lot of money and expensive things.
10	It is important to me to be in charge and tell others what to do. I want people to do what I say.
11	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.
12	It is very important to me that my country be safe from threats from within and without. I am concerned that social order be protected.
13	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.
14	It is important to me always behave properly. I want to avoid doing anything people would say is wrong.
15	I think it's important not to ask for more than what you have. I believe that people should be satisfied with what they have.
16	Religious belief is important to me. I try hard to do what my religion requires.
17	It's very important to me to help the people around me. I want to care for other people.
18	It is important to me to be loyal to my friends. I want to devote myself to people close to me.
19	I think it is important that every person in the world be treated equally. I want justice for everybody, even for people I don't know.
20	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.
21	I strongly believe that people should care for nature. Looking after the environment is important to me.

	Consumption-level Engagement Behaviors Adapted Sources: Muntinga et al., 2011 & Schivinski et al., 2016
	<i>"When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to <u>consumption-level engagement behaviors on social media.</u>"</i> <i>[1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	I view the visual content (i.e., images, photographs, and/or illustrations) in the brands' Instagram posts.
2	I read the textual content (i.e., captions, quotes, testimonials, and/or facts) in the brands' Instagram posts.
3	I watch the videos in the brands' Instagram posts.
4	I listen the audio content (i.e., podcasts) in the brands' Instagram posts.
5	I browse the brands' posts on its Instagram profile.
6	I read the comments left by other users in the brands' Instagram posts.
7	I follow the brands' Instagram profiles.
	Contribution-level Engagement Behaviors Adapted Sources: De Vries et al., 2017; Schivinski et al., 2016 & Author-generated items
	<i>"When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to <u>contribution-level engagement behaviors on social media.</u>"</i> <i>[1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	I like the brands' Instagram posts.
2	I comment on the brands' Instagram posts.
3	I reply to comments on the brands' Instagram posts.
4	I share the brands' Instagram posts with others.
5	I repost the brands' Instagram posts on my profile/story.
6	I share the brands' Instagram posts on other social media platforms.
7	I send direct message to the brand on Instagram.
8	I save the brands' Instagram posts.
9	I tag/mention a friend on the brands' Instagram posts.
10	I click on the links in the brands' Instagram posts.

	Creation-level Engagement Behaviors Adapted Sources: De Vries et al., 2017; Muntinga et al., 2011; Schivinski et al., 2016 & Author-generated items
	<i>"When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to <u>creation-level engagement behaviors</u> on social media."</i> <i>[1 = Strongly Disagree ... 7 = Strongly Agree]</i>
1	I publish a brand/product-related article/weblog.
2	I upload photo shots of the brands' products that I have experienced/owned/used on my profile/story.
3	I upload brand/product-related videos on my profile/story.
4	I write brand/product reviews on other computer-mediated environments (i.e., forums, other SNSs, e-commerce platforms).
5	I create and post brand/product-related content that others consume and contribute.
6	I curate brand/product-related posts to share on my profile/story with quoted advice from industry experts.
7	I create a brand/product-related audio content (i.e., podcast).

APPENDIX E

QUESTIONNAIRE (ENGLISH)

The Impact of Consumer Perceptions and Values on Engagement Behavior Towards Social Media Brand Content

Dear Participant,

This research has been carried out by Bogazici University Management Information Systems Department PhD Candidate Esra Koçak under the supervision of Prof. V. Aslihan Nasır and Prof. Hande B. Turker, within the context of her dissertation titled “The Impact of Consumer Perceptions and Values on Engagement Behavior towards Social Media Brand Content”. The survey includes questions designed to examine possible factors that affect consumers’ engagement behavior towards smartphone brands’ content on Instagram. Your answers will only be used within the scope of our academic research and you will not be asked for your personal identity and contact information.

You can contact project researcher Esra Koçak (esra.kocak@bogazici.edu.tr) for your feedback and questions. All rights of this survey are reserved. It can’t be used in whole or in part without the permission of the researcher. Thank you for your participation in the research.

I have read the above statement and agree to participate in the research.

- ☐ Yes, I agree.
- ☐ No, I do not agree.

1. Please indicate the extent to how likely the following content-induced perceptions for you in engaging with smartphone brands' Instagram posts?

		Extremely Unlikely (1)	(2)	(3)	(4)	(5)	(6)	Extremely Likely (7)
1	The visual elements in the brand's Instagram post makes it look fascinating to me.							
2	The brand's Instagram post having a stylish and attentive visual design with high image quality.							
3	The colorful appearance of the brand's Instagram post providing great delight while viewing it.							
4	The brand's Instagram post not including filters and effects that detract from the visual clarity.							
5	The way the products or services presented in the brand's Instagram post makes it look aesthetically appealing.							
6	The brand's Instagram post makes me feel like I'm making a difference on social, political, and environmental issues.							
7	The brand's Instagram post reminds myself prioritizing and supporting good purpose for social, political, and environmental issues.							
8	The brand's Instagram post increases my self-respect through enabling me to interact with socially conscious behaviors.							
9	The brand's Instagram post provides me to get to show something about my support for social, political, and environmental issues to others.							
10	The brand's Instagram post enables me to set an example for other people in my network so that they can be inspired.							
11	The brand's Instagram post enables me to set an example for other brands in my network so that they can be inspired.							

		Extremely Unlikely (1)	(2)	(3)	(4)	(5)	(6)	Extremely Likely (7)
12	Beliefs and values of the brand are apparently contained in the brand's Instagram post.							
13	The brand's Instagram post appears to connect with what I know/think about the brand.							
14	The brand's Instagram post captures the brand's uniqueness that differs from other brands.							
15	The brand's Instagram post is consistent with my image of the brand.							
16	The brand's Instagram post reminds me the brand's other posts.							
17	The brand's Instagram post's making me feel/think that the brand is authentic and genuine.							
18	The brand's Instagram post is tailored considering local consumers' characteristics (i.e., demographics, consumption habits, customs, beliefs, etc.)							
19	The brand's Instagram post is adapted as locally-relevant considering local cultural elements of targeted country market. (i.e., sharing congratulatory messages on national and religious feasts, or content about regional important dates, etc.)							
20	The brand's Instagram post provides value to local audience. (i.e., Location specific promotional offers, invitations to country-specific events, etc.)							
21	The brand's Instagram post contains expressions specific to the language of the target country. (i.e., anecdotes, jokes, idioms, etc.)							
22	The brand's Instagram post follows the agenda in the country where it is published and the brand reflects the problems experienced in the country to the posts.							

		Extremely Unlikely (1)	(2)	(3)	(4)	(5)	(6)	Extremely Likely (7)
23	Brand post/content's demonstrating that the brand tries to figure out customers' needs.							
24	Brand post/content's demonstrating that the brand has the customers' best interest in mind.							
25	Brand post/content's being well suited to solving customers' problems.							
26	Brand post/content's being framed regarding customer satisfaction rather than selling as much as possible.							
27	Brand post/content's being generated to build and maintain long-term relationship with consumers rather than to convince them to buy.							
28	Brand post/content's conveying the brand's message through building a storytelling structure.							
29	Brand post/content's being presented as an ongoing content series.							
30	Brand post/content's having a specific storyline within a specific time span. (i.e., New Year, Holi Fest, Earth Day, World's Women Day, Anti-racism and diversity week, etc.)							
31	Brand post/content's enabling consumers to empathize with characters in the content story.							
32	Brand post/content's making consumers feel themselves as part of the content story.							
33	Brand post/content's leading consumers to use their imaginations.							
34	Brand post/content's reflecting the brand's expertise in their products.							
35	Brand post/content's including a trusted and loved influencer in the content story.							

		Extremely Unlikely (1)	(2)	(3)	(4)	(5)	(6)	Extremely Likely (7)
36	Brand post/content's being designed as up-to-date in a timely manner.							
37	Brand post/content's being embodied regarding prevailing content flux (i.e., Challenge videos, ASMR-formatted content, Before-After comparative posts, etc.)							
38	Brand post/content's being created by applying new features coming to Instagram (i.e., Reels, original audios, AR effects, Broadcast Channels, Live, etc.)							
39	Brand post/content shows creativity and originality to create new content trends.							
40	Brand post/content's recalling pleasant memories to me.							
41	Brand post/content's making me feel nostalgic.							
42	Brand post/content's making me reminisce about previous time.							
43	Brand post/content's reminding me nostalgic details forgotten.							

2. Please indicate your degree of agreement with the following statements regarding engagement with smartphone brands' branded content on Instagram.

"Engaging with smartphone brands' Instagram posts, ..."

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
1	... is entertaining.							
2	... is exciting.							
3	... is fun.							
4	... helps me amuse myself.							
5	... makes me happy.							
6	... gives me positive feelings.							
7	... gets me out of boring moments.							
8	... makes me say things in such a way as to make people laugh.							
9	... allows me to search for information about the brand and/or products.							
10	... allows me to keep up with the issues relevant with the brand, products and/or the industry (i.e., promotion, campaigns, etc.)							
11	... lets me keep up with trends for the brand and/or products.							
12	... provides me with accurate accounts of news and/or events about the brands.							
13	... provides me with a wide variety of information about the brands and/or products.							

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
14	... allows me to receive specific information about the brands and/or products.							
15	... provides me information I need before making my purchase decision.							
16	... enables me to update my knowledge about the brands and/or products.							
17	... allows me to get a new idea and/or inspiration about a product and/or the brands.							
18	... lets me to be in with the brand by obtaining insider news and information that other consumers do not get.							
19	... provides me to communicate with people with the same interests.							
20	... allows me to meet new people with the same interests.							
21	... lets me stay in contact with like-minded people.							
22	... makes me feel like I belong to a community.							
23	... makes me feel more connected to others.							
24	... helps me to develop personal/social relationships with others.							

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
25	... provides me to gain rewards such as free products, giveaways, discount coupons, promotions, etc.							
26	... provides me to access special offers like contests, games, sweepstakes, etc. which I can receive monetary incentives in exchange for my engagement.							
27	... enables me to participate in brand-related events and organizations.							
28	... makes me feel a sense of achievement that I can receive interaction from the brand.							
29	... helps me represent what kind of person I am.							
30	... helps me to disclose who I am to those around me.							
31	... helps me to express/present myself (my personality).							
32	... allows me to show my expertise about the brands and/or products.							
33	... provides me to receive reactions such as views, likes, comments, etc. from others.							
34	... enables me to express my enthusiasm about the brands and/or products.							
35	... provides me to have the power to contact and have an impressive power over the brands on social media easily.							
36	... gives me the power to influence others by sharing my positive experiences about the brands and/or products.							
37	... allows me to inform/warn others when I have a negative experience with the brands and/or products.							

3. Please indicate the extent to which you agree or disagree with the following values statements with respect to your priorities and judgments about life along with your life-guiding principles on the given scale.

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
1	Thinking up new ideas and being creative is important to me. I like to do things in my own original way.							
2	It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself.							
3	I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life.							
4	I look for adventures and like to take risks. I want to have an exciting life.							
5	Having a good time is important to me. I like to spoil myself.							
6	I seek every chance I can to have fun. It is important to me to do things that give me pleasure.							
7	Being very successful is important to me. I like to impress other people.							
8	It is very important me to show my abilities. I want people to admire what I do.							
9	It is important to me to be rich. I want to have a lot of money and expensive things.							
10	It is important to me to be in charge and tell others what to do. I want people to do what I say.							
11	It is important to me to live in secure surroundings. I avoid anything that might endanger my safety.							

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)	
12	It is very important to me that my country be safe from threats from within and without. I am concerned that social order be protected.								
13	I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching.								
14	It is important to me always behave properly. I want to avoid doing anything people would say is wrong.								
15	I think it's important not to ask for more than what you have. I believe that people should be satisfied with what they have.								
16	Religious belief is important to me. I try hard to do what my religion requires.								No Response
17	It's very important to me to help the people around me. I want to care for other people.								
18	It is important to me to be loyal to my friends. I want to devote myself to people close to me.								
19	I think it is important that every person in the world be treated equally. I want justice for everybody, even for people I don't know.								
20	It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them.								
21	I strongly believe that people should care for nature. Looking after the environment is important to me.								

4. When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to the consumption-level engagement behaviors on social media.

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
1	I view the visual content (i.e., images, photographs, and/or illustrations) in the brands' Instagram posts.							
2	I read the textual content (i.e., captions, quotes, testimonials, and/or facts) in the brands' Instagram posts.							
3	I watch the videos in the brands' Instagram posts.							
4	I listen the audio content (i.e., podcasts) in the brands' Instagram posts.							
5	I browse the brands' posts on its Instagram profile.							
6	I read the comments left by other users in the brands' Instagram posts.							
7	I follow the brands' Instagram profiles.							

5. When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to the contribution-level engagement behaviors on social media.

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
1	I like the brands' Instagram posts.							
2	I comment on the brands' Instagram posts.							
3	I reply to comments on the brands' Instagram posts.							
4	I share the brands' Instagram posts with others.							
5	I repost the brands' Instagram posts on my profile/story.							
6	I share the brands' Instagram posts on other social media platforms.							
7	I send direct message to the brand on Instagram.							
8	I save the brands' Instagram posts.							
9	I tag/mention a friend on the brands' Instagram posts.							
10	I click on the links in the brands' Instagram posts.							

6. When you consider smartphone brands' Instagram posts, please indicate to which extent you agree or disagree with the following statements related to the creation-level engagement behaviors on social media.

		Strongly Disagree (1)	(2)	(3)	(4)	(5)	(6)	Strongly Agree (7)
1	I upload photo shots of the brands' products that I have experienced/owned/used on my profile/story.							
2	I upload brand/product-related videos on my profile/story.							
3	I write brand/product reviews on other computer-mediated environments (i.e., forums, other SNSs, e-commerce platforms).							
4	I create and post brand/product-related content that others consume and contribute.							
5	I curate brand/product-related posts to share on my profile/story with quoted advice from industry experts.							
6	I create a brand/product-related audio content (i.e., podcast).							
7	I publish a brand/product-related article/weblog.							

7. Please indicate your gender

8. Please indicate your age range.

- ☐ 18-23
- ☐ 24-29
- ☐ 30-35
- ☐ 36-41
- ☐ 42-50
- ☐ 51-60
- ☐ 61 and above

9. Please indicate your educational status.

- ☐ Primary/Intermediate school degree
- ☐ Highschool degree
- ☐ University student
- ☐ Bachelor's degree
- ☐ Master/PhD student
- ☐ Master/PhD degree

10. Please indicate your nearly monthly income.

- ☐ Less than ₺15.000
- ☐ ₺15.000-₺30.000
- ☐ ₺30.001-₺45.000
- ☐ ₺45.001-₺60.000
- ☐ ₺60.001-₺75.000
- ☐ ₺75.001-₺90.000
- ☐ More than ₺90.000

APPENDIX F

QUESTIONNAIRE (TURKISH)

Tüketicilerin Algı ve Değerlerinin Sosyal Medyadaki Marka

İçeriklerine Yönelik Etkileşim Davranışlarına Etkisi

Değerli Katılımcı,

Bu araştırma Boğaziçi Üniversitesi Yönetim Bilişim Sistemleri Bölümü doktora öğrencisi Esra Koçak'ın Prof. Dr. V. Aslıhan Nasır ve Prof. Dr. Hande B. Türker danışmanlığında yürütmekte olduğu “Tüketicilerin Algı ve Değerlerinin Sosyal Medyadaki Marka İçeriklerine Yönelik Etkileşim Davranışlarına Etkisi” başlıklı doktora tez çalışması kapsamında gerçekleştirilmektedir. Anketimizde, tüketicilerin akıllı telefon markalarının Instagram’da yayınladıkları içeriklerine yönelik etkileşim davranışları göstermelerine etki eden olası faktörleri incelemek amacıyla hazırlanmış sorular yer almaktadır. Vereceğiniz yanıtlar sadece akademik araştırmamız kapsamında kullanılacak olup sizlerden kişisel kimlik ve iletişim bilgileriniz istenmeyecektir.

Geribildirimleriniz ve sorularınız için proje araştırmacısı Esra Koçak (esra.kocak@bogazici.edu.tr) ile iletişime geçebilirsiniz. Bu anketin her türlü hakkı saklıdır. Araştırmacının izni olmadan tamamı veya bir kısmı kullanılamaz. Araştırmaya katılımınız için çok teşekkür ederiz.

Yukarıdaki açıklamayı okudum ve araştırmaya katılmayı kabul ediyorum.

☐ Evet, kabul ediyorum.

☐ Hayır, kabul etmiyorum.

1. Akıllı telefon markalarının Instagram içerikleri ile etkileşimde bulunmanızda aşağıda verilen içerik özelliklerinin sizin için ne derece etkili olduğunu ölçek üzerinde belirtiniz.

		Hiç Etkili Değildir (1)	(2)	(3)	(4)	(5)	(6)	Çok Etkilidir (7)
1	İçeriğin etkileyici görsel unsurlar içermesi							
2	İçeriğin yüksek görüntü kalitesine sahip, şık ve özenli bir görsel tasarımının olması							
3	İçeriğin renkli bir görünüme sahip olması							
4	İçerikte görsel netliği bozucu filtre ve efektlerin kullanılmaması							
5	İçerikte yer alan markaya ait ürün veya hizmetlerin sunulma biçiminin estetik olarak ilgi çekici olması							
6	İçeriğin bana sosyal, politik ve çevresel konularda bir fark yarattığını hissettirmesi							
7	İçeriğin bana toplumsal faydaya öncelik veren ve destekleyen biri olduğumu hatırlatması							
8	Etkileşimde bulunduğum içeriğin sosyal açıdan yararlı davranışlarda bulunmamı sağlayarak kendime olan özsaygımı artırması							
9	İçeriğin sosyal, politik ve çevresel konularda ne kadar duyarlı ve bilinçli bir insan olduğumu çevremdekilere göstermemi sağlaması							
10	İçeriğin bağlantım olan kişilere sosyal, politik ve çevresel konulara duyarlı olmaları konusunda ilham vermesi							
11	İçeriğin sosyal, politik ve çevresel konulara duyarlı olmaları konusunda diğer markalara örnek olması							

		Hiç Etkili Değildir (1)	(2)	(3)	(4)	(5)	(6)	Çok Etkilidir (7)
12	İçerikte markaya ait inanış ve değerlerin açıkça görünür olması							
13	İçeriğin marka hakkında düşündüklerimle/bildiklerimle örtüşmesi							
14	Markanın diğer markalardan farklılaştığı kendine özgü niteliklerini yansıtması							
15	İçeriğin marka imajı ile tutarlı olması							
16	Bana markanın diğer içeriklerini hatırlatması							
17	İçeriğin markanın sahici ve samimi olduğunu hissettirmesi							
18	İçeriğin yayınlandığı ülkenin yerel tüketicilerinin özelliklerini dikkate alarak tasarlanması (Ör: Demografik özellikler, tüketim alışkanlıkları, gelenek-görenek, inançlar, vb.)							
19	İçeriğin lokal kültürel unsurlar ile ilgili olacak şekilde uyarlanması (Ör: Ulusal ve dini bayramlarda kutlama mesajları ya da bölgesel önemli tarihler ile ilgili içerikler paylaşma, vb.)							
20	İçeriğin yayınlandığı ülkenin tüketicilerine değer sağlaması (Ör: O ülkeye özel promosyon teklifleri, o ülkede düzenlenen etkinlik ve davetlere katılım şansı, vb.)							
21	İçeriğin hitap ettiği ülkenin diline özgü ifadeler içermesi (Ör: Anekdotlar, şakalar, deyimler, vb.)							
22	İçeriğin yayınlandığı ülkedeki gündemi takip etmesi ve markanın ülkede yaşanan sorunları gönderilerine yansıtması							

		Hiç Etkili Değildir (1)	(2)	(3)	(4)	(5)	(6)	Çok Etkilidir (7)
23	İçeriğin, markanın müşterilerinin ihtiyaçlarını anlamaya çalıştığını göstermesi							
24	İçeriğin, markanın müşterilerinin menfaatini gözettiğini vurgulaması							
25	İçeriğin, müşterilerin karşılaştığı sorunları çözmeye yönelik olması							
26	İçeriğin satış yapma amaçlı değil, müşteri memnuniyetini dikkate alarak oluşturulması							
27	İçeriğin tüketici ile uzun soluklu ve güçlü bir ilişki kurma amacıyla oluşturulması							
28	İçerikte marka mesajının bir hikaye anlatımı aracılığıyla iletilmesi							
29	Marka hikayelerinin devam eden bir içerik serisi şeklinde sunulması							
30	İçerik hikayesinin özel günler veya olaylarla ilgili bir kurgusunun olması. (Ör: Yılbaşı, Dünya Kadınlar Günü, Hayvanları Koruma Günü, Dünya Günü, Türkiye Fotoğraf Yarışması, vb.)							
31	İçeriğin hikayesinde yer alan karakterlerle empati kurabilmemi sağlaması							
32	İçeriğin bana kendimi hikayenin bir parçası olarak hissettirmesi							
33	İçerik hikayesinin bana hayal gücümü kullanma fırsatı vermesi							
34	İçerik hikayesinde markanın ürünleri ve teknoloji konusunda deneyim ve uzmanlığını yansıtması							
35	İçerik hikayesinde güvenilir ve sevilen bir etkileyicinin (influencer) yer alması							
36	İçeriğin güncel ve zamanın ruhuna uygun biçimde tasarlanması							

		Hiç Etkili Değildir (1)	(2)	(3)	(4)	(5)	(6)	Çok Etkilidir (7)
37	Marka gönderilerinin popüler içerik akımları göz önüne alınarak oluşturulması/tasarlanması (Ör: Meydan okuma videoları, ASMR seslerinin kullanıldığı içerikler, öncesi-sonrası karşılaştırmalı gönderiler, vb.)							
38	İçerikte Instagram'a en son gelen özelliklerin kullanılmış olması (Ör: Reels video formatı, orijinal müzik eklentileri, artırılmış gerçeklik efektleri, marka yayın kanalları, canlı yayın özelliği, vb.)							
39	Yeni içerik akımları oluşturacak kadar yaratıcı ve orijinal olduğunu hissettirmesi							
40	İçeriğin bana geçmişteki hoş ve keyifli anıları hatırlatması							
41	İçeriğin bana geçmişe özlem duygusu hissettirmesi							
42	İçeriğin eski günlerden konuşma isteği uyandırması							
43	İçeriğin geçmişe dair unuttuğumuz nostaljik detayları hatırlatması							

2. Akıllı telefon markalarının Instagram gönderileri ile etkileşimde bulunma faaliyetleri ile ilgili aşağıda verilen ifadelere katılım derecenizi ölçek üzerinde belirtiniz.

“Akıllı telefon markalarının Instagram gönderileri ile etkileşime girmek ...”

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
1	... eğlencelidir.							
2	... heyecan vericidir.							
3	... keyiflidir.							
4	... gülüp neşelenmeme yardımcı olur.							
5	... beni mutlu eder.							
6	... bana olumlu duygular hissettirir.							
7	... beni sıkıcı anlardan kurtarır.							
8	... diğer insanlara eğlendirici şeyler anlatmamı sağlar.							
9	... marka ve ürünler hakkında bilgi edinmemi sağlar.							
10	... marka, ürünler ve sektör hakkında ilgilendiğim konularda (kampanya, tanıtım, vb.) bilgi sahibi olmamı sağlar.							
11	... marka ve ürünler ile ilgili son gelişmelerden haberdar olmamı sağlar.							
12	... haber ve etkinlikler hakkında marka tarafından yapılan kesin ve doğru açıklamalara erişmemi sağlar.							
13	... marka ve ürünler ile ilgili geniş çeşitlilikte bilgiye ulaşmamı sağlar.							

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
14	... marka ve ürünler ile ilgili başka yerde bulamayacağım bilgilere ulaşmamı sağlar.							
15	... satın alma kararı vermeden önce ihtiyacım olan bilgiye ulaşmamı sağlar.							
16	... marka ve ürünler hakkındaki bilgilerimi güncellememi sağlar.							
17	... marka ve ürünler hakkında bana yeni bir fikir veya ilham kaynağı olur.							
18	... diğer tüketicilerin erişemediği markanın içinden haber ve bilgilere ulaşmamı sağlar.							
19	... ortak ilgi alanlarına sahip olduğum kişilerle sosyal ilişkiler kurabilmemi sağlar.							
20	... ilgi alanlarımızın benzer olduğu yeni kişilerle tanışabilmemi sağlar.							
21	... ortak görüşleri paylaştığım kişilerle iletişimde kalmamı sağlar.							
22	... kendimi bir topluluğa ait hissetmemi sağlar.							
23	... diğer insanlarla ortak bir bağ hissetmemi sağlar.							
24	... kişisel/sosyal ilişkiler kurmama yardımcı olur.							

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
25	... bedava ürün, hediye, indirim kuponu ve/veya çeşitli promosyonlar kazanmamı sağlar.							
26	... maddi ödüller kazanabileceğim yarışma, oyun ve/veya çekilişlere katılma hakkı elde edebilmemi sağlar.							
27	... marka ile ilgili özel davet, etkinlik ve organizasyonlara katılabilmemi sağlar.							
28	... karşılığında markanın da benimle etkileşim kurması ile bana başarıma duygusu hissettirir.							
29	... nasıl bir insan olduğumu ifade etmeme yardımcı olur.							
30	... çevremdekilere kim olduğumu açıklamama yardımcı olur.							
31	... kendimi (kişiliğimi) ifade etmeme olanak sağlar.							
32	... marka ve ürünler ile ilgili deneyim ve uzmanlığımı göstermeme fırsat verir.							
33	... diğer insanlardan etkileşim (izlenme, beğeni, yorum, vb.) almamı sağlar.							
34	... markaya ve ürünlerine yönelik ilgi ve hayranlığımı ifade etmemi sağlar.							
35	... bana marka ile kolaylıkla iletişim kurabilme ve marka üzerinde etkileyici bir güce sahip olma imkanı verir.							
36	... marka veya ürünleri ile ilgili olumlu deneyimlerimi başkalarıyla paylaşarak onları etkileyebilme gücü verir.							
37	... marka veya ürünleri ile ilgili olumsuz bir deneyim yaşadığımda başkalarını uyarmak için haberdar edebilmemi sağlar.							

3. Hayattaki kişisel öncelikleriniz ve önem verdiğiniz prensiplerle ilgili olarak verilen aşağıdaki ifadelere katılım düzeyinizi ölçek üzerinde belirtiniz.

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
1	Yeni fikirler düşünmek ve yaratıcı olmak benim için önemlidir. İşlerimi kendi orijinal tarzımda yapmayı severim.							
2	Kendi kararlarımı vermek benim için önemlidir. Faaliyetlerimi planlamakta ve seçmekte özgür olmayı isterim.							
3	Sürprizleri severim ve her zaman yapacak yeni bir şeyler arayışındayım. Hayatta pek çok farklı şey yapmanın önemli olduğunu düşünürüm.							
4	Macera ararım ve risk almayı severim. Heyecanlı bir hayat yaşamak isterim.							
5	İyi vakit geçirmek benim için önemlidir. Kendimi şımartmayı severim.							
6	Eğlenmek için her fırsatı değerlendiririm. Bana keyif veren şeyler yapmak benim için önemlidir.							
7	Çok başarılı olmak benim için önemlidir. Diğer insanları etkilemeyi severim.							
8	Benim için yeteneklerimi göstermek çok önemlidir. İnsanların yaptıklarına hayran olmalarını isterim.							
9	Zengin olmak benim için çok önemlidir. Çok paramın ve değerli eşyalarımın olmasını isterim.							

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)	
10	Sorumlu olmak ve başkalarına ne yapacaklarını söylemek benim için önemlidir. İnsanların söylediklerimi yapmasını isterim.								
11	Güvenli bir ortamda yaşamak benim için önemlidir. Güvenliğimi tehlikeye atabilecek her şeyden kaçınırım.								
12	Ülkemin içeriden ve dışarıdan gelebilecek tehditlere karşı güvende olması benim için çok önemlidir. Toplumsal düzenin korunmasından endişe duyarım.								
13	İnsanların kendilerine söyleneni yapması gerektiğine inanırım. İnsanların her zaman (kimse izlemiyorken bile) kurallara uyması gerektiğini düşünürüm.								
14	Benim için her zaman düzgün davranmak önemlidir. İnsanların yanlış olduğumu söyleyeceği herhangi bir şeyi yapmaktan kaçınırım.								
15	Sahip olduğumdan fazlasını istememenin önemli olduğunu düşünüyorum. İnsanın elindekiyle yetinmesi gerektiğine inanırım.								
16	Dini inanç benim için önemlidir. Dinimin gerekliliklerini yerine getirmeye çalışırım.								Yanıt Yok

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
17	Çevremdeki insanlara yardım etmek benim için çok önemlidir. Diğer insanlarla ilgilenmeyi isterim.							
18	Arkadaşlarıma sadık olmak benim için önemlidir. Kendimi bana yakın olan insanlara adanmak isterim.							
19	Dünyadaki her insana eşit davranılmasının önemli olduğunu düşünüyorum. Tanımadığım insanlar için bile olsa, herkes için adalet isterim.							
20	Kendimden farklı olan insanları dinlemek benim için önemlidir. Onlarla aynı fikirde olmadığım da bile onları anlamak isterim.							
21	İnsanların doğayı önemsemesi gerektiği ile ilgili güçlü bir inanca sahibim. Çevre ile ilgilenmek benim için önemlidir.							

4. Akıllı telefon markalarının resmi Instagram profillerinde yayınladığı gönderileri/içerikleri düşündüğünüzde aşağıda verilen tüketim düzeyinde etkileşim davranışları ile ilgili ifadelere katılım derecenizi ölçek üzerinde belirtiniz.

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
1	Marka tarafından paylaşılan görsel içerikleri (resimler, fotoğraflar ve/veya çizimler, vb.) görüntülerim.							
2	Marka tarafından paylaşılan metin içeriklerini (alıntı sözler, referanslar ve/veya açıklamalar, vb.) okurum.							
3	Marka tarafından paylaşılan video içerikleri izlerim.							
4	Marka tarafından paylaşılan sesli içerikleri (podcast, vb.) dinlerim.							
5	Markanın Instagram profilindeki içeriklere göz atarım.							
6	Gönderilerin altında yer alan diğer kullanıcıların marka/ürün ile ilgili yaptığı yorumları okurum.							
7	Markaların Instagram hesaplarını takip ederim.							

5. Akıllı telefon markalarının resmi Instagram profillerinde yayınladığı gönderileri/içerikleri düşündüğünüzde aşağıda verilen katılım düzeyinde etkileşim davranışları ile ilgili ifadelere katılım derecenizi ölçek üzerinde belirtiniz.

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
1	Markaların Instagram gönderilerini beğenirim.							
2	Markaların Instagram gönderilerine yorum yaparım.							
3	Markaların Instagram gönderilerine yapılan yorumlara cevap veririm.							
4	Markaların Instagram gönderilerini başkalarıyla paylaşıyorum.							
5	Markaların Instagram gönderilerini profilimde/hikayemde paylaşıyorum.							
6	Markaların Instagram gönderilerini diğer sosyal medya platformlarında paylaşıyorum.							
7	Marka ile Instagram üzerinden doğrudan mesajlaşıyorum.							
8	Markaların Instagram gönderilerini kaydedirim.							
9	Markaların Instagram gönderilerinde bir arkadaşımın bahsederim.							
10	Markaların Instagram gönderilerinde paylaştığı bağlantılara tıklarım.							

6. Akıllı telefon markalarının resmi Instagram profillerinde yayınladığı gönderileri/içerikleri düşündüğünüzde aşağıda verilen üretim düzeyinde etkileşim davranışları ile ilgili ifadelere katılım derecenizi ölçek üzerinde belirtiniz.

		Kesinlikle Katılmıyorum (1)	(2)	(3)	(4)	(5)	(6)	Kesinlikle Katılıyorum (7)
1	Markanın sahip olduğum/kullandığım/deneyimlediğim ürünlerini fotoğraflayıp kendi profilimde/hikayemde paylaşırım.							
2	Marka veya ürünleri ile ilgili videolar çekip kendi profilimde/hikayemde yayınlıyorum.							
3	Marka veya ürünleri ile ilgili diğer mecralarda (forum siteleri, sosyal ağlar, e-ticaret platformları, vb.) ürün incelemesi yaparım.							
4	Başkalarının tüketim veya katılım düzeyinde etkileşime girebileceği içerikler oluştururum ve yayınlıyorum.							
5	Markanın gönderilerinden oluşan bir seçki hazırlayıp, sektör uzmanlarından alıntılanan tavsiyeler ile birlikte paylaşırım.							
6	Marka veya ürünleri ile ilgili bir sesli içerik (Ör: podcast) hazırlarım.							
7	Marka veya ürünleri ile ilgili bir makale ya da blog yazısı yayımlarım.							

7. Lütfen cinsiyetinizi belirtiniz.

8. Lütfen yaş aralığınızı belirtiniz.

- ☐ 18-23
- ☐ 24-29
- ☐ 30-35
- ☐ 36-41
- ☐ 42-50
- ☐ 51-60
- ☐ 61 ve üzeri

9. Lütfen eğitim durumunuzu belirtiniz.

- ☐ İlköğretim/Ortaokul mezunu
- ☐ Lise mezunu
- ☐ Üniversite öğrencisi
- ☐ Üniversite mezunu
- ☐ Yüksek Lisans/Doktora öğrencisi
- ☐ Yüksek Lisans/Doktora mezunu

10. Lütfen aylık ortalama gelirinizi belirtiniz.

- ☐ 15.000 TL'den az
- ☐ 15.000-30.000 TL
- ☐ 30.001-45.000 TL
- ☐ 45.001-60.000 TL
- ☐ 60.001-75.000 TL
- ☐ 75.001-90.000 TL
- ☐ 90.000 TL'den fazla

APPENDIX G

ETHICS COMMITTEE APPROVAL



T.C.
BOĞAZİÇİ ÜNİVERSİTESİ
REKTÖRLÜĞÜ
Sosyal ve Beşeri Bilimler İnsan Araştırmaları
Etik Kurulu (Sbinarek)



Sayı : E-84391427-050.01.04-154533

20.11.2023

Konu : 2023-40 Kayıt
Numaralı
Başvurunuz
Hakkında

Sayın Prof. Dr. Vesile Aslıhan NASIR

"Tüketicilerin Algı ve Değerlerinin Sosyal Medyadaki Marka İçeriklerine Yönelik Etkileşim Davranışlarına Etkisi" başlıklı projeniz ile Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)'e yaptığınız 2023-40 kayıt numaralı başvurunuz 20.11.2023 tarih ve 2023/09 sayılı kurul toplantısında incelenmiş ve projenize etik onay verilmesi uygun bulunmuştur.

Bu karar tüm üyelerin toplantıya on-line olarak katılımıyla ve oybirliği ile alınmıştır. Onay mektubu tüm üyeler adına Komisyon Başkanı tarafından e-imzalanmıştır. Bilgilerinizi rica ederiz.

Saygılarımızla,

Dr. Öğr. Üyesi Işıl Erduyan
Kurul Başkan

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu : 0I0K-6G2I-0E65 Belge Doğrulama Adresi : <https://www.turkiye.gov.tr/bogazici-universitesi-ebys>

Adres: 34342 Bebek-İSTANBUL

Bilgi İçin: Nurşen MUNAR

Mühendis

Telefon No:

Fax No:

e-Posta:

İnternet Adresi: <https://www.bogazici.edu.tr/>

Kep Adresi: bogaziciuniversitesi@hs01.kep.tr

Telefon No:



APPENDIX H

HYPOTHESIS TESTING RESULTS

No	Hypothesis	Result
H1	Entertainment motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H2	Entertainment motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H3	Entertainment motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Not Supported
H4	Information motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H5	Information motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H6	Information motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H7	Socializing motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H8	Socializing motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H9	Socializing motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H10	Self-expression motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Not Supported
H11	Self-expression motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Not Supported
H12	Self-expression motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H13	Receiving reward motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H14	Receiving reward motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H15	Receiving reward motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H16	Empowerment motivation has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported

H17	Empowerment motivation has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H18	Empowerment motivation has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H19	Consumer orientation & sincerity perception has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H20	Consumer orientation & sincerity perception has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H21	Consumer orientation & sincerity perception has a significant positive impact on the creation-level engagement behavior on Instagram.	Not Supported
H22	Storification perception has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H23	Storification perception has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H24	Storification perception has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H25	Prosocial signaling perception has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H26	Prosocial signaling perception has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H27	Prosocial signaling perception has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H28	Visual appeal perception has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H29	Visual appeal perception has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H30	Visual appeal perception has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H31	Retro-vibe perception has a significant positive impact on the consumption-level engagement behavior on Instagram.	Supported
H32	Retro-vibe perception has a significant positive impact on the contribution-level engagement behavior on Instagram.	Supported
H33	Retro-vibe perception has a significant positive impact on the creation-level engagement behavior on Instagram.	Supported
H34	Consumer orientation & sincerity perception has a significant positive correlation with openness to change value.	Supported

H35	Consumer orientation & sincerity perception has a significant positive correlation with self-enhancement value.	Supported
H36	Consumer orientation & sincerity perception has a significant positive correlation with conservation value.	Supported
H37	Consumer orientation & sincerity perception has a significant positive correlation with self-transcendence value.	Supported
H38	Storification perception has a significant positive correlation with openness to change value.	Supported
H39	Storification perception has a significant positive correlation with self-enhancement value.	Supported
H40	Storification perception has a significant positive correlation with conservation value.	Supported
H41	Storification perception has a significant positive correlation with self-transcendence value.	Supported
H42	Prosocial signaling perception has a significant positive correlation with openness to change value.	Supported
H43	Prosocial signaling perception has a significant positive correlation with self-enhancement value.	Supported
H44	Prosocial signaling perception has a significant positive correlation with conservation value.	Supported
H45	Prosocial signaling perception has a significant positive correlation with self-transcendence value.	Supported
H46	Visual appeal perception has a significant positive correlation with openness to change value.	Supported
H47	Visual appeal perception has a significant positive correlation with self-enhancement value.	Supported
H48	Visual appeal perception has a significant positive correlation with conservation value.	Supported
H49	Visual appeal perception has a significant positive correlation with self-transcendence value.	Supported
H50	Retro-vibe perception has a significant positive correlation with openness to change value.	Supported
H51	Retro-vibe perception has a significant positive correlation with self-enhancement value.	Supported
H52	Retro-vibe perception has a significant positive correlation with conservation value.	Supported
H53	Retro-vibe perception has a significant positive correlation with self-transcendence value.	Supported

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