



BOURNEMOUTH UNIVERSITY

**To Post or Not To Post: Examining
Motivations of Brand/Product-related
Engagement Types on Social Networking
Sites**

By Sevil Yesiloglu

A thesis submitted to Bournemouth
University for the degree of Doctor of
Philosophy
2017

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DECLARATION

This thesis has been composed by myself and has not been submitted in any previous application for a degree. All quotations have been distinguished and sources of information acknowledged. My first supervisor, Professor Juliet Memery and second supervisor Dr. Chris Chapleo are in agreement that this thesis may be submitted.

Signed:

Date:

ABSTRACT

At present, consumers use social networking sites to engage with brands and brand related content, this study examines consumers' motivations for brand/product-related engagement on social networking sites. This thesis develops three motivation frameworks to explain each brand/product-related engagement type: consuming, contributing and creating. The main objectives are: 1) to understand what motivates consumers to engage with different brand/product-related posts on social networking sites, and 2) to understand the relationship between brand/product-related engagement types and social networking sites usage.

A mixed-methods approach is employed through establishing exploratory sequential research design. First, consumers' motivations drawn from psychology and brand/product-related engagement literature are defined through using semi-structured interviews (N=12) in order to define the factors behind each brand/product-related engagement type on social networking sites. Then, the findings of semi-structured interview analysis lead to the development of web-based questionnaires. Web-based online questionnaires (N= 225) were conducted in order to examine motivations of each brand/product-related engagement type on social networking sites and the relationship between brand/product-related post engagement and social networking site usage. A survey of 225 respondents was conducted and analysed using quantitative method.

The findings shed light on the reasons behind consumers' brand/product-related engagement types (e.g. consuming contributing, creating) on social networking sites, and the relationship between consumers' social media site usage and brand/product-related engagement behaviour. A key contribution of this thesis is to construct five models: 1) a motivation framework for consuming brand/product-related posts from brands which aims to explain what motivates consumers to consume (e.g. read, view) brand/product-related posts from brands; 2) a motivation framework for consuming brand/product-related posts from other people; 3) a motivation framework for contributing brand/product-related posts from brands and other people that examines factors behind consumers' contribution behaviour to brand/product-related posts through sharing, commenting, liking, favouriting, tagging, etc; 4) a motivation framework examining the motives of consumers for creating positive brand/product-related posts on social networking sites; and 5) a motivation framework defining the motives of consumers to create negative brand/product-related posts on social networking sites. The findings also define brand/product-related engagement types and social networking site usage. The relationship between social networking site usage and brand/product-related engagement is only found for two engagement types: consuming and contributing.

DEDICATION

To my parents Hatice and Ismail.
I couldn't have done this without them.

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LIST OF DEFINITIONS

Blog: Blogs are websites that allow people to share information, their experiences, news and other contents. Some people use blogs mainly to create content relating to their interests.

Comment: There is a 'comment' button located at the bottom left of posts on Facebook. It helps users to contribute to these posts by offering their responses, reactions or discussions.

Favourite: is a small heart icon at the bottom of each Tweet on Twitter. It allows users to add a Tweet to their list of favourite Tweets.

Like (for pages): There is a 'like' button to subscribe to any pages on Facebook. It usually refers to an act of becoming a fan for a particular Facebook page.

Like (for post): There is a 'like' button located at the end of posts on Facebook. This button helps Facebook users express that they like a particular post on Facebook.

Micro-blogging: is a short format of blogging. It is usually restricted with regard to number of characters (e.g. Twitter).

Newsfeed: refers to the homepage of Facebook. It allows Facebook users to get tailored updates on their friends' Facebook activity.

Retweet: is a button that allows re-posting of a tweet created by Twitter users, including people, brands and organisations, in order to maximise its reach.

Share: is a button on Facebook that allows users to share a particular post. Users can share any posts with this button on Facebook with their friends, families, brands, organisations and other people.

Tagging: is an act of notifying others, including brands or other people, through using the 'tag' button or '@' symbol with keywords or a name on Facebook. Users can notify others by tagging others on photos, posts, comments, videos. Users can also 'tag' other people on brands' pages and posts.

Tweet: is an individual post on Twitter consisting of a maximum of 140 characters.

Quote-Tweet: is a type of retweet that allows users to share opinions through adding a personal opinion to the original Tweet.

Consuming: is a brand/product related engagement type where individuals read/view brand/product related content that is created both by brands and by other people.

Contributing: is a brand/product related engagement type where individuals contribute to brand/product related posts from brands and other people through likes, favourites, retweets, replies and comments.

Creating: is a brand/product related engagement type where individuals make their brand/product related posts available for other social networking site users.

*“Social media become so popular so fast because consumers were sick & tired of feeling unappreciated & ignored”
Melonie Dodaro*

CHAPTER 1

INTRODUCTION

1.1. Background

The primary purpose of studying consumer behaviour, within the context of communication and marketing, is to provide a clear understanding of why consumers make particular purchase decisions. These decisions tend to be influenced by various factors including consumer interaction with or about brands. It is essential therefore for consumer behaviour to be investigated by considering their brand/product related engagement behaviour (Chiou & Cheng, 2003; Hennig-Thurau et al., 2004; Villanueva et al., 2008), as this can be more influential on consumer buying behaviour than on traditional marketing messages (Chiou & Cheng, 2003; Villanueva et al., 2008), which are created by brands themselves such as print, billboard and TV advertising.

Although academics and practitioners have confirmed that the traditional promotional marketing mix including advertising is important, in order to develop consumer awareness of brands or products (Chu & Keh, 2006; Netemeyer et al., 2004; Yoo et al., 2000), electronic word of mouth (eWOM¹) hereafter defined as the form of exchanging brand/product related information among consumers online, has been well recognised in marketing literature as a powerful tool influencing consumer

¹ The process of spreading information through the Internet was first defined as online WOM behaviour (OWOM); but from 2004 onwards, the term electronic word-of-mouth became prevalent (Hennig-Thurau et al. 2004; Bronner & De Hoog, 2010). As such, the term eWOM will be used for the project.

decision-making (De Bruyn & Lilien, 2008) related to products, brands and services (Blazevic et al., 2013; Cheung et al., 2008; Chevalier & Mayzin, 2006; Dellarocas et al., 2007; Hennig-Thurau et al., 2004). Reviews from credible sources, including social media and word-of-mouth testimonials, have been found to have a value 12.85 times greater than traditional media tools, such as radio, TV, broadcast advertising (Dilenschneider, 2013).

With the accessibility of the Internet, face-to-face brand related interaction between consumers (WOM) gained a powerful dynamic; this engagement type has been transformed into a new phenomenon 'electronic word-of-mouth (eWOM), and has empowered consumers with unlimited access to brands. For more than half a century, a powerful research stream regarding the nature of WOM and eWOM has emerged which highlights brand related interactions among actual, former and potential consumers (e.g. Alexandrov et al., 2013; Dichter, 1964; Engel et al., 1993; Hennig-Thurau et al., 2004; Sundaram et al., 1998; Yap et al., 2013). This phenomena (eWOM) has been rapidly evolving in the marketing and consumer environment (Hennig-Thurau et al., 2004) in order to investigate (i) the impact of consumer online reviews on product sales and brand marketing strategies (e.g. Chen, Wang, & Xie, 2011; Chen & Xie, 2005; 2008; Chevalier & Mayzlin, 2006; Goldsmith & Horowitz, 2006); (ii) why consumers seek eWOM posts created by other people (Goldsmith & Hrowitz, 2006; Hennig-Thurau & Walsh, 2003); and (iii) the value of online consumer reviews for sales forecasting (Dellorocas et al., 2007; Dhar & Chang, 2009).

Over the past twenty years, consumer brand/product related engagement behaviour has occurred through an extensive range of digital channels, such as emails, consumer review sites and forums, virtual consumer communities, and social media networks (Dwyer, 2007; Phelps et al., 2004; Thorson & Rodgers, 2006; Hung & Li, 2007; Ho & Dempsey, 2010). Initially, brand/product-related engagement by consumers with brands or about brands occurred upon different digital platforms, including social media sites that present an excellent platform to explore the consumers' brand/product related engagement with consumers (eWOM) and brands. Whilst the early stage of word-of-mouth (WOM) communication referred to how a consumer communicated with other consumers or with a face-to-face group, in a social media dominated world, this communication has been specifically developed and consumers can engage with millions in a short period of time (Stewart, 2015)

through unlimited posts, videos, images and tweets. Consumers increasingly value brand related information from other people on social network sites such as blogs, Facebook, Twitter as more relevant and important than brand related information that is provided by companies and organisations (Christodoulides, 2008). As social media networks have rapidly become a rich source of opinions and recommendations on products and brands (Okazaki et al., 2014), in turn they also have changed online consumer behaviour (Kaplan & Haenlein, 2010) in terms of how consumers communicate with or about brands.

More recently, rather than just using company websites, social media sites have become a more popular source for consumers to utilise and gather information about a brand, company or product (Dei Worldwide, 2008), as well as using them for sharing consumer experiences and information through brand related posts. Every 60 seconds, consumers share more than 600,000 pieces of content, upload 48 hours of video, and create 25,000 posts within social media globally (Bernett, 2012). Invoke Solution's (2010) industry report indicates that 32% of users have posted a comment about a company or product on their own Facebook page. According to Facebook (2012) statistics, brand-related posts drive a higher level of engagement with users on Facebook, as it provides open dialogue services so that consumers can interact with brands directly without restrictions. While consumers use social media sites to engage with brand/product related posts, they also often seek brand/product related information published by consumers before making any purchase (Goldsmith & Clark 2008). A Nielsen Industry report (2012) showed that Internet users trust online brand/product-related posts which are provided by unknown consumers more than they trust those created by brands. Furthermore, 65% of consumers stated that they tend to read brand/product related posts online before they make a purchase decision (CIM, 2014), with 62% of consumers also stating that they use social media sites before they decide whether they purchase the product or service (CIM, 2016). Additionally, user-generated content in the form of consumer online brand/product related engagement behaviour is found to significantly influence the consumer purchase decision (Channel Advisor, 2010). As a result of the persuasiveness of online brand related activities among consumers, this in turn has had a negative impact upon brand control by companies (Cova & Dalli, 2009; Muniz & Schau, 2007). Hence, marketers have become interested in directly managing consumer

brand/product-related activities on online sites, by targeting engagement among consumers on different online platforms to develop their marketing performance, products and brand, rather than through stimulus communication embodied in traditional media (Christodoulides, 2008).

As social media usage significantly increases, in order to post brand and product related reviews (Cheung & Lee, 2012; Chu & Kim, 2011; Hennig-Thurau et al., 2003) as well as reading these reviews, many organisations initially consider social media websites as a valued source with an infinite amount of information (Okazaki et al., 2014). Correspondingly, organisations embrace different types of social media, not only for digital marketing and promotions, but also to handle customer service issues, seek innovative ideas, build a brand-consumer relationship (Hennig-Thurau et al., 2010), and ‘genuinely’ engage with consumers (Solis, 2010). Accordingly, understanding consumer brand/product related engagement (e.g. eWOM) on online platforms has become an important benchmark for marketers in order to articulate their marketing and communication strategies (Ngai et al., 2015).

Moreover, this trend also impacts marketers in the way they communicate with their consumers on social networking sites, through creating product related pages on social media to attract consumers with advertising and word-of-mouth engagement (Green, 2008). Marketers have become interested in directly managing these brand/product related communications between consumers (e.g. WOM) as well as consumers’ communication with brands, since consumers have become active co-producers of value and meaning regarding brands, product and services (Brown et al., 2003; Kozinets, 2001; Kozinets et al., 2010) through engaging with brand/product related posts on social networking sites. The idea of searching and understanding consumer opinion on social media websites attracted greater interest from organisations; since innocent tweets could threaten a brand’s reputation or image due to the exponential effect of eWOM in real time (Lee & Bradlow, 2011) and any positive product related posts had value as great promotional vehicles for marketers and organisations (e.g Duan et al., 2008) over a short period. Despite it becoming easy to observe what current, former and potential consumers are saying about a brand via these online platforms, there are still unanswered questions and untouched concepts concerning what influences consumers to engage with brand related eWOM on specific online platforms, and why users have different

brand/product related engagement levels (Muntinga et al., 2011) on social networking sites.

Since consumer engagement was recognised as a key research priority of the Marketing Science Institute (Bolton, 2011), there has been an increasing interest among academics, organisations and marketers in understanding consumer activity and engagement on social networking sites. Several academic studies have investigated the field of social media with a focus on a number of areas, for example, social media websites' effects on brands and brand management such as online reviews (Karakaya & Barnes, 2010), advertising (Bruhn, Schoenmueller & Schafer, 2012) and eWOM (Jalilvand & Samiei, 2012; Bambauer-Sachse & Mangold, 2011); however, antecedents of consumer brand/product related engagement have been more scarcely examined, particularly in the research area of consumer motivation for engaging with brand/product related posts on social media sites (e.g. Muntinga et al., 2011; Rodgers et al., 2007). While there is no doubt that previous studies' findings have been pivotal, they have failed to provide a deeper understanding of specific behaviours of consumers who engage with brand/product related posts on social media platforms.

Despite it becoming easy to observe what current, former and potential consumers are saying about a brand via these online platforms and social media tracking tools, there are still unanswered questions and untouched concepts concerning what influences consumers to engage with brand related eWOM on specific online platforms, and why users have different brand/product related engagement levels on social media (Muntinga et al., 2011). As consumers are differentially adopting new social media technologies, it enables them to interact with brands and product on various levels (Uncles, 2008), such as consuming, contributing to and creating brand/product related posts. It is also important to understand consumers who may have the same access to social networking sites, do not necessarily have the same brand/product related engagement type (e.g. Muntinga et al., 2011). Hence, market segmentation is foundational in order to improve effective marketing strategies to meet consumer needs, as it is based on the belief that all groups of users cannot be viewed as having characteristics (Foster et al., 2011) including the way of engaging with brand/product related posts on social networking sites. Evidently, more research is required to better understand the profile of social media users and their brand/ product related engagement online

(Foster et al., 2011) including social networking sites. Although social media has hugely impacted marketing communication, advertisers and marketers also wish to profit from social media marketing benefits, and it has been challenging for them to track consumer brand/product related engagement on social media (cf. Christodoulides & Jevons, 2011; Muntinga et al., 2011; Simmons, 2008). Hence, a starting point for them is to track both positive and negative consumer brand/product related engagement and to investigate the motives of consumer brand/product related engagement on social networking sites, as this may vary according to consumer brand/product-related engagement types.

To verify and expand the research gap, this research will firstly identify motivations behind different types of consumer brand/product-related engagement and secondly, categorise these engagement types to present a developing framework that expands where brands can correlate their marketing approach and consumer brand/product related engagement published on social networking sites.

1.2. Contribution and Significance of the Research

Unlike traditional media, digital media provides a great opportunity for consumers to exchange ideas, posts, and videos with other people and consumers, or even companies (Teng et al., 2014). Marketers and sociologists have recognised the importance of interaction and communication with consumers through adopting not only traditional marketing techniques, but also digital media tools into their advertising and marketing campaigns. Two in three marketers consider that using the Internet for marketing purposes can build strong relationships between consumers and their brand (Marketwire, 2009). Hence, generating brand/product related engagement among consumers on social media has also become a powerful tool for marketers to construct and retain brand-consumer relationships (Smith et al., 2007), as well as creating tactical plans to communicate with their target audience. As such, brands have increased their investment in media engagement platforms and analytic tools, to measure the impact of brand/product related engagement (Kim et al., 2009) that tends to be stimulated by both consumers and brands. However, scientists, advertisers and marketers, who wish to comprehend these ‘new forms of customer

empowerment' (Cova & Pace, 2006) face the challenge of understanding consumer brand-, product- and service-related interactions that help them to create the best ways to engage their audience on social media. Accordingly, investigating social media as online tools for eWOM is considered timely and needed (Chu & Kim, 2011).

Social networking sites have led to a wealth of interactions between consumers about anything including brands, product and services through different engagement types, such as consuming and contributing, as well as creating brand/product-related posts. Although much extant research on online communities has treated users as a homogenous group that have one type of brand/product related engagement, further studies have argued that consumers have different brand/product related engagement activities (e.g. Muntinga et al., 2011, Smith et al., 2012; Shao et al., 2008). Reading consumers' posts about a product they buy on Facebook, uploading a new picture of their new outfit on Instagram, liking other people's brand/product-related posts on Twitter, creating post about the product consumers experienced creating post about the product consumers experienced are examples of different consumer brand/product-related engagement activities on social networking sites. Despite the growth in research on social media, there is still a limited understanding of the fundamental motivations for consumer eWOM engagement behaviour, and why these consumers are motivated to engage with brand/product-related posts on social media through different engagement types such as consuming, contributing and creating (Muntinga, 2011; Shao, 2008).

As the eWOM concept only identifies the brand/product related engagement between consumers, this research will expand this term through investigating consumers' brand/product related engagement, not only between consumers, but also in relation to consumers and brands. Consumers do not only engage with others' brand/product-related posts (eWOM) on social networking sites; they also engage with the brand/product-related posts that are created by brands through consuming and contributing to these posts (Muntinga et al., 2011). In order to provide understanding of consumer brand/product-related engagement fully, it is essential for brands and organisations to identify consumers' general brand/product related engagement to gather clear insights of the reasons behind these engagement types. Consumers do not only engage with other people, but also with brand/product related

posts created by brands that lead into different engagement types (e.g. Muntinga et al., 2011). For example, consumers can also engage with brand/product related posts from brands via contributing (e.g. like, retweet, comment, favourites etc.) to the content. Hence, consumers are provided with different features by social media sites to engage with brand/product related posts through creating, commenting upon either brand/product related posts from brands or other people. Furthermore, consumers also can consume (e.g. read) eWOM posts, which are created by other people, as well as brand/product related posts from brands. Henceforth, this complex brand/product related engagement behaviour types leads the argument among organisations that have realised that they need to respond to this change in online consumer behaviour related to consumers' brand/product related engagement on social networking sites.

Accordingly this research aims to identify brand/product-related engagement motives that influence and encourage consumers to engage with brand/product-related posts on social networking sites. Gaining insights into the different types of brand/product-related engagement can assist marketers and organisations in developing effective brand management strategies for reaching and influencing consumer brand/product related engagement on social networking sites (SNSs).

1.3. Purpose of the Research

This study aims to investigate the specific motives that underpin a consumer's decision to engage in brand/product related posts, which are created by others (eWOM) and brands. Additionally, it seeks to conceptualise consumer brand/product-related engagement types including consuming, contributing to, and creating brand/product related posts, and provide potential recommendations for marketers and organisations to deliver a better understanding and prediction of consumer motivations to engage with brand/product related posts on social media sites. Therefore, to provide a deeper understanding of consumers' brand/product related engagement types on social networking sites in general, this research covers motivations behind consumers' brand/product-related engagement types in general including engaging with brand/product-related posts both from others (eWOM) and from brands.

1.4. Research objectives

Building upon the scholarly debate mentioned in the previous section, this thesis seeks to expand and define in several research areas:

- To explore what motives consumers to consume, create and contribute (to) brand/product related posts from others
- To explore what motivates consumers to consumer, create and contribute (to) brand/product related posts from brands
- To identify consumers' different brand/product related engagement (usage typology) on social media through defining their motivations
- To investigate the relationship between consumer brand/product related engagement usage types and general social networking site usage.

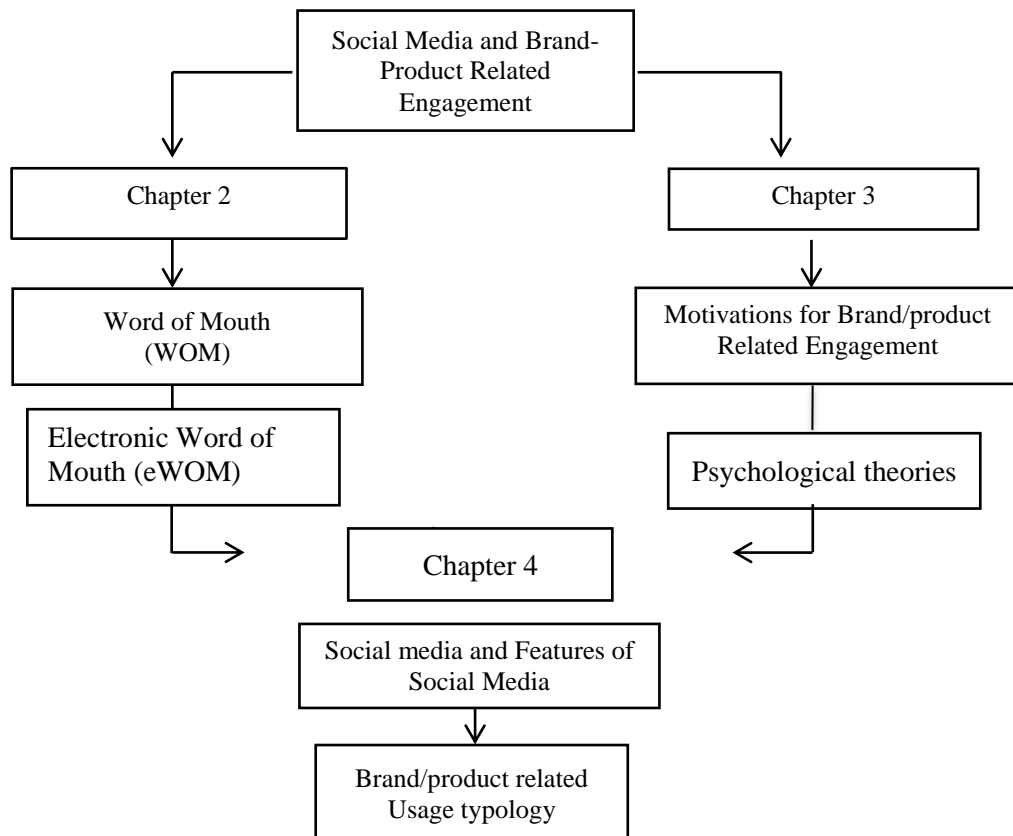
1.5. Thesis Structure

Chapter 2, Chapter 3 and Chapter 4 of this thesis will firstly examine the extant literature relating to social networking sites. In Chapter 2, word-of-mouth will be explored to highlight the background to electronic word-of-mouth (eWOM) and where it originated from, through expanding the literature on traditional word-of-mouth. The literature on eWOM, which is a digital version of word of mouth (WOM), will be reviewed. Chapter 3 identifies motives in the literature as being relevant for traditional word of mouth (WOM), and also expected to be of relevance for eWOM will be discussed (Hennig-Thurau et al., 2004) by including the relevant theories (Balance Theory, Self Determination Theory (SDT), Uses and Gratification Theory, Theory of Distributive Justice); these will be linked to consumer motivations to engage with brand/product related posts on social media. Chapter 4 explains social media through, examining the literature on social networking sites and user types; a usage typology is highlighted to clarify consumers' level of brand/product related engagement on social media websites. Finally, the literature review will explore the incorporation of the Self-determination theory, and the Uses and Gratification theory and approach, with motivations highlighted in the brand/product engagement literature.

Chapter 5 explains the methodological approach adopted, detailing the samples and methods used during the fieldwork, and discusses the rationale behind their use. Chapter 6 then reports the qualitative approach to the investigation of consumer motivations for engaging with brand/product related posts on social media. Chapter 7 presents the findings of the quantitative study of consumers who engage with brand/product related posts on social media, as developed from the qualitative research. Chapter 8 presents the findings of an analytical investigation of the role of motivations that influence consumer brand/product related engagement in different levels. Furthermore, it explores whether consumers' motives for engaging with brand/product related posts have an influence upon consumers' general social media site usage, in order to identify the relationship between brand/product related engagement and social networking sites usage. Chapter 9 presents the managerial and theoretical implications that contribute marketing business model and literature.

The next chapter will set out general understanding of consumers' brand/product related engagement types and motives and social media through reviewing previous literature (see figure 1.0).

Figure 1.0 Overview of the Structure of the Literature Review



CHAPTER 2:

LITERATURE REVIEW: WORD OF MOUTH (WOM) AND ELECTRONIC WORD OF MOUTH (eWOM)

2.1. Introduction

This chapter provides an overview of the extensive literature that has investigated brand/product-related engagement through covering electronic word of mouth (eWOM) and social media. In order to provide a clear understanding of the complex structure of the electronic word of mouth concept, traditional word of mouth firstly will be discussed.

This chapter does the following: (1) provides an introduction to traditional word of mouth through reviewing the evolution of word of mouth, (2) discusses previous word of mouth literature, (3) explains the concept of electronic word of mouth (eWOM) in order to identify the characteristics of this phenomenon, (4) discusses previous electronic word of mouth literature.

2.2. Traditional Word of Mouth (WOM)

Marketing research on WOM began in the 1960s (Arndt, 1967; Dichter, 1966; Engel, Kegerreis & Blackwell, 1969), and over time WOM definitions have advanced. Early scholars focus on differences between word of mouth and advertising when they define word of mouth. For example, Stern (1994) defined WOM as: “WOM differs from (advertising. . .) in its lack of boundaries. . . .WOM involves the exchange of ephemeral oral or spoken messages between a contiguous source and a recipient who communicate directly in real life . . . Consumers are not assumed to create, revise and record pre-written conversational exchanges about products and services. Nor do they ordinarily use poetry or song to discuss

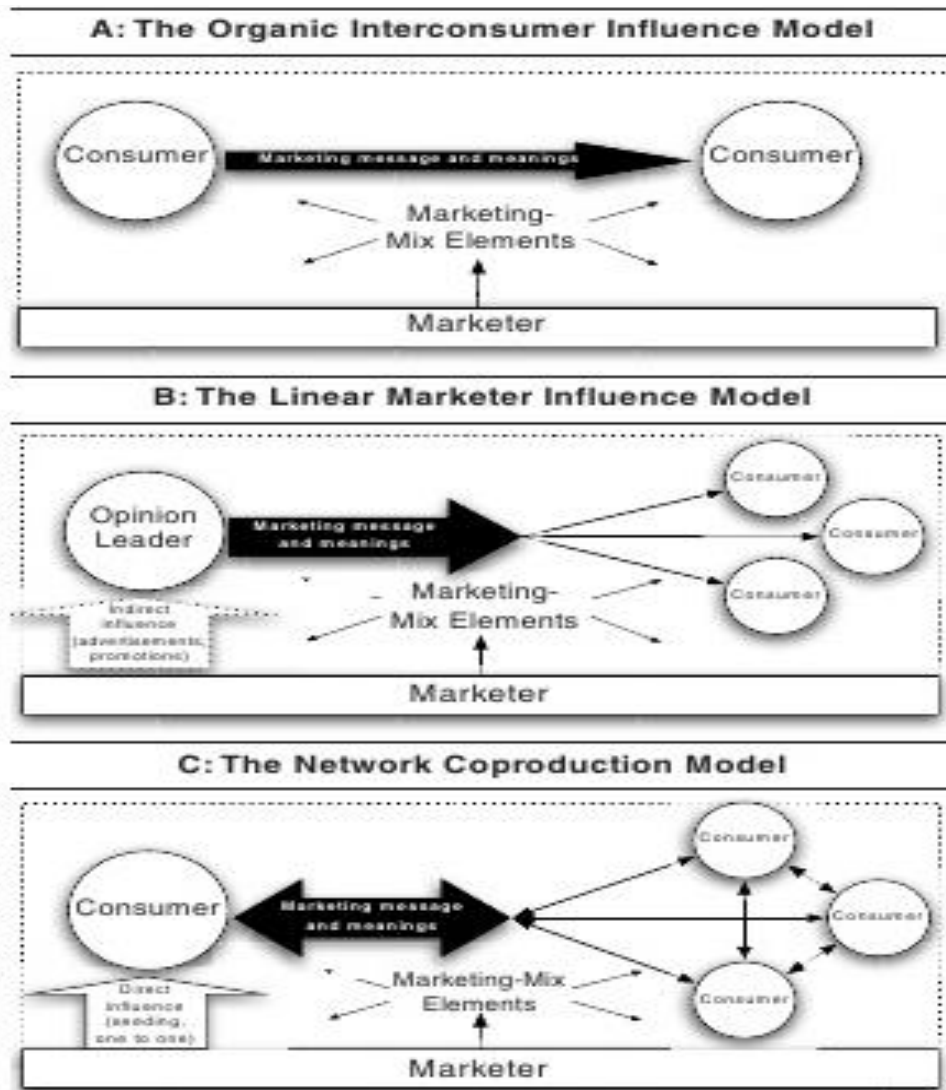
consumption. Finally, WOM communication vanishes as soon as it is uttered, for it occurs in a spontaneous manner and then disappears” (p. 7). Consumers began to have a conversation about product, brand or services with each other and this concept is named as ‘WOM’. Later, Harrison-Walker (2001) defined WOM as “informal, person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organisation, or a service” (p.63). WOM can be defined as consumers that are sharing attitudes, opinions, or experiences about business products or services with other individuals (Jansen et al., 2009) after using a product or experiencing a service (Tsao, 2014). In other words, consumers’ engagement in terms of talking about products and services is known as ‘word-of-mouth’.

2.2.1. Evaluation of Word of Mouth Theory

Early scholarship established WOM as a major social force, influencing early marketing thought and practice (Kozinets, de Valck, Wojnicki & Wilner, 2010). Hence, the concept of WOM has been developed over the years. Kozinets et al. (2010) indicate the stages of WOM as a model of organic inter-consumer influence (Figure 2.1). They refer to inter-consumer communication as the exchange of product and brand-related messages and contents among consumers, and constructing the model shows that WOM engagement occurs organically between consumers without direct prompting, influence, or measurement by marketers. This organic engagement is driven by several motives such as a desire to help others, to warn others about poor service, and/or to communicate status (Arndt 1967; Engel et al., 1969; Robertson & Gatignon, 1986). The evaluation of the WOM model presumes that this engagement occurs when marketers perform their job of developing market innovations and performing effective product notification through advertising and promotions (Bass, 1969; Whyte, 1954). The linear marketing influence model assumes that marketers can influence consumers (e.g. opinion leaders)’ WOM engagement through traditional marketing tools such as traditional advertising and promotions. Hence, marketers can focus on real consumers who recommend any products or services to other people rather than the “salesman who tries to get rid of merchandise” (Dichter 1966, p. 165). The last stage of understanding the consumers’ brand/product related engagement with other people is the network

coproduction model. Marketers can focus on many-to-many brand/product related engagement among people and consumers with the Internet (Kozinet et al., 2010) (see section 2.2).

Figure 2. The Evolution of WOM Theory



Source: Kozinets, de Valck, Wojnicki & Wilner, 2010 p.72

Accordingly, WOM has been emphasised as an important factor for scholars and business practice and the significance of word of mouth (WOM) has long been considered by researchers and marketers for a multitude of reasons (Gruen, Osmonbekov & Czaplewski, 2006) in terms of highlighting WOM's significant

influence on consumer choice (Arndt, 1967; Engel et al., 1969; Katz & Lazarfeld, 1955; Richins, 1983), as well as post-purchase product perceptions (Arndt, 1967; Engel et al., 1969; Katz and Lazarfeld, 1955 & Richins, 1983). The earliest study on the effectiveness of WOM was survey based (Katz & Lazarfeld, 1955) and was followed by more than 70 marketing studies, most of them also inferring WOM from self-reports in surveys (Godes & Mayzlin, 2004; Money, Gilly & Graham, 1998).

Word of mouth has been investigated by different scholars, primarily in order to explain how effective it is on consumers' purchase decisions. For example, Sheth (1971) investigated the concept of word of mouth engagement and found that WOM was more effective than advertising in raising awareness and influencing purchase decision. Furthermore, Mangold (1987) conducted research on the effectiveness of WOM on purchase decisions. His research showed that WOM was more influential in this regard than other professional services, which was due to the fact that WOM is an interpersonal communication that leads to credibility and reliability (Day, 1971, Murray, 1991).

Other empirical studies investigating the background (antecedents) of WOM typically focus on the direct impacts of consumers' satisfaction and dissatisfaction with previous buying experiences (Brown, Barry, Dacin & Gunst, 2005). While some findings indicate that there is a positive effect of consumer satisfaction on WOM (Blodgett, Granbois, & Walters, 1993; Heckman & Guskey, 1998; Mittal, Kumar & Tsiros, 1999; Richins, 1983; Swan & Oliver, 1989); other studies show no direct relationship between the two (Arnett, German & Hunt, 2003; Bettencourt, 1997; Reynolds & Beatty, 1999).

It is found that this brand/product-related engagement between consumers (WOM) can influence purchase decisions both positively (Engel *et al.*, 1969; Richins, 1983) and negatively (Tybout *et al.*, 1981; Bolting, 1989). Arndt (1967) found that negative WOM engagement has a more powerful impact than positive WOM engagement. On the other hand, the Technical Assistance Research Programs (TARP) (1986) reported that consumers who are dissatisfied with a product, service or brand, tend to share their purchase experience with twice as many people as consumers who are satisfied with their purchase. According to Nielsen (2014), 92% of consumers report that a word of mouth recommendation is the top reason for them buying a product or service; as consumers rely on word of mouth sources more than other organisational sources when making purchase decisions (Wu & Wang, 2011).

After researchers realised the powerful influence of WOM on purchase decisions, they started to consider the motivations behind this engagement between consumers. When considering the motivations of traditional word of mouth communication, there are several key studies. Dichter (1966) identified four traditional WOM motivations: product involvement, self-involvement, other involvement and message involvement. The research of Dichter (1966) on WOM motives demonstrated that the consumer public is active, and people influence each other's opinion in terms of the products or services they have purchased. Additionally, the research found that the 'buying situation and dynamic personal relationship-where ideas are discussed, opinions are exchanged, questions are asked, and answers given-will frequently exist' (Dichter, 1966, p.166). Dichter's motivation factors were built on by Engel et al. (1993) through renaming motives and adding a new motive called 'dissonance reduction', which refers only to a negative motive in their framework.

While Dichter (1966) only examined the positive traditional word of mouth, Sundaram et al. (1998) stated eight motivations of traditional WOM which were divided into four positive and four negative WOM motives. The motives were explored with categories originally suggested by Dichter (1966) and Engel et al. (1993) when WOM engagement behaviour was highlighted. Sundaram et al. (1998) investigated eight positive and negative WOM motivations through analysing 390 critical-incident interviews to analyse consumption experience and WOM motives. While consumers tend to talk negatively to others about their experiences of the products and services they have purchased with motives of altruism, vengeance, anxiety reduction, and advice, they appear to talk positively about their marketplace experiences with motives of altruism (positive and negative), product involvement, self-enhancement and helping the company. One of the recent WOM studies by Alexandrov et al. (2013) is based on social exchange theory (Blau 1986; Emerson, 1976) through viewing the word of mouth model as a concept of exchange that allows the individual to gain personal and social benefits by engaging in WOM. They examined social and self-motives as drivers of positive and negative WOM. Their study focuses on both negative and positive WOM motives, and they established a research model covering social needs – social comparison, social bonding and social intentions – helping others and providing social information. They found that consumers are motivated by the need for self-enhancement, and

satisfaction of social needs when they engage with positive WOM. Conversely, negative WOM motives are mainly driven by the need for self-affirmation. Additionally, the need for social comparison affects both valences of WOM. The need for social bonding affects only positive WOM, and intentions to help others and share social information affect only negative WOM. This study however only focused upon motivations related to social and personal benefits unlike previous studies.

The ‘WOM’ phenomenon has become increasingly visible and measurable since the advent of the Internet (Cheung & Thadani, 2012), online discussion forums and social networking sites. In recent years, WOM communication has evolved into a new form of communication known as electronic word of mouth (Cheung & Tahadani, 2010; Jansen et al., 2009). With the Internet, this engagement and the consumers’ desire to share information regarding products, services or brands are published by Internet users in real time. Additionally, it offers consumers options to gather brand-related information from other consumers, as well as providing an opportunity to share their own consumption-related advice to others by engaging via eWOM (Hennig-Thurua et al., 2004). In the next section, electronic word of mouth (eWOM) will be introduced to explore how word of mouth has evolved after the advent of the Internet, before a discussion of the motives of eWOM is presented.

2.2. ELECTRONIC WORD OF MOUTH (eWOM)

While traditional WOM is considered to have a profound impact on consumers’ behaviour (Whyte, 1954), with its new purchase decisions of services and products (Engel et al., 1969; Katz & Lazarsfeld, 1955), with the widespread development of the Internet WOM has also evolved into a new form as “electronic word-of-mouth” (eWOM) (Granitz & Ward, 1996; Mangolds & Faulds, 2009). Electronic word of mouth is a new and updated version of WOM communication through internet facilities, and is defined as “any positive and negative statement made by potential, actual, or former customers about a product or company, which is made available to multitude of people and institutions via the Internet” (Hennig-

Thurau et al., 2004, p.39). On the other hand, Goldsmith (2006) has a broader definition of eWOM, suggesting that word of mouth communication on the Internet “can be diffused by many Internet applications such as online forums, electronic bulletin board systems, blogs, review sites, and social networking sites” (p.410), and is regarded by marketers as well as academics as a vital type of product information source that affects human behaviour.

By comparing WOM and eWOM, the nature of eWOM has been pointed out. eWOM communication may be perceived by consumers as: 1) a more powerful, effective way of communication because consumers can access it anywhere via the Internet (Bakos & Dellarocas, 2011; Duan et al., 2008); 2) a more influential way to communicate due to its speed as a person can reach many users (Sun et al., 2006); 3) a less personal form as it can be published by any Internet user; 4) more controllable by organisations and brands, who can design information systems that facilitate online feedback exchanges by reviewing who contributes to the content, what type of information is shared, how information is aggregated, and what type of information is made available about sources (Dellarocas, 2003). Unlike WOM, eWOM also includes positive and negative reviews made by former, actual and potential consumers on products and services through the Internet in a timely manner (Hennig-Thurau et al., 2004), and it is easier to read and access as it is published in written form on the Internet (Floyd et al., 2014).

Although previous eWOM studies mainly focus on discussion forums and ratings sites, electronic word of mouth (eWOM) takes place in a more complex computer-mediated context (King et al., 2014) as a variety of platforms such as blogs, online discussion forms, electronic bulletin board systems, newsgroups, review sites, and social networking sites (Li & Du, 2011; Weinberg & Davis, 2005) such as Facebook, Twitter, MySpace, Digg, Tumblr, consumer product and service rating websites, and moblogs (which contain digital audio files, movies or photographs) (Stewart, 2015). Previous research has investigated these different types of eWOM communication platform, such as UseNet groups (Godes and Mayzlin, 2009), online review sites (Hennig-Thurau et al., 2004) discussion forums (Andreassen & Streukens, 2009; Cheung et al., 2009), blogs (Dhar & Chang, 2009; Kozinets et al., 2010; Thorson & Rodgers, 2006), and social network platforms (Dwyer, 2007; Trusov et al., 2009).

Previous research regarding WOM aimed to highlight the significance of WOM and subsequently has been used to explore eWOM engagement: WOM consumers' decisions when they buy products (Leskovec, Adamic & Huberman, 2007); restaurants they patronise (Godes & Mayzlin, 2009); and relations with new Internet users (Trusov, Bucklin & Pauwels, 2009). Godes and Mayzlin (2004) suggest that online conversations such as Usenet posts can offer an easy and cost-effective method to measure WOM, as the conversation is published and easy to access.

Chevalier and Mayzlin (2006) use book reviews posted by consumers on Amazon.com and Barnesandnoble.com as a representation of WOM online. They have examined that while the positive reviews outnumbered the negative reviews, which may increase sales through the site, the influence of negative reviews was higher than that of positive reviews. Recent studies have also indicated that when the information originates from non-commercial sources (e.g. consumers), it is likely to be more effective in generating referrals for non-regulated and low involvement products, which can potentially be a significant influence on decision making (Chatterjee, 2011; Shimp, Wood & Smarandescu, 2007). According to Cheung et al., (2009), experience-based consumer information is the most significant information source when choosing indigenous food products.

Floh et al. (2013) use a different approach to investigate consumers' online reviews to examine online shopping behaviour including the concepts of intention-to-buy, intention-to-recommend, and willingness-to-pay. Their experimental study involves online reviews for hotels, books and running shoes. They found that consumers' online purchase behaviour has been influenced by positive medium and strong reviews, whilst this is not applicable for negative reviews.

Cheung and Thadani (2012) systematically reviewed existing eWOM research studies. They identified 47 articles on eWOM communication published between 2000 and 2010. While eWOM communication can be categorised as individual-level analysis and market-level analysis (Lee & Lee, 2009), they examined the individual-level analysis that researchers postulated, showing eWOM as a process of personal influence (Cheung & Thadani, 2012). Several of the research studies have also investigated the influence of eWOM on consumers' buying decisions (Cheung & Lee, 2012; Doh, Hwang & Hwang, 2009; Prendergast, Ko & Siu Yin, 2010; Senecal & Nantel, 2004; Smith, Menon & Sivakumar, 2005),

the brand perceptions of consumers (Campbell, Pitt, Parent & Berthon, 2011), brand engagement (Bagozzi & Dholakia, 2006), sales (Chen et al., 2004), and the utility of online consumer product reviews (Sen & Lerman, 2007; Smith, Menom & Sivakumar, 2005).

Chen et al. (2004) examined the influence of both online recommendations and the reviews on book sales on Amazon.com from the consumer product research cost. They found that there was a correlation between these product reviews and the product sales, while the product ratings of consumers were not found to be associated with product sales. They also found that recommendations and online reviews are more vital for less well-known books. Cheung et al. (2008) investigated the impact of eWOM on online consumption decisions. They employed an information adaption model (Sussman & Seagal, 2003) to explore the adoption of online opinions. They found that the usefulness of online information had a strong and significant influence on the consumer's decision to adopt information within online communities.

A recent study of Teng et al., (2014) examined the antecedent of persuasive eWOM messages on social media in order to investigate the effectiveness of eWOM messages in buying- decision process. They developed an integrated conceptual framework to indicate the relationship between antecedents of persuasiveness eWOM, information acceptance and intentions to use. Their study found that argument quality, source credibility, source attractiveness, source perception and source style are the antecedents influence individuals to accept and use eWOM on social media.

2.3. Conclusion

As discussed earlier, a number of researchers have investigated the effectiveness of eWOM communication and product-related eWOM and explored the process by which eWOM influences consumer purchasing decisions (Cheung & Lee, 2012). However, researchers and organisations have not fully understood why consumers engage with brand/product-related posts from others (eWOM) and/or brands via different types of engagement (e.g. consuming, contributing, creating) on online platforms, specifically social networking sites. As eWOM is only related to

consumer-to-consumer products or company-related interactions on the Internet, this research focuses on expanding these interactions between consumers through including the communication between the consumer and brands, in order to glean a general understanding of consumers' brand/product-related engagement with consumers as well as brands on social networking sites. Furthermore, this research will also look at different types of consumer engagement with brand/product-related posts created by consumers, known as eWOM.

To provide an overview regarding consumers' brand/product-related engagement, this research will also investigate consumers' engagement with brand/product-related posts created by brands through using an eWOM literature approach. As the majority of previous research only investigates consumers' brand/product-related engagement types, this present study will explore this gap through investigating consumers' brand/product-related engagement not only with other consumers but also with brands; however, it is first important to outline the core subject motivation before exploring the motives of brand/product-related engagement. Hence, Chapter 3 will review the literature on motivations in order to provide an understanding of the area of motives for brand/product-related engagement.

Chapter 3

LITERATURE REVIEW: MOTIVATIONS FOR BRAND/PRODUCT-RELATED ENGAGEMENT and PSYCHOLOGY THEORIES

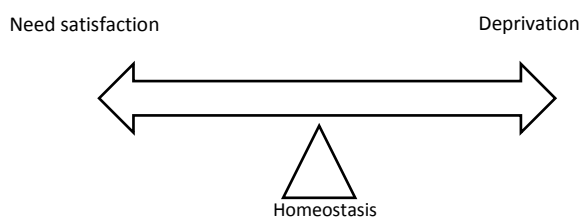
3.1. Introduction

This chapter presents a review of motivations, drawing on theoretical contributions from research into areas of WOM and eWOM motivations. This chapter aims to investigate the research areas related to motives of brand/product-related engagement. For this purpose, four different theories – Uses and Gratification Theory (Blumler, 1979; McQuail, 1983), Self-determination Theory (Deci & Ryan, 1985; 2000), Balance Theory (Heider, 1946, 1958; Newcomb, 1953) and Distributive Justice Theory are evaluated. This review will inform the following chapter, which, after discussing social media and social media websites, will investigate usage typology that is driven by motivations.

3.2. What Is Motivation?

Since any single human action can stem from many motives, it becomes necessary to decide which factors have the most overall significance (Foxall et al., 1998). Evans et al. (2006) described motivation as ‘the driving force within individuals that moves them to particular action’ (p. 6). The driving force is created by a state of tension, which exists as a result of an unfulfilled need that moves us away from psychological equilibrium or homeostasis (Evans et al., 2006) (see figure 3).

Figure 3.0. The homeostasis see-saw



When people strive for a state of equilibrium (homeostasis), physiological needs (e.g. hunger) and/or social and psychological needs move people away from the equilibrium (Evans et al., 2006). As Evans et al. (2006) stated, all motives have originated from not only physical drives but also from psychogenic drives (e.g. the desire to be appreciated or to have status or to feel 'at one with oneself'), which stem from our social environment, culture and social group interactions.

Motivation is an exceedingly dynamic concept that is changed by different variables such as individual life experiences, environmentally dependent wants and needs that respond to the surrounding environment, interpersonal interaction and state of being (Megicks, Memery & Williams, 2008). Several aspects of consumer information processing are impacted by the needs and goals of consumers, or in short by consumers' motivations (Bettman, 1979). Indeed, if marketers can better understand the needs and wants consumers are seeking to gratify through purchasing behaviour, they will be able to meet these needs and wants (Foxall, Goldsmith & Brown, 1998).

One of the most widely cited motivational theories is that explored by Abraham Maslow (1943), who has proposed the idea that there is a hierarchy of needs in humans, which range from the lower order physiological drives (thirst, etc.) through safety needs (e.g. shelter) and affective needs (for love) to higher order needs for self-esteem and self-actualisation (e.g. being the best of who you are). Maslow's (1943) hierarchy of needs is useful in that it makes a difference between what may be termed physical/inherent needs and learned needs.

However, there are several criticisms of Maslow's hierarchy study. Despite the paradigm being favoured by many researchers (Murray, 1938; Dichter, 1964; Hanna, 1980), Maslow's paradigm is considered too abstract for use by marketers and/or consumer researchers who seek to find a description of human motives more relevant to consumer behaviour (Foxall et al., 1998). Despite criticism of Maslow's paradigm, several studies have stated that socialising is an important need for individuals (e.g. Bhattacharjee, 2001; Jahn and Kunz, 2012; Sørenbø and Eikebrokk, 2008); as it is emphasised in Maslow's paradigm as one of the most basic human needs (Chaffey & Smith, 2013). Hence, the need for socialising between individuals should not be underestimated, and could be delivered by social interaction (Jahn &

Kunz, 2012; Tuten & Solomon, 2015), and in this case, by brand/product-related engagement among consumers on social networking sites.

Motivation has been considered as a central and constant issue in the field of human psychology (Ryan & Deci, 2000, p.69). Hence, motivations are considered as one of the major factors for this research to understand consumers' brand/product-related engagement on social networking sites. As this research focuses on exploring human motivations, in particular engagement behaviour (e.g. brand/product-related communication), a more specific motivation framework will be developed in order to understand the factors influencing consumers to engage with brand/product-related posts on social networking on different levels. As such the next section will outline the current literature on motivation and brand/product-related engagement through defining motives.

3.3. Motivations of Brand/product-related Engagement on Social Media

With the increased importance of online engagement, there have been several research studies exploring consumers' motivations for online product or brand posting characteristics (Cheung & Lee, 2012; Hennig-Thurau et al., 2004; Moldovan, Goldenberg & Chattopadhyay, 2011; Shao, 2009). Using this approach, Sun et al. (2006) present an integrated model to investigate the antecedents of eWOM based on music-related information. They found that several antecedents influence eWOM engagement of consumers such as innovativeness, Internet usage, and Internet social connection influence, although, music involvement was not found as an impact on online word of mouth engagement behaviour.

Cheung and Lee (2012) explored consumers' motives, including egoistic motivation (reputation and reciprocity), collective motivation (sense of belonging), altruistic motivation (enjoyment of helping), principistic motivation (moral obligation) and knowledge self-efficacy. They tested a research model with a sample of 203 members of a consumer review community website, OpenRice.com. They found that reputation, enjoyment of helping others and sense of belonging all have a significant influence on consumers to spread brand/product-related posts on online discussion forums. On the other hand, a major brand/product-related engagement motivation research study was carried out by Hennig-Thurau et al. (2004) that

focused only on consumer-to-consumer brand/product-related post engagement that refers to electronic word of mouth (eWOM) engagement. They integrated WOM motives, which are investigated by Balasubramanian & Mahajan (2001), with motives of consumers' eWOM communications on consumer-generated media platforms by adding two further motivation factors: moderator-related utility and homeostasis utility. Whilst Balasubramanian & Mahajan (2001) point out that consumers are concerned with social and economic values in terms of participating in eWOM, Hennig-Thurau et al. (2004) argued that consumers might have different motives when they engage or participate in product-related WOM on online platforms, including both positive and negative motives. Through examining 2,063 online surveys gathered via banner links, pop-up windows and email messages, they identified eleven eWOM communication motives: platform assistance, desire to help the company, venting negative feelings, social benefits, economic rewards, concern for other consumers, expressing positive emotions, hope that the platform operator will serve as a moderator, convenience in seeking redress, post-purchase advice seeking, and venting negative feelings. The results of their study suggested that social benefits, economic incentives, concern for others, helping others and self-enhancement are the primary reasons for engaging in eWOM (Hennig-Thurau et al., 2004).

In addition, recent motivation work by Yap et al. (2013) investigated the particular motivations of only eWOM engagement, including positive self-enhancement, social benefits, advice seeking, concern for other consumers, helping the company and venting negative feelings in terms of positive and negative eWOM motivations, through focusing on the characteristics of eWOM messages such as cognitive and affective characteristics. Their work discussed a different approach from Hennig-Thurau et al. (2004), who define eWOM motives in a utility-based concept, in order to discuss eWOM motives with a general approach. The study demonstrated that personal self-enhancement, social benefits, and advice seeking are positively linked to the cognitive and affective characteristics of the message. On the other hand, Themba and Mulala (2013) investigated consumers' brand-related eWOM engagement via social media and the effects of eWOM engagement on their purchase decisions. They found that consumers' engagement in brand-related

eWOM generally and opinion seeking behaviour in particular influence purchase decision.

However, and certainly related to previous eWOM studies, there has been limited work published on social networking sites. For example, Hennig-Thurau et al. (2004) conducted an eWOM motivation study on web-based platforms through employing a utility typology suggested by Balasubramanian and Mahajan (2001). However, as their focus was on several different consumer review websites (e.g. epinions.com, consumerreview.com, and rateitall.com), and also on consumers' motives to post brand-related reviews, they do not provide the motives of consumers to produce eWOM on predominantly social networking sites. Also these studies only provide information concerning motives of consumers regarding creating eWOM. They do not investigate the motives of consumers to consume brand/product-related posts, and to contribute to the brand/product-related posts from others, and brands that lead to the different types of eWOM engagement through different forms of interaction such as commenting, replying, liking and tagging. An exception is Muntinga et al. (2010), who integrated the different approaches of consumers, and their brand/product-related engagement into one term labelled COBRA (consumers' online brand-related activities). They envelop several concepts of eWOM, UGC (user-generated content) and typologies of consumer behaviour in a computer-mediated environment to investigate consumers' different brand activities on social media (cf. Rodgers et al., 2007). As a result, they provide an overview of consumers' online brand-related activities in general, and that is the main focus of this research in order to investigate the research objectives. However, they do not provide the motives' framework separately to investigating consumers' engagement with others' brand/product-related posts, and brands' brand/product-related posts on social networking sites that may be driven by different motives. They also do not provide any information regarding the motives of the different types of brand/product-related engagement, such as contributing or consuming brand/product-related posts on social networking sites. Hence, this research aims to fill this gap through exploring consumers' general brand/product-related engagement through investigating the different motives. To do this, motivations are classified as the predictors of consumers' brand/product-related engagement behaviour (e.g. Hennig-Thurau et al.,

2004) on social media, in order to fill this gap in the consumers' brand/product-related engagement, including in the eWOM literature.

Although there are no established theories to analyse consumers' brand/product-related engagement types on social media, several psychological theories are used in previous literature in order to explain how individuals' motives trigger different behaviour. Hence, all motives are theoretically grounded on different psychological theories, including self-determination theory, uses & gratification theory, balance theory and distributive justice theory in order to investigate consumers' brand/product-related engagement motives in general. The next section will identify two major psychological theories, uses and gratification theory and self-determination theory, in order to conceptualise consumers' motives of brand/product-related engagement types on social networking sites.

3.4. Theoretical Framework for Brand/product-related Engagement Motives

As this study aims to provide an understanding of brand/product-related engagement motivations, a psychological approach is employed through investigating self-determination theory, and uses and gratification theory, as is discussed in the following section.

3.4.1. Self-Determination Theory

Self-determination theory (SDT) has been developed by Deci and Ryan (1985), which posits that individuals are likely to be driven by a need to grow and gain fulfilment. It is also applied in different research areas for explaining human motivational behaviour, which has been used to explain motivational dynamics, human motivational behaviour (Huang et al., 2015), goal-oriented behaviours and well-being (Deci & Ryan, 1985, 2000, 2008). Psychological needs are identified as three basic needs: autonomy, competence, and relatedness, and are considered to be vital ingredients for optimal functioning and personal well-being (Ryan and Deci, 2000). Autonomy refers to the experience of choice and volition in one's behaviour, and to the personal genuine validation of an individual's activities and actions (Deci & Ryan, 2008; Shen, Liu & Wang, 2013). This need is satisfied when an individual's

behaviour is guided by informational events (Chatzisarantis & Biddle, 1998). As a result of this case, individuals' motives can be related to enjoyment and self-improvement (Deci & Ryan, 2000). Hence, it can be assumed that individuals engage with brand/product-related posts when their motives are related to enjoyment and self-enhancement (e.g. Hennig-Thurau et al., 2004; Muntinga et al., 2011). The need for competence comes from a "human desire to efficiently interact with one's environment so as to feel competent in producing the desired outcomes and preventing undesired outcomes" (Vallerand & Ratelle, 2002, p. 48). Relatedness refers to a desire of feeling related to others, and to care for others (Deci & Ryan, 2000), and that is related to an individual's social environment. Relatedness refers to the individual's desire to think about others when they act in a certain way. Hence, it can be considered that individuals who engage with altruistic motives (e.g. helping others and warning others) are likely to engage with brand/product-related posts (Hennig-Thurau et al., 2004) in order to help or warn others on social networking sites.

Self-determination theory proposes that a motivational mechanism motivates people to perform an activity that is associated with the satisfaction of psychological needs that drive an individual's behaviour (Ryan & Deci, 2000; Van de Broeck, Vansteenkiste, Witte, Soenens & Lens, 2010). The theory differentiates between two types of intentional behaviour that are motivated by extrinsic and intrinsic motives (Deci & Ryan, 1985). While extrinsic motives refer to a behaviour related to pressure, external reward, tension and reduction in enjoyment, intrinsic motives are associated with behaviour related to the experience of a positive effect and the absence of pressure (see table 3.1). Individuals that are extrinsically motivated usually behave in such a way as to receive a reward or praise from others, whilst an individual's behaviour, which is driven by intrinsic motives, is performed to experience the enjoyment and interesting aspects of the activity (Chatzisarantis & Biddle, 1998; Kowal & Fortier, 1999). Hence, this could refer to the fact that individuals' brand/product-related engagement can be driven by the desire to receive an external reward (Hennig-Thurau et al. 2004; Muntinga et al., 2011) (e.g. coupons, likes, retweets from brands, and so on) through engaging with brand/product-related posts to develop their need for satisfaction. Also, individuals may have a need for increasing their satisfaction through approval from others when they present their

self-identity through brand/product-related engagement on social networking sites, such as selfies with the product purchased, and by posting brand/product-related posts to register their likes, comments and so on (see table 3.1).

Table 3.1. A Taxonomy of Human Motivation

Amotivation		Extrinsic motivations			Intrinsic motivations	
Non-regulation		External regulation	Introjected Regulation	Identified Regulation	Integrated Regulation	Intrinsic Regulation
Source of motivation	Impersonal	External	Somewhat external	Somewhat internal	Internal	Internal
	No intention	Compliance	Ego-involvement	Valuing an activity	Congruence	Interest
Motivation regulators	Incompetence	External rewards or punishments	Approval from others	Endorsement of goals	Synthesis with self	Enjoyment
	Lack of control					Inherent satisfaction

Source: Ryan & Deci, 2000, p. 61

Several studies have suggested that the theoretical framework of individuals' behaviour constructed by Ajzen (1991), and the individuals' psychological needs of autonomy, competence and relatedness determine the underlying motivational mechanism that direct individual behavioural intentions; such research has been explored in marketing (Dahl & Moreau, 2007; Lin, Tsai & Chiu, 2009; Schepers, Falk, de Ruyter, de Jong & Hammerschmidt, 2012). Roca and Gagné (2008) applied self-determination theory to investigate individuals' behavioural intentions, and they found that behavioural intentions can be postulated in the satisfaction of the three psychological needs of autonomy, competence and relatedness.

Self-determination motivation has been employed as a good-predictor of individuals' behaviour (e.g. Hagger & Chatzisarantis, 2009; Moller, Ryan & Deci, 2006; Ryan, Rigby & Przybylski, 2006; Weinstein & Ryan, 2010). Recent research has found that SDT can be employed to understand the behavioural intention of consumers (Jiang & Dong, 2008; Hoffman & Novak, 2012), predict behaviour (Hagger & Chatzisarantis, 2009; Moller, Ryan & Deci, 2006; Ryan, Rigby & Przybylski, 2006; Weinstein & Ryan, 2010) and how this relates to video games (Przybylski, Rigby & Ryan, 2010; Ryan, Rigby & Przybylski, 2006; Sheldon & Filak, 2008), leisure/sports (Hagger, Chatzisarantis, Culverhouse, & Biddle, 2003), and exercise (McDonough & Crocker, 2007; Vlachopoulos & Michailidou, 2006).

Ryan (2006) conducted four studies that demonstrate that media usage can satisfy unmet intrinsic needs. It can be argued that people can compensate for their thwarted intrinsic needs by specific gratification, which is provided by media usage. For this research, brand/product-related activity can be associated with consumers' intrinsic motive, which is enjoyment. To satisfy their autonomy needs, they engage with brand/product-related posts on social networking sites. On the other hand, Sheldon et al. (2011) investigated whether Facebook usage provides high satisfaction concerning relatedness. They found that Facebook use promotes higher levels of perceived relatedness, as a result of low levels of relatedness in individuals' daily life. These results indicate how a low level of relatedness increases the Facebook usage of individuals. Berger and Schwartz (2011) find that consumers often rely on brand/product-related engagement with others as input for small talk and everyday conversations with others. Hence, individuals can engage with a brand/product-related post on different levels to try to compensate for their thwarted intrinsic needs by gratifications that are derived from these engagement types, which may be driven by a communication with others (socialising) motive, which is related to the needs of desiring to interact with others. A recent study of Tang, Zhao and Liu (2016) investigated the effect of intrinsic and extrinsic motivations on mobile coupon sharing on social networking sites. They employed a self-determination theory approach to ascertain individuals' motives in order to identify their sharing behaviour on social networking sites. They found that a sense of self-worth, socialising, economic reward and reciprocity have positive impacts on mobile coupon sharing on social networking sites. Their findings underline the effects of both coupon proneness and motivations on mobile coupon sharing on social networking sites. They found that the users with coupon proneness are influenced by socializing and reciprocity motives highly when they share m-coupon on social networking sites.

As motivations can shape the desire of a member to participate in knowledge and information sharing (MacInnis et al., 1991) as well as creating, self-determination theory (SDT) is employed to understanding the motives of brand/product-related engagement on social networking sites. Although SDT covers several motives, which are reward, ego-involvement, approval from others and enjoyment, only reward and enjoyment have been validated as motives by previous

brand/product-related engagement literature (e.g. Muntinga et al., 2011). To enhance the motivational framework, in the following section, this thesis will adopt uses and gratification theory into the proposed motivational framework to investigate consumers' motives for engaging in brand/product-related posts on social networking sites.

3.4.2. Uses and Gratification Theory

The uses and gratification approach came most prominently to the fore in the late 1950s and early 1960s at a time of widespread disappointment with attempts to measure the short-term effects on people of their exposure to mass media campaigns. It reflected a desire to understand audience involvement in mass communications in terms that were more faithful to the individual user's own experience and perspective than the effects that tradition could attain (Blumler, 1979). Uses and gratification theory (U&G) is generally used by the researcher to examine why people use media (Katz, 1955; Katz et al., 1974). As U&G theory postulates that people use media both selectively and actively, it is considered a fundamental approach for exploring the use of the Internet, as well as social networking sites, which also requires active participation (Eighmey, 1997; Ruggiero, 2000). Uses and gratification theory has several assumptions regarding users' behaviour (West & Lynn, 2007). First of all, the audience is considered active and his/her media usage is goal directed (Blumler, 1979). The media competes with other sources for an individual's need for satisfaction. Lastly, it is considered that people are aware of their media usage, interest and motives, and so can provide researchers with an overview thereof.

U&G theory usually provides insights regarding the reasons people use certain media tools, and what type of satisfaction they gain from their use (e.g. Rubin, 1984; Choi et al., 2009; Ko et al., 2005). Conversely, U&G theory has been criticised due to it having a 'vague conceptual framework and a lack of precision in major concepts' (Ruggiero, 2000, p.4), and as a result there is a lack of a clear definition of a key concept (Muntinga et al., 2011). To deal with this criticism, U&G theory can establish a framework to indicate what differences exist between the antecedents and the consequences of media behaviour (Blumler, 1979). While the

consequences of behaviour are concerned with being ‘gratification obtained’, antecedents of behaviour are considered as being ‘gratification sought’ (Rubin, 2002). As is mentioned earlier, one of the U&G assumptions is that media usage is goal-directed, and this is supported by the consideration of behaviour among psychologists and researchers that behaviour is goal-directed (cf. Kleinginna & Kleinginna, 1981; Deci & Ryan, 2000). Motivations are considered as being gratifications sought, which are the key driving forces behind such behaviour (Dichter, 1964; Joinson, 2003). If the media behaviour is a behaviour to attain a goal, then motivation is the activation of that goal-directed behaviour (Pervin, 1989; Muntinga et al., 2011; Deci & Ryan, 2000).

Uses and gratification theory, which is used to explain why and how individuals use media to gratify their needs (Katz, 1959; Katz & Blumler, 1974), has suggested that motivations ought be considered, more importantly, to identify social media usage rather than personality traits (Ajzen, 1991; Wang et al., 2015). Although Blumler and McQuail (1968) also disregarded the need to classify how particular motives might provoke particular forms of attitude change, there have emerged from several researchers numerous typologies of individuals (audiences) to show guides for understanding motives (e.g. Blumler, 1976; Dyckoff, Katz, Gurevitch & Haas, 1973; Kippax & Murray, 1976). The researchers have found three orientations: *cognitive, diversion and personal identity*. Blumler (1979) has discussed these three orientations as: *cognitive orientation*, which refers to the individual (audience) who predominantly seeks information about their wider environment; *diversion orientation*, which refers to the individual who seeks diversion, such as relief from boredom, entertainment, etc.; and *personal identity*, which refers to the “...ways of using media materials to give added salience to something important in the audience member’s own life or situation” (p.17). While cognitive motivation enables audiences to seek and gain information and media consumption for the purposes of diversion, this escape will facilitate individuals’ entertainment-based activities (Blumler, 1979). Personal identity motivation can be postulated as an intention to seek solutions for an individual’s life in general. Blumler (1979) discussed that an individual might hope to resolve a certain personal dilemma, or to find a rationale to justify change in his/her life, outlook, etc. After the

internet revolution, individuals tend to seek personal identity-related information and solutions through social networking sites.

U&G theory is considered as an appropriate approach to understand users' media usage (e.g. Newhagen & Rafaeli, 1996; Ruggiero, 2000), as well as the main motivations of social media use (Chiang, 2013; Dunne et al., 2010; Quan-Haase & Young, 2010). More specifically, individuals seek gratifications using different media technologies and media based on their needs and motivations (Lin, 1996). Hence, this approach is used by several researchers. For example, Dholakia *et al.* (2004) studied motivations for virtual community participation; Kaye (2007) explored people's motivations to blog; and Bumgarner (2007) and Boyd (2008) examined motivations for using social networking sites. Chiang (2013) found that social media sites provide gratification on information (informativeness), entertainment (playfulness) and socialisation (social interactivity).

3.4.3. An Integrated Model for Motives of Brand/product-related Engagement Types

Previous studies and theories focused on brand/product-related engagement have provided limited knowledge regarding the motives of all the different brand/product-related engagement types and social networking site usage as discussed above. Hence, these frameworks are integrated in a generalised model in order to separately identify motives for brand/product-related engagement types on social networking sites.

McQuail (1983; 1987; 1994; 2000; 2005; 2010) identified individuals' media use based on their needs, interest and taste that "appeared to have psychological or social origins" (p. 423). As in McQuail's (2010) uses and gratification approach, consumers' motives were investigated in order to answer "why do people use media and, what do they use them for?" (p. 423). Although this model has failed to provide a clear definition of motivations behind media usage (McQuail, 2010), it seems to work to explain motives of a specific type of media usage (e.g. Blumler & McQuail, 1968). The U&G approach perceived individuals' communication media choice as central, purposive and goal-directed. On the other hand, the SDT (Deci & Ryan, 1980; 1985, 1991) approach has a different concept to goal-directed behaviour

through differentiating the concept of this type of behaviour. Deci & Ryan (2000) has stated that “SDT differentiates the content of goals or outcomes and the regulatory process through which the outcomes are pursued, making predictions for different contents and for different processes” (p. 227). This theory has maintained a full understanding of goal-directed behaviour as well as investigating psychological development and the needs of well-being that direct individuals’ behaviour. SDT defines the psychological elements of human nature as discussed in the previous section. The theory defines consumers’ motivations as intrinsic and extrinsic motivations based on individuals’ needs. Although the U&G approach is a widely accepted concept to explain why people choose media and why they use it, this theory has an approach that explains only goal-directed behaviour. In comparison, SDT postulates that not only do people have goal-directed behavior, but also other psychological elements can influence their behavior, such as intrinsic motivations. Hence, both theories are integrated and employed for this thesis in order to provide detailed information on consumers’ brand/product related engagement.

Although the motivations of brand/product related engagement remain unknown, motivations of social media usage can also give clues about consumers’ brand/product related posts engagement on social networking sites. Hence, different psychology theories and previous motivation frameworks are integrated in order to investigate the motives of brand/product related engagement types on social networking sites. Therefore, the uses and gratification approach is integrated into the motives of brand/product related engagement to identify whether these motives are applicable to understanding consumers’ brand/product related engagement types on social networking sites, while the SDT approach is employed to investigate motivations that trigger consumers’ brand/product related engagement. Through integrating motives gathered from previous literature and psychology theories into brand/product related engagement behaviour, this study aims to establish a deeper understanding of what influences consumers to engage with different brand/product related engagement types on social networking sites.

On the other hand, consumers’ word-of mouth engagement is investigated through considering their needs and motivations in the previous literature. It has been found that consumers share brand/product-related posts from other people (eWOM) in order to satisfy their needs to give and receive information (Lovett,

Peres & Shanchar, 2013). Providing information can be linked to altruistic behaviour, which has been investigated by several eWOM researchers (e.g. Dichter, 1964; Hennig-Thurau et al., 2004; Kreis & Gottschalk, 2015), while the need for receiving information can be associated with a desire to receive useful information from others (Hennig-Thurau et al., 2004) or from the brand itself. Individuals can also have this altruistic motive to help the company, as a result of their positive experience with the product or brand (Hennig-Thurau et al., 2004). An individual who wishes to satisfy these motives can only do so by providing high-quality information and valuable product-related content to others (Kreis & Gottschalk, 2015).

In this light, it appears important to identify the motivations behind brand/product engagement for the theoretical understanding of the mechanism on social networking sites. While several researches show that McQuail's (1983) classification of motivations for using media can be applied to social media usage (e.g. Muntinga et al., 2011), self-determination theory is found to be a valuable framework with which to understand individuals' eWOM engagement behaviour (Wang et al., 2016). To discuss relevant brand/product-related engagement motives from the literature, this thesis relies on the uses and gratification approach and self-determination theory approach through investigating motives informed by previous brand/product-related engagement studies, including eWOM and WOM literature (e.g. Alexandrov et al., 2013; Dichter, 1964; Engel et al., 1993; Hennig-Thurau et al., 2004; Sundaram et al., 1998; Yap et al., 2013, Muntinga et al., 2011) (Figure 3.1) on social networking sites. Through using the U&G approach, McQuail (1983) categorises motivations for general media use, including entertainment, personal identity, information-seeking motives and social interaction motives. However, this framework has been criticised as it has a vague conceptual framework (e.g. Ruggiero 2000) that only focus on motives for media usage. Hence, this study focuses on expanding this framework through using self-determination theory and previous brand/product-related literature in order to provide a better understanding of these particular engagement types on social networking sites.

As a result, the framework is constructed through inclusion of the *enjoyment*, *communication (socialising)*, *altruistic motives (helping the company and helping others)*, *self-enhancement*, *expressing negative feelings* (Hennig-Thurau et al., 2004),

empowerment (Muntinga et al., 2011) motives that were previously investigated in previous literature in order to define consumers' motives for engaging with brand/product-related posts. Furthermore, the *seeking compensation* motive, which has not been investigated previously in brand/product-related literature, is added to the framework (see table 3.2).

Table 3.2. Motivations of brand/product related engagement

Key Elements	eWOM Motivations	Applied for eWOM work	Theoretical Approach
Self-Enhancement	Self-Enhancement (Personal identity)	Desire of seeking positive evaluations from others (Jones, 1973).	Impacts positive WOM (Sundaram et al., 1998 ; Alexandrow, 2013) and frequency of eWOM (Hennig-Thurau et al., 2004).
Altruism	Helping Others (Positive Altruism)	Desire of helping others (Batson, 1991; Sundaram et al., 1998).	Established as a factor in WOM (e.g. Alexandrow et al., 2013) and eWOM studies (Hennig-Thurau et al., 2004).
Seeking Compensation	Concern for others (Negative Altruism)	Concern for others to protect them from making wrong decisions (Hennig-Thurau et al., 2004).	Established as a factor in eWOM and has an impact on eWOM (Hennig-Thurau et al., 2004).
	Seeking compensation from organisations (Justice Theory)	Complaint for gathering tangible benefits from organisations (Davidow, 2003).	Not studied as a motivational factor of eWOM. People may provide feedback due to experiencing product failure (e.g. Davidow, 2003).
Enjoyment	Enjoyment Self determination theory (Ryan, 1995)	It refers entertainment fun and amusement (Yoo & Gretzel, 2008).	It has an impact on consumers to engage with eWOM (Yoo & Gretzel, 2008).
Information	Information	It refers seeking advice and risk reduction (Muntinga et al., 2011). It also refers a need for receiving information (Blumler, 1979).	It is established as a factor in eWOM studies (e.g. Hennig-Thurau et al., 2004) and a motive of consumers' brand related engagement on social media (Muntinga et al., 2011).
Socialising	Socialising (Uses & Gratification Theory & Self-determination theory)	It refers intrinsic motivation which is based on a need of enjoyment of being connected (Jeon et al., 2011).	It has an impact on eWOM communication (Wojnicki & Godes, 2011).
Expressing negative feeling	Expressing negative feelings Balance Theory	It is associated with the negative eWOM as a result of consumers' dissatisfying experince (Hennig-Thurau et al., 2004 ; Yoo & Gretzel, 2008).	Established as a factor in eWOM literature (Hennig-Thurau et al., 2004 ; Yoo & Gretzel, 2008).
Helping the company	Helping the company Support the company via eWOM engagement Equity Theory (Oliver & Swan, 1989)	Consumers tend to engage with eWOM to return something to the company as a result of satisfying purchase experience (Henning-Thurau et al., 2004)	Established as a factor in WOM studies (Sundaram et al., 1998) eWOM studies (Hennig Thurau et al., 2004).
External reward	External reward (Remuneration)	It refers economic incentives (Wang & Fesenmair, 2003), job related benefits (Nov, 2007) and personal wants (Hars & Ou, 2007). It is associated with extrinsic motivation (Deci, 2000)	Established as a motivation to understand consumers' brand related engagement on social media (Muntinga et al., 2011).
Empowerment	Empowerment (positive and negative)	Social media gives empowerment to consumers to speak about brands and organisations (Bertot, Jaeger & Grimmes, 2010)	It has been employed as a motive to understand consumers' engagement with brand related contnet on social media (Muntinga et al., 2011).

(Adapted by; Alexandrow, 2013, Davidow, 2003; Dichter, 1996; Engel et al., 1993; Hennig-Thurau et al. 2004; Sundaram et al., 1998.; Muntinga, 2011; Wojnicki & Godes, 2011; Yoo & Gretzel, 2008)

3.5. Motives of brand/product-related engagement

This section will discuss brand/product-related motives that are grounded in U & G theory (McQuail, 1983), SDT (Deci & Ryan, 2000) and previous brand/product-related literature including eWOM (e.g. Alexandrov et al., 2013; Dichter, 1964; Engel et al., 1993; Hennig-Thurau et al., 2004; Sundaram et al., 1998; Yap et al., 2013, Muntinga et al., 2011) that will be taken forward in this study to investigate this thesis's objectives.

3.5.1. Socialising (Communication)

Socialising is an intrinsic motivation that is based on affiliation need and the enjoyment of being connected (Jeon et al., 2011). Socialising, which originates from uses and gratification (U&G) theory, defines how individuals are motivated by social and psychological needs when they select a particular social media (Lee & Ma, 2012). Based on the theory's framework, it has been postulated that people are triggered to start socialising when they participate in information sharing on social networking sites (Nambisan & Baron, 2009; Park et al., 2009). Socialising stands for the needs that individuals have in order to develop and maintain relationships with other social media users (Lee et al., 2010), and people have recently tended to spend more time socialising and obtaining information on social media (Wise, Albahash & Park, 2010).

In the context of brand/product-related engagement on social networking media, consumers engage with brand/product related posts partly because they have a desire to send social signals, such as expertise, to others (Wojnicki & Godes, 2011), or they wish to engage in social conversations (Kreis & Gottschalk, 2015). Hennig-Thurau et al. (2004) pointed out that positive self-enhancement and social benefits are the important motives for consumers who wish to be communicating with other consumers and portraying their own self-image. The fact that consumers tend to engage with brand/product-related posts to socialise means that they can engage in social interactions by commenting, liking or passing along brand/product-related posts to their social connections, and it can easily be spread from one individual's network to another (Svensson, 2011) on social networking sites.

Socialising is found to be a gratification that motivates individuals to use social networking sites and share news (Lee & Ma, 2012). While Ji and Fu (2013) found that socialising is a key gratification that influences individuals' sharing behaviour on the Internet, Park et al. (2009) found that socialising motivates users to participate in groups on Facebook. On the other hand, Hennig-Thurau et al. (2004) argue that consumers tend to participate in communities through posting comments to receive social benefits that have a strong influence on users visiting consumer review sites. Cheung and Lee (2012) pointed out that consumers who are driven by the socialising motive tend to contribute more to eWOM.

For this research, the socialising motive is employed to investigate the desire of consumers to communicate with others via engaging with brand/product-related posts from brands or other consumers on social networking sites. For example, they can connect with other people through engaging with other people's brand/product-related posts as well as the posts created by brands. As consumers tend to have a need to interact with their friends and families, as well as with strangers, they may be driven by a desire to engage with brand/product-related posts on social networking sites.

3.5.2. Personal Identity (Self-enhancement)

The personal identity motivation is based on media gratifications which are interrelated with 'the self' (Muntinga et al., 2011). Personal-identity-related motivations have been sufficiently investigated in the social media motivations literature as well as eWOM literature. For instance, Boyd (2008) and Bumgarner (2007) respectively identified impression management and identity expression as the important motivators of using social networking sites; Papacharissi (2007) discovered that writing a weblog is driven by a need for self-fulfilment; and Nov (2007) found that people who contribute to Wikipedia are motivated by opportunities for self-enhancement, while, Kaplan and Haenlein (2009) pointed out that individuals use Facebook as the result of a desire for high self-presentation. Toubia and Stephen (2013) discuss that people use Twitter to try to portray a certain image,

and achieve an image-related utility to other users. On the other hand, self-identity has been investigated as self-enhancement by several researchers (Alexandrov, 2013; Bhattacharya, 2016; Engel et al., 1993; Hennig-Thurau et al. 2004; Sundaram et al., 1998). It is driven by one's desire for positive recognition from others. In an eWOM context, this self-related need is rewarded when others give a special status to an individual by naming her/him as a 'consumption expert' or 'intelligent shopper' (Bhattacharya, 2016) on online platforms. Correspondingly, consumers may engage with brand/product-related posts to gain attention from others on social networking sites.

Moreover, research on personal identity motives covers three sub-motivations: gaining insight into oneself; reinforcing personal values; and identifying with and gaining recognition from peers (Muntinga et al., 2011). According to this context of self-identity, Muntinga et al. (2011) categorised personal identity as three sub-motivations – self-presentation, self-expression and self-assurance – to explore consumers' brand-related engagement on social networking sites. For this research, these three sub-motivations will be employed together to understand consumers' brand/product-related engagement on social networking sites.

Self-enhancement (Alexandrov, 2013; Engel et al., 1993; Hennig-Thurau et al. 2004; Sundaram et al., 1998) motivation is driven by the individual's desire for positive regard from other individuals. In other words, people have a desire to feel good about themselves and seek positive evaluation from other individuals (Jones, 1973), which can be shown via social interaction with relatives and other people (Hennig-Thurau et al., 2004). For example, individuals can increase their self-image through engaging with WOM by expressing opinions where others are likely to agree with them (Alexandrov et al., 2013).

Hence, electronic word of mouth can provide consumers with a level of social status that can be important to the individual (Hennig-Thurau et al., 2004) who posts information about a service or product experiences on online platforms such as social networking sites. For this research, this motivation is employed to understand consumers' engagement in terms of seeking positive evaluation from others and feeling good about themselves as a result of their brand/product-related engagement on social networking sites.

3.5.3. Altruism

Altruism is a concept closely related to the concern for others (Hennig-Thurau et al., 2004), and can be either positive or negative (Sundaram et al., 1998). Altruism can occur (Engel et al., 1993; Sundaram et al., 1998) through eWOM engagement by helping a consumer to protect themselves from making incorrect purchasing decisions or help them when they make buying decisions, or both (Hennig-Thurau et al., 2004). Negative altruism refers to a concern for others which is closely related to other involvement (Dichter, 1996), whilst positive altruism is related to helping others without anticipating any reward in return, which is explored by Sundaram et al. (1998). According to researchers, the enjoyment of helping has been accepted as an altruistic aspect to describe the willingness of individuals to share knowledge in electronic networks (Hennig-Thurau et al., 2004; Kankanhalli, Tan & Wei, 2005; Tong, Wang & Teo, 2007) or digital platforms. Hence, to provide a general understanding of altruism, the motive will be divided into negative and positive altruism.

Consumers can satisfy their need for helping/warning others through engaging with brand/product-related posts in general. Hence, with brand/product-related engagement, individuals have the opportunity to reach a high number of people with whom to share their experiences, or to help or encourage them regarding their purchase decision. It is applicable to social network platforms, in terms of sharing and spreading the message by consumers, to assist or protect their acquaintances, close relations, and for whomever the consumer has concern.

3.5.4. Seeking Compensation

According to Davidow (2003), the definition of compensation is “the tangible benefits and response that customers receive from organisations after their complaint” (p. 232). Compensation can be categorised as either redress or reimbursement (Hocutt et al. 2006; Mount & Mattila 2000). Different circumstances can cause customers to receive compensation (Estelami, 2000). For example, complaints can occur not just about a flawed product or service (Gelbrich & Roschk, 2011), but also through incorrect and/or late delivery by organisations. Thus, organisations or brands might offer a cash refund or discount as remuneration (Gelbrich & Roschk, 2011). There are several forms of remuneration used by

organisations or brands, such as offering free products, vouchers or coupons to compensate for a bad service or product (Gelbrich & Roschk, 2011).

Many studies have contributed to the theory known as the ‘theory of distributive justice’, which explores the effect of satisfaction through compensation (Mattila & Peterson, 2004; Smith et al., 1999). The theory’s purpose is to explain an individual’s attitude when they seek fair distribution outcomes towards unfair exchange situations. There are three outcomes of the distributive theory of justice: equity, equality and need. Equity refers to the needs of individuals when they aspire to the balanced input-output ratios of exchange parties, while equality is described as the aspiration of equal outcomes for both parties (Gelbrich & Roschk, 2011). Need refers to the fulfilment of the respective party’s individual needs (Deutsch, 1985). Gelbrich and Roschk (2011) point out that situations of complaint by consumers about organisations can be considered as exchanges between customers and organisations, in which consumers who complain about products or services aspire to be compensated for a loss of consumer welfare caused from the product or service’s failure (Gelbrich & Roschk, 2011). In some cases, individuals tend to use their own needs when they evaluate the fairness of outcome distribution rather than equity or equality concerns (Deutsch, 1975).

Every year, approximately one hundred million complaints are made in the United Kingdom and they are mainly related to compensation claims (Muller, 2010). In this thesis a situation of complaint is considered as a motive that influences consumers’ brand/product-related engagement on social networking sites. In other words, consumers might engage with brand/product-related posts via publishing their complaints as a result of product or service failure on social networking sites, so as to share this information with many others in order to be compensated.

3.5.5. Enjoyment

Self-determination theory indicated that enjoyment is an intrinsic motivation which is represented by natural inclination toward assimilation, mastery, and spontaneous interest that is essential to cognitive and social development (Csikszentmihalyi & Rathunde, 1993; Ryan, 1995). As intrinsic motivations emphasise inherent satisfaction from an activity rather than its consequences (Ryan

& Deci), hedonic enjoyment can be driven by different activities, and it can be expected to be felt whenever the satisfaction of needs, whether physically, intellectually, or social-based, is accompanied by a pleasant affect (Waterman, 1993). In a brand/product engagement behaviour context, enjoyment motivation refers to entertainment, fun and amusement (Yoo & Gretzel, 2008) and the pleasure that consumers have when they engage with brand/product-related posts on social networking sites. Online communities enable consumers not only to exchange product knowledge and experiences (Hung & Li, 2007; Ma & Agarwal, 2007; Pitta & Fowler, 2005), but also to have social interactive enjoyable activities with others concerning products (Chan & Li, 2010; Schindler & Bickart, 2005) through engaging with brand/product-related posts from other people as well as brands.

Enjoyment has been investigated by several studies such as open-source software projects (e.g. Lakhani & Wolf, 2005; Roberts et al., 2006) as well as open content projects such as Wikipedia (e.g. Nov, 2007). While, Nov et al. (2010) proposed enjoyment as an intrinsic motivation to encourage users to share photos within an online community, the intrinsic motivation of enjoyment was indicated to be linked to information sharing of content in open-content and open-source software projects (Lakhani & Wolf, 2005; Nov, 2007). Although Nov et al. (2009) indicated that there was not a correlation between enjoyment and the amount of photos or tag sharing, Yoo and Gretzel (2008) found that enjoyment was one of the motivations that drives consumers to engage with eWOM on online platforms. Conversely, several researches (e.g. Chua et al., 2012; Lee et al., 2010) on content contribution on mobile apps suggest that contributing content on these platforms provides a good source of entertainment. Thus, enjoyment is employed for this research to investigate consumers' brand/product-related engagement types in general.

3.5.6. Empowerment

The concept of consumer power has been investigated widely across different disciplines, including to justify its role in marketing (e.g. Conger & Kanungo, 1988; Denegri-Knott, Zwick & Schroeder, 2006; Perkins & Zimmerman, 1995; Rappaport, 1984; Smith, 1987). As stated by fundamental marketing theory, consumers have always had power over companies in terms of their demand for goods or services

(Kotler et al., 2006), as consumers can ignore, resist, adapt and control their own choices and these choices alone are a form of empowerment (Denegri-Knott et al., 2006). In this respect, empowerment is emphasised as an important marketing strategy that “the consumer is King, the client is always right” (e.g. Denegri-Knott, 2006). Especially, empowerment influences the new marketing dynamic which refers to the fact that the power is shifted from companies to consumers (Vollero & Siano, 2013).

The current concept of empowerment on online platforms cannot be controlled by brands and organisations, and the power of the consumers’ voice is used to change something by sharing it (Vollero & Siano, 2013). The online power of this “voice” can be considered as the sum of three categories of consumer empowerment (see table 3.2):

- A shift in information control (power of information) on the Internet.
- The “new” power of participation in social media.
- The co-creation of opportunities generated by means of online contexts.

Table 3.3. Empowerment Characteristics

Categories	Activities	Characteristics	Main Theoretical Perspectives (Denegri-Knott, Zwick & Schroeder, 2006)
Empowerment as power of information	<ul style="list-style-type: none"> -Consumer use information as a means to enhance their shopping and/or decision-making skills (both in offline and online contexts). -Consumers use information to question company practices. -Consumers share information about companies and their products/brands. 	<ul style="list-style-type: none"> -Consumers use different source of information (e.g. personal blog, opinion platforms, and social media sites) as well as official company website. -Use of different digital media tools (email, social media websites etc.) as CRM tools. 	<p><i>Online consumers are empowered as their ability to choose freely increases (consumer sovereignty model)</i></p>
Empowerment as power of participation	<ul style="list-style-type: none"> -Consumers have a personal choice to participate on social media. -Consumers tend to interact with consumers who are like-minded in online platforms. -Consumers create content about companies and their products/brands. 	<ul style="list-style-type: none"> -Interaction with other consumers. -Creation of symbols and spaces within the market in which they consumers) can constructs their cultural identity. -Development of the dialectical spaces in which they challenge companies and institution's authority. 	<p><i>Online consumers are empowered as they are creative and playful agents (cultural power model)</i></p>
Empowerment as power of co-creation	<ul style="list-style-type: none"> -Consumers co-create new content and make other meaningful activities concerning company offerings. -Consumers exert a significant control over marketing/communication variables. 	<ul style="list-style-type: none"> -Interaction/engagement with other consumers and companies. -Making suggestions/ideas about new products/services. -Interaction creates market opportunities that companies can exploit. 	<p><i>Online consumers are empowered as they constructs discourse- i.e. A discursive co-production of market- as a system in which certain knowledge is possible, while other knowledge is not (discursive power model)</i></p>

(Source: Voller & Siano, 2013, p.4)

As table 3.3 indicates, there are several empowerment characteristics; initiatives; consumers can gain advantages over companies via using online platforms, while producers lose their potential power on online platforms (Denegri-Knott, 2006), particularly on social networking sites.

With the increase of online platforms and development of the features of Web applications, consumer empowerment appears to be enhanced. Li and Bernoff (2008) have recognised the power shift from brands to consumers on social networking sites. Hence, organisations and brands seek ways of using this power to their advantage (Warner et al., 2014) as social media can be empowering, which potentially gives an opportunity to users to speak (Bertot, Jaeger & Grimes, 2010). As social media platforms have empowered consumers to connect, share, and collaborate, they are creating spheres of influence that have fundamentally altered the way marketers engage in influencing activities (Singh, 2005; Walmsley, 2010). Consequently, the empowerment motivation refers to how people who are using social media exert their influence or power over other people or companies (Vollero & Siano, 2013).

Wang and Fesenmaier (2003), for instance, found that ‘enforcing service excellence’ is a driver of participation in online travel communities; while Kaye (2007) found that people read political blogs to check whether or not broadcast media are reporting events accurately. Muntinga (2013) found that users associated this motivation with being brand ambassadors in that they express their enthusiasm for a brand, and enjoy convincing others that these are products that are worth using or purchasing.

Although empowerment is explored in management literature (Menon, 2001), consumer empowerment in order to evaluate consumers’ eWOM engagement remains unexplored. Empowerment is found as a motive that drives consumers to engage with brand- related posts online (Muntinga et al, 2011). For this research, empowerment is divided into negative and positive empowerment, and this depends on how consumers use the power they have gained from social networking sites. While negative empowerment refers to the desire to engage with negative brand/product-related posts by using social media to embarrass the brands or organisations, positive empowerment stands for the desire of the consumer to be brand ambassadors, as they are connecting with organisations and brands through brand/product-related engagement on social networking sites.

3.5.7. External Reward (Remuneration)

External rewards include factors such as direct or indirect monetary compensation, and also being recognised by others (Hars & Ou, 2001). Several social media motivation studies have especially found remuneration to be a driver for people wishing to contribute to online communities. Remuneration is investigated as a motivation that refers to a desire to engage in social media use because individuals expect to gain some kind of future reward, which could include: economic incentives – e.g. money or a prize (Wang & Fesenmair, 2003), job-related benefits (Nov, 2007), or personal desires such as specific software (Hars & Ou, 2007; Muntinga et al., 2011).

According to social exchange theory, individuals interact with each other based on the exchange of tangible or intangible resources (Lambe et al., 2001). This approach is widely used to understand the concept of knowledge sharing in organisational behaviour (Jin et al., 2010). An exception, Cheun and Lee (2012) investigate economic reward and reciprocity through adopting social exchange theory in order to define word-of-mouth interactions between consumers.

Economic reward has been considered as an extrinsic motivation (e.g. Ryan & Deci, 2000; Thang et al., 2016). Prior studies found that economic reward has a significant effect on information sharing (Lee et al., 2011; Lin and Huang, 2013). However, Bock et al., (2005) advocated that extrinsic reward has a negative effect on information sharing. Tang et al. (2016) indicated that external reward has a significant impact on intention to share mobile coupon on social networking sites (SNSs).

As the marketing literature indicates that economic rewards/remuneration is one of the major drivers of human behaviour (Bhattacharya, 2016) including brand/product related engagement on social networking sites, external reward is employed to investigate brand/product-related engagement behaviour on social networking sites.

3.5.8. Helping the Company

The background of this motive is supported by the altruistic behaviour of consumers (e.g. helping others and warning others). The only difference between these altruistic behaviours is the object (Jeong & Jang, 2011). Consumers do not only help others but also, they share their experiences to support or the company with which they have had a purchase experience.

When consumers have a satisfying purchase experience they have a desire to reciprocate the favour (Sundaram et al., 1998). Hence, consumers tend to engage with eWOM to return something to the company as the result of this good purchase experience (Hennig-Thurau et al., 2004). Jeong and Jang (2011) found that the need of helping the company motivates people to create brand/product related posts (eWOM).

Equity theory has been used by several eWOM researchers to understand the helping a company motive (e.g. Hennig-Thurau et al., 2004; Oliver & Swan, 1989). The theory has suggested that consumers seek equitable and fair exchanges when consumers receive a higher output/input ratio than the company (Yoo & Gretzel, 2008). In the context of satisfying the consumer experience, the consumers seek a way for the output/input ratio to be equalised via engaging with brand/product-related posts. Hence, to equalise the ratio, consumers may write positive reviews about the company and their positive purchase experience (Hennig-Thurau et al., 2004).

In this context, consumers may incidentally get involved with brand/product-related engagement to indicate their satisfaction to the company on social networking sites after their positive purchase experience. Thus, this motivation is employed to understand consumers' brand/product-related engagement types.

3.5.9. Information

Information motivation covers several information-related media gratifications. Sub-motivations include, for instance, surveying what relevant events and conditions are taking place in someone's direct daily environment and in

society; seeking advice and opinions; and risk reduction (Muntinga et al., 2011). Information motivation is expanded in the social media motivation literature. For example, often mentioned are opinion and advice seeking (Wang & Fesenmaier, 2003; Kaye, 2007), information exchange (Ridings & Gefen, 2004), voyeurism (Bumgarner, 2007) and surveillance (Courtois et al., 2009). While Courtois et al. (2009) found that surveillance is one of the motivations for users to engage in online discussion on the Web, Ridings and Gefen (2004) found that people visit virtual communities as they have the opportunity to exchange information with others.

Hennig-Thurau et al. (2004) examined the information motive as a consumption utility that refers to consumers obtaining value “when other constituents consume and approve of the constituent’s own contributions” (Balabramanian & Mahajan, 2001). They pointed out that when individuals consume/read product-related reviews that are created by other consumers on online opinion platforms, it can potentially motivate consumers to write comments/reviews. As consumers may create a comment on their online platforms to describe their purchase experiences, they can also request other consumers to post problem-solving information (Hennig-Thurau et al., 2004). This refers to the fact that this post-purchase advice seeking is generally driven by the desire to gain skills in order to understand, use, operate, modify, and/or repair a product (Hennig-Thurau et al., 2004).

In addition, social networking sites provide an opportunity for consumers to not only spread information and opinions regarding brands or products with their connections (Raacke and Bonds-Raacke 2008), but also to receive brand/product-related information. Muntinga et al. (2011) explored the information motive and divided this motive into four sub-motivations, namely: pre-purchase, surveillance, knowledge and inspiration on social media. Pre-purchase refers to the desire of reading brand-related content such as product reviews, comments, brands/organisations’ posts on social networking sites in order to make an appropriate purchase decision. As the enhancement of the Internet allows consumers to access pre-purchase information, it offers an almost limitless amount of information (Lyons and Henderson 2005) created by brands or consumers.

Surveillance is based on observing and staying updated about one’s social environment (Muntinga et al., 2011) or the brands’ social media pages, whereas knowledge stands for consuming others’ brand-related posts to receive the

information regarding a product or brand (Muntinga et al., 2011), as well as receiving new information from which benefits can be gained. Inspiration refers to the motivation that consumers have to consume brand-related information to acquire new ideas as a source of inspiration (Muntinga et al., 2011), such as new recipes, celebrities' inspirational photos, and so on.

For this research, this motive will be labelled 'information', as most studies have mentioned the information motivation (e.g. Muntinga et al., 2011; Park et al., 2009; Sangwan, 2005), and the motive will cover four sub-motivations: pre-purchase, surveillance, knowledge and inspiration.

3.5.10. Expressing Negative Feelings

The expressing negative feelings motive also refers to the venting of negative feelings, which is associated with consumers' unsatisfactory purchase experience (Hennig-Thurau et al., 2004; Yoo & Gretzel, 2008). Balance theory can be used to understand this motive (e.g. Hennig-Thurau et al., 2004), as the theory suggests that people will attempt to restore equilibrium after their original balance state has become unbalanced (Heider, 1946, 1958; Newcomb, 1953). In the context of unsatisfying consumption experiences, the source of imbalance comes from a negative consumption experience, and people's balance can be restored by writing a comment on opinion platforms (Hennig-Thurau et al., 2004) and social networking sites.

Moreover, emotions such as sadness, anger and frustration that have been felt after negative consumption experiences have a tendency to motivate consumers to seek ways to express this frustration and reduce anxiety (Sundaram et al., 1998), as well as to experience catharsis (Alicke et al., 1992). These desires often drive consumers to articulate their negative personal experiences (Alicke et al., 1992), and online review sites can serve as places to ease negative feelings associated with unsatisfying consumption experiences. In this context, expressing a negative feeling may drive consumers to engage with brand/product-related eWOM on social networking sites.

3.6. Conclusion

This chapter has discussed the motives of brand/product-related engagement constructed from previous literature and psychology theories. They allow us to understand the reasons behind consumers' different brand/product-related engagement types. Although they help to understand eWOM engagement behaviour in general, they focus on different online platforms including consumers reviews sites, consumer opinion sites and social media. As this study's focus is social networking sites, the uses & gratification approach is employed to understand why consumers' brand/product-related engagement types occur in a social media environment. Furthermore, to provide a deeper understanding of consumers' motives, the well-established SDT theory was discussed. Lastly, these theories are integrated into previous brand/product-related engagement literature to construct the motivations framework for this research in order to understand the reasons behind different product-related engagement types on social networking sites. As, there may be motivations out there that have been missed in past literature.

Chapter 4 will discuss social media, social networking sites and the types of brand/product-related engagement that are driven by different motivations.

CHAPTER 4

LITERATURE REVIEW: SOCIAL MEDIA AND USAGE TYPOLOGY

4.1. Introduction

This chapter investigates social media and social networking site usage in general in order to understand how consumers use these communication tools to engage differently with brand/product-related posts. Additionally, this chapter discusses user typologies, which provides an understanding of usage behaviour through categorising individuals into different clusters. Exploring these groups provides the characteristics of individuals who engage with brand/product-related posts on online platforms, including social networking sites. Then, the last section of this chapter sheds light on features of brand/product-related engagement types on social media through using established usage typologies (Muntinga et al., 2011; Shao, 2008). The relationship between social media usage and brand/product-related engagement will be discussed in the following section.

4.2. Brand/Product-Related Engagement and Social Media

In recent years, the popularity of the Internet has led to a tremendous growth in the world of social media, which includes popular social media sites such as YouTube, Facebook, Twitter and Instagram. These platforms provide a great opportunity for users, as well as consumers, to create content regarding anything, including brands (Muntinga et al., 2011) and products. Social media is the platform used not only for people connecting with each other, but also for interacting and engaging with marketers and organisations. As defined by Costantinides and Fountain, (2008, p.232) social media is “a collection of open-source, interactive and user controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes”. Hence, all this leads to the fact that social media can be considered as an appropriate

platform for consumers to engage with brand/product-related posts, including eWOM engagement (Canhoto & Clark, 2013; Erkan & Evans, 2014; Kim, Sung & Kang, 2014; Erkan & Evans, 2016), as consumers also have the ability to directly communicate their product needs, and provide feedback to companies regarding their concerns (Mangold & Faulds, 2009) in an accessible way on social media websites.

In recent years, social media has become a new phenomenon among consumers and businesses, with social media sites now reaching 2.789 billion of the world's Internet users (We Are Social, 2016). While 79% of Internet users use Facebook, 24% of Internet users use Twitter (Pew research, 2016). Additionally, 28% of Internet users' time is consumed by social media websites, which equates to approximately 1.69 hours per day (GlobalWebIndex, 2014). Individuals spend an average of 42 minutes on Facebook and 17.1 minutes on Twitter daily (Cowen & Company, 2014). In particular, public communication platforms such as Facebook signify a new form of communication technology, such as a newsfeed and a publicly-accessible search engine. These provide users with the power to create and share brand-related information through their established social media accounts, which are comprised of friends, family, classmates and other acquaintances (Chu & Kim, 2011; Hennig-Thurau, Gwinner, Walsh & Gramler, 2003). Moreover, Twitter refers to a short-format version of blogging (Fill & Turnbull, 2016), and it is known as a form of eWOM (electronic word of mouth), and user web-communication service (Jansen et al., 2009). YouTube has also become a market leader in online video content (Shao, 2009). Hence, social media presents a practical tool for consumers in terms of engaging with the brand/product-related posts of other people (eWOM) and brands, as customers have unlimited access to create and disseminate brand/product-related information in their established social networks with their friends, classmates and other connections (Vollmer & Precourt, 2008; French & Read, 2013), with brands or even strangers.

With the accessibility of social media sites, the traditional manner of brand/product-related interaction between consumers and brands has become broader, as this engagement provides a dynamic concept on the Internet through a multitude of information sharing, interaction, posts and Tweets, and through social networking sites such as Facebook, Twitter, MySpace, Digg (e.g. Kamins, 2015) and Instagram. The Internet, including social media, brings ease of information

distribution and has expanded the delivery of brand/product-related conversations between consumers (Dellarocas, 2003) as well as brands and consumers. Particularly, social networking sites create features that provide communication, information sharing, and collaboration on the Internet (Paris et al., 2010) through reading, creating content, or contributing to any posts that are created by any users, brands or organisations.

Although consumers' brand/product-related engagement can take many forms, such as engaging in web-based opinion platforms, boycotting websites, and participating in news groups (Hennig-Thurau et al., 2004) and social media websites, this research focuses only on social media websites for the following reasons. First, rather than the original eWOM which is created by an individual, social media platforms help users to spread information to their social circles and communities, and to clarify the identities of both communicator and receiver (Hwang & Jeong, 2014) in real time. Hence, users can also respond to the environmental stimulation immediately (Luarn et al., 2015), as well as engaging in brand/product-related communication among consumers and between consumers and brands. As users' connections (e.g. friends, families) are already available on their social networking sites accounts, this can increase reliability and credibility of the brand/product related posts shared by consumers, which makes social networking sites important sources for product/brand related information (Chu & Kim, 2011). Social networking sites also help consumers to associate themselves with brands by becoming their fans or friends through engaging with brand related posts in order to interact with brands and other consumers (Chu & Kim, 2011). On the other hand, social networking sites are the most popular digital platforms, with 2.03 billion daily active users (InternetLiveStats, 2014). Twenty-nine per cent of social media users search for product reviews and information (Gallup Research, 2013), allowing users unlimited access to other consumers' online brand-related posts, as well as engaging in brand/product-related posts, from both brands and other people, through publishing their own consumption-related experience, as well as reading and contributing to brand/product-related posts.

As a result of this unlimited access to other consumers' online brand/product-related engagement on social networking sites, it is highly important for these brands to know what drives consumers to engage with these brand/product-related posts on

social networking sites. For example, according to Lithium Technologies (2013), 78% of users who complain to a brand via Twitter expect a response within an hour. These consumers are likely to connect with brands directly through engaging with the brand/product-related posts that are created by the brands. Consumers also connect with brands' pages directly on social networking sites when they are seeking customer service facilities. According to Ambassodor (2013), 71% of consumers who have had a good customer service experience with a brand on social media tend to recommend it to other people. As 96% of people that discuss brands online do not follow those brands' profiles (Windels, 2015) On the other hand, it is vital to know the brand/product-related engagement consumer-to-consumer (eWOM) for brands, as 96% of people that discuss brands online do not follow those brands' profiles (Windels, 2015). Hence, brands need to be knowledgeable about consumer-to-consumer brand/product-related engagement and conversations on social networking sites in order to advance their brands and products in general. Furthermore, rather than aiming at a minor or restricted digital platform with limited users, this research focuses on Facebook (1.870 billion users) and Twitter (700 million users), which are the most popular social networking sites among consumers globally (see section 4.3), and provide several communication services such as publishing, networking, sharing, messaging, collaborating and discussing (see figure. 4.1) for consumers and brands.

Consumers engage with product-related information for numerous reasons (Hennig-Thurau et al., 2004), including reading and contributing brand/product-related posts on online platforms. In order to understand the determinants and reasons of WOM communication in online settings, previous studies have typically focused on the relationship between WOM messages and WOM adoption (Brown, Broderick & Lee, 2007; Cheung, Lee & Rabjohn, 2008) and pay little attention to the motivations of general brand/product-related engagement dissemination on social networking sites. Recently, consumers' online brand-related engagement has been investigated in general by Muntinga et al. (2011). Muntinga et al. (2011) create a motivation framework to investigate consumers' brand/product-related engagement in general, including consumer-to-consumer (eWOM) and consumer-to-brand engagement types that generate another format of eWOM. As consumers, not only do they create a statement regarding particular brands or products on social media,

but also they comment on, like and dislike, favourite, and reply to and retweet particular brand/product-related posts created by consumers and brands.

Hence, before providing an overview of brand/product-related engagement types, social media and its features that help consumers to engage with brand/product related posts in different way (e.g. comment, like, favourite etc.), will be discussed with respect to their impact on brand/product-related engagement in general (e.g. Muntinga et al., 2011).

4.3. Social Media

Social media incorporates a wide range of tools and technologies. It has been defined by Mangold and Faulds (2009, p. 358) as: "...a wide range of online, word-of-mouth forums including blogs, company-sponsored discussion boards and chat rooms, consumer-consumer email, consumer product or service rating websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs) and, social networking websites..."

A number of communication platforms have enhanced as a result of different applications and purposes (Ngai, Moon, Lam & Tao, 2015). Accordingly, the term social media has become confused by academics and managers, being commonly seen as interchangeably related to the concepts of Web 2.0, social networking, user generated content and virtual social worlds (Kaplan & Hanenlein, 2009). In try and provide a clear understanding of social media, several definitions of social media for various applications and purposes have been provided, for example:

"Social media is hybrid in that it springs from mixed technology and media origins that enable instantaneous, real-time communications, and utilizes multi-media formats and numerous delivery platforms with global reach capabilities (Mangold & Faulds, 2009, p.359)".

"...social media is collaborative online applications and technologies that enable participation, connectivity user-generated content, sharing of information, and collaboration among a community of users (Henderson & Bowley, 2010, p.239).

“

“...a group of internet-based applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan & Haenlein, 2010, p.61)”

“...social media are the tools that facilitate the socialisation of content (...) social media services encourage collaboration, interaction, and communication through discussion, feedback, voting, comments, and sharing of information from all interested parties (Malita, p.748).”

As a summary of the social media definitions, with the existing role of new online media, social network platforms support new forms of social interaction and collaboration (Chu & Kim, 2011; Park & Lee, 2009; Shu, 2013) through different platforms. Currently, there are more than a hundred social media websites that can be clustered into broad categories such as social networking sites (SNSs) including Facebook and Twitter, user-generated content websites such as blogs, YouTube, and virtual platforms such as Second Life (Kaplan & Haenlein, 2009; Smith & Zook, 2011) where users can interact with each other. Kaplan and Haenlein (2009) defined social media sites as “Internet based applications that help consumers to share opinions, insights, experiences and perspectives” (p. 565). These newly invented social media tools and technologies provide fundamental functions that allow people to observe and generate universal text, image, audio, and video content (Akar & Topçu, 2011) as well as exchanging ideas through interaction. Hence, social media sites have witnessed growth in recent years (Ghosh et al., 2014), as the core type of online information transfer and social interaction (Raacke & Bond-Raacke, 2008) is constituted by the most prevalent and fastest growing types of Internet site (Nielsen-Wire, 2010).

Although there does not appear to be any agreement about what exactly social media is and what concepts it encompasses among academic researchers and managers alike (Kaplan and Haenlein, 2009), social media provides great study opportunities for researchers (Kwak et al., 2010). With a growing interest in digital interactivity, recent research on social media has begun to focus on consumers’ behaviour, specifically in relation to consumer interaction and activities on social media (Heinonen, 2011). As a result research has started to focus on user-generated

content, and examine the motivations for using or not using social media (e.g. Park et al., 2009; Raacke & Bonds-Raacke, 2008; Baker & White, 2010; Shao, 2009) through exploring the different demographics of social media users. Park et al. (2009) explored the motivations of users (N=78, 46% male and 54% female) to use social media with four motivations influencing users to use social media: (1) socialising, (2) entertainment, (3) self-status seeking, and (4) information. In contrast, Baker and White (2010) explored the reasons for non-use of social network sites among Australian adolescents (N=69). Their research has indicated that lack of motivation, poor use of time, preference for other forms of communication, preference for engaging in other activities, cybersafety concerns, and dislikes of self-presentation influenced non-use of social media networking sites among adolescents.

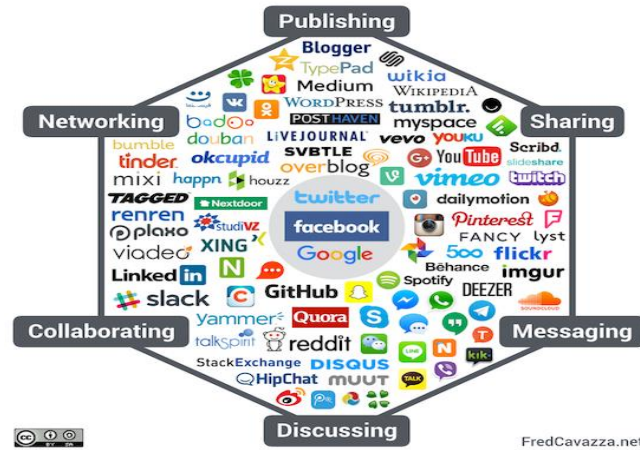
After focusing on general social media site usage, social media applications were investigated in order to understand the different dynamics of these online applications. The following section will introduce specific social media sites, including social networking sites and micro-blogging sites.

4.3.1. Social Networking Sites

Social networking sites (e.g. Facebook) and micro-blogging sites (e.g. Twitter) are the most popular social media applications. With social networking sites that provide a significant amount of interaction and communication to users (Hughes et al., 2012), the Internet-based applications have been personalised (Mir & Zaheer, 2012) with personal profiles created by users. These communications are provided by different social media websites, and social media users publish, share and exchange information through different platforms entitled as social media, such as blogs (e.g. Blogger, Wordpress), microblogs (e.g. Twitter), social networking sites (e.g. Facebook, Twitter), video sharing sites (e.g. YouTube, Vimeo, Dailymotion) and image sharing sites (e.g. Instagram, Pinterest) (see figure 4.1).

Figure 4.1. Social Media Landscape

Social Media Landscape 2016



Source: FredCavazza.net (2016)

Globally, users of social networking sites have increased by 175% from 88% 2007 to 2011 (comScore, 2011). We Are Social’s (2016) comprehensive industry report shows that the number of social media users has grown by 10% and increase of 219 million in 2016. Social networking sites have become the third largest method for people to interact with their friends and family (OfCom, 2012). Seventy-two per cent of UK adults use social networking sites at least once a week (OfCom, 2015). Facebook is the most popular social networking site globally with 1.87 billion users in total (Statista, 2017a). Twitter mainly focus on micro-blogging rather than social networking through a short message format of up to 140 characters. It has 319 million monthly users (Statista, 2017b). Pinterest is a photo sharing website, and is the fastest growing social networking site, reaching 10 million monthly unique visitors (Statista, 2017a). LinkedIn is one of the oldest social media networking sites, and was created for the purpose of professional networking. Users can create online CVs to connect with other professionals.

Social networking sites promote new functions of communication such as publishing, sharing, networking, collaborating and discussing (see figure 4.1). Through the consumers’ interest in social media, and their user-generated content on social networking sites such as Facebook and Twitter, these consumers have become

highly active through participating in marketing activities with reviews, shares and comments. According to industry research, people spend most of their time on social media sites (comScore, 2013) when they are online. This high popularity of social media has meant that social media sites have received enormous attention from businesses and brands. Burson-Masteller (2012) stated that 79 Fortune 500 companies use social media sites, mostly Twitter. Sixty-three per cent of marketers plan to increase their use of social networking sites, including Facebook and YouTube (Social Media Examiner, 2016). These sites are considered by brands as more influential tools than other traditional communication tools for the purpose of spreading brands' message (Dilenschneider, 2012). Accordingly, social media platforms have taken on a new hybrid role in integrated marketing communications to help marketers and organisations build a strong relationship with their consumers (Gilly et al., 1998; Luarn & Chiu, 2014; Mangold & Faulds, 2009).

Although all social networking platforms enable online and social interaction, they do not all offer the exact same services, nor do they have the same functions or focus (Hughes et al., 2011). While the main focus of Twitter is the sharing of opinions and information (Kwak et al., 2010) rather than facilitating social interaction (Huberman et al., 2009), Facebook offers both social interaction and information and opinion sharing (see. Table 4.2). Facebook and Twitter will be the focus of this research and will be addressed in the following section.

4.3.1.1. Facebook and Twitter

Facebook is one of the most popular social media platforms, founded by Mark Zuckerberg in 2004. Since Facebook was launched in 2004, the social network website has rapidly become a mirror of social identity, social interaction and network building for many individuals (Debatin, Lovejoy, Horn, & Hughes, 2009) with 1.87 billion monthly active users (Statista, 2016). Users of Facebook have the opportunity to create a page that includes their photos, personal information and interests, and it can extend their social networks through the user requesting friendship with another person (Tong, Van Der Heide, Langwell & Walther, 2008). Facebook users can also engage with several activities such as interacting with friends and brands' pages through posting and liking, and uploading videos and photos (Smith *et al.*, 2012).

On the other hand, microblogging has become highly popular among Internet users with millions of messages, feedback, comments, and status updates appearing on social network websites that deliver microblogging services such as Twitter (Pak & Paroubeck, 2010). Twitter is a microblogging site and is one of the most popular social media websites, with 310 million monthly active users and approximately 550 million tweets being sent daily (Twitter, 2016). Moreover, Twitter has become popular as it offers the opportunity to construct a relationship between users who have the same interests, feelings and thoughts (Romero and Kleinberg, 2010). As many users have started to post their opinions via microblogging, it has become a valuable source of information relating to products and services that they experience and consume (Pak & Paoubek, 2010). Additionally, the services of Twitter have made communication between consumers and brands very easy. Also, the ability of reading and posting updates on Twitter helps to measure eWOM and public opinion with regard to products and services (McStay, 2009; Scott, 2011) and brands in general. Wood and Burkhalter (2014) found that consumers use Twitter for several reasons. Their research indicated that consumers use Twitter to share and forward information and new articles to others, as well as to share what they do with their family, friends and contacts. Hence, Twitter gives an opportunity to brands to target an audience and collect market intelligence in real time (Wood & Burkhalter, 2014), as well as engaging consumers and establishing relationships with former, potential, and current consumers.

Table 4.2. Features of Facebook and Twitter

	Facebook	Twitter
Number of Users	1.87 billion	Over 700 million
Features	Friends, Fans, Wall, News Feed, Fan Pages, Groups, Apps, Live Chat, Likes, Photos, Videos, Text, Polls, Links, Status, Pokes, Gifts, Games, Messaging, Classified section, Upload and download options and others	Tweet, Retweet, Direct Messaging, Follow People & Trending Topics, Links, Photos, Videos
Upload Photographs	Yes	Yes
Private Messages	Yes	Yes
Users express approval of content by	“Like”, “Share”, or “Comment”	“Retweet” or “Favourite”
Post Length	Unlimited	140 Characters
Users express opinions about content by	“Comment” or “Reply”	“Reply”

(Adopted by: Facebook, 2016; Larson, 2011; Lee, 2010; Reuters, 2013; Twitter, 2016)

As highlighted in Table 4.2, Facebook and Twitter offer different functions and within previous research, Facebook and Twitter are often investigated separately. Significant research has been done on Facebook including its functionality and norms (Papacharissi, 2009), users awareness of Facebook with an emphasis on privacy issues and the risks of utilising Facebook (Debatin et al., 2009), how and why people use Facebook (Ellison, Steinfield & Lampe, 2007), as well as identity management on Facebook (Labrecque, Markos & Milne, 2011), self-presentation on the site (Papacharissi, 2009; Tong et al., 2008; Zywicki & Danowski, 2008), and the maintenance of social capital on Facebook (Ellison, Steinfield & Lampe, 2007).

On the other hand, Twitter has been the subject of several research studies over recent years such as on the usage of Twitter (Lavallo, 2007; Java, Song, Finin & Tseng, 2007), how Twitter interactions influence effectual thinking and behaviour

(Fisher & Reuber, 2011), user influence (Cha, Haddadi, Benevenuto & Gummadi, 2010), eWOM (Jansen, Zhang, Sobel & Chowdury, 2009), self-branding (Page, 2012), and brand-related social media usage (Muntinga et al., 2011). Jansen et al.'s study (2012) represents one of the key studies for this research in that their study investigated Twitter as an eWOM communication through analysing 15,000 tweets including brand comments, sentiments and brand-related opinions. While 20% of tweets mentioned brands, 80% of tweets mentioned brands without any expressions of sentiment, and this indicates that people are seeking information and asking questions about brands without expressing any sentiments. They also found that 50% of tweets were positive, while 35% tweets were negative, and 15% were neutral.

The following section will provide information about brand/product-related engagement on Facebook and Twitter.

4.3.1.1.1. Facebook, Twitter and Brand/product-related Engagement

Twitter and Facebook could be considered potential new consumers' brand/product-related engagement tools, since they enable a combination of WOM and eWOM benefits such as reaching large audiences, including brands and individuals who can share unlimited brand and product-related posts. While Cheung and Tahadani's (2012) meta-analysis of eWOM had found that online users' reviews posted on discussion forums or rating sites were the main focus for most of the eWOM studies (e.g. Hennig-Thurau et al., 2004; Yoo & Gretzel, 2008; Kim et al., 2011), there is very little research examining users' behaviour in terms of engaging with brand/product-related posts, and how and why the brand and product-related information has been shared on Twitter (e.g. Jansen et al., 2009) and Facebook (e.g. Casteleyn et al., 2009; Kaplan & Haenlein, 2009; Wolny & Mueller, 2013). Hence, this research will employ both Twitter and Facebook to provide a contribution to this gap in the research. It is also significant to look at both Twitter and Facebook for the following reasons: 1) Facebook and Twitter may produce different concepts in terms of brand/product-related posts (see Table 4.2); 2) branded tweets are viewed differently from branded posting on Facebook (Logan, 2014), as consumers communicate with brands as a collective on Facebook, whereas they interact with brands on Twitter in an individualistic manner due to the human characteristics of a tweet (Kwon & Sung, 2011); 3) the collective nature of Facebook influences consumers who wish to hear about other consumers' brand experiences, and their

interaction with brands, while the individualistic nature of Twitter appeals to consumers who are interested in hearing from brands (Logan, 2011) and organisations 4) both social media sites provide different features (e.g. tweet, retweet, quote retweet, reply, favourite, comment) to help consumers engage with brand/product-related posts.

On the other hand, communicators and receivers get the opportunity to get to know each other in the physical world with true friendships (Cheung, Lee & Rabjohn, 2008) through social media sites including Facebook and Twitter. Hence, this function of social media makes these brand/product-related engagement sources credible and trustworthy, specifically eWOM engagement (Chu & Choi, 2011; Wallace, Walker, Lopez & Jones, 2009), and it leads social media platforms to facilitate and spread WOM through different types of engagement, and to become an important source of product information for users (Keenan & Shiri, 2009; Okazaki, 2009).

Hennig-Thrau et al., (2015) investigated the impact of microblogging word of mouth on consumers' adoption of new movies to illustrate the effect of negative eWOM on consumer buying decisions. They focused on eWOM on Twitter, and collected positive and negative eWOM within the first 24 hours after each movie was released. They reviewed 829,576 million tweets related to 105 movies. As a result, they found that 600 Twitter users have been influenced by negative WOM and they decided not to see the movie. On the other hand, Kietzmann and Canhoto (2013) investigate how different consumption experiences motivate consumers to share eWOM online. They found that consumers mainly talk about their positive consumption experience on Facebook rather than other online platforms, while Twitter was used by consumers when they want to share their negative experience with other users (Matilda & Wirtz, 2004).

As discussed, Twitter and Facebook represent different types of social media, and each social media site has its own unique features and functions such as publishing, sharing, networking, collaborating, discussing and messaging (see figure 4.2). Users generally have different intentions when visiting these social networking sites to interact in different ways by producing unique content from one site to the other (Smith et al., 2012) or contributing/consuming brand/product-related posts

created by brands and/or other people. However, as of yet we do not know whether and why consumers have different levels of brand/product-related engagement on Facebook and Twitter. Hence, this research will explore the differences between users who perform different brand/product-related engagement types on social networking media. Additionally, past research suggests that consumers can either be active or passive (e.g. Schlosser, 2005; Shang et al., 2006; Shao, 2009) on digital platforms and/or social networking sites. The majority of previous studies have primarily examined the motivations for using or not using social media (Lorenzo-Romero et al., 2011; Park et al., 2009; Raacke & Bonds-Raacke, 2008; Shao, 2009). Hence, there is still a lack of understanding of brand/product-related engagement on Facebook and Twitter. Hence, this research expands consumers' brand/product-related activities on Facebook and Twitter by including consuming, contributing and creating. Section 4.4 will expand on the different types of consumers' activity on social networking sites to explore the differences between the users' brand/product-related engagement types.

4.4. Level of Brand/product-related Engagement: Usage Typology

To explore the motives of different brand/product-related engagement types, it should first be noted that brand/product-related engagement typologies needs to be explored. Typologies refer to theoretical postulations about, and conceptual organisations of, features of complex behaviour, in this case online behaviour (Johnson & Kulpa, 2007) such as brand/product-related engagement on social media.

The misconception about online behaviour begins in 1950, when the history of the Internet begins. It has been considered that all users are equal and participate in the Internet equivalently (Van Dijck, 2009). As a result of research on different Internet usage (Brandzaeg, 2010; Hargittai, 2010; 2002; Hargittai & Walejko, 2008; Peters, 2001), it has been found that the Internet “means different things to different people and is used in different ways for different purposes” (Selwyn et al., 2005, p. 7). Similarly, social media sites are used by users for different purposes, including engaging with brand/product-related posts. To understand different engagement types on social media sites, several typologies were established by researchers (e.g. Chu & Kim, 2011; Li & Bernoff, 2008, Muntinga et al., 2011; Shao, 2009).

The following section will discuss user typology in order to provide information about the characteristics of social networking sites users.

4.4.1. User typologies

Firstly, existing typologies commonly focus on users or users' typology and user typology classifies behaviours into various user types related to specific behaviour (Muntinga et al., 2011). As companies focus increasingly on target marketing, to understand the characteristics of consumers, social media users' segments become more important for brand management (Uncles, 2008). Hence, several studies focus on clustering online users based on their engagement behaviour with online communities and content. For example, members of online communities have commonly been categorised in terms of their interaction and communication behaviour differences, and in this context the terms *posters* and *lurkers* have been widely used in the research (e.g. Hung et al., 2014; Schlosser, 2005; Shang et al., 2006).

Schlosser (2005) describes the online community users that are classified as *posters* as those who post their product (or service) experiences on the Internet, and *lurkers* as those who tend to read others' posts without participating in any communication. While Schlosser only distinguishes the online community users, Mathwick (2002) has developed a general framework that includes 4 different types of Internet users: *lurkers*, *socialisers*, *personal connectors* and *transactional community members* in terms of communal norms and users' online behaviour. While *lurkers* refers to consumers who observe others to share and make contributions in online communities, *transactional community members* refers to the group of users who do not engage with online websites (e.g. special interest sites). *Socialisers* tend to engage with others via providing feedback and opinions, and maintain relationships with family, friends and other acquaintances on online platforms, while *personal connectors* reflect consumers who utilise the Internet to keep in contact with family and professional associates, as well as participating in special interest groups that are related to their hobbies (Mathwick, 2002).

Kozinets (1999) developed a general user typology framework of online virtual communities that includes four distinct member types in terms of their

consumption activity and relations with the virtual community, namely *tourists*, *minglers*, *devotees* and *insiders*. While *tourists* refers to the members who maintain only a superficial interest or passing interest in their consumption activity, and have a lack of strong social ties to the group; *minglers* refers to the group who maintain strong social ties, although they are not interested in the consumption activity. Next are *devotees* who are different from *minglers*; they are the users who have a strong interest in consumption activity, although they have few social attachments to the online group. Lastly, *insiders* refers to the individuals who have strong social and personal ties to the consumption activity (see Table 4.3).

Table 4.3. Different User Typology on Online Platforms

	User typology	Platforms	Factors
Kietzman (1999)	<ul style="list-style-type: none"> • <i>Devotee</i>, • <i>Insider</i>, • <i>Tourist</i> • <i>Mingler</i> 	Virtual communities	Consumption activity and social ties to community
Matwick (2002)	<ul style="list-style-type: none"> • <i>Lurkers</i>, • <i>Socialisers</i>, • <i>Personal connector</i>, • <i>Transactional community members</i> 	Web-based platforms	Relational norms and exhibited interactive behaviour
Schlosser (2005)	<ul style="list-style-type: none"> • <i>Posters</i> • <i>Lurkers</i> 	Web sites	Sharing and consuming behaviour
Ip and Wagner (2008)	<ul style="list-style-type: none"> • <i>Habitual (enthusiastic) users</i> • <i>Active users</i> • <i>Personal users</i> • <i>Blogging lurkers</i> 	Social media	Frequency and purpose of participation, creating, sharing, socialising or observing.

In addition, Ip and Wagner (2008) develop a framework to classify online community users as *habitual users*, *active users*, *personal users* and *blogging lurkers*. At the highest level are ‘*habitual (enthusiastic) users*’, who are highly involved in posting and sharing content on blogs. The group of *active users* refers to the users who visit weblogs, but do not post as often as habitual users on weblogs. *Personal users* refers to users who keep weblogs as a personal diary rather than as something they share with the general public. Finally, the last group involves *blogging lurkers*, who rarely or never share a weblog, but do read others’ weblogs.

Although Ip and Wagner (2008) only focused on weblogs, participation in social media activities has been investigated by Forrester researchers Li and Bernoff (2008). Li and Bernoff (2008) applied users' typology to social media in that Internet users are classified as *inactives*, *spectators*, *joiners*, *collectors*, *critics* and *creators*, which is based on Forrester Research (2011) (Tuten & Solomon, 2015). It is adapted by this current research study to classify consumers based on their eWOM engagement level. As it is important to establish a common ground for classifying and identifying different types of eWOM engagement behaviour, this research focuses on user typology, and was designed by drawing on aspects of brand-related engagement of eWOM, which is based on the work of Li and Bernoff (2008) and Forrester Research (2008, 2011).

Forrester Research (2009) introduced the concept of *social technographics*, which are conducted based on consumers' social and digital lives (Tuten & Solomon, 2015). Consumers from both the US and EU (N= 74,397) were classified into seven different groups: *creators*, *conversationalists*, *critics*, *collectors*, *joiners*, *spectators* and *inactives*, which was based on how they use social media and interact with it, including business. These different online segments are also based on the scale of creating material, through responding to material developed by others, to consuming content without sharing (Foster, West & Francescucci, 2011) (see Table 4.4).

Table. 4.4. Social Technographics Ladder

Consumers	Social Media Activities
Creators (24%)	Publish a blog Publish their own web pages Upload video they created Upload music/audio Write articles or stories
Conversationalists 33%	Update status on social network sites Post updates on Twitter
Critics 37%	Post rating/ reviews on products or services Comment on someone else' blog Contribute to online forums Contribute/ or edit articles in Wikipedia
Collectors 20%	Use RSS feeds Vote for websites online Add "tags" to Web pages or photos
Joiners 59%	Maintain profile on social media Visits social media sites
Spectators 70%	Read blogs Listen podcasts Watch video form other users Read online forums Read consumers rating/reviews
Inactives 17%	Read tweets None of the above

Source: Forrester research (2009); Li & Bernof, 2008; Tuten & Solomon, 2015 (Base: US /UK adults)

The main contribution, which is related to reading, writing, posting contributions and opinions, is by *Critics* (37%), while *Creators* (24%) have made the main contribution with regard to commenting, writing, and contributing the content on social media platforms.

Although user typologies help to classify consumers into different categories based on their characteristic of usage behaviour, consumers tend to fit into more than one group due to their motivations (Muntinga et al., 2011), needs or activities (creating content, commenting on others' post, tweets, lurking). Investigating consumers' usage typology provides a better understanding regarding consumers'

complicated brand/product-related activities on social media. Usage typology focuses on behaviour that may influence each individual, rather than focusing on classifying individuals through associating them with specific behaviours which is the main focus of the user typology. The main focus of this thesis, the usage typology, is discussed in more detail below.

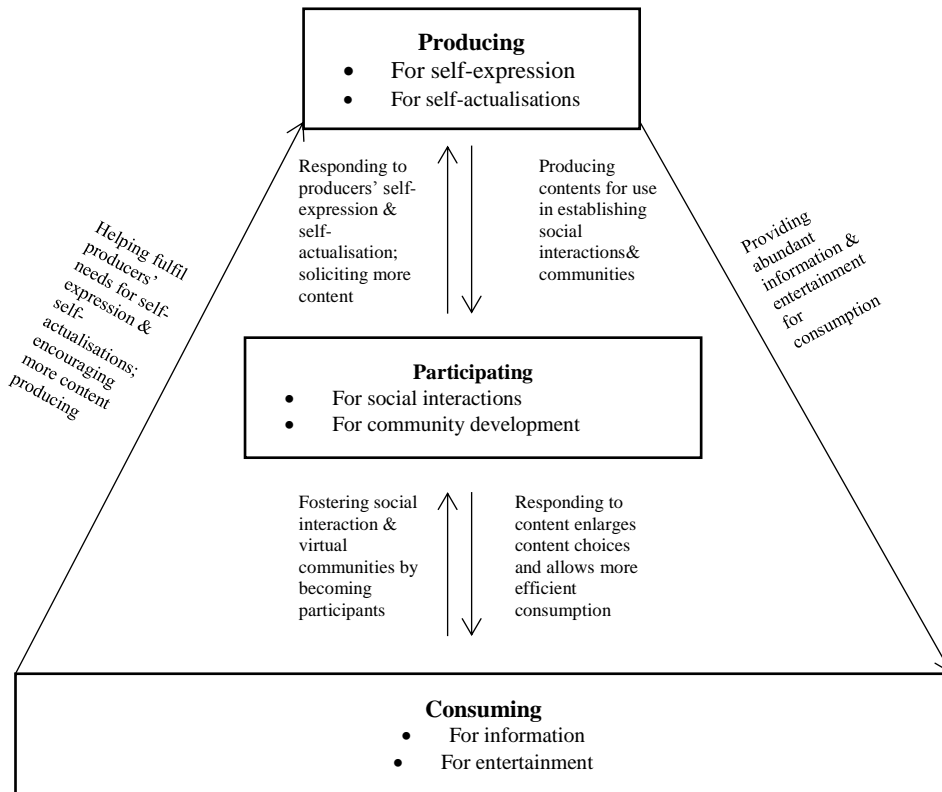
4.4.2. Usage Typologies: Different Types of Brand/product-related Engagement

A few researchers have focused on users' or consumers' usage behaviours: consuming, contributing and creating (e.g. Chu & Kim, 2011; Heinenon, 2011; Muntinga et al., 2011; Shao, 2009). Chu and Kim (2011) investigate only consumer-to-consumer brand-related engagement (eWOM) on social networking sites through investigating different engagement types: opinion seeking, opinion giving and opinion passing. They investigated consumers' eWOM engagement behaviour through categorising them into three different usage types; 1) *Opinion seeking* refers to seeking behaviour that is triggered by search information and advice from other consumers (Flynn et al., 1996); 2) *Opinion passing* refers to multi-directional communication methods to spread the eWOM message globally (Dellarocas, 2003; Norman & Russell, 2006); 3) *Opinion giving* is considered as opinion leaders' eWOM engagement behaviour in order to influence others' behaviour (Feick & Price, 1987).

On the other hand, Shao (2009) developed a framework that proposed user-generated content in order to investigate activities of social media users; 1) *Consuming* refers to the activities of the individuals who only watch, listen but never participate in the content; 2) *Participating* encompasses those individuals who participate through both user-to-user and user-to-content interactions (such as ranking, commenting, sharing, etc.); 3) *Producing* refers to individuals who are involved in creating the content such as text, videos, images, and audios. They focus on different gratification: 1) consuming for information and entertainment, 2) participating for social interaction and community development, 3) producing for self-expression and self-actualisation (see figure 4.5). It has been also noted by Shao (2009) that consuming, participating and contributing are usually all combined or

there is a combination of at least two of these activities, so that it is not always possible to distinguish these activities.

Figure 4.5. Interdependence of People's Consuming, Participating, and Producing on User-Generated Media



Source: Shao et al., (2009) p. 15

Shao et al., (2009) distinguished individuals' engagement with UGM (user-generated media) interdependently through using uses and gratifications approach. According to Shao et al., (2009), people begin engaging with UGM as a consumer or lurker through consuming others' content. After, people start engaging with UGM through participating other individuals' content. Finally, they begin producing content mainly related to expressing their self-identity. However, it should be noted that everyone does not follow this path of gradual involvement (Shao et al., 2009). Although Shao et al. (2009) develop a model in order to understand individuals' engagement with UGM, the study only focuses on individuals' general engagement with any content on online.

Similar to Shao (2009), Muntinga et al., (2011) also adapted this usage typology to explore users' activities from high to low usage in order to explore their

brand-related activities on social media through creating a COBRA typology. They developed a motivation framework to investigate consumers' online brand-related activities (COBRAs). They incorporated the activeness of social media usage into consumers' brand-related activities, and created a continuum that refers to consumers' activities, ranging from high to low brand-related activity. They categorised this engagement into three dimensions: consuming, contributing and creating (see Table 4.5).

Table 4.5. COBRA typology as continuum of three usage types- consuming, contributing and creating

Engagement type	Examples of brand-related engagement on social media use
Consuming	<ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Reading comments on brand profiles on social network sites • Reading product reviews • Viewing brand/product related tweets/posts
Contributing	<ul style="list-style-type: none"> • Liking products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc. • Tagging friends, families, strangers in brand/product related conversations
Creating	<ul style="list-style-type: none"> • Publishing a brand-related posts/tweets • Writing brand-related articles • Writing product reviews • Publishing brand/product related images

Adopted from: Li & Bernoff (2012); Muntinga et al, (2011); Shao, 2009

Their work has adapted the Uses and Gratification (U&G) approach to investigate consumers' motivations, as well as previous eWOM motives literature in order to examine consumers' general brand-related activities on social media. As a result of their exploratory research, they found that consumers who consume brand-related posts on social media are driven by information-seeking, while entertainment, remuneration (e.g. reward), personal identity, social interaction and entertainment motives drive consumers to contribute to brand/product-related posts on social media. Creation of brand/product-related posts on social media is driven by personal identity, social interaction, empowerment and entertainment motives.

4.3.2.1. Consuming Brand/product-related Content

In general, individuals can go to user-generated sites to consume such contents as video clips, blogs, pictures, and music. It is reported that in 2007, over half of American consumers (51 percent) watched and/or read content created by others, and that number increased to 71 percent for American youths (August et al., 2007). Previous U&G research on traditional and new media has revealed two typical motives for media consumption; namely information seeking and entertainment (e.g. Graber, 1993; Katz et al., 1974; Korgaonkar & Wolin, 1999; McQuail, 1983, 2000; Zillmann & Bryant, 1985). Consumers with an opinion-seeking behaviour are likely to search for information and advice from other people when they make a purchase decision (Flynn et al., 1996). This can help in understanding why consumers consume brand-related content on social networking sites.

Muntinga et al. (2011) investigate consumers' brand-related activities on social media. They investigate people who read brand and product-related posts that companies or other people create, including videos, post rating and reviews. They found that information and entertainment motives are the main motives of consumers who consume brand or people's brand-related posts on social networking sites. The present research focuses on only Facebook and Twitter, and focuses on consumers who consume brand-related posts, tweets, and pictures that are created by consumers and brands.

4.3.2.2. Contributing to Brand/ Product-related Content

In addition to consumers' consuming behaviour, people tend to participate in others' posts through interacting with the content on user-generated sites (Shao, 2009). It is postulated that user-to-user interaction that involves emails, chatrooms, message boards, internet messaging and other Internet platforms fulfils individuals' social interaction needs (Chan, 2006). Additionally, this interaction is rooted in social media websites such as MySpace, Facebook (Shao, 2009), Twitter, Instagram and other websites. People also contribute to virtual communities on user-generated sites (Shao, 2009) such as online discussion forums and public discussion and interact with others who share similar interests, goals and share their own opinions and concerns on platforms to receive support from others (Korenman & Wyatt, 1996; Lindlof & Shatzer, 1998; Tossberg, 2000).

Several studies investigate motivations in order to examine users' participation behaviour in online communities, including difficulties in exchanging information and benefits of joining these communities (Wasko and Faraj, 2000; Ellison *et al*, 2007; Parameswaran and Whinston, 2007). Academics also investigated participation behaviour on commercial-related online communities where brands offer solutions to product service-related problems (Porter & Donthu, 2008; Wiertz & DeRuyter, 2007).

More specifically, consumers' contribution behaviour has been investigated in order to explain their participation behaviour in the brand/product-related posts created by brands and other people. For example, Muntinga *et al.* (2011) pointed out that contributing is the middle level of online brand activities of consumers. It signifies users' interactions with both other users and brands, including making contributions to brand forums, and commenting on blogs, pictures and videos that are created by brands and other people. Contributing activities of consumers include liking, commenting, retweeting, quote-retweeting, favouriting brands and other people's activities and content on social media. In recent years, the liking and commenting functions of Facebook enables anyone to respond to a brand post easily

(Kabadayi & Price, 2014) in addition to the retweet, favourite and quote-retweet functions on Twitter.

Kabadayi and Price (2014) investigated consumers' liking and commenting behaviour on brand-related posts on social media. They investigated two key areas to examine consumers' brand-related engagement: personality and mode of interaction. They found that mode of interaction (broadcasting and communicating) has an influence on consumers' liking and commenting behaviour on brand-related posts on social media. They also found that personality traits affect individuals' mode of interaction, which in turn determines whether they like and/or comment on a post on a brand's Facebook page.

Bickart & Schindler (2001) indicate that consumers' brand/product-related online discussions can create empathy and positive feelings among readers. This engagement of exchanging information between consumers influences consumers' perceptions of a product which leads to recommending the product (Gruen, Osmonbekov, and Czaplewski, 2006) and sales (e.g. Chevalier & Mayzlin, 2006; Chintagunta, Gopinath & Venkataraman, 2010). People's positive comments on a brand post are postulated as valuable to the company's brand post (Bronner & de Hong, 2010) and thus the attractiveness of the brand post tends to be increased (Vries et al., 2012). In contrast, negative comments on the brand post can decrease the attractiveness of the brand post (Vries et al., 2012).

As this study only focuses on Facebook and Twitter, consumers' engagement with other consumers and brands' brand/product-related posts is examined through investigating their contributing activities such as liking, favouriting, retweeting, quote-retweeting and commenting on social media (see Table 4.6).

4.4.2.3. Creating Brand/Product-related Content

Many people create and publish their own content (e.g. videos, pictures, blogs, and personal home pages) on online platforms (Shao, 2009). It is pointed out that every day, users upload more than 65,000 new videos to YouTube and more than 6 million photos to Facebook (e.g. Idato, 2006; McGirt, 2007). According to SparkReel, the biggest content drivers are consumers between the ages of 25 and 54 years. User-generated content also contributes to brand engagement by 28% when

consumers are exposed to both user-generated product video and professional content (comScore, 2016). While user-generated content has a significant impact on content-producing online, consumers' brand and product-related content has occurred on a more considerable scale for marketers due to understanding consumers' contribution to brand and product-related content on social media through creating brand/product-related posts.

Currently, consumers can easily express their product, service or brand-related experience to other consumers (Schindler & Bickart, 2003), as social networking sites provide great opportunities to consumers to share their product-related opinions with other consumers (Chu & Kim, 2011). Chu and Kim (2011) investigated consumers' engagement in electronic word-of-mouth on social networking sites. They found that tie strength, homophily, trust, normative and informational interpersonal influence have an impact on creating eWOM as well as participating and consuming eWOM posts on social networking sites.

On the other hand, Muntinga et al. (2011) investigated consumers' creation of brand/product-related posts behaviour as a high level of consumers' brand-related engagement on social media. Instead of focusing on antecedents of consumer-to-consumer brand-related engagement behaviour, they focused on consumers' motives for creating brand-related posts on social media. They found that consumers are driven by four motivations – entertainment, personal identity, social interaction and empowerment – when they create brand-related posts on social networking sites.

Due to focusing on specific social networking sites, this thesis refers to consumers' engagement in terms of creating and producing brand and product-related content such as producing tweets and posting content about brands and products.

4.3.2.4. Summary

To identify and define brand/product-related engagement types of consumers, this study investigates motivations that are understood as key drivers behind behaviour (Dichter, 1964). As discussed earlier, each engagement type is defined through investigating previous brand/product engagement literature and constructed based on features of Twitter and Facebook (see Table 4.6).

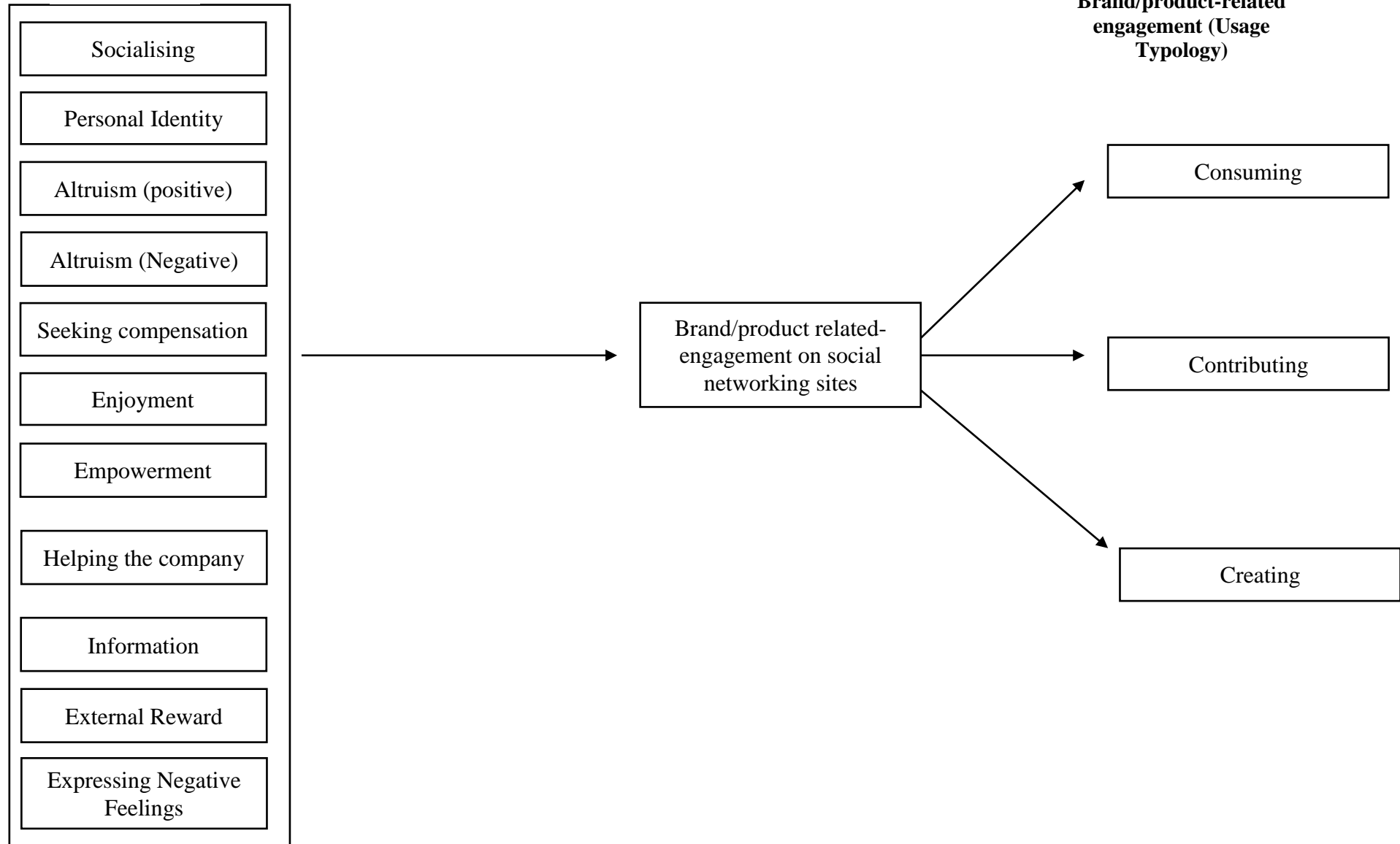
Table 4.6. Usage Typology on Facebook and Twitter

Brand/Product related activities	Examples of consumers' brand/product related engagement
Consuming	<ul style="list-style-type: none"> • Read other people's product/brand related tweet(s) • Read product/brand related tweet(s) from brands • Read other people's brand/product related post(s) • Read product/brand related post(s) from brand • View picture(s) and/or video(s) of other people and brands on Facebook and/or Twitter
Contributing	<ul style="list-style-type: none"> • Retweet and/or quote retweet product/brand related tweet(s) from brands • Retweet and/or quote retweet other people's product/brand related tweet(s) • Favourite others people' product/brand related tweet(s) • Favourite brand/product tweets from brand(s) • Share other people' brand/product related post(s) • Share brand/product related post(s) from brands • Like other people' brand related post(s) • Like brand/product relate post(s) from brands
Creating	<ul style="list-style-type: none"> • Tweet product/brand related post(s) • Post product/brand related post(s) • Post brands/product related picture(s) • Tweet product/brand related picture (s)

As discussed in Chapter 3, motivations are mostly considered as singular constructs, and even superficial reflection shows that can drive people to act with

highly varied experiences and consequences (Ryan & Deci, 2000). Hence, people can be motivated in different ways to behave in certain ways, such as brand/product-related engagement in this study. Hence, to provide a deeper understanding of how motivations influence consumers in changing their brand/product engagement types, potential motives commonly influence consumers as discussed earlier. To do this, firstly, this research will investigate motivations may triggers different brand/product-related engagement such as consuming, contributing and creating through a sequential explanatory research design that has been identified in the methodology chapter (see table 4.7).

Table 4.7. Conceptual Framework
Motivations



CHAPTER 5

METHODOLOGY

5.1. Introduction

According to the literature review, it is clear that more specific investigation of motivations is crucial to understand the different levels of consumers' brand/product -related engagement on social media. This chapter discusses the approach, sampling and analysis of the research methodology adopted in this study. It outlines the methodological approach, and provides a discussion and evaluation of the procedure employed to analyse the data.

5.1.1. Research questions

As a result of an in-depth literature review, this research investigates what motivates consumers to engage with brand/product related posts through considering three main engagement types: consuming, contributing and creating. Therefore, for this thesis, seven research questions were studied. The first four questions (Q1, Q2, Q3, Q4) are investigated using both qualitative and quantitative techniques while last three questions (Q5, Q6) are examined using quantitative techniques. The research questions are pointed at below:

RQ1: What are the motivations of consumers for consuming brand/product-related posts on social networking sites?

- a) brand/product-related posts from brands on social networking sites
- b) brand/product-related posts from other people on social networking sites?

RQ2: What are the motives of consumers for contributing to brand/product-related posts on social networking sites?

- a) Brand/product-related posts from brands on social networking sites?

b) Brand/product-related posts from other people on social networking sites?

RQ3: What are the motives of consumers for creating brand/product-related posts on social networking sites media?

RQ4) What is the relationship between usage of social networking sites and consumption of brand/product-related posts from other people and brands?

RQ5) What is the relationship between usage of social networking sites and contribution of brand/product-related posts from other people and brands?

RQ6) What is the relationship between usage of social networking sites and creating of brand/product-related posts?

5.2. Research Philosophy

The reason for choosing a specific methodology is the sufficient ability to address the key research questions for this study. To do this the main focus will be to answer the questions through investigating which social research phenomena needs to be chosen, and the most appropriate philosophical approach for the research.

Previously, there has been a tremendous amount of research investigating the best research technique in order to examine social research. The predominant view in the past has been an adherence to some form of Positivism, the key idea being that the social world exists externally and its properties should be measured through objective rather than subjective methods. An early adopter of positivism, Emile Durkheim (1951), was highly influenced by the positivist approach of Comte (1955), and held the idea that society can be reviewed as an objective reality in order to study it scientifically (Kundu, 2009). He proposed in his book (Rules of Sociological Method, 1895) that the view of positivist study of society can ensure objectivity in social science. Hence, it leads most positivist researchers to use quantitative techniques.

Positivism refers to a philosophical approach that is usually associated with producing a quantitative guide for social research. According to the predominant approach of positivism it states that "...objective accounts of the world can be given, and that the function of science is to develop descriptions and explanations in the form of universal laws-that is, to develop nomothetic

knowledge” (Punch, 2014, p.31). The main attraction of using a positivistic approach is that ‘the approach perceives the reality, the creation of the knowledge, the structure and nature of research’ (Sarantakos, 2012). According to the positivist approach, the reality is perceived as being objective and also as a measurement of the social phenomena. It is also noted that positivism is an approach that can generalise the subject matter as Seale (1998) has defined:

“Positivism-in a loose sense, has come to mean an approach to social research that emphasises the discovery of general laws, and separates facts from values; it often involves an empiricist commitment to naturalism and quantitative methods.” (p.328)

In contrast to positivism, phenomenology has an exploratory approach to social research. Phenomenology was established by Edmund Husserl in the 20th century. This approach has been used and developed over recent years, and has been implemented to examine the subjective worlds or perspectives of human actors (Snygg & Combs, 1949; MacLeod, 1959; Psathas, 1973). As Snygg and Combs (1949, p. 11) defined, "this approach seeks to understand the behaviour of the individual from his own point of view". It attempts to observe people, not as they are seen to outsiders, but as they are seen by themselves.

On the other hand, the phenomenological approach is expressed by Max Weber (1948) who interprets the social phenomena as the constructs of a human action and can be determined by social laws. He suggested that although humans’ actions are not rational, the rational approach can provide a framework for a better understanding of the subjective meaning of an action (Rosenberg, 1983). Several researchers employ Weber’s phenomenology approach including interpretive sociology (Habermas, 1970), naturalistic inquiry (Lincoln & Guba, 1986) and new paradigm inquiry (Reason & Rowan, 1981), via maintaining different opinions on phenomenology. Scientific measures were found by Weber; however, the issue with that “they are not very effective in understanding processes or the significance people attach to actions” as quoted by Easterby-Smith et al. (1994, p.32). As, the phenomenologists approach expresses that the reality is within a person’s private perception, as well as his or her feelings, and their intentions and spirit (Sprenkle & Piercy, 2005), qualitative methods and

observation are predominantly used by the phenomenologist researchers in order to produce the different meanings of human actions and experience, which provides deeper understanding than the statistical techniques.

Table 5.0. Fundamental Beliefs of Research Paradigms in Social Science

	Positivistic	Phenomenological
Basic Belief	The world is external and objective. Science is value-free.	The world is socially constructed and subjective. Science is driven by human interests.
Researcher should	Focus on facts. Look for causality and fundamental laws. Reduce phenomena to simplest elements. Formulate hypotheses and test them.	Focus on meanings. Try to understand what is happening. Look at the totality of each situation. Develop ideas through induction from data.
Preferred method	Operationalising concepts so that they can be measured. Taking a large sample.	Using multi-methods to establish different views of phenomena. Investigating a small sample in depth or over time.

Source: Easterby-Smith *et al.* (1991, p.41)

Consequently, two essentially polarised perspectives of the assumption about the nature of reality are signified by the distinct paradigms of Positivism and Phenomenology (Morgan & Smirchich, 1980) (see Table 5.0). Hence, this leads to further investigation in order to use ‘the best approach to take’ for designing the methodology of the present study. It leads to further discussion and evaluation of the different concepts of research, and a critique of their uses with respect to the paradigms mentioned below. First, the differences between phenomenological and positivist approaches will be discussed (see section 5.3).

5.3. Phenomenology vs. Positivist

Before focusing on a different paradigm approach, the basics of social science research theory needs to be pointed out, followed by establishment of the main objectives of the research design. As Easterby-Smith et al., (1994, p.33) has noted that it is an:

“organizing research activity, including the collection of data, in ways that are most likely to achieve the research aims.”

Predominantly, to choose an ideal approach to achieve this, and one that is linked to the different philosophical approaches of Positivism and Phenomenology, knowledge of these areas is needed to confirm the numerous methods that are employed to investigate and answer the research questions. Hence, two different approaches will be discussed in order to justify the methodology of this research. To do this, various key choices of research design (Easterby-Smith et al., 1994) will be discussed. Additionally, the discussion of qualitative and quantitative research is added to provide a better understanding of the methodology of the research. Whilst, different uses of the positivistic and phenomenological approach will be discussed in the first five sections, only a positivistic approach will be discussed in the last section (see table 5.1).

Table 5.1. Key Choices of Research Design

Qualitative	vs	Quantitative
Researcher is independent	vs	Researcher is involved
Large samples	vs	Small numbers
Testing theories	vs	Generating theories
Experimental design	vs	Fieldwork methods
Universal theory	vs	Local Knowledge
Verification	vs	Falsification

Source: Easterby-Smith et al. (2002) p.43

5.3.1. Qualitative vs. Quantitative Research Design

There are many qualitative and quantitative research techniques available to researchers. While qualitative data provides a detailed understanding of a problem, quantitative data provides a more general understanding of the problem (Cresswell & Plano Clark, 2011). Because of the nature of this present research, both qualitative and quantitative methods will be discussed and evaluated before employing them.

Firstly, quantitative research refers to a measurement by quantity which is stated by Denzin & Lincoln (1994) as being able to:

“...emphasise the measurement and analysis of large amounts of data relating to causal relationships between variables, not processes.” (p.4)

And researchers tend to:

“(use)... mathematical models, statistical tables, and graphs, and often write about their research in impersonal, third person prose”. (p.6)

On the other hand, the meaning of ‘qualitative’ is interpreted as the meaning of quality rather than quantity, which is stated by Denzin & Lincoln (1994) as being:

“...multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring them.” (p.2)

There are different approaches in order to evaluate the limitations of each research method approach. For example, qualitative approach is considered as more adaptable research approach rather than quantitative research, as the

research has an opportunity to change course and to summarise unexpected research results and examine them further (Bryman, 1984) and focus on in-depth evaluations rather than quantity (e.g. numbers, statistics etc.) which is explained by Nelson et al. (2002, p.4) as:

“Qualitative research embraces two tensions at the same time. On the other hand, it is drawn to a broad, interpretive, post experimental, postmodern, feminist, and critical sensibility. On the other hand, it is drawn to more narrowly, defined positivist, post-positivist, humanistic, and naturalistic conceptions of human experience and its analysis. Furthermore, these tensions can be combined in the same project, bringing, both postmodern and naturalistic, or both critical and humanistic, perspectives to bear.”

Conversely, it is pointed out that the “qualitative approach provides rich insight into human behaviour” (Guba & Lincoln, 1994, p. 106). In contradiction, the act of qualitative research methods has been criticised by Silverman (1993) that they cannot provide a variety forms for the research strategy and are interpreted as being ‘soft’ and having a lack of dependability (Guba & Lincoln, 1994). Hence, the qualitative and quantitative research approaches have been evaluated differently by several researchers. There are different approaches and criticism toward both qualitative and quantitative methods as they employ different approaches to investigate the social phenomenon. In order to tackle this dilemma, a qualitative method approach is employed in order to provide rich insight of consumers’ brand/product-related engagement, following Carson et al. (2001), who stated that qualitative research provides in-depth knowledge of how and why a certain phenomenon arises. Additionally, qualitative findings are used to help construct the quantitative phase of this research for further testing and verification.

5.3.2. Researcher is Independent vs. Researcher is Involved

As quantitative research tends to be related to having a positivist approach, and qualitative research tends to be linked to either interpretivism (Denscombe, 2014) or to a phenomenological approach, the researcher’s choice of whether to

be more objective way differs. Quantitative research has been associated with the 'objective' that numerical data exists independently of the researcher (Denscombe, 2014), and are not the result of the researcher's perspective and meanings. Positivist researchers tends to have an approach that the researcher is associated with having independent observation. Hence, the data can be tested for the validity and reliability to ensure that the data presents itself and not the researcher's preferences (Denscombe, 2014). Hence, quantitative research design is employed for this thesis in order to provide independent and reliable observations which have not been impacted by the researcher's preferences and influences.

On the other hand, qualitative research that is mainly used by phenomenologists, tends to place emphasis on the role and observation of the researcher when the data is constructed and evaluated. Although there is little usage of research instruments to measure the qualitative research, it is considered that the researcher tends to be the 'measurement device' via using his or her background, values, identity and beliefs during the data collection and analysis (Denscombe, 2014). Hence, qualitative research provides an opportunity to the researchers to enrich data observed through using themselves as a 'measurement device'. For this thesis, a qualitative approach is used to emphasis this role of the researcher to gather deeper understanding of the data that capture different features of consumers' brand/product-related engagement types including motivations. The qualitative findings are transformed to create the quantitative phase.

5.3.3. Large samples vs. Small Samples

The researcher has to decide how large the samples and numbers of the research will be in order to investigate the aims and objectives of the research. Ideally, positivist research tends to be associated with large scale-research using large numbers and a large number of participants through quantitative data. Quantitative researchers tend to employ large numbers of samples to generalize the data statistically, as well as providing reliable data (Denscombe, 2014) to generalise the population (Marshall, 1996).

By contrast, the phenomenological approach tends to be associated with a small number of subjects (Pettigrew, 1985) through employing qualitative research methods. In order to conduct the analysis, the researcher needs to have detailed familiarity with the data (Denscombe, 2014). According to the exploratory nature of qualitative research, small-scale studies reflect depth and a detailed analysis of the research findings. Also, as the study progresses, new categories, themes and explanation stop emerging from the data when the number of required subjects becomes obvious (Marshall, 1996). For this research, large and small samples will be employed, which is taken to implement and analyse the data.

5.3.4. Testing Theories vs. Generating Theories

According to the philosophical approach, the researcher first needs to decide whether the theory or the data should be considered first. Then, once the researcher decide the theory or the data should be considered first, it will help the decision of whether the concepts of creating and testing the hypothesis or formulating the research questions. Principally, generation to verification of the theory is advocated by qualitative and quantitative data. According to previous research, the quantitative approach has made great progress in order to produce evidence and apply theoretical concepts into research actions. As a result of this progress, researchers have the ability to begin the challenge of testing theory (Glaser & Strauss, 2009). Hence, this progress in the quantitative method introduces the enthusiasm to test ‘unconfirmed theories with the facts’ (Glaser & Strauss, 2012, p.15).

Two different approaches have been identified: the classical approach and grounded theory (Bailey, 1987). The classical approach, which employs a positivist philosophical approach, can be divided into three distinct stages, which are identified by Bailey (1987). First of all, theoretical knowledge is used as a starting point that is taken from previous literature or empirical findings by following a conceptual approach. Stage one, which is taken on the conceptual level, focuses on describing the concepts and then writing a proposition by stating a relationship between them. The second stage is used to develop a bridge to fill the gap between the conceptual and empirical levels in order to measure the concepts used with an empirical approach. The final stage involves data

analysis and the gathering of the data to either confirm or disconfirm the research hypothesis.

5.3.4.1. Classical Approach

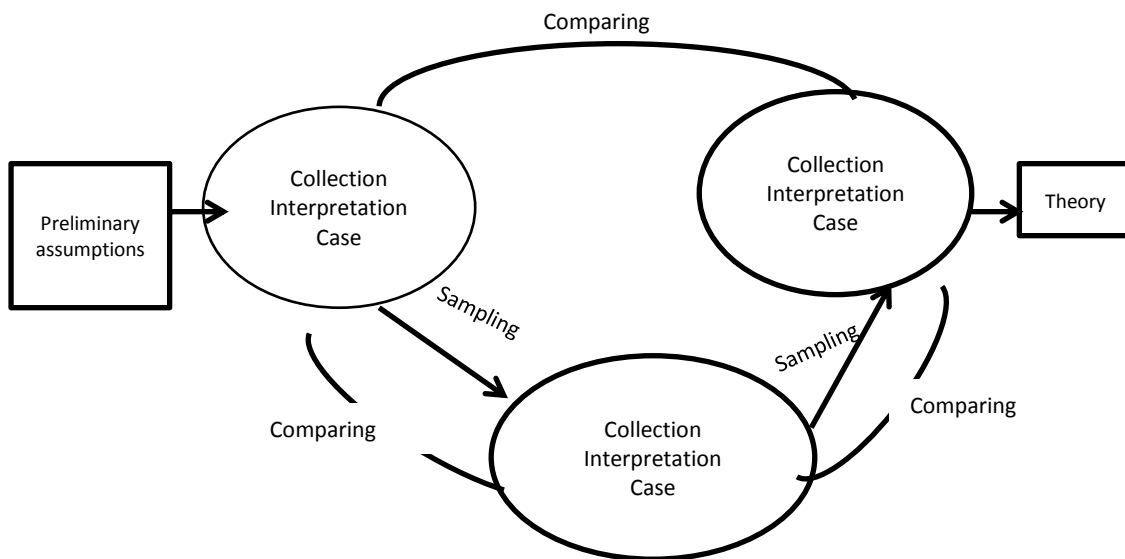
Classical approach research focuses on proceeding from the conceptual level to the empirical level (Bailey, 2008) to create representative data that can separate a complex relationship into its original variables so that they can be verified and tested. Hence, theories and hypothesis are developed by employing conceptual, methodological and empirical processes in a linear model (see figure 5.2). The stages of a linear model can be treated either independently or in order. There are several advantages of using a classical approach that have been discussed by Bailey (1994). First of all, the approach involves all stages that will help to gather the maximum advantages of data analysis and theorising. Additionally, abstract concepts that have generalisability can be utilised using deduction in order to generate concepts. Nevertheless, the classical approach has some disadvantages, which is that the analysis may only confirm the results rather than expand on what is already known, and the approach gives little indication of why results are inconclusive or negative (Memery, 2005).

Figure 5.2. Model of Process and Theory

Linear model of the research process



Circular model of the research process



Source: Flick, 2009

Classical approach is instigated from a conceptual level to an empirical level (Bailey, 1994), as positivist researchers require theory building to be more empirically based (Sprenkle & Piercy, 2005). In contrast, grounded theory starts from the empirical level and ends at the conceptual level due to the focus on concepts that are generated only through analysis (Bailey, 1994). Grounded theory is established by three stages: 1) creating the fieldwork without hypothesis; 2) defining what happens; and 3) conveying explanations in order to explain why it happens based on observation (Bailey, 1994) (see figure 5.2) which illustrates a circular model of the research process).

5.3.4.2. Grounded Theory Approach

According to the phenomenological approach, that also takes the qualitative approach, the research process involves theory testing and developing, which is named as ‘grounded theory’ by Barney Glaser and Anselm

Straus in their published book *“The Discovery of Grounded Theory”* (1967). Since the publication of this book, grounded theory has been developed by several authors (e.g. Clarke, 2005; Charmaz, 2014; Turner, 1983,) who use it selectively to either adopt or adapt grounded theory for the specific purposes of their research (Denscombe, 2014). Glaser and Strauss (2012) discussed the history of generating and testing theories, and they pointed out that qualitative data had been used for its original logic and common sense in ‘a nonsystematic and nonrigorous way’ by the generators of theory (p.15). Qualitative academic sources use detailed descriptions to get results from very small amounts of theory in order to ‘get the story straight’ (Glaser & Strauss, 2012). However, this work, which was based on qualitative data, were found either to be not theoretical enough or the theories were found to be too “impressionistic” (Glaser & Strauss, 2012).

Grounded theory focuses on generating theories in contrast to the classical approach. Grounded theory can be investigated in many forms and Glaser and Strauss (1967) pointed out that “grounded theory can be presented either as a well-codified set of propositions or in a running theoretical discussion, using conceptual categories and their properties” (p. 31). With grounded theory, researchers can do empirical work to investigate whether the theory works. This research approach is based on empirical research to develop theories and build up general theories that originated from the collected data (Denscombe, 2014).

While, Glaser and Strauss argue that grounded theory can be investigated by using quantitative data as well as qualitative data, this approach is associated with qualitative data (Denscombe, 2014). As researchers have discussed, with the grounded theory approach the researcher should engage with exploration to discover the theories that are ‘grounded’. Denscombe (2014) suggested that the researcher should begin collecting data in the field as the starting point of the research, as well as during the course of the research.

Grounded theory approach gives preference to the subject, data and field under study rather than purposing theoretical assumptions, as this approach is established by entering into fieldwork without a hypothesis, defining what happens, and formulating explanations based on observations (Memery, 2005). According to the grounded theory approach, researchers are required to collect

data that is as detailed as possible about their research objective, and then ‘let the data speak for themselves’ (Denscombe, 2014). As Glaser and Strauss (1967) have claimed, the theory should be able to define the studied behaviour, and then utilise the concepts that are applicable to the data. While a positivist approach focuses on analyzing the data into variables to reduce the complexity of data, this phenomenological approach increases the complexity of the data by adding a context to it (Memery, 2005). As it is stated by Maykut & Morehouse (1994), the focus of grounded theory is ‘discovery’ not ‘proof’. By comparing a classical approach with a grounded theory approach, the grounded theory approach will combine only the second and third stages, while a classical approach employs all three stages together. In addition, while grounded theory begins from an empirical level to a conceptual level, the classical approach starts with the conceptual level moving to an empirical level (Bailey, 1994). This is because the grounded theory approach only focuses on concepts that are gathered from the analysis of empirical data (Denscombe, 2014). Hence, a mix of these two approaches can be used to investigate research objectives via using different perspectives. For example, while the classical approach has a complete process, which is utilised by theorizing and analysis, it has the disadvantage of a possible measurement error if the used tests are limited. In contrast, as a grounded theory approach uses observed data, it has the advantage that it reduces any measurement error. However, this approach has the disadvantage of using the observed data that can make employing abstract concepts difficult, and it limits theorising to a certain extent (Bailey, 1994).

First, as the researcher collects the data and focuses on generating theories from the data (Denscombe, 2014), rather than from a particular content; as Glaser & Strauss (1967) pointed out, the grounded theory approach is; therefore, a very 'pure' vision of generating theories. Grounded theory approach is developed by steps and procedures through a constant comparative method (Denscombe, 2014; Patton, 2002). On the other hand, in comparison to the positivist research approach, grounded theory has a flexible research approach in order to give a description and produce new phenomenon into the research field in the empirical world. Generally, the social researcher is expected to have a clear idea of the chosen sample that is based on the criteria linked to the ideas and tested theories (Denscombe, 2014).

Qualitative research fits the traditional, linear logic of research only in a limited way. Rather, as the model of Glaser and Strauss (1967) has suggested, the grounded theory approach does justice to the character of discovery in qualitative research (Flick, 2009). The advantage of this approach gives the researcher an opportunity to reflect on each step of the research, and how each step brings light to other steps in the research field. In addition, the process of the approach helps to monitor how the methodology and each theory are related to the research area. Additionally it is possible to follow how relevant the methods and theories are to the subject matter.

Although this research recognises grounded theory, the concept of historical analysis (Gummesson, 1991) is also recognised by this study, and that this approach is “not just a simple retrospective study but a reflection of the view that history is always in the process of being created from current social, political and economic reality” (p. 87). On the other hand, grounded theory is not an ideal approach for social researchers “who want to identify prior to the start exactly who or what will be included in the sample” (Denscombe, 2014, p. 107). Researchers are required to have a clear idea of the sampling, which is based on ideas and theories being tested by the social researchers (Denscombe, 2014). Hence, this study focuses on past literature for its investigations rather than employing a grounded research approach.

5.3.5. Experimental Design vs. Fieldwork Methods

Researchers also face another choice when using experimental designs or fieldwork. Experiments are generally associated with a positivistic approach that are designed to investigate and examine the properties of and relationship between specific factors (Denscombe, 2014). There are different conditions for using experimental designs that are pointed to by Denscombe (2014). First of all, experimental design research should be employed as an explanatory research method rather than as an exploratory research. The second condition is that the research should be investigated through well-established knowledge that is chosen deliberately (Denscombe, 2014). As the topic should be based on well-established knowledge, it should help the research questions to take the form of

hypotheses. Additionally, experimental design data are generally collected through a quantitative data collection approach rather than from qualitative data. Lastly, an experimental design requires having the ability to implement controls over factors that are investigated in the experiment. Researchers need to have the ability, authority and resources to manipulate the variables of the research. However, it can be hard to accomplish this. On the other hand, it is undertaken that the control group cannot be influenced by any circumstances and that may not always be possible (Memery, 2005). Hence, fieldwork can be considered as an alternative research design, which can be employed either as a quantitative approach or as a phenomenological approach (Bryman, 1984). One of the fieldwork styles is ethnography, and that can be defined as the ‘description of people and cultures’ (Denscombe, 2014, p. 80). This approach requires the researcher to spend a considerable amount of the time in the field, among people whose lives and cultures are being studied, in order to develop a greater understanding of the subject behaviour.

5.3.6. Verification vs. Falsification

Quantitative researchers usually test hypotheses by the means of questions that they choose to ask, and with the behavioural evidence whose presence would tend to confirm the research hypotheses (e.g. Snyder & Swann, 1978), as well as to disconfirm the hypotheses under research (Snyder & White, 1981).

The terms falsification and verification have been discussed mainly in positivistic research such as quantitative researches. The term is evaluated by Popper (1958) as ‘the problem of induction’. The problem is that; however, as much data is collected in support of a scientific law it is not possible to reach the conclusive proof of truth of that law. Popper suggested that there is no possibility for verification in the scientific process as well as for induction. Popper suggested that theories and hypothesis help to produce the most secure knowledge that can be tested; however, the ‘most testable ones are the most falsifiable’ (Susser, 1998, p. 35). Therefore, Popper (1963; 1980) claims that the researcher should focus on falsifying rather than verifying the research hypotheses.

The main contribution of this style of hypothesis refers to the fact that falsifying a claim produces only one negative result, while employing many different confirmatory studies will not verify the hypothesis. While this approach is considered as a positivists approach, it also has implications for a phenomenological approach. For example, Reason (1988) discusses the ‘critical subjectivity’ that refers to ‘the shift from objective consciousness to a quality of awareness’ (p. 11) in order to discuss this term in a phenomenological approach. This term argued that this approach involves recognizing one’s own views and subjectivity, as well as considering the objectivity to find evidence to either confirm or disconfirm one’s own viewpoint.

5.4. Combining different methodologies

Due to the limitations of using one method, the combination of quantitative and qualitative data within a ‘mixed methods’ design provides a more complete understanding of the research problem than just using one approach by itself (Cresswell & Plano Clark, 2011). In general, the mixed methodology presents an alternative to the QUANT and QUAL traditions by advocating the use of whatever methodological tools are required to answer the research question under study (Teddlie & Tashakkori, 2009) as it has been described in several sources:

“Mixed method is a type of research design in which QUAL and QUAN approaches are used in types of questions, research methods, data collection and analysis procedures and inferences” (Tashakkori & Teddlie, 2003, p.711).

“Mixed method is research in which the investigator collects and analyses data, integrates the findings, and draws inferences using both qualitative and quantitative approaches or methods in a single study or program of inquiry” (Tashakkori & Cresswell, 2007, p.4)

“Mixed methods research is the type of research in which a researcher combines elements of qualitative and quantitative research approaches (e.g. use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the purpose of breadth of understanding of corroboration.” (Johnson, Onwuegbuzie & Turner, 2007, p.123)

“Mixed methods research is a research design with philosophical assumptions as well as methods of inquiry. As a methodology, it involves philosophical assumptions that guide the direction of the collecting, analysing, and mixing both qualitative and quantitative data in a single study or series of studies. Its central premise is that the use of qualitative and quantitative approaches in combination provides a better understanding of research problems than either approach alone” (Creswell and Plano Clark, 2011, p. 5).

During the past 20 years, mixed method research has been developed as a separate orientation, and social and behavioural scientists have frequently employed mixed methods in their studies throughout the 20th and 21st centuries (e.g., Brewer & Hunter, 1989, 2006; Greene, Caracelli & Graham, 1989; Maxwell & Loomis, 2003; Tashakkori & Teddlie, 2003a; Teddlie & Tashakkori, 2009). As Giddings (2006, p. 196) pointed out “the combining of qualitative and quantitative findings would give more evidence, more certainty and therefore more confidence in the ‘truth value’ of the outcomes”.

A mixed method approach has unique features that require different strategies from other social research. Denscombe (2014) has pointed out that a mixed method approach has different characteristics. First of all, this approach helps researchers to view research problems from different angles, rather than relying on a single approach. Hence, this approach also helps to develop the quality of the data process through using two different research methods. Additionally, this approach is based on ‘what works best’ for tackling a specific problem (Denscombe, 2014, p. 147). This approach focuses on problem solving rather than choosing a ‘bad’ or ‘good’ research method, it is useful to investigate a specific issue via different research approaches. Hence, this approach is

associated with pragmatism but that may not always be the case. It can be noted that alternative types of philosophical approaches can be used to investigate the research problems as a result of using different methodological approaches. This type of research approach helps to improve the researchers' confidence in terms of the accuracy of the findings through the use of different methods to explore the same subject (Denscombe, 2014). This is because both sets of data can be complementary to examine and explore the research subject; as 'the use of multiple methods, or triangulation, reflects an attempt to secure an in-depth understanding of the phenomenon in question' (Denzin, 2012; p.82).

Cresswell (1994, p.177) also pointed that "it is advantageous to a researcher to combine methods to better understand a concept that is being tested or explored." Also in social science, a multi-method approach can help to produce detailed and rigorous data (Miles & Huberman, 1994; Yin, 1984). This type of method is considered as an appropriate approach when the topic being researched is relatively new or where some of the issues raised are contributing to further discussion and development (Khammash & Griffiths, 2011). The use of two different methods can also provide a full and complete picture of the studied subject to develop the research findings (Denscombe, 2014). As a mixed method approach tends to involve both qualitative and quantitative approaches, it clarifies observing objectives from a different perspective to investigate the research objectives. This use of the mixed method approach 'seeks convergence, corroboration, correspondence of results from the different methods' (Greene et al., 1989; p.259).

Hence, to answer the research questions and provide more evidence for the research a mixed method approach will be used for this research. The qualitative work is employed as the inductive foundation for the establishment of the conceptual model, and the use of a deductive quantitative stage is fundamental for testing the models. Also, an exploratory sequential design will be employed, and requires an exploratory approach to expand the quantitative result through developing the hypothesis as will be discussed in the next section.

5.4.1. Integrative Research Paradigm- Explanatory Sequential Design Mixed Method

Sequential mixed method design requires two strands: Quantitative -> qualitative or Qualitative -> Quantitative. The result of the first phase helps to formulate the design components for the second phase; and the second phase of the design is generally used to confirm or disconfirm inferences from the first phase, or purposely provide further explanations for the findings of the first phase (Tashakkori & Teddlie, 2003). This type of research design is considered to answer exploratory or confirmatory questions in a chronological order. These designs are considered as less complicated approaches as they keep two phases separate in a more predictable manner with a slower procedure (Teddlie & Tashakkori, 2009).

A mixed method approach proposes many research design possibilities, such as explanatory, confirmatory and exploratory (Fidel, 2008). Exploratory design is designed by the two phases that can be employed during a sequential design. The first phase refers to the fact that qualitative data can be used to explore a phenomenon before establishing the phase of the quantitative data collection (Cresswell & Clark, 2011). As the researcher can build an instrument, as an intermediate step between the phases that builds on the qualitative data to be used in the quantitative data (Cresswell & Clark, 2011), this design is referred to as an instrument development design (Cresswell, Fetters & Ivankova, 2004), and as a quantitative follow up design (Morgan, 1998).

An exploratory design approach is taken when qualitative and quantitative methods are employed sequentially with an inductive theoretical shove, which has several features related to a sequential explanatory design approach (Tashakkori & Teddlie, 2003). The priority is given to qualitative phases to explore the subject matter unlike a sequential explanatory design that focuses on examining and explaining the phenomenon (Tashakkori & Teddlie, 2003). It is suggested by Morgan (1998) that an exploratory sequential design is appropriate to be used when the research tests the elements of an emergent theory resulting from the qualitative phase that can be used to generalise qualitative findings from different samples. Correspondingly, Morse (1994) pointed out that this design can be used to define the distribution of phenomenon

within a selected population. This design tends to be taken when the researcher conducts research with primarily quantitative data, but qualitative data needs to be collected to identify or specify the focus of the potential variables (Tashakkori & Teddlie, 2003).

The sequential exploratory design has various advantages. First of all, it is easy to apply and straight forward to explain and indicate the research findings. Hence, it is useful for not only exploring a phenomenon, but also in expanding the qualitative data, and it gives an opportunity for the researcher to build a new instrument (Tashakkori & Teddlie, 2003). This research design is collected in two phases, and it is established by an initial phase of qualitative data collection and analysis, which is followed by a quantitative phase.

The primary reason of using an exploratory design is to generalise the findings gathered from the qualitative data based on a few individuals, though a larger sample will be gathered during the quantitative phase. This is because the result of the first phase of the design can be used to inform or develop the second phase of the quantitative method (Greene et al., 1989). Cresswell and Clark (2011, p. 86) pointed out the reasons for choosing an exploratory sequential design as: 1) measures or instruments are not available, 2) the variables are unknown, and 3) there is no guiding framework or theory. Therefore, the design begins with qualitative data collection that helps to explore a phenomenon (Cresswell & Plano Clark, et al., 2003). Additionally, this design is useful when an instrument is developed or tested by the researcher (Cresswell, 1999; Creswell et al., 2004), or to identify significant unknown variables with qualitative data (Cresswell & Clark, 2011). An exploratory sequential design also helps to generalise qualitative results to different groups (Morse, 1991), as well as testing the features of an emergent theory or classification (Morgan, 1998), or to investigate a phenomenon by using an in-depth approach and measure the occurrence of dimensions of the phenomenon (Cresswell & Clark, 2011). It should also be noted that while this design focuses on qualitative aspects, the use of a quantitative approach tends to make the qualitative approach more acceptable (Cresswell & Clark, 2011). The initial qualitative result plays a secondary role, as it is usually used to build the quantitative instrument and to prioritize the quantitative phase (Cresswell & Clark, 2011).

In some cases, a qualitative approach is used as an exploratory investigation, which generates the hypotheses to be tested (Fidel, 2008). Hypotheses are based on previous literature, as well as on the evidence collected by the researcher through close, first-hand and in-depth knowledge of the tested phenomenon (Fidel, 2008). Hence, an exploratory sequential design is employed for this thesis in order to explore motives of product-related engagement types through collecting information from semi-structured interviews in order to develop a quantitative approach to generalise the data, as it is pointed out in the next section. A qualitative approach is mainly employed not only to investigate potential brand/product related engagement motivations but also to classify each motive into a different type of brand/product-related engagement types. This is because consumers might be driven by different motives when they engage with different brand/product-related engagement on social networking sites. After identifying different motives that may impact consumers' different brand/product-related engagement, the findings will be tested through a second phase with larger numbers.

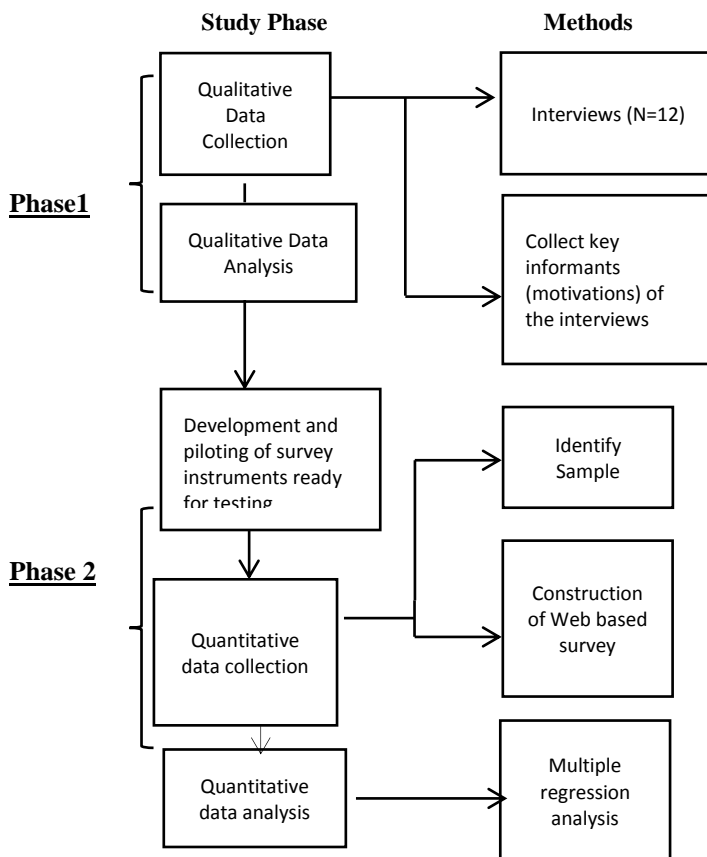
5.4.2. Research Design

This research will address the motivations of consumers in order to define their different brand/product-related engagement behaviour on social media. With this in mind an exploratory sequential mixed methods design will be employed consisting of two phases. In the first phase, qualitative data will be collected from semi-structured interviews to identify what potential motivations are behind their different brand/product related engagement on social networking sites. This phase will inform the development of the second phase.

The second phase will be quantitative in nature, and will be conducted as a follow up to the qualitative results (motivations) by using brand/product-related motives which are grounded by self-determination theory, uses and gratification theory, balance theory, justice theory and previous relevant literature to assess whether motivations are related to consumers' brand/product-related engagement

types. Questionnaires will be developed utilising the qualitative findings from phase one and tested on a larger sample (Cresswell & Clark, 2011). The benefit of using this approach is that the quantitative component provides a more generalised understanding of the problem rather than the qualitative results alone (Cresswell & Clark, 2011). Questionnaires will also help to construct the band/product related engagement types through investigating different motives that may differ for each engagement type. To do this, multiple regression analysis will be employed to define groups of consumers based on their level of brand/product-related engagement (see figure 5.3).

Figure 5.3. Research Design



5.4.2.1. Phase 1- Qualitative research: Semi-structured interviews

In the first phase qualitative data collection was employed with a phenomenological research paradigm used with the design, which is confirmed by using the psychological theories and relevant literature review. According to social science, there are two different methods to collect qualitative data, which are qualitative interviews and focus groups (Babbie, 2013). While a focus group is considered as a group interview (Bryman & Bell, 2015), one to one interviews were found to produce more ideas than a focus group (Boyd, Westfall & Stasch, 1985). Hence, one-to one interview are employed for the present study in order to gather depth understanding of participants' thoughts and behaviour as it is explained below:

“...a qualitative interview is based on a set of topics to be discussed in depth rather based on the use of standardized questions.” (Babbie, 2013: p. 346).

Moreover, interviews are described by Denscombe (2014, p.184) as:

“Research interviews are a method of data collection that uses people's answers to researchers' questions as their source of data.”

One-to-one interviews are the most common form of interview - that is between one researcher and a participant (Denscombe, 2014). According to Denscombe (2014) the advantages of one-to-one interviews are: 1) the interview is stemmed by one source; and it is the interviewee who expresses the opinion and views; 2) the one-to-one interview is relatively easy to control as it involves only one person's ideas and opinions to be obtained by the researcher; 3) as the interview involves only one person, to conduct a one-to-one interview is easier to transcribe and there is only one voice to recognise; and 4) it is easy to arrange.

One-to-one interviews can provide valuable insights in order to help the researcher to deal with topics by producing in-depth and detailed data (Denscombe, 2014). Hence, interviews can provide a method to produce data

which are related to informants' priorities, views and thoughts (Denscombe, 2014). The use of qualitative interviews also helps interviewers to establish general directions to pursue specific topics raised by respondents, as well as creating a conversation with respondents (Babbie, 2013). As the sequence of questions and answers can vary during the interview, they can then be classified in different ways with contemporary texts freely differentiating them (Bernard, 1988); it is sufficient to categorise interviews as *unstructured*, *semi structured* and *structured* to indicate how much flexibility is needed during the meeting or the series of meetings (Denscombe, 2014). While an unstructured interview collects from the group its observational data, a semi structured interview is mainly considered as the sole data source (Adams et al., 2002), which is usually scheduled in advance.

Semi structured interviews are usually structured around open-ended questions with the other questions carried forward from the dialogue between participants and interviewee, and they occur either with a person or in a group of people (DiCicco-Bloom & Crabtree, 2006). Hence, semi-structured interviews are one of the most common data collection methods in qualitative research (Kitchin & Tate, 2000; Adam, McIlvain & Lacy, 2002; DiCicco-Bloom & Crabtree, 2006), as a great range of possibilities are provided by these semi-structured interviews. Galletta (2013) pointed out one of the main reasons why semi-structured interviews are sufficient for research:

“It is sufficiently structured to address specific topics related to the phenomenon of study, while leaving space for participants to offer new meanings to the study, while leaving space for participants to offer new meaning to the study focus.”

On the other hand, semi-structured interviews can be established as open-ended questions (DiCicco-Bloom & Crabtree, 2006), or more theoretically driven questions during the interview process (Galletta, 2013). According to Galletta (2013) a key benefit of the semi-structured interview is:

“... its attention to lived experience while also addressing theoretically driven variables of interest...”

Generally, the interviewee engages in structured questions and answers which are related to a specific topic of the researcher's interest through a prearranged meeting or series of meetings (Denscombe, 2014). With semi-structured as well as unstructured interviews, rather than keeping the interview the same, the researcher also has an opportunity to enhance and change it through the course of the project, which is to be used developmentally, as a result of information pointed out in previous interviews, and by following up new outlines of enquiry (Denscombe, 2014). Correspondingly, the opportunities to change the words of the questions are provided by semi-structured interviews as every word and vocabulary tends to be different for each of the respondents (Treece & Treece, 1986).

Unlike unstructured interviews, in semi-structured interviews the interviewer still has a clear list of issues to be addressed and questions to be answered (Bryman & Bell, 2015; Denscombe, 2014). Correspondingly, the interview can be flexible in terms of the order of the questions, and the interviewee has an opportunity to develop ideas and speak more widely on the issues given by the researcher (Denscombe, 2014). Additionally, semi-structured interviews are structured with the same wording and vocabulary in order to provide consistency during the interview. As it is clarified by Gordon (1975) the wording and sequence of the questions are standardised for each participant, so that ‘we can be sure that any differences in the answers are due to differences among the respondents rather than in the questions asked’.

Bryman & Bell (2015) discussed the choices made for semi-structured interviews, where the researcher has generally a fairly clear focus, rather than gaining a genuine understanding of a topic. As this research has specific issues to investigate such as brand/product-related engagement types and motivations, which have been developed using the relevant previous literature review, the semi-structured interview is employed to investigate consumers' motives for engaging brand/product-related posts on social media. On the other hand, the aim of this research is to explore whether there are new motivations behind

brand/product-related engagement of consumers that have not yet been investigated. Therefore, semi-structured interviews are selected in order to explore the perceptions and opinions of participants to enable the researcher to define unknown motivations as well as confirm existing motivations to provide a general understanding whether they drive consumers to engage with different brand/product related posts through consuming, contributing and creating. Furthermore, each motive is investigated in order to provide clear understanding whether these motives differ depending on different brand/product related engagement types of consumers on social networking sites (e.g. Muntinga et al., 2011). To do this, sources of past literature were used to develop the structure of the semi-structured interviews in order to present and refine the existing subject matter, as well as to produce new factors (motives) (chapter 3). These can be viewed in Table 5.4.

Table 5.4. Sources used in Semi-structured Interviews

Motivations	Sources
Self-enhancement (self-presentation)	Jones, 1973; Sundaram et al., 1998; Alexandrow, 2013 Hennig-Thurau et al., 2004
Helping others	Alexandrow et al., 2013; Batson, 1991; Hennig-Thurau et al., 2004; Sundaram et al., 1998.
Concern for others (Negative Altruism)	Hennig-Thurau et al., 2004.
Seeking compensation	Davidow, 2003
Enjoyment	Yoo & Gretzel, 2008
Information	Hennig-Thurau et al., 2004; Muntinga et al., 2011
Socialising	Wojnicki & Godes, 2011; Deci & Ryan, 2001
Expressing negative feeling	Hennig-Thurau et al., 2004 ; Yoo & Gretzel, 2008.
Helping the company	Sundaram et al., 1998; Hennig Thurau et al., 2004
External award	Muntinga et al., 2011; Wang & Fesenmair, 2003; Nov, 2007; Hars & Ou, 2007
Empowerment	Bertot, Jaeger & Grimmes, 2010; Muntinga et al., 2011

5.4.2.2. Phase 2: Quantitative research: Online Survey

Data collection of phase two integrates the positivist approach into the research design by employing a quantitative survey in order to focus on the research questions constructed from the analysis of the data collected during the first phase. Quantitative surveys generally are employed as an empirical measure

in research methodologies to view a research subject comprehensively and in detail (Denscombe, 2014).

In recent years, there has been a significant growth in the number of surveys which take place online, as the quality of data obtained through the Internet is not expressively different from surveys that are collected in traditional ways (Denscombe, 2014). There are various ways of conducting a survey on the Internet such as email surveys and web-based surveys. There are several differences between email surveys and web-based surveys. First of all, while an email survey requires a list of respondents' emails, in a web-based survey the respondents are directed to a website in order to answer the questionnaire (Denscombe, 2014). Additionally, while an email survey remains a viable means for doing online interviews, web-based surveys supersede email questionnaires (Denscombe, 2014). Hence, web-based surveys help the researcher to reach larger numbers of participants, while email surveys are considered in relation to be 'small, more homogenous online-groups' (Sheehan & Hoy, 1999).

Commonly, different organisations host online questionnaires and make them available to participants online. The survey companies, e.g. SurveyMonkey, QuestionPro, KwikSurveys, Survs, Qaltrics, provide an opportunity to make Internet surveys easily established. Denscombe (2014) points out the advantages of using an online questionnaire that is based on Bhaskaran and LeClaire's (2010) work. As they have noted that first of all, there are plenty of templates and examples, which are proposed by the company, that are freely available for the researcher to use, and it can be used as a starting point by researchers. Second, they tend to encourage participants to complete the survey, as they can be visually appealing and easy to use, because they are using colourful images, layouts and graphs. Additionally, the online questionnaires can integrate a variety of features that help to decrease the possibility of errors during the process of the survey. Lastly, as the answers to the questionnaire are transferred into a data file, it helps in the data processing. Hence, the data can be transferred from the questionnaires as it puts them in a file that can be used to go straight into Excel or into other software programmes (see table 5.5).

Table 5.5. Design Options for Web-based Questionnaires

Templates	A range of established designs is normally available to copy or adapt
Appearance	Options for background, colour, fonts and layout are available
Logos	Logos, images and other personalising features can be inserted
Progress bar	To show respondent how far they are through the questionnaire
Identifier	Unique number; so we can address the sender; timestamp
Question Types	Single option answer: radio buttons Multiple choice answer: check box/ drop down menu Matrix questions: used for rating and scaling Rank order questions Open-ended text
Order of questions	Randomize the order of questions Question branching: respondent's answer determines subsequent series of questions Skip logic: to allow certain questions to be missed Question numbering: automatic
Response options	Mandatory answer: Respondents will not be able to submit their questionnaire unless they have answered these questions

Source: Denscombe (2014, p. 180)

Bryman & Bell's (2015, p. 684) discussion has pointed to several advantages of using online surveys: 1) Low cost, 2) faster response, 3) attractive formats, 4) mixed administration 5) unrestricted compass, 6) Fewer unanswered questions, 7) better response to open questions, and 8) better data accuracy. Also, it must be noted that an online survey has also the advantages of having a filter question option that can help the researcher to eliminate respondents and reach relevant respondents (Denscombe, 2014).

With the significant growth of social media websites, these sites offer an opportunity for the researcher to conduct web-based questionnaire surveys with a

large number of participants. They offer new ways of contacting potential participants and new channels for distributing surveys (Wilson et al., 2012). Denscombe (2014) points out three specific features that social media websites (e.g. Facebook, Twitter, LinkedIn, Google+) have to distribute the quantitative surveys. First of all, they have the function to display a message to all users, and that is tremendously valuable for the social researcher. Secondly, as the users are linked to each other via a communication network, participants can invite other users to participate in the research. Lastly, social network sites help the researcher to make contact with ‘friends’, ‘followers’ or ‘groups’ who potentially want to be involved in the research survey. Brickman- Butta (2012) also points out that:

”Social networking sites and online questionnaires make it possible to do survey research faster, cheaper, and with less assistance than ever before. The methods are especially well-suited for snowball sampling of elusive sub-populations” (p. 57).

Although social network users can be presented as a larger population, they propose a great opportunity to focus on specific groups on a social media website. As this research will focus on consumers who use Twitter and/or Facebook, the surveys in social media websites are employed to distribute the research questionnaire (see Appendix 4 for questionnaire).

5.4.2.2.1. Quantitative methodology and implementation

A quantitative methodology is normally portrayed as essential to the positivist approach to social research. Within this research project, the aim of the qualitative findings is to inform the quantitative survey in order to generalise the qualitative findings. On the other hand, a quantitative method helps to reduce research bias which can be triggered by the use of qualitative method. Hence, quantitative work provides the measurement of motivations of each brand/product-engagement type of consumers that are defined in the qualitative method. It also facilitates an evaluative comparison between specific motives of

consumers' brand/product-engagement behaviour types, which can be difficult to accomplish using qualitative phase.

Additionally, several elements are considered for the present research to decide whether a quantitative phase is appropriate for this study which are proposed by Warwick (1975):

- 1) The research objectives entail quantitative data
- 2) The information sought is specific and recognisable to the participants
- 3) The researcher has considerable knowledge of the specific problems that have been gathered previously and the diversity of expected responses.

All requirements are encountered by the research aim and objectives and the respondents were selected. Specifically, for the third requirement, the previous knowledge of the investigated issues is enhanced through qualitative data collection that informs the second phase of this research.

5.5. Sampling

There are a number of different principles behind sampling and it is generally based on a wider population (Bryman & Bell, 2015). The basic principle of sampling is emphasised by de Vaus (1991, p.60) which is to:

“collect information from only some people in the group in such a way that their responses and characteristics reflect those of the group from which they are drawn.”

This method of data collection offers benefits that provide a cheap as well as fast way of collecting information of a large group of people. Additionally, sampling involves making decisions about which individuals can be interviewed or observed as well as it being “about settings, events and social process” (Miles & Huberman, 1994 p.37).

There are two main types of sampling: probabilistic where individuals are chosen randomly from the population, and non-probabilistic, that involves selecting individuals (Cresswell & Clark, 2011). The sampling method will be influenced by several factors including the research question, resources available, desired level of accuracy and method of collection. From the sampling frame, a sample of active 'personal' Facebook and/or Twitter users is selected. In other words, this research selected social media users who are engaging in product related reviews in a Facebook/Twitter social network, and that do not sell and/or market any organisations' products or services. For this research, non-probabilistic (non-probability) was chosen for phase 1, as its aim is to produce representative samples without random selection.

For the quantitative data collection (phase 2), probabilistic sampling is employed as its aim is to choose individuals randomly from the population (Cresswell & Clark, 2011).

5.5.1. Recruiting Participants

The literature highlighted some debates related to participants having certain characteristics. Previous research (e.g. Megicks et al., 2012; Weatherell et al., 2003) shows that differences may influence behaviour between different types of consumers, and that sampling is used to include different age and gender groups to show how these differences (age, gender) can influence individuals' behaviour. Hence, participants are selected from different backgrounds (e.g. gender, demographic, education, etc.) in order to provide a general understanding of consumers' brand/product-related engagement posts on social media. In order to present insights that offer as much reasoning as possible, interviews were conducted with consumers who actually engage with brand/product related posts on social networking sites. Participants were asked if they contribute to, consume or create brand/product-related posts on social networking sites, for both quantitative and qualitative data collections.

As purposive sampling was employed for Phase 1, participants who engage with brand/product related posts on social media, were employed for semi-structured interviews. Particularly, they needed to use social networking sites including Facebook and/or Twitter (e.g. Wolny & Mueller, 2013) as well as

other social networking sites. If the candidate agreed to participate in the interview, they were informed about the ethical consideration undertaken by the researcher, and also about the consent form. In the next stage, participants were asked the interview questions. Building good relationships with interviewees is always considered as a key factor for the success of an interview (Arksey and Knight, 1999; Bryman, 2008); given this, during the qualitative data collection of this research, various elements were followed such as “being friendly, polite and open”, “asking for permission to tape the interview”, “listening and making eye contact” and “being sensitive to signs of emotional reaction” (Arksey & Knight, 1999, p.102).

Additionally, in order to provide online trust for collecting quantitative data through online sources, Mann and Steward (2000) suggest openness about the research, and self-disclosure. In order to achieve this, the researcher provided information on the research and herself as a PhD student in the beginning of online survey. After reading this, if they agreed to participate to online questionnaire, participants were asked two filter questions: 1) Are you over 18 years? 2) Do you use social media? In total, 225 questionnaires were collected.

5.5.2. Semi-structured Interview Sampling Frame

For the semi-structured interviews in this research study non-probability sampling was used, that is also called purposive sampling, as this form of data collection was an exploratory source of consumers’ attitude, motivations, views and behaviours towards brand/product-related engagement on social networking sites.

As probability sampling is based on statistical theory relating to the ‘normal distribution’ of events, it relies on the use of random selection from the research population (Denscombe, 2014). According to the probability sampling approach the researcher has no influence on the selection of the participants. Hence, this sampling method is suitable for collecting large-scale surveys in quantitative data. On the other hand, using probability sampling has the challenge of finding a suitable sampling frame, and would be more useful with small scale surveys (Denscombe, 2014). The use of a sampling is pointed by Vaus (1991, p.177) as:

“Some research is not all that interested in working out what proportion of the population gives a particular response but rather in obtaining an idea of the range of responses or ideas that people have. ... we would simply try to get a wide variety of people in the sample without being too concerned about whether each type was represented in its correct proportion.”

Hence, it was decided to use non-probability sampling for this study rather than probability sampling, as the qualitative phase of the present research aims to produce representative samples without random selection. Non-probability sampling is beneficial when the aim of the sampling “is not to focus on the similarities that can be developed into generalisations, but to detail the many specifics that give the context its unique flavour” (Lincoln & Guba, 1985, p.201). It is considered that the researcher can obtain a representative sample by using sound judgment, which can save money and time (Black, 2010). Mason (2002) suggests that this method helps the researcher in order to ensure all of the sample elements are relevant to the objectives of research. Researchers should use their judgment in order to identify the categories, constructs and conceptual linkages through preliminary analysis, then should determine sample elements in order to control for similarities and differences in their conditions and characteristics. This sampling approach also helps the researcher to contact a small group of people who tend to be relevant to the research topics, and these sample groups can then propose other relevant participants (Bryman & Bell, 2015). Therefore, studies that use purposive sampling should justify the selection criteria of sampling first.

As is discussed earlier in the literature review chapter (chapter 4), participants are selected from social media users who have a Facebook and/or Twitter account, and have engaged with brand/product-related posts on social media before in different time period (e.g. Every day, 2-4 times a week, fortnightly, once a month, every month). This then enables the identification of certain motivations and behaviours of the sample population to be taken forward to the phase two quantitative data collection stage.

Given that this study is about consumers' brand/product-related engagement on social networking sites, it was necessary to identify previous literature findings (e.g. Liang et al., 2013; Hennig-Thurau et al., 2004; Muntinga et al., 2011) and industrial reports based on informational considerations in order to enrich the information gathered from the research analysis (Lincoln & Guba, 1985) particularly qualitative data findings. Selected participants were both female and male social media users who engage with at least one of brand/product-related engagement types on Facebook and/or Twitter. According to Pew's research (2015) 25% of men use Twitter while 21% of women use the platform. The report also showed that 66% of men use Facebook while 77% of Facebook users are female. Edison (2012) found that approximately 54% of social media users are female.

5.5.3. Sample Size for Semi-Structured Interviews

It is significant to decide how large the sample size needs to be. There are several approaches on this issue. While, Cresswell (1998) recommended five to twenty-five interviews for a phenomenological study, Kuzel (1992) suggested that six to eight interviews and twelve to twenty interviews "when looking for disconfirming or trying to achieve maximum variation" (p.41). Patton (1990) discussed that there is no set number for a sample size for an interpretive qualitative research, as the sample size needs to be relevant depending on the purpose of the research, its usefulness for the research findings and the sources available. On the other hand, Hedges (1985) pointed out that "between four and six in-depth interviews constituted 'a reasonable minimum for a serious project'" (p.76). Several studies employ theoretical saturation in order to develop a theory. Although it is commonly used in previous studies in order to develop a theory, the frequency of use of this term in several researches enables the theoretical saturation approach to become diffuse and vague (Guest et al., 2006). To avoid this dilemma, more general data saturation is considered as the point of data collection and analysis when the data produces little new information or no change to the coding process (e.g. Muntinga et al., 2011). To do this, firstly it is necessary to consider how many interviews will be needed to conduct reliable

data. After the first six interviews (out of twelve) are coded manually, the transcripts were documented in existing and new codes (e.g. motivations). Then, the other three transcripts were analysed which were added to existing codes. The process is repeated until the further data collection would not add new motivations (e.g. Gruber et al., 2008; Muntinga et al., 2011; Sandelowski, 2008) new information of consumers' brand/product-related engagement types. As a result of the analysis, codes are finalised through conducting twelve semi-structured interviews that provide the data saturation for the analysis of qualitative data. The codes were linked to motivations of the three brand/product related engagement types: 1) consuming, 2) contributing, 3) creating. After the research completed coding, the material was analysed by identifying themes and codes and reflecting on findings.

The population for this study is social media users over 18 years old in the UK. The inclusion criteria have included the following: (1) they have an active Facebook and/or Twitter account; (2) they are actively participating in product related posts on Facebook and Twitter; and (3) they do not have the intention to promote or advertise any products or services on social network websites. The statistics and references also revealed certain characteristics: 1) Pew's Research (2014) has declared that there are more female users than male users on social media; 2) 89% of the social media users are between 18-29 years old; and 3) according to those researchers, who have investigated this social media usage, based on the internet users who are under 50 years old (particularly those between 18-29 years), it shows that they are most likely to use Facebook (Dugan & Brenner, 2013). Please see sampling frame for the semi-structure interviews.

5.6. Questionnaire Sampling Frame

Sampling for online research is considered as less-ambiguous than traditional face-to-face questionnaires. Web-based questionnaires were carried out through posting the survey on social media. As the research focus is to investigate consumers' brand/product-related engagement types on Facebook and Twitter, the recruitment process involved contacting participants through posting

the survey link on Facebook and Twitter. Contact with respondents was accomplished by spreading the survey link on Twitter and Facebook and was aimed at providing a representative sample of consumers who engage with brand/product related posts on Facebook and/or Twitter. The respondents (N=225) were selected between 18-65+ years old who use social media and engage with at least one of brand/product related engagement types (e.g. consuming, contributing or creating). Checks were undertaken by using filter questionnaire to ensure all participants engage with one of brand/product-related engagement types (see chapter 6).

5.7. Conclusion

This chapter has discussed the different research approaches that are employed for the research methodology. Each part of the research methodology is investigated through the consideration of both the strengths and weaknesses of the research approaches. The discussion of research philosophy, research approach, sampling, research design and theoretical approach are overviewed to discuss which methodological approach is more suitable, in order to accomplish the research aim and objectives, with a consideration of time and cost.

After assessing the literature of brand/product-related motivations and usage typology, it is decided that semi-structured interviews are the most suitable exploratory data collection method for phase one to address the gap in the research field. To fulfill the second phase of the research method, a structured online survey is found to be an appropriate data collection method in order to clarify and generalise the findings from the qualitative data collection. The chapter then focused on clarifying how the samples were obtained for both the qualitative and quantitative data collection stages. It is clear that motivations are the key factors to understand the consumers' brands related engagement on social networking sites. Additionally, past research suggested that different levels of brand/product-related engagement types need to be investigated to advance this research field.

The next chapter will discuss the extensive analysis of the qualitative data collection that is collected through employing semi-structured interviews.

CHAPTER 6

QUALITATIVE RESEARCH RESULTS:

The Analysis of Semi-Structured Interviews

6.1. Introduction

As a result of reflecting on the orientation of this study, a qualitative research method is employed to explore unknown and potential motivations of consumers' brand/product related engagement, and to confirm the motivations that are relevant to the subject of the research. Although aspects of the previous literature is being investigated as a 'starting point' for enhancing the motivations of brand/product engagement and usage typology, as it has been discussed before there are also a large amount of these motivations that are employed to investigate this engagement type in different platforms (e.g. discussion forums, consumers online forums etc.), rather than being only from social media websites. Consequently, the first phase of the data collection is used in order to explore motivations of brand/product-related engagement, and address how these motivations influence consumers to engage with brand/product-related posts differently on social networking sites. Once these motivations are explored the focus then turns to explore the influence of these motivations on consumers' type of brand/product-related engagement (e.g. consuming, contributing, and creating) on social networking sites. Each motivation will be explored and associated with engagement types such as consuming, contributing and creating in order to inform the second phase of this research.

The aim of this initial stage is to answer the research questions that have been identified in the methodology chapter and stated below.

RQ1: What are the motivations of consumers for consuming brand/product-related posts on social networking sites?

RQ2: What are the motives of consumers for contributing to brand/product related posts on social networking sites?

RQ3: What are the motives of consumers for creating brand/product related posts on social networking sites?

To answer the research questions content analysis will be employed to analyse the qualitative data. The next section will discuss the use of content analysis in order to explore the semi-structured interview findings.

6.2. Overview of content analysis

Content analysis is defined by Kolbe and Burnett's (1991) study as "an observational research method that is used to systematically evaluate the symbolic content of all forms of recorded communication" (p. 14). A broader definition of content analysis provided by Holsti (1969) is, "any technique for making inferences by objectively and systematically identifying specified characteristics of messages. These communications can also be analysed at many levels (image, word, roles, etc.), thereby creating a realm of research opportunities" (p. 243).

This analysis is used to quantify the contents of the text (Denscombe, 2014), and to transcribe the phenomena (Downe-Wamboldt, 1992; Krippendorff, 1980; Sandelowski, 1995). Generally, a straight forward procedure is employed by the content analysis, which is described by Denscombe (2014, p.283) as the following: "1) *Choose an appropriate sample of texts or images;* 2) *Break the text down into smaller component units;* 3) *Develop relevant categories for analyzing the data;* 4) *Code the units in line with the categories;* 4) *Count the frequency with which these units occur;* 5) *Analyse the text in terms of the frequency of the units and their relationships with other units that occur in the text.*" Content analysis is found to be an appropriate method that can be used in order to transcribe the nature of the data, and as Malhotra and Birks (2003;

p.248) has pointed out content analysis is “well suited for the observation of communication”.

The method of content analysis helps to test theoretical issues in order to improve understanding of the data (Elo & Kynga's, 2008). Content analysis also helps the researcher to categorise words into fewer content related groups. All words and phrases in the each of the categories are considered so that they have the same meaning (Cavanagh 1997). This similarity tends to be based on the words that have a similar connection and meaning. The content is paraphrased so that less relevant paraphrases are eliminated, and similar paraphrases are collected and summarised (Flick, 2009).

Content analysis can be employed to enhance an understanding of the meaning of communication (Cavanagh, 1997) and to expand the critical process (Lederman, 1991). The analysis is undertaken with meanings, intentions, consequences and context (Downe-Wamboldt, 1992). Hence, content analysis provides an opportunity that the quantitative data analysis concept cannot offer that accepts unstructured material such as context, and conversations, in order to provide knowledge, new insights, a demonstration of facts and a practical guide to action (Krippendorff, 1980). The aim of using this analysis is to accomplish a summarised and general description of the phenomenon, and “the outcome of the analysis is concepts or categories describing the phenomenon” (Elo & Kynga's, 2008, p.108). Using content analysis can also help the researcher to create a model, conceptual system, conceptual map or categories via using concepts or categories (Elo & Kynga's, 2008). Therefore, in this particular study content analysis will be used to code and group motives of brand/product-related engagement and different brand/product-related engagement types into categories. In order to provide consistency and reliability, similar items (words) are equally coded in order to make valid implications from the content. In addition, after reading the data to make the classifications, the researcher produces variables that are valid, and that will present what the researcher intended them to measure. It is one of the crucial parts of a content analysis that has been pointed out by Berelson (1971) that ”categorise the substance of the investigation”.

As it could have caused unreliability if the researcher had used multiple coders (Weber, 1990; Neuman, 1994), reliability is provided by using one coder

to achieve consistency for the qualitative analysis of this research. Construct validity (Krippendorff, 1980) was attained through validation of the analytical constructs being originated in prior content analytical research (Berelson, 1971; Burnard, 1996; Knafl & Howard, 1984; Kunkel & Berry, 1968; Lill, 1986; Miles & Huberman, 1994; Polit & Hungler, 1991; Zimmer & Golden, 1988). Conversely, it is also considered that the transcripts were also tracked by another coder who is not familiar with content analysis to provide objectivity (Miles & Huberman, 1994, Muntinga et al., 2011).

For this present study, computer-aided analytical networks were not considered. Although computer-aided analytical networks provide a powerful tool for qualitative theory building (Kelle & Bird, 1995), it is usually undertaken for large sample analysis. Computer-aided analytic networks have been considered to lead to rather 'narrow and exclusive' approaches of the data (Seale et al., 2004), which have been criticised for leading to inconsistency with a highly exploratory approach (Coffey & Atkinson, 1996; Denzin & Lincoln, 1998). Hence, the use of a computer-aided analytical package was rejected. Hence, qualitative data was analysed manually through coding.

6.2.1. Ethical Consideration

All participants were a minimum of 18 years old (e.g. Muntinga et al., 2011), therefore no parental consent was needed. Research ethic principles state that the needs and interests of participants should be considered, in order to avoid any process that may cause participants harm (Flick, 2011). As this research was carried out in the context of business research, this current study did not use any sensitive data and there was no risk associated with this study (Appendix 12).

For this research, ethical issues were considered, with participants being informed about the interview process and asked to sign a consent form (see Appendix 3). The interviews were tape-recorded and participants were informed that the data were stored in a safe container. As researchers need to consider both confidentiality and anonymity of their participants (Sharf, 1998; James and Busher, 2009), this study did not require the collection of any identifiable information, and all other information was anonymised (see Appendix 12).

6.3. Methodology

Data was collected through the implementation of twelve semi-structured interviews. A summary of interviewees' characteristics was discussed earlier in Chapter 3. Interviews were designed to be structured in order to encourage participants to cover particular concerns in research area. The lengths of interviews vary between forty-five minutes to one hour fifty minutes. Twelve interviewees comprised 7 female and 5 male. They were based in United Kingdom. Table 6.0 provides information on research participants' profile.

Table 6.0. Sampling Frame for Semi-structured Interviews

	Number
Gender	
Male	5
Female	7
Age	
18-24	1
24-34	7
34-45	2
45-55	-
55+	2
Social media used	
Facebook	1
Twitter	-
Facebook+Twitter	11
Total	12

Several questions initiated conversations in the semi-structured interviews, and were developed to establish consumers' general social media usage (see Appendix 4). After asking general questions, to explore consumers' internet and social media usage, the questions became more structured in that

they were directed towards eliciting the motives of consumers when they engage with brand/product-related posts on social media (e.g. derived from Muntinga et al., (2011); Hennig-Thurau et al., (2004) classification). The first part of the semi-structured interviews was designed to explore consumers' brand/product-related engagement behaviour in terms of reading. The participants were asked why they read the brand/product-related posts of others on social media, as derived from the broad literature. These motivations referred to the consumers' motives of reading the brand/product related on social networking sites.

The next part of the semi-structured interviews was designed to explore consumers' brand/product related engagement, and that refers to the contributions (e.g. like, tag, comment, reply, favourite etc.) to brand/product related posts social networking sites. To clarify this engagement, the terms of their contribution is identified as share, like, favourite and retweet on the brand/product related posts of others on Facebook and Twitter. Participants were asked semi-structured questions to explore their brand/product-related engagement in terms of contributing to the brand related posts of others. The interviewees were asked to talk about their positive and negative motivations when they contribute to the brand/product related posts of others on social media through like, share, favourite and retweet.

The last part of the semi-structured interviews was initiated by the discussion in the interviews, and developed following the guidelines from previous literature (e.g. Muntinga et al., 2011; Hennig-Thurau et al., 2004). The questions were directed towards eliciting the motivations of the participants when they create brand/product-related (eWOM) posts on social media. They were also asked to talk about both the positive and negative motivations that influence them when they create brand/product-related (eWOM) posts on social networking sites. Participants were asked why they create either positive or negative post(s) on social networking sites.

The data collected from semi-structured interviews was manually coded using the techniques of Manifest Coding that counts the number of times a phrase or word appears in the text; and Latent Coding that looks for the fundamental hidden meaning in the text (Neuman, 1994). Employing both content analysis techniques has led to a strengthening of the final results (Neuman, 1994), as this analysis studies both specific and implicit responses.

This helps to formulate the motivations of participants when they create, contribute (to) or consume brand/product-related posts on social media. Then each motive was categorised into groups of usage typologies in order to be tested through the quantitative phase.

The interview texts were transcribed verbatim from voice recordings into word-processing documents. All transcripts were read individually and carefully, and tracked on motivational statements. The motives of a brand/product related engagement statement is found in a single word, a sentence and an entire paragraph (e.g. Muntinga et al., 2011). Each statement was then coded according to its correspondence to the motivation information, which included enjoyment, helping others, helping companies, personal identity, reward, communicate with others expressing negative feelings, warn others, seeking compensation and empowerment; and the sub-motivations that they cover was also provided (Miles & Huberman, 1994; Strauss & Corbin, 1998; Silverman, 2006; Muntinga et al., 2011). When participants mentioned any statement which related to the brand/product-related posts, and that did not correspond with any of the existing motivations, then these were labelled as new brand/product-related engagement motives. Statements that indicate more than one brand/product related engagement motive were coded twice or three times. For example, one interviewee (Female, 27) said she shared useful and interesting content on Facebook to help others. In her words: “I share it if I feel like it’s going to be helpful for someone else, that is my main reason to share. Like if I read something and I find it interesting or useful then I share it on my Facebook page if I think that other people that I’m friends with would find that interesting...” From this statement the coder deduced both an entertainment motivation (‘interesting’) and helping others motivation, and this also agrees with the research of (cf. Berthon et al. 2008, p. 12), who state that people often have a combination of motivations for a single behaviour.

After this, further analysis was done on the transcripts for wider interpretation of consumers’ brand/product engagement and their positive and negative motivations when they consume, create and contribute to brand/product related posts.

6.4. Consumers' Brand/Product Related Engagement Types and Motivations

Throughout the qualitative findings usage differences are investigated in terms of the types of brand/product related engagement – e.g. tweet, retweet, post, like, favourite and frequency of brand/product-related engagement. Consumers appeared to engage with brand/product related posts on different levels depending on their motivations (e.g. negative and positive). As consumers have different motivations, they appeared to have all types of brand/product related engagement such as consuming, contribute (to) and creating brand related posts. To explore consumers' engagement types, key words are specified for each engagement: consuming, contributing and creating (see. Table.6.1).

Table 6.1. Type of Consumers' Engagement with Brand/product-related Posts

Consuming	<ul style="list-style-type: none"> • Read, • Review
Contributing	<ul style="list-style-type: none"> • Like, • Share (others' posts without adding content), • Retweet • Favourite • Reply • Comment
Creating	<ul style="list-style-type: none"> • Tweet • Post • Quota-retweet

Throughout the interviews, a pattern developed as to people's motivations to consume, contribute to and create brand/product related on social media. According to the qualitative analysis of this research, it started with the lowest level of

brand/product-related engagement. It should be noted that certain motivations were found in different engagement types. Enjoyment, for instance, was found to drive not only creating but also consuming. Table 6.0 presents a graphic display of the qualitative research findings. Consumers' brand/product engagement will be classified as consuming, contributing and creating, and each of the brand/product-related engagement types were classified through considering the communication features of social media. For example, consuming refers to the consumers' activities of reading and reviewing the posts of others. While contributing refers to consumers activities such as like, share, retweet and favourite of the brand/product-related posts of others, creating refers to reply, tweet, posts, quota-tweet (see table 6.0). As, different engagement types may be driven by different motives, motivations will be classified into different engagement types with considering key words for each engagement type (see Table 6.0)

6.4.1. Motives for Consuming Brand/Product Related Posts

Throughout the qualitative findings a range of brand/product related engagements appeared in terms of the type of activities that were done by interviewees. Consumers were asked what they use social media for. Consumers appeared to be motivated by information seeking and enjoyment motives when they consume the brand/product-related posts on social media. While eight interviewees mentioned their consuming engagement which is driven by information seeking motive, two interviewee discussed their consuming engagement which is driven by enjoyment motive. They also mentioned how they engage with social media in terms of consuming the content on social media websites (e.g. Facebook, Twitter and Instagram). As one of interviewees (Female, 26) stated she uses Facebook mainly to read different types of content on Facebook as she stated that:

“...I think the one thing I use Facebook for the most would be reading articles from the pages that I follow and like...”

On the other hand, some interviewees declared that they considered social media as the first place to receive information regarding brands, their interest or in general. As another interviewee (Male, 23) mentioned: *“Yes, I think people have*

shared things in the past that I've not known about, it's probably less related to brands but more related to kind of, I suppose news stories and things that have happened... I kind of use Facebook to...Facebook will be the first place you hear about something that's happened...I would probably take more of an interest in something that I didn't know had happened then probably somebody, kind of, talking about a specific brand or something like that..." Another interviewee (Female, 28) pointed out that she uses social media to receive information with regards to her interests as she mentioned: *"like I say if it's a particular topic it's natural products, natural health products. So yeah, I'm quite interested in that. Because I'm interested in that I would have a look and then it may prompt me to search for other natural body products and face products and things like that."* Another interviewee (Male, 23) shared the same approach regarding consuming others' content on social media. *"I suppose if I go through the, kind of, the websites: Facebook if I was reviewing people's posts it would be because I'm genuinely interested in...what their talking about ..."*

Additionally, it was stated by one interviewee (Male, 20) that he consumes others' content in general as they have the same interests he has: *"...I follow just because they have similar music tastes or we're just kind of on the same level and like, I enjoy the content they produce because it's funny or it resonates within me."* Another interviewee (Female, 28) also mentioned her interests drive her to consume content on social media as she stated: *"...when I'm just reading things which I'm interested in or visit, like for example, I'm interested in Disney so I'm checking a lot of Disney blogs, the art of some movies, breakdowns; also I'm checking news linked with my interests of animation..."* One interviewee (Female, 29) mentioned that she checked fashion trends: *"On social media I again check my Facebook and Instagram accounts, sometimes I look at fashion trends as well. I mean there's ... a load of pages on Instagram going on and again on social media just to check what people are up to, maybe stalk a few people now and again."*

In general, interviewees stated their general engagement with brand/product-related posts on social media is through following brands and brand ambassadors as another interviewee (Female, 36) mentioned that *"I always follow... some of the pages I follow ... obviously on Twitter I follow so many brands or people, individuals, say I follow Tim Cook, or on Twitter I follow some of the news, like Huffington Post I follow them... Because I value what they're thinking. If they're*

leaders in their industry that gives ... I just want to get what they're doing or which kind of people they are I wonder, obviously I'm curious about their life, their success." She also added: *" I usually ... I read some health ... related to health and then so many things about McDonalds and then people are obviously talking about McDonalds how unhealthy it is and then could be maybe McDonalds..."* Also, Twitter was mentioned as a source of receiving instant news as one interviewee (Female, 36) stated: *"...So there was a bomb that happened, that explosion, and then at first I went to Twitter to see what the others are saying, that gives me instant news because Twitter claims that they're giving the news in a minute, so the fastest news source for me..."*

The following parts will highlight the motives of consuming both others' brand/product-related posts and brand/product-related posts from brands.

6.4.1.1. Information seeking

As information is one of the core motivations for people to consume brand-related content on social media sites (e.g. Muntinga et al., 2011; Schindler & Bickart, 2005), information seeking was stated by the majority of participants (N= 8) when they consume others peoples brand related posts on social media. While people tend to go online and seek information which will help their purchase decision (Hennig-Thurau et al., 2004), they can also seek for information and inspiration about any product and brand (e.g. Muntinga, 2011). Information seeking covers four different sub-motivations such as pre-purchase, surveillance, knowledge and inspiration (e.g. Muntinga et al., 2011).

Pre-purchase is related to reading brand-related content such as product reviews, comments, brands' posts on social media in order to make appropriate purchase decision. One interviewee (Female, 36) highlighted this sub- motivation as *"... so again I look at comments before I'm buying any product or booking a holiday or anything, I'll look at the feedback that's on the forum... I have a look at their ... follow their comments on products and I've brought directly based on seeing a product, liking the product, but also reviewing the comments as well"*. Also people tend to consume product-related reviews to prevent themselves from making the wrong purchase decision. For instance, one interviewee (Male, 28) mentioned that *"it*

helps you to not fall into that trap of going there and having a bad experience with what you're engaging in. As opposed to reading the reviews and also making an alternative decision on something else to do when that is not a great idea or when people have said it's not really ideal, as you want it to be". Another interviewee (Male, 20) mentioned that how product related reviews are helpful when buying a new product: *"I think reviews can be really helpful when buying a product but it's subjective so someone's, say, for instance, a protein company having ratings on their site, someone rating a protein flavour ten out of ten could be me rating it six out of ten. So I take their rating or review into account but I think ultimately I'm the one that's going to be buying this for me, am I going to like it and am I prepared to spend that amount on it? So yes".*

Surveillance refers to observing and staying updated about one's social environment (Muntinga et al., 2011) or brands' social media pages. One interviewee (Female, 28) pointed out that *"All brands I'm following I'm checking what they have posted just because these are the brands I'm interested in, I just want to follow so I just want to keep updated about... my main purpose is to get information and just follow the trend".* On the other hand, people look and follow brands pages to receive information regarding promotions and new products these certain brands have. Another interviewee (Male, 28) became a member of a certain brand's Facebook page because *"it's just a quick way for me to know that this is what I can look up to or this is what I can expect from an artist or for example a brand. So for example I like this ... when I lived in Brighton there's this brand called Beyond Retro, it's a vintage brand. So they'll give information about sales on Facebook. They'll say when the sales are going on and like competitions and what you can win if you sign up for this or if you attend...".* Also, another interviewee (Female, 27) explained why she had joined Ben & Jerry's social media page: *"Also for like promotions and stuff but I don't do that... I can't remember the last time I used like an online voucher or anything but it's probably like... Like once I was following Ben & Jerry's and they said like, "It's free Ben & Jerry's Day," and I literally went to the cinema and got a free Ben & Jerry's because I'd seen it on social media. So that does happen."*

Inspiration refers to the motivations people have when they read consumers' brand related posts to get new ideas as a source of inspiration (Muntinga et al., 2011). One interviewee (Male, 20) expresses the inspiration motive as “*they're role models and they have different, I guess, I suppose it's influential power they hold over me so a lot of the people I, that post on my gym Instagram like their posts because I look up to their physique and so I, and a lot of the time their mindsets are spot on and so I think what they're going to be saying will be very worthy and knowledgeable to me*”.

Knowledge stands for consuming others' brand related posts to receive the information regarding a product or brand (Muntinga et al., 2011) as well as receiving the new information that they can gain benefit from. As one interviewee (Female, 27) mentioned that is why she had followed brand-related pages: “*Say it's like a product, like if I follow like my favourite coconut oil, they post also like recipes and stuff so it would be things that relate to the things that I'm interested in, so like different ways to use it and stuff you can do... So Olive, I follow them on Facebook but usually it's Instagram for stuff like that because the image is what... If it's a product I'll usually go to Instagram to look, to follow their Instagram, because then that's when they're posting like... if it's clothes they'll post like different ranges, and even like food, they'll post like pictures of the food and pictures of like recipes where the food has been used, that kind of thing*”.

6.4.1.2. Enjoyment

Enjoyment refers to *entertainment* and is based on gratification of enjoyment (e.g. Muntinga et al., 2011; McQuail, 1983). This motive covers several sub motivations such as enjoyment and fun. Enjoyment as a motivation denotes consuming brand-related content because people enjoy seeing Disney posts and “*how the movie was made*” (Female, 28). Also, this engagement behaviour covers consumer' enjoyment of seeing funny brand-related content on social media as it is stated by one interviewee (Male, 20) that he enjoys seeing others' brand related posts which are related to his interest, stated: “*Some people on Twitter I don't know but I follow just because they have similar music tastes or we're just kind of on the same level and like, I enjoy the content they produce because it's funny or it resonates within me. So either maybe, I don't know, just people that make funny Tweets or*

perhaps gym icons and gym role models that produce interesting, I guess, content that's relevant to". He also mentioned how brand responses could be amusing: "Tesco are a great example, they often reply to a lot of their consumers who are unsatisfied or simply downright rude and they'll often reply with, like, a cheeky Tweet or a bit of banter, it's just like very jovial manner and I think that plays well for Tesco".

As a result of the interviews' discussion in order to investigate consumers' brand related content engagement via consuming others' brand/product related posts (eWOM) and general brand/product-related content by brands, several motivations are found in order to examine these motives: *Information seeking and enjoyment* (See table 6.2).

Table 6.2. Motives for Consuming Brand/product- related Posts

	Sub-motives	Activities	Platform(s)	Industry
Enjoyment	-Happiness -Feeling good	-Enjoy reading -Reading funny content	-Twitter	-Food
Information seeking	-Pre-purchase -Surveillance -Knowledge -Inspiration	-To look at the comments and feedback -To look at rates -To keep updated -To receive information about sales -To know promotions -To get recipes -To know different range of products	-Instagram -Twitter -Facebook	-Food -Clothing -Holiday destination -Health products

The next section will discuss motives for contributing to brand/product-related posts on social media.

6.4.2. Motives for contributing brand/product related posts

The brand/product related posts engagement (contributing) is driven by five distinct motivations helping others, helping the company, enjoyment, reward and

communicating others (socialising) including several sub-motivations through contributing to brand/product related posts from others and brands.

One of interviewees (Male, 20) mentioned his routine of contributing to others' posts on social media via re-tweeting as he stated: "...Probably wake up, check Twitter, re-Tweet or like or Tweet a few things. I'm pretty tired when I first wake up so it's probably a general scroll. I'd only really maybe create my own content or re-Tweet or like when I'm a bit more awake or at least after a coffee and I'll maybe check comes Facebook or Instagram because my Instagram gets quite busy because I have one for my personal life..." He also added his contribution to an article via sharing it on Facebook. As he stated: "...I was on Facebook and I shared an article by The Guardian, I believe, that was shared originally by a personal trainer..."

Another interviewee (Female, 36) pointed that she usually contributes to others' brand/product-related posts (eWOM) on social media if she likes the content: "On Twitter you retweet or you like whatever, so obviously it's all different, but say if you're talking about Twitter if someone says anything about the brand if I see that and then if I agree with that I'll like it and then if not ... sometimes I'll ... if there's a debate about something about the product or something I'll definitely make a comment if I think I've got different view..." On the other hands, consumers tend to share content on social media to demonstrate their interests in particular brands. As one of respondents (Male, 23) stated: "...once I've shared it, I just think if I see something that's of interest I share it firstly to show people who I'm LinkedIn with, what I'm interested in, you know, kind of the brands-..."

This discussion with interviewees led to the discussion of participants' brand related posts engagement through contributing to brand/product related posts on social media (see Table 6.3).

Table 6.3. Motives for Contributing to Brand/product related posts

Motives	Authors	Factors	Type	Platform(s)	Industry
Helping company		-To help the company	-Share	-Facebook	-Drink
Empowerment		-Show the comfort of sharing thought son social media	-Share	-Facebook	-Car
Enjoyment		-To feel happy	-Share	-Facebook	-
Reward		-To get job related benefits -To win product	-Share -tag	-LinkedIn -Instagram	-Car -Food
Communicate with others		-To connect with friends	-Share	-Facebook	-Drink

6.4.2.1. Helping the company

As it is stated in the literature chapter, consumers tend to contribute to organisations’ product-related posts to support them via comments and likes on their content on social media. As an interviewee (Female, 39) stated: “... where I’ve kind of not created it, but I’ve liked Jimmy’s Coffee, for example Jimmy’s Iced Coffee. I think they’re brilliant in terms of their marketing. My sister is also very friendly with Jimmy, so that product I pushed because I like it, it is good coffee. I like the social group, you know people that have made that happen and they’re based locally. So again because all of those combinations make me want to push and help to promote Jimmy’s Iced Coffee for example.”

6.4.2.2. Empowerment

Empowerment motivations are related to creating brand/product related posts (e.g. Muntinga et al., 2011), it can also refer the motive for contributing to brand/product related posts on social media. *Empowerment* is usually articulated by individuals as a comfort for sharing or participating in brand/product-related posts which are created by brands and/or consumers on social media. They also share their thoughts, enthusiasm about a brand (Muntinga et. al, 2011) or contribute to

brand/product-related posts to exert this enthusiasm or power through expressing themselves via like, favourite, reply, comment, share brand/product-related posts which are created by consumer or and brands. He stated “... *I quite like to share their, when they release a new vehicle for example, I quite like to share, you know, the new vehicle and things like that. And, yes, that’s something that I’m quite comfortable to do because I guess it’s less related to, kind of, what my personal life and more, you know, what I love*”.

6.4.2.3. Enjoyment

Enjoyment refers the need of gratification in the media studies (e.g. McQuail, 1983, Blumler, 1979). In this thesis, enjoyment refers to motivations to engage with brand/product-related posts via contributing to others’ posts as it makes them feel happy. As one interviewee (Female, 28) explained how he had felt happy to contribute brand-related content on social media: “*I feel happy. I feel very happy I’ve done that. If it’s a comment I would be happy that I have expressed my positive excited mood, if it’s, let’s say, I should share this post because of that purpose or I should like this post I feel very happy that I can contribute to some, to this thing I really like*”.

One interviewee (Female, 27) stated that she has contributed the content on social networking sites when she enjoys the content on social media that is related to brands: “*Like if I read something and I find it interesting or useful then I share it on my Facebook page if I think that other people that I’m friends with would find that interesting. Same with like Instagram, if I see like a really good motivational quote. Or sometimes I’m like screen capping if I see something funny and I want to share it with my friends to like cheer them up or because I think that it would be useful for them.*”

Consumers also tend to share others’ brand-related posts on social networking sites as they enjoy sharing brand/product related posts, as one interviewee (Female, 27) mentioned her main reason to share a brand-related post is she found it funny: In her words: *I share it on my Facebook page if I think that other people that I’m friends with would find that interesting. Same with like Instagram, if I see like a really good motivational quote. Or sometimes I’m like screen capping if*

I see something funny and I want to share it with my friends to like cheer them up or because I think that it would be useful for them”.

6.4.2.4. External Reward

Previous relevant studies show that brand /product-related online activities can be partly related to prospects of money, job-related benefits or other rewards (e.g. Hennig-Thurau et al. 2004; Muntinga et al., 2011). One interviewee said he contacted the company as he has job related benefits. In his words (Male, 23): *“Deep down I think I do actually expect something from them, yes. Initially I would probably say no, but because, you know, because the companies, a lot of the companies I’m interested in are so big and, you know, you wouldn’t expect them to actually really, sort of, communicate with you...”* Also, he (Male, 23) added: *“I share things related to Aston Martin for example, because I did a lot of sharing and I had a couple of people who actually added me who worked at Aston Martin as a result of all the sharing of posts. So, I suppose I want to reach out to the right people, I want to connect with the right people... you know, you want to connect with these people in industries and with companies that you’re interested in”.*

Additionally, *remuneration* motive were also mentioned by consumers as a reason of being in competition on social networking sites. One interviewee (Female, 27) mentioned that she tagged a friend in order to win a free product. In her words: *“...so often on Instagram they have these competitions where you like tag your friend to win and sometimes I do that, and sometimes my friends tag me to win. So they have a competition where you have to like tag your friend and follow... It was actually my friend, Lily, who tagged me in a competition to win like a hamper or some products, and to enter the competition it said ‘To enter tag your friend’, so then she tagged me and then I went on and tagged my friend, someone else I thought would like it”.*

6.4.2.5. Communicate with others

This motivation refers to a need that the consumer has when they want to talk about products or services to make conversation (Wolny & Mueller, 2013). This also

refers as a social interaction motive (Muntinga et al., 2011) or socialising according to U&G research (Blumler, 1979) Consumers tend to share or create brand-related posts on social media in order to connect with their friends. For example, one interviewee (Female, 39) stated that *“I guess there’s a part of communicating with my friends that’s like well I think this is really cool. So I want to pass that on. So I guess it’s wanting to help Jimmy’s Iced Coffee. Not that they need my help I’m sure anymore”*.

6.4.3. Creating brand/product related (eWOM) motivations

Creating brand/product-related eWOM is the highest engagement behaviour consumers can demonstrate on social media. Consumers are driven by several reasons when they create content on social media. For example, one interviewee (Male, 60) stated that he created content for communicating with his friends. He explained: *“...it’s more like that I am in their thoughts. It may be that I’m not actively in their thoughts but they’ll see my post, they’ll see what I’ve put on my status and they’ll remember me and like.”*

On the other hand, consumers tend to create content when they have issues with the brand. In particular as one interviewee (Female, 29) explained: *“...well I don’t engage much on brand names or anything like that but if I’ve got particular problem I will put it out there when I can. I do follow a few stylists on Instagram and they comment on, say, for example sizes etc and if I don’t agree with something I just write it underneath their comments ...”*

Creating brand related eWOM is driven by several motivations: *Helping companies, helping others, warn others, personal identity, enjoyment, expressing negative feelings, seeking compensations, reward, empowerment and communicate with others*. In addition, it is found that creating is also driven by seeking compensation motivation, notably, is present only in this research as a motive for creating brand/product-related posts. The creating brand/product related posts covers enjoyment, which is also a type of motivation that influences consumers to consume others’ brand related eWOM posts on social networking sites (see Table 6.4).

Table 6.4. Creating brand/product-related Posts

Motivations	Engagement Factors	Types	Platforms	Industry
Helping companies	-To expand companies' audiences -To help out small business -To say 'thank you' -To help the host To show appreciation	-To put picture -To post comment -Comment	-Facebook -Twitter -Instagram	-Clothing -Food -Hotel
Helping others	-To influence someone -Share the post with others who have some interest -To make people have the same product -To help people to have benefit	-Comment -Tweet -Picture	-Instagram -Facebook -Twitter	-Clothing -Food
Warn others	-To help people -To let the public know -To make the company change their consumer services	-Tweet -Post	-Facebook -Twitter	-Clothing -Travel -Communication
Personal identity	-To post a progress photo -To show how expert he/she was -To challenge others	-Tweet -Post	-Twitter -Facebook	-Food -Movie -Clothing
Enjoyment	-To share nice post	-Post	-Facebook	-Movie
Expressing negative feelings	-To vent frustration -Being angry -To let company know what they lack -To want them to solve problem	-Tweet	-Twitter	-Clothing -Food
Seeking compensation	-To want compensation -To want them to solve the problem and individual has with product or brand -To want refund -To expect apology	-Tweet -Picture	-Twitter	-Clothing -Food -Communication -Eyewear

	-To get money back -To get deposit back			
Reward	-To expect posts, appreciation from companies	-Post	-Facebook	-
Empowerment	-To be a brand ambassador -To have power for communication with brands -To use power to make other people aware -To use social media as powerful tool to gain public power -To make companies fix the problem via using social media power	-Picture -Post -Tweet	-Instagram -Facebook -Twitter	-Health -Travel -Clothing -Communication
Communicate with others	-To communicate with friends	-Post	-Facebook	-Restaurant

6.4.3.1. Helping the Company

This motivation stands for helping a company comes from positive purchase experience and the individual's goal is to reward the company by referring to others (Yap et al., 2013) via brand related posts on social media. Also, people want to indicate their admiration to the companies and the products that they want to reward them via positive eWOM posts on social media. As one interviewee (Female, 28) stated *"I'm creating mainly these kind of posts but this is Facebook mainly and it's more about...Just because I'm huge fan of you, I just want to share your success or I just want to share what excites me about your work and I'm sharing this just to expand your audience and I'm sharing this work to my friends so they can see something positive from this brand"*.

Mano (1997) and Schellekens et al. (2010) found an eWOM message is also likely to be created emotively to capture the consumer's post-consumption reactions of delight and pleasure. As one interviewee (Female, 25) pointed that how she was delighted by her purchase and she stated:

“...I’ve put a picture up of something that I’ve got there, like they do a homemade tzatziki dip and it was amazing, really amazing. It’s a husband and wife and he made it there and it’s so good, so I put a picture up and then tagged them in it because I obviously know that I’ve got loads of my friends who live locally who follow me so it’s just kind of helping out a local business because I’d tag them in it and put a picture up so then other people in the area who follow me who would be like, there you go, try it out or something, just... I don’t really know why, it was good and I think people should support local businesses so...”

Another interviewee (Female, 27) created product/brand related post because *“...the brand or the product is really good ...it as like team support for the product because I’m like, “Go you!”*. Another interviewee (Male, 60) also expressed his appreciation via creating brand related eWOM post after he had a positive experience with the organisation *“I think it would having had that positive experience with Daisy Ukuladies, if anything else, I feel I want to say thank you and I really enjoyed that, and I’m more likely to post it.”*

Moreover, the people who create brand/product related posts, tend to outline details of their experience and provide sufficient information to validate the recommendation (Yap et al., 2013). As one interviewee (Female, 30) stated how she recommended a hotel room as a result of a good experience: *“...I wanted to help the host, I left a really nice review... It was sort of like, how would you describe the room where you rented out, was there a bathroom, was the host helpful, was the location good, would you rate it as excellent, charming, what would you, yes, that kind of thing, so”*. Additionally, people tend to contribute to an organisations’ product related post to support them via comments and likes on social media.

Helping the company motivation is also driven by consumers’ satisfaction with a product (Sundaram et al., 1998) or brand in general, as demonstrated by one interviewee who posted a brand related review as a result of his satisfaction after his purchase decision:

“Only once I commented on a product that I’d bought on their website and it was a kind of review, it was rather oddly for waterproof socks and I was just

commenting that I tested them very thoroughly and they were waterproof. I didn't mean to but I happened to wear them, I was wearing some trainers but the trainers had holes in and it rained heavily unexpectedly and I had to walk through lots of water with shoes that were not waterproof but the socks were, so I commented favourably on that... I just want to show appreciation. I suppose for information as well but I just wanted to say that I was pleased with the purchase.” (Male, 55)

6.4.3.2. Altruism

Altruism can be divided into two dimensions - positive and negative - as consumers' experiences can be both positive and negative. Negative altruism refers to a concern for others, which is closely related to *other involvement* (Dichter, 1996), whilst positive altruism is related to *helping others*, which is explored by Sundaram et. al. (1998) as the act of doing something for others without anticipating any reward in return.

6.4.3.2.1. Helping others

Consumers are driven by the desire of helping others via creating brand/product-related eWOM posts on social media. For instance, one interviewee (Male, 28) said:

“I feel like if you can influence someone if you can make someone and not influencing them because you're getting paid to do it. Just influencing because you think from your experience that's been good. If someone can benefit from the same service and have the same level of your experience that you had with it, I mean it's a positive... I think also just to help other people just to make better decisions... If someone can benefit from the same service and have the same level of your experience that you had with it, I mean it's a positive”.

With eWOM engagement individuals have an opportunity to reach a high number of people to share their experiences with to help or encourage them regarding their purchase decision. As one interviewee mentioned (Female, 25):

“I guess because I like health foods and stuff, so if I find a good company or a good restaurant or café or something that I’ve been to that I think is awesome I will share that I’ve found something that’s cool that other people might like, I’ve got quite a few of my other friends and my family are into really healthy stuff as well, so I know that they would find it really interesting, or they might be interested in buying it”.

Another interviewee (Female, 27) also stated:

“But my main motivation for doing it is to share... If I think that something is good I want to share with people so they can have it too and also... Because it’s nice, you know, there’s so many products and services out there you just think like, “How do I know what’s good or not?” And I would look on social media as well, if my friends are sharing stuff, I’m like, “Oh Lily put up this really cool cake because she used this recipe and it was good, maybe I’ll try it.” So it’s just like that”.

Similarly, another interviewee (Male, 28) stated:

“But I think it’s just helping other people to know what to expect. Obviously expectations are different from individuals. But someone might be able to benefit from my experiences of something or my experience of a product or my experiences of a service...”

Additionally, this motivation may be driven by the desire of people to share their own experience with others. Consumers likely to have a desire to add their own purchase experience to help others, as an interviewee stated (Male, 28): *“Because it’s like I’m adding my own experiences and I’m sure other people will also base their decision on the reviews or the likes or how the product is being received or perceived by customers of the product. So I guess if I can make one more person to like the product”.*

6.4.3.2.2. Warn others

Warn others motive refers to consumers' desire of preventing others from experiencing problems (Hennig-Thurau et al., 2004) that they had encountered as a result of failure or a wrong purchase decision. Respondents pointed out that they create brand/product-related posts (eWOM) on social media in order to warn others as well as prevent them to make a bad purchase decision. As one interviewee (Female, 28) highlighted why she created negative brand related post:

"I thought that other people who maybe did go and research a similar product to what I was doing when I was looking for this product rather than seeing all the negative they can see that it hasn't worked for me and maybe be a bit more skeptical".

Another interviewee (Female, 30) pointed that she created negative brand related posts as a result of the negative purchase experience: *"...so it was to let the airline know I was dissatisfied as a customer, and also to let the public know about the bad experience I'd had so that might inform their decision when it came to their choice of whether to use that airline"*.

Applying the work of Engel et al. (1993, p.158), consumers tend to have a desire to prevent others from having negative experiences. As one interviewee (Male, 28) mentioned: *"It's just putting our information out there, might help someone to not fall into a pitfall that I've already fallen into. If that makes any sense... it might just be to help other people to make better decisions or to not make mistakes... Also a way for me to warn other people not to fall into that trap, not trap but pitfall. If the organisation can see that and make changes to the customer services that would be like actually a good result of that review or that experience or sharing that experience"*. Another interviewee (Female, 27) pointed that she created a brand-related post to warn other people as she had a bad service experience with the company. In her words : *"...One time with Vodafone as well where I just wrote like, "Vodafone customer services is so bad," it was kind of like to warn everyone, be like, "Don't buy this product because they're rubbish..."*.

6.4.3.3. Personal Identity

Muntinga et al., (2011) categorised personal identity as three sub-motivations: *self-presentation*, *self-expression* and *self-assurance*. This motivation

also covers *self-enhancement* that was expanded by Hennig-Thurau et al. (2004) as an eWOM motivation.

Prior research indicated that brand-related online activities may be partly driven by one's desire for positive recognition (Hennig-Thurau et al., 2004). Self-enhancement motive, also known as recognition motive (e.g. Engel et al., 1993; Sundaram et al., 1998), was mentioned twice during our interviews. The interviewee (Female, 27) said: *"...So I don't know why, I've never really thought about it before, but I know that like if I tweet, "Oh I really like Teapigs," and then Teapigs re-tweet I'm like, "Oh, they re-tweeted, that's nice," I have like a positive reaction when they do do it. So it's not necessarily a negative reaction when they don't, I'm like, "Oh they didn't," but when they do I definitely have a positive reaction to it. And that probably encourages me to do it more because – they've re-tweeted me and so then I'm like, "Oh cool," and then I'll do it again because it's like recognition... I suppose, it's more like recognition, just to be like, "Oh that's nice that she's supporting us" "*

Another interviewee (Female, 28) stated that she engages with eWOM as it was important for her to be noticed by the brand: *"It's again about a brand who has noticed me and they notice how much I admire them and it's again bringing closer connection between the brand and me"*. Also, she (Female, 28) added: *"I feel the power and also I think it helps you to actually to linked with these people and these brands really to get in touch with them because if you, again, if you watch TV you can't actually get in touch with them, you can't talk to them and as I told you before the example with Twitter I managed to contact them and talked to them personally and there's a personal connection between all these brands and customers by social media, it's much easier."*

Self-presentation refers to how an individual presents himself/herself with the purchased items (Muntinga et al., 2011). As an example of self-presentation, one interviewee (Male, 20) uploaded a picture of the brand's t-shirt on social media to show his body-building progress. In his words: *"So funnily enough my two friends have recently, well not recently, a year or two years ago they started their own gym brand and I Tweeted them the other day with a progress photo, a transformation photo and they said, "Thank you, here's a free T-shirt." I thought, "Wow" "*. Other interviewee (Male, 23) mentioned that he shared a post because he wanted to show how expert he was about James Bond movies. In his words: *"I guess almost a bit of*

an expert on Bond, or I wouldn't class myself as a proper expert but, you know, I'm quite a fan. So, yes, there's, I suppose you feel that you almost want to, kind of, it's not explain your expertise but, you know, sort of let your opinion across because, you know, you feel like you know it really well, it's the, kind of, knowledge kind of side of it, you know, if you've followed something closely for years you feel like you know it really well and you want to share that knowledge with people, because sometimes people would just look at it, you know, the film example, they might not have seen any other James Bond films in their lives, but went to see Spectre and then thought it wasn't ...".

Another interviewee (Male, 60) created a product related post as he wanted to challenge his friends:

"...a Taiwanese whiskey and all I did was comment about, you know, we'll see which one is better, but I didn't do anything about saying which one was better... Probably no one really knew which was which... I think basically in my heart it was a challenge because with whiskey, so many people assume that it has to be Scottish whiskey to be any good at all, and I knew some of my friends had that view, and so to show, well, I suppose it wasn't just for them but part of my thinking was, look, they'll see I am happy with whiskeys that are more than just Scottish whiskeys, because, look, I've got that and I'm comparing, so I think part of the reason I posted it was to offer like a challenge to people who seemed to me to be a little bit xenophobic in their attitude to whiskey, they only think what's grown at home is any good".

As an example of *self-assurance*, one interviewee (Male, 20) mentioned how he feels positive about himself when he received "likes" on his social media account:

"...one was just a photo of the T-shirt they gave me and the packaging and I post the two photos so they were side by side in a little square, put that on Instagram with all my good hashtags and then yes, I think it had about over 50 likes which I was quite happy with but my profile on Instagram... when you get that it makes you feel really positive about yourself but whether it's,

on my gym Instagram... It's really nice, like people are accepting you and I guess it's good for your self-esteem".

6.4.3.4. Enjoyment

Enjoyment is defined as an emotion (Vorderer et al., 2004), an attitude (Nabi & Krcmar, 2004), a combination of cognition and affect (Raney & Bryant, 2002), or some other unspecified positive reaction to media content (Miron, 2003; Tamborini, 2003) as well as a pleasure response to media use (cf. Raney, 2003; Vorderer, Klimmt, & Ritterfeld, 2004; Zillmann & Bryant, 1994). As enjoyment motive was discussed earlier in order to explain consumers' brand/product-related engagement types including consuming and contributing brand/product-related posts, this motive covers happiness; interest and fun also for creating brand related content. One interviewee (Female, 28) explained how she had felt happy to contribute brand-related content on social media: *"I feel happy. I feel very happy I've done that. If it's a comment I would be happy that I have expressed my positive excited mood, if it's, let's say, I should share this post because of that purpose or I should like this post I feel very happy that I can contribute to some, to this thing I really like"*.

6.4.3.5. Expressing negative feelings

Previous research indicated that expressing negative feelings via eWOM engagement is driven by negative purchase experiences (e.g. Sundaram et al., 1998). A consumer's desire for release is a major driving force as a result of negative personal experience (Alicke et al., 1992; Berkowitz, 1970). One interviewee (Male, 28) highlighted his frustration after his negative purchase experience: *"Just I guess it was a way to vent my frustration. It was a way for me to vent my frustration about the brand... Especially when this affects experience. It's not very nice. You get angry ... you get disappointed more than anything. Then I think anger comes when the service you receive afterwards is not up to the standard that you'd expect. The anger and frustration kicks in. Disappointment is the first emotion I guess that might make me to go on Twitter and say okay, I bought this. But it's not what I expected... Anger and frustration comes in after you've tried to engage with the brand and they haven't made as much effort in engaging with you as you'd expect them to"*.

Consumers may have a desire to only express their anger when they create a brand/product-related posts as an interviewee (Female, 25) mentioned that she contacted with a company on social media in order to express her anger as a result of negative purchase experience:

“I was a bit angry about it because it was a really lush shirt and I used to always buy from ASOS and that was when their quality started going downhill. I don’t like them at all anymore, so yes, I was really annoyed and maybe that was why I put it on their(page)... But I just found it easier, this is what you do nowadays, you just snap it out there and just be like... I was annoyed about this, fix it...”

Additionally, consumers tend to express their anger on social media, after they experience a negative purchase. For instance, one interviewee (Female, 27) expressed her anger on social media as: *“The reason I posted this was I was angry but I also wanted to, I wanted to let them know about their mistake because I believe I’m not the first customer who experienced that so I just wanted to share to them and I really wanted to let the hierarchy to know...”*

On the other hand, when consumers express their negative feelings via eWOM on social media, they have a desire to improve the product and service quality. One interviewee (Male, 28) stated that he engaged with negative eWOM to *“tell a company what they’re lacking...”* he additionally stated *“...should ideally I think if someone’s outside looking in, it’s more easy for them to say this is what is wrong with our product and or service and this is how we can improve. I think it’s all about improvement“.* Another interviewee (Female, 27) created negative brand related post to inform company regarding lack of service quality *“...To be honest, I also... I’ll tell you what else I wanted; I wanted them to fix the problem so it didn’t happen again in the future. Because the thing was, the reason they didn’t come, is because they use Hermes and Hermes are rubbish because it’s like individual people, so in my complaint I said, “Why don’t you use like the postman or a service that you know is reliable? You know that Hermes is rubbish.” So I wanted them to change their policy so that this problem didn’t happen again for me and for other people... I would do it to say to them, like, “Make the product better, like you have a responsibility to your customers.” Do you know what I mean, it shouldn’t be faulty.*

Like, "Don't just fix this one time, fix it so it never happens". Another interviewee (Female, 30) also created a negative eWOM on social media as she stated: "so I would want them, to like, improve the situation. So if it was, like, a bad experience with a company or a product, I would want them to think, "Oh, our customer had a bad experience with a product, maybe we should look at improving that product".

6.4.3.6. Seeking compensation

Gelbrich and Roschk (2011) point out that complaint situations by consumers about organisations can be considered as exchanges between customers and organisations, in which consumers, who complain about products or services, aspire to be compensated for a loss of consumer welfare, which has been caused due to product or service failure. In this context of a complaint situation, consumers might publish their complaints as a result of a product or service failure on social media platforms to share with many others in order to be compensated. Seeking compensation is covered as eWOM motives only on this study. Interviewees, who articulated this motive, create and publish negative brand/product-related posts as a result of their negative experience with brands/products. As a result of their negative experience with brand and/or product, consumers expect companies compensate the failure of the purchase as such. As one interviewee (Female, 27) stated: *"So I wanted compensation from them because they'd caused me so much trouble and harm, like so much stress. So much of my time and energy went into trying to get them to solve the problem and they didn't solve it that my complaint was also... I wanted like money off my bill because they'd caused me so much stress and difficulty and time and energy, so I was like, "I deserve therefore to be compensated for all this trouble which didn't need to happen if you'd just like do your job".* Another interviewee (Female, 25) pointed that she created a negative tweet as she want the company fix the problem and provide a refund. In her words: *"I just expected them to fix it, just to give me a refund basically and quickly, which yes, that's what I expected and that's what they did, they got it sorted quite quickly, so yes, it worked..."*

Consumers also expect intangible compensations such as an apology from the organisation when they have a negative experience with brand or the product. As one interviewee stated (Female, 36): *"I would expect someone from, I don't know, management to get back to me and apologise for what's happened and apologise for*

the experience I've gone through". Similarly, another interviewee (Male, 23) mentioned he had an expectation from the organization: "At that point I had an expectation that they were going to, at the very least, respond to me, so yes, I did at least expect a response from them... I was really just hoping for, you know, a replacement top, you know, as soon as possible". On the other hand, people tend to create negative eWOM post on social media if the purchase is expensive and they had a negative purchase experience, as one interviewee (Male, 55) stated: "I might go for the same company if they compensated but I'm unlikely to ask them for a small item... Let's say it's 3 or 4 bananas, you know, it's a very small amount of money and I just can't be bothered, I just wouldn't buy from them again. They just simply refunded the money for these sunglasses. It was some expensive sunglasses so I do worry about it if it's a lot of money but not if it's a little". Another interviewee (Male, 28) stated that his expectation of compensation can be different depending on the type of purchase as he mentioned: "in more extreme cases I expect some compensation. For example if it's in a case where I need the product for work and the product hasn't lived up to expectations I would expect some compensation for it when I post it on Twitter".

Another interviewee creates a negative eWOM post as she expected a refund as a result of her negative experience. In her words (Female, 30): "...I wrote in to the company and showed them receipts which we were supposed to do and to get money back, and they did give me money back..." Similarly, another interviewee (Male, 20) had the same motivation when he engaged with eWOM on social media: "All they needed was for someone to say, "Yes, we put our hands up, I totally take responsibility, we'll get your deposit back to you by X and we'll look into this by Y... That's all we needed".

6.4.3.7. Reward (Remuneration)

Previous research found that brand-related online activities may potentially be motivated by expecting a reward from organisations (Hennig-Thurau et al., 2004). Expecting a reward as a motivation denotes engaging brand related eWOM posts via creating because consumers enjoy receiving a reward from companies as a result of sharing brand/product-related information on social media. As one interviewee (Male, 23) stated: "I've seen powerful things like word of mouth can be. You know,

somebody who's actively able to share things with the company, you know, about the company, and with the company, I think it's really important... if you have a more personable brand where there are people there who are actually dedicated to talking to you and engaging with you, not only does that spark an interest in the person who, or you know, or more of an interest in the person who's already been sharing and commenting and linking on things, but it means that they're I always think it will mean that they're likely to go out and share that even more then".

6.4.3.8. Empowerment

This motivation is explained by Muntinga et al., (2011) as a motivation which is specially related to desire of being brand ambassadors - people who indicate their enthusiasm for a brand and being enjoyed to convince others to use brands and products. One interviewee mentioned (Male, 20) that how he is happy to create brand related information as a brand ambassador: *"I guess it's about like status... Your values, I like a lot of what they stand for regardless of them being my friends. Their site is about being physically strong but they also give focus to the mental aspect of becoming the strongest version of yourself which is, like, displayed meditation App and I'm always happy to ... if they resonate within me I will happily, I guess, advertise on my Instagram whereas say a company who uses ambassadors".*

As mentioned, the Internet has given empowerment to consumers to share opinions and experiences (Litvin et al., 2008) especially via eWOM engagement on social media. People express their power through social media that they can share their experience on the platforms as one interviewee (Female, 27) said *"I think that's really great source of communication, having a communication between clients and brands and of course they replied immediately and there's easier and faster way to express and tell the managers what bothers you, what disturbs you and I think the opposite as well is very good where you can share your good experience so it's great for other people and other customers which I also experienced and usually when I'm travelling I'm checking this".* Another interviewee (Female, 30) expressed how she feels the power of using social media: *"now there's this new forum where the consumer has more power than we've ever had before because we can publically make people aware of something that's been below standard, beneath expectations, yes".*

Additionally, modern mass communication media creates an atmosphere that people 'fit in' with the power of reaching a large number of people in a short time e.g. ego-involved (Sherif & Sargent, 1967). As an interviewee (Female, 30) stated that she has an impact on others: *"I think companies are much more aware of their branding and how the public is receiving them. And if a dissatisfied customer like me puts out a public twitter and if they see I'm a journalist they're more likely to care about it. It would have more impact, I would think"*.

On the other hand, the empowerment can be driven by a desire of consumers to embarrass the company in public as a result of product failure, bad services and lack of engagement. As one interviewee mentioned (Female, 30) *"I would say I would want action and I would also want the wider public to know, or they people I know who would see that, because there's always, you can always pick up the phone and say I had a bad experience, I'd like to let you know I had a really bad time, or whatever. But you're going to achieve more if you do it publically."* Another interviewee (Male, 23) expressed how he felt the empowerment publicly on social media when he post brand related content: *"I have done actually, yes. I didn't used to do it so much but I find now, these days, social media's such a powerful platform to actually make a complaint because everybody sees it and, as I was saying before, a lot of companies will only seem to respond to negative comments, or complaints or something like that...so if they see that the company that you're complaining against doesn't, sort of, step up to the mark and actually resolve it, you almost feel like you've kind of go an army behind you, backing you up, because if it doesn't happen then they will also, you know, make complaints as well... it's a fear tactic really"*. Another interviewee (Female, 27) create negative brand related post to embarrass the organizations as she had the power through social media platforms: *"It's like telling everyone they've done a bad job so they're more likely to quickly try and fix it to... You know, because social media, everyone's on it, so they think like, "We don't want everyone to see that we're doing a bad job," so they quickly try and fix the problem... I know if I put it on social media lots of people can see so it's like transparent, do you know what I mean, like everyone can see it. So they're exposed and the negative exposure is what I think when I'm posting it will make them respond to me quicker"*.

The idea of *empowerment* is that an individual can change others' perceptions, get them to buy a product, get a company to change a course (Muntinga

et al., 2011) or to engage with the consumers to resolve the problems they have within the organisations or products. One interviewee created the brand related content as she can receive respond from the organization (Female, 27): *“It was never my first port of call; I had tried calling, I’d tried emailing, and then it’s like, “Oh nothing’s working, I’m just going to try this instead.” So, yeah, I was definitely frustrated and annoyed. Because I felt that I wasn’t getting any results from the way that I tried before and I thought if I posted on social media then they are a lot more likely to fix the problem or sort it out because, as I was saying before, it’s like it’s visual, everyone can see it,... Especially on Facebook because everyone who ‘likes’ them on Facebook or sees the thing, they can see your complaint on the page, and they don’t want people complaining all over their page so they fix the problem faster”*. By posting a brand related post, people can also feel the power of informing others, as one interviewee (Male, 28) pointed: *“It just makes me feel like I can, powerful in a sense... I guess just having that opportunity to inform”*.

Consumers also believe the power of social media that can help them to reach the brands quicker than other communication tools. As one interviewee (Female, 25) stated: *“Mainly because I always find it really difficult because if you try and phone their help centres it’s either really difficult to get through or it’s just really longwinded and I hate talking on the phone, and then with emails, it goes to a big call centre thing and you have to just wait for somebody to get back or whatever and because it was quite specific about, like, I wanted to show them this is annoying... So yes, because they set that up, I guess they’ve done it as a kind of quick go-to when you just want to get something sorted. So yes, that’s why I kind of just went and did that because I felt it would be quicker... you know that you’re going to get a person who’s going to see it straightaway and they’ll do something about it because it’s on social media”*.

Additionally, since social media provides a huge power to consumers, they tend to create brand related posts to receive public support on social media. As one interviewee (Male, 20) mentioned: *“I guess, they spend however many millions on advertising and I thought, “If they’re going to mess us around like this, hell yes I’m going to attack them for this. That isn’t the way to treat customers.” Richard Branson is like, I swear he’s always about like treating the customers well and I just thought, “How dare they, we’re students, not a great deal of money and yet they’ve completely messed us around” and I thought, “I’m going to attack them for this, that*

is not on”.... it was a combination of being angry and sad and so yes, but I see a lot of other people can really take some, I guess, some more much harder anger against companies and really damage their reputations in doing so”.

In addition, consumers tend to have a desire to use public power to shame the company. As one interviewee (Female, 30) mentioned that she engaged eWOM on social media, because she wanted other people know how badly she was treated “...So it was a way of publicly shaming the airline basically”. Similarly, another interviewee (Male, 20) engaged with negative eWOM as he can use the power of public. In his words: “*I think, we had a lot of trouble at the beginning of second year with our house WiFi, messed around a lot by Virgin WiFi and their customer service was abhorrent so we went on Facebook and we, I don’t think my friend, my friend can write a rude post but he was quite angry and obviously I shared that so that everyone on my Facebook could see how they’d messed us around”.*

6.4.3.9. Communicate with others (Socialising)

This motivation refers to a need that a consumer has when they want to talk about products or services to make conversation (Wolny & Mueller, 2013). An interviewee (Male, 60) said that he contributes brand related content on social media to engage with his friends as he stated: “*I think it’s always like a fundamental which is about engaging with my friends. It would be the same, wouldn’t it, if I went to the pub with them, I wouldn’t sit there and say nothing, there’d be things I wanted to tell them, just simply to engage with them and they wouldn’t necessarily be important, it would just be part of that social process of sharing”.* It is also stated by the respondents that they create brand related eWOM posts on social media in order to contact with friends and brands they are interested in as a respondent (Female, 28) stated: “...*Twitter is a main source, actually you really can contact with, get in touch with all these people on the other side and I believe that most of the brands which are respecting themselves they’re really following what people are sharing in social media and I think Twitter is one of the best sources for sharing these kind of things and getting in touch with the other side...”*

6.5. Summary

Analysis of the evidence derived from twelve semi-structured interviews redefined three different brand/product related engagement types (consuming, contributing creating), and eleven different motivations that can be seen in table 6.5. These different engagement behaviours involve different motivations for the respondents, hence how the respondents tend to change his/her brand related brand/product-engagement behaviour depends on the motivations that drive them to engage with a brand/product related post in different levels. It is proposed that investigating motives of brand/product related engagement will enable the researcher to understand the patterns the different types of engagement behaviours; consuming, contributing and creating.

Further investigation indicated that the respondents are motivated by information and enjoyment when they consume brand/product related posts on social media. The information motive has been found in general (e.g. Shao, 2009; Muntinga et al., 2011) and in motives of both eWOM and brand/product related engagement research, and it functions commonly as an umbrella concept. For instance, Muntinga et al. (2011) found that information is a motive of reading brand related content on social media. It was pointed out that the information seeking motivation included three sub-motivations: *Pre-purchase*, *Surveillance* and *Inspiration* that are similar to the previous research of Muntinga et al. (2011). The majority of information seeking motives are driven by the desire of consumers before they purchase the product. Also, it is found that the respondents use Facebook and Twitter when they want to receive information with regard to the product they want to buy. Hence, it can be considered that consumers' brand related engagement impact individuals' social media sites usage and preference. Additionally, enjoyment was found as a motive for both consuming and creating brand/product related posts on social media. While the enjoyment motive refers to consuming funny, and enjoyable brand related content, it also refers to creating brand related content to make others' feel happy and experience enjoyment.

In terms of investigating how motives influence the consumer to contribute to brand/product related posts on social media, six motives were found: helping others, helping a company, personal identity, enjoyment, reward and communicating with others (socialising). Consumers tend to share, like or retweet their brand related posts

to engage with brand/product related posts from both others and brands on social media. It is found that consumers tend to use Facebook, Instagram and LinkedIn when they engage with brand/product related posts via contributing to them. It appears that individuals tend to choose particular social media sites when they contribute to brand/product related posts that are created by others and/or brands. It appears that *helping others* and *reward* as motives have a significant influence on consumers when they engage with brand/product related posts via contributing to these posts on social media. Communicating with others was found by McKenna and Bargh (1999) as a virtual brand community motivation which was named as social interaction. Additionally, Muntinga et al. (2011) found that consumers are driven by a social interaction motive when they contribute to brand related content on social media.

Creating brand/product related posts (eWOM) was found as the highest brand/product related engagement. Nine motives were found that drive consumers to engage with eWOM via creating brand related content on social media via posting tweets and Facebook posts and images. It is driven by helping companies, helping others; warn others, personal identity, enjoyment, expressing negative feelings, seeking compensation, reward and empowerment. Self-presentation is a familiar motivation in the literature on creating eWOM posts (Hennig-Thurau et al., 2004), and specifically brand related content on social media. Berthon *et al.* (2008), for instance identifies self-promotion as a major driver of creating user-generated advertisements. Likewise, self-assurance is a common motivation in digital media particularly social media literature (Hennig-Thurau *et al.* 2004; Muntinga et al., 2011; Papacharissi, 2007). Empowerment is found to be one of the major motives to create brand/product related posts (eWOM) on social media. Muntinga et al. (2011) found empowerment as a major motive of creating brand related content on social media. Specifically driving and creating eWOM posts, the seeking compensation motivation appears only in this research. While it has been used to explain brand management and human resources, it has not been explored in brand/product related engagement and eWOM literature. Seeking compensation appears only in this research as a negative electronic word of mouth (eWOM) motive. It was found as a negative motive that drives consumers to create brand/product related eWOM posts as a result of a negative purchase and brand experience. In addition, it can be seen

again that consumers tend to prefer particular social media sites (Twitter and Facebook) when they create both positive and negative brand related eWOM posts.

Unlike previous motives of brand/product related engagement, including posts from both brands' and others' studies, motives were distinguished into consumers' different types of engagement: consuming, contributing and creating (see **Table 6.5**). Initially, previous motives of brand/product related engagement and usage typology that have been derived offer a starting point from which a construct for measuring the motives of these different types of engagement can be developed, by utilising quantitative data analysis together with reliability and variability techniques. Following this extent of the influence of brand/product related engagement motives on different brand/product related engagement types, such as consuming, contributing and creating brand/product related content, which can then be assessed using multivariate methods, this can then be further developed to identify the relative importance of each of the separate dimensions of the brand/product related posts engagement. Finally, sufficient evidence emerges from this qualitative study to pursue a more sophisticated modelling of consumers' brand/product related engagement types on social media that will be emerged with the psychological theories' constructs in order to extend the existing conceptual framework.

Initially, it was found that the types of brand/product related engagement that were driven by motivations can be developed by making use of quantitative data analysis together with reliability and validity techniques. The findings also suggest that motivations influence consumers to engage with brand/product related posts (e.g. consuming, contributing), which may vary depending on the posts' nature, such as others' or brands' product/brand related posts. This present study also presents a comprehensive understanding of the relationship between consumers' social media sites usage and brand/product related engagement. It was found that participants' brand/product related engagement types have an impact on their social networking sites usage with regard to consumption of, contribution to and creation of brand/product related posts on the particular social media sites they had chosen. For example, depending on consumers' motivations and engagement type, they visit particular social networking sites (e.g. Facebook, Instagram, Twitter) as well as a different number of sites. This was not investigated by previous research (e.g. Hennig-Thurau et al., 2004; Muntinga et al., 2011). These findings will be combined

with previous media usage theories (e.g. U&G theory) in order to provide valid and reliable information regarding the relationship between consumers' social media sites usage and brand/product related engagement through quantitative data analysis. Furthermore, there would appear to be a significant contribution to brand-consumer relationships on social networking sites as well as the understanding of which motives influence consumers to engage with brand/product related posts on social networking sites.

Table 6.6. Summary of Qualitative Findings

Motives of Brand/product related engagement

		<i>Consuming</i>	<i>Contributing</i>	<i>Creating</i>
		Low engagement		High engagement
Others' brand/product related posts	Information seeking		Personal identity	Personal identity
	Entertainment		Helping company	Enjoyment
Brand/product related posts from brands			Enjoyment	Helping companies
			Helping company	Warn others
			Enjoyment	Expressing negative feelings
			Empowerment	Reward
		Entertainment	Reward	Empowerment (positive-negative)
		Information seeking	Enjoyment	Communicate with others (Socialising)
		Communicate with others (Socialising)	Helping others	
		Helping company		
		Empowerment		

(N=12 Female: 7; Male; 5)

CHAPTER 7

QUANTITATIVE RESULTS AND ANALYSIS: MOTIVATIONS INFLUENCING CONSUMERS' BRAND/PRODUCT-RELATED ENGAGEMENT ON SOCIAL NETWORKING SITES

7.1. Introduction

This section analyses the results gathered from the second phase of data collection from the online survey. It opens by distinguishing key descriptive statistics of the population sampled, including demographics, consumers' social media usage and consumers' brand/product-related engagement activities such as consuming, contributing and creating. Then, the use of multiple regression, factor analysis and reliability to answer the research questions outlined below. This chapter then summarises the principal research findings of the second data collection stage.

The aim of the second phase of data collection was to answer the following questions, which were identified in the methodology chapter.

RQ1) What are the motivations influence consumers to consume brand/product-related posts from other people and brands on social networking sites?

- a) brand/product-related posts from brands on social networking sites
- b) brand/product-related posts from other people on social networking sites?

RQ2: What are the motives of consumers for contributing to brand/product-related posts on social networking sites?

- a) Brand/product-related posts from brands on social networking sites?
- b) Brand/product-related posts from other people on social networking sites?

RQ4) What is the relationship between usage of social media sites and consumption of brand/product-related posts from other people and brands?

RQ5) What is the relationship between usage of social media sites and contribution of brand/product-related posts from other people and brands?

RQ6) What is the relationship between usage of social media sites and creating brand/product-related posts from other people and brands?

7.2. Hierarchical Information integration to aid Quantitative research

Weber (1990) states that the best content analytic studies use both qualitative and quantitative operations on text. Therefore, analysis of the semi-structured interviews enabled the qualitative content to be converted into the quantitative research phase in order to provide reliability and validity of the data collected for the present study. The outcome of the qualitative analysis is used to inform key constructs in the quantitative survey. More specifically, in order to collect statistical evidence for the consumers' brand/product-related engagement, a few established scales and qualitative data analysis results help construct the items of the scale for the present research. As a result of this processes, 65 items were retained.

For measuring each construct, 5-point Likert scales ranging from (5) strongly agree to 1 (strongly disagree) are used, asking participants to illustrate their agreement or disagreement with each item used.

7.3. Descriptive statistics

Descriptive statistics are employed to illustrate a univariate summary of statistics for a multitude of variables in a single table, and to calculate standardised values. These statistics are informative in that variables can be ordered in a variety of ways, for example by the size of their means (in ascending or descending order), so displaying the relative importance of each factor, in this case each brand/product related engagement type and motives. Whilst 263 questionnaires (see appendix 4 for the questionnaire) were sent to participants, the number of usable questionnaires that went into the data analysis was 225. The completion of the questionnaire took approximately 20 minutes and was composed of closed-ended questions.

7.3.1. Descriptive statistics- Filter questionnaire

Primarily the filter questionnaire established that respondents are ‘social media users’, and were ‘engaging with brand-product related posts’ on a different level (e.g. *consuming, contributing and creating*) on Facebook and Twitter. Subsequently, a set of four filter questions were used, designed to select respondents who engage with brand/product related posts on social media on a different level (see appendix 4). The aim was to find respondents who answered ‘yes’ to the filter questions. After answering ‘no’ to the question ‘do you use social media?’, the web-based questionnaire was closed for 3 respondents. The filter question about consuming brand/product related posts on social media screened out 44 respondents and referred them to the filter questions about contributing to brand/product related posts. The respondents (N=44) who responded that they did not consume brand/product related posts on social media were referred to the next section that covers questions regarding contributing to brand/product related posts on social media. It is observed that the respondents who did not consume brand/product related posts on social media also did not contribute to any brand/product related posts on social media. Likewise, the respondents who did not contribute to any brand/product related posts on social media were then referred to the filter question ‘have you ever created brand/product related posts on social media?’. Then, respondents (N= 130) who had created brand/product related posts were referred to the last part of the questionnaire to answer questions related to motives for creating brand/product related posts. Hence, the main questionnaire was allocated on the basis of respondents’ answers to these filter questions regarding their brand/product related posts engagement types (see Tables 7.1-7.9).

7.3.2. Descriptive statistics- Respondent characteristics

Online questionnaires were carried out in the United Kingdom (UK), so continuing the basic requisites of the semi-structured interviews.

The sample consisted of 132 female respondents (58.7%) and 93 male respondents (41.3%), all of whom were resident in the UK, were social media users who engaged with brand/product related posts on social media, and were aged 18

years or over. More detailed information of their characteristic is provided in Tables 7.1-7.4.

Table 7.1. Respondents Gender

	Numbers	Percent
Male	93	41.3
Female	132	58.7
Total	225	100.0

Table 7.2. Respondents Age

	Number	Percent
18-25 years	19	8.4
26-30 years	42	18.7
31-35 years	32	14.2
35-45 years	57	25.3
45-55 years	30	13.3
55-65 years	34	15.1
65+ years	11	4.9
Total	225	100.0

Table 7.3 Respondents Highest Level of Education

	Frequency	Percent
Up to GCSE'S	40	17.8
A levels	34	15.1
Some college	39	17.3
Undergraduate degree	64	28.4
Postgraduate degree	40	17.8
Doctorate	5	2.2
Other	3	1.3
Total	225	100.0

Table 7.4 Respondents Employment

	Frequency	Percent
Employed full time	123	54.7
Employed part-time	37	16.4
Unemployed looking for work	11	4.9
Unemployed not looking for work	20	8.9
Retired	17	7.6
Student	4	1.8
Other	13	5.8
Total	225	100.0

In addition to looking at demographic characteristics, the questionnaire also established several statistical measures of respondents' social media engagement behaviour relating to matters such as frequency, number of visited social media sites, and types of social media sites used. Details of the statistics relating to frequency are given below for social media usage (Table. 7.6), consuming, contributing and creating product-brand related posts on Facebook and Twitter (Table 7.7 and Table 7.8).

Table 7.5 Frequency of Social Media Usage

	Frequency	Percent
Everyday	205	91.1
2-4 times a week	13	5.8
Once a week	6	2.7
Once a fortnight	1	.4
Total	225	100.0

Table 7.6 Frequency of Consuming Brand/product-related Posts

	Frequency	Percent
Every day	83	45.9
once a week	35	19.3
2-4 times a week	46	25.4
Fortnightly	12	6.6
Once a month	4	2.2
Every 3-4 months	1	.6
Total	181	100.0

Table 7.7. Frequency of Creating Brand/product related Posts on social networking sites

	Frequency	Percent
Everyday	12	9.2
Once a week	11	8.5
2-4 times a week	23	17.7
Fortnightly	16	12.3
Once a month	20	15.4
Every 3-4 months	12	9.2
Every 6 months	20	15.4
Every 12 months	16	12.3
Total	130	100.0

From this analysis, it can be seen that the majority of respondents use social media every day (91.1%), followed by two to four times a week (5.8%). In addition, the majority of respondents consume brand/product-related posts every day (83%). Although the majority of respondents create product/brand related posts two to four times a week (17.7%), a number of respondents also create product/brand-related posts once a month (15.4%) and every six months (15.4%).

Table 7.8. Frequency of Brand/product-related Engagement Types

	Frequency	Percent
Consuming + Contributing + Creating	80	35.6
Consuming + Contributing	64	28.4
Creating	49	21.8
Consuming	30	13.3
Contributing	2	.9
Total	225	100.0

Table 7.9. Social Networking Sites Used by Respondents

	Responses		Percent of Cases
	N	Percent	
Facebook	215	37.6%	95.6%
Twitter	133	23.3%	59.1%
Instagram	76	13.3%	33.8%
YouTube	140	24.5%	62.2%
Other	8	1.4%	3.6%
Total	572	100.0%	254.2%

Although several choices were given for social media sites usage, the only social networking sites mentioned were Facebook, Twitter, YouTube and Instagram. While Facebook is used the most frequently (25%), a significant number of respondents used Facebook, Twitter, Instagram and YouTube (17.3%). This can be explained by referring to the semi-structured interview findings, where the majority of interviewees mentioned that they used Facebook and/or Twitter when they engaged with brand/product-related posts. On the other hand, Twitter was mostly mentioned by interviewees as a tool to make contact with brands (N=10). Although YouTube was not mentioned by the interviewees as a tool to engage with

brand/product-related posts, respondents for the questionnaire who engaged with brand/product-related posts differently also used YouTube.

7.3. Reliability Analysis

When a new survey instrument is developed, Utwin (1995) states:

“...it is imperative to test it for reliability before using it to collect data from which you will draw inferences.” (p.27).

Whilst a reliability test illustrates whether variables are consistent and related to each other, validity tests whether or not an indicator or set of indicators measures correctly the concepts being studied (Bryman & Bell, 2015). In a sense, reliability checks whether the research instrument has a neutral effect and also the consistency of each different occasion of its use (Denscombe, 2014). On the other hand, validity checks not only the appropriateness of the data for the research question, but also checks that the data does not contain any errors resulting from errors in data entry (Denscombe, 2014).

Reliability analysis involves the degree of consistency between indicators, and the indicators that measure the same dimension of a construct should be highly inter-correlated. The measures used to test internal consistency were ‘inter-item’ correlations (which refers to correlations among items); ‘item-correlations’ refers to the correlations of individual items to the summated score for the scale or test; and, Cronbach’s alpha; which provides a measure of the internal consistency of a test or scale (Tavakol & Dennick, 2011). If the individual items are low or negative ‘inter-item’ or ‘item-total correlations’, they will underestimate the reliability (Graham, 2006). Hence, these items need to be excluded from the scale to increase its reliability.

Moreover, Bartlett’s test of sphericity was employed to test whether or not the indicators were correlated in the population (Hair et al., 2014), and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to examine the appropriateness of factor analysis. In order to meet the research objectives, factor

analysis is appropriate to achieve data reduction to specify the unit of analysis and variable selection (Hair et al., 2014) for the present study (see section 7.4). A value between 0.5 and 1.0 is essential and indicates factor analysis is appropriate whilst values under 0.5 indicate the value is not essential and appropriate for factor analysis (Malhotra, 1999).

Table 7.10. Reliability Analysis: Motives for Consuming OTHER PEOPLE's Brand/product-related Posts

INTER-ITEM CORRELATION MATRIX: MOTIVES OF CONSUMING OTHERS' BRAND/PRODUCT- RELATED POSTS

	It is enjoyable	I have fun when I read	It makes me happy	It gives me positive feelings	I need information before making my purchase	I want to update my knowledge about the brand/product	I want to get new idea	I want to receive more information about brands/product in general
It is enjoyable	1.000							
I have fun when I read	.678	1.000						
It makes me happy	.722	.729	1.000					
It gives me positive feelings	.722	.679	.832	1.000				
I need information before making my purchase	.478	.361	.347	.373	1.000			
I want to update my knowledge about the brand/product	.376	.287	.286	.301	.695	1.000		
I want to get new idea	.466	.370	.389	.365	.756	.698	1.000	
I want to receive more information about brands/product in general	.439	.264	.330	.373	.603	.687	.658	1.000

Table 7.11. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	944.323
	df	28
	Sig.	.000

Table 7.12. Scale Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.893	8

Mean	Variance	Std. Deviation	N of Items
30.7529	25.737	5.07321	8

From the analysis, it can be seen that the score for Cronbach's alpha is very respectable at .891. This indicates that there is a high level of consistency in the overall scale; much higher than the 'generally agreed lower limit of 0.70' as stated by Hair et al. (2015, p.90). Inter-correlations ranged from .301 to .832 and item-total correlations ranged from .570 to .744 (see appendix 7). Although the vast majority of these correlations exceed the minimum values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) suggested by Robinson et al. (1991), a few do fall below these levels, and these are illustrated in bold on the matrix (see Table 7.10). However, given the extremely good alpha scores recorded, the reliability of those scales was not considered to be compromised by their inclusion, and no purification of the scale was required.

Bartlett's test of sphericity (Table 7.11) rejects the notion that the correlation matrix and chi-square statistic is 944.323 with 28 degrees of freedom, which is significant (.000). The value of the KMO statistic (.891) is also large. Therefore, it is

considered that factor analysis is an appropriate technique for analysis of the correlation matrix shown in Table 7.10.

The next section will indicate the reliability test for consuming brand/product-related posts from brands (see table 7.14).

Table 7.13. Reliability Analysis: Consuming Brand/Product-related Posts

Inter-Item Correlation Matrix of consuming product/brand related posts from brands

	It is Enjoyable	having fun	Felling happy	positive feelings	need information before making my purchase decision	Updating my knowledge about the brand/product	Getting a new idea /inspiration	Receiving information about brands/products in general
Enjoyable	1.000							
Having fun	.762	1.000						
Feeling happy	.738	.757	1.000					
Positive feelings	.755	.729	.864	1.000				
Need information before making purchase decision	.440	.397	.366	.406	1.000			
Updating knowledge	.486	.498	.449	.465	.717	1.000		
Getting a new idea /inspiration about a product	.469	.461	.419	.431	.706	.711	1.000	
Receive information about brands/products in general	.420	.389	.437	.453	.571	.602	.569	1.000

Table 7.14. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.908	8

Table 7.15. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.6235	28.698	5.35702	8

Table 7.16. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	989.333
	df	28
	Sig.	.000

This analysis illustrates that the score for Cronbach's alpha is .906. While this is respectably high, showing a high level of consistency in the overall scale, some may argue that it is too high, such that items in the scale may be measuring the same thing. In order to make sure that this was not the case, the correlation matrix was examined in detail and those items with high correlations (in excess of 0.7) were identified (Table 7.14). For this scale there were seven correlations of 0.7+ shown in bold on the matrix. Considering 'Having fun', 'Feeling happy', 'Gives me positive feelings' and 'It is enjoyable' are four different items in themselves, they can be linked to a wider margin under the heading of 'Enjoyment'. 'It is enjoyable' is highly correlated with 'it makes me happy (0.738)', 'it gives me positive feelings' (0.755) and 'I have fun when I read posts from brands' (0.762). On the other hand, together with 'I need information before making my purchase decision', 'I want to update my knowledge about the brand/product', and 'I want to get a new idea /inspiration about a product' are again different margins that can be linked under the bigger umbrella of 'information'. According to this analysis, it can be observed that

there are variables that may be linked via a bigger umbrella, and they are all individual items in themselves that do not measure the same thing. What is likely, given the sample employed, is that respondents concerned about information (e.g. updating knowledge before the purchase), are likely to be concerned about other factors that will be linked to receiving information – e.g. getting a new idea/inspiration and updating knowledge (e.g. Muntinga et al., 2011).

Inter-item correlations ranged from .389 to .864, and item-total correlations ranged from .623 to .744 (see appendix 7). All of these correlations exceed the minimum values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) suggested by Robinson et al., (1991). Given these results, no purification of the scale was required.

With a chi-square statistic of 989.333 with 28 degrees of freedom, which is significant (.000), Bartlett's test of sphericity (Table 7.17) rejects the notion that the correlation matrix is an identity matrix. The KMO statistic also has a high value (.883). Hence, it is considered that factor analysis is appropriate analysis, as is indicated in Table 7.18 with correlation matrix analysis.

Table 7.17. Reliability Analysis: Motives of Contributing to OTHER PEOPLE's Product/brand- Related Posts

	COMSU	GCOM	SCOM	PTHA	EXENT	POWC	INFLO	PAWAR	RECERE	ENGB	COMB	RECEP	COMO	COMF	BELOC	COMFA	ENJO	FUN	HAPP	POSIF
COMSU	1.000																			
GCOM	.466	1.000																		
SCOM	.511	.567	1.000																	
PTHA	.539	.583	.670	1.000																
EXENT	.499	.483	.548	.598	1.000															
POWC	.308	.418	.398	.425	.554	1.000														
INFLO	.405	.343	.365	.422	.535	.592	1.000													
PAWAR	.313	.383	.304	.456	.554	.509	.734	1.000												
RECERE	.197	.177	.235	.291	.262	.240	.174	.199	1.000											
ENGB	.301	.326	.275	.329	.448	.475	.435	.401	.221	1.000										
COMB	.268	.209	.154	.288	.428	.417	.502	.475	.454	.411	1.000									
RECEP	.293	.227	.327	.304	.330	.324	.297	.196	.720	.276	.540	1.000								
COMO	.222	.328	.283	.371	.503	.424	.500	.496	.296	.463	.462	.342	1.000							
COMF	.202	.225	.170	.365	.396	.422	.454	.429	.176	.389	.452	.348	.652	1.000						
BELOC	.245	.275	.197	.384	.535	.446	.540	.508	.345	.433	.601	.458	.595	.675	1.000					
COMFA	.153	.130	.163	.289	.356	.336	.457	.395	.189	.309	.508	.401	.514	.633	.672	1.000				
ENJO	.475	.371	.414	.418	.495	.483	.460	.350	.205	.456	.311	.264	.471	.443	.424	.424	1.000			
FUN	.404	.395	.402	.422	.507	.511	.454	.376	.194	.442	.295	.322	.513	.492	.520	.459	.797	1.000		
HAPP	.422	.341	.417	.418	.484	.496	.564	.473	.274	.384	.389	.378	.564	.569	.580	.565	.719	.716	1.000	
POSIF	.494	.358	.401	.409	.515	.506	.580	.477	.268	.451	.360	.366	.471	.528	.475	.500	.721	.717	.860	1.000

KEY:

COMSU: I'm so delighted with a company and its products that I want to help the company to be successful

GCOM: Good companies should be supported

SCOM: The company (e.g. small/local company) needs support

PTHA: I want to say thank you as a result of my positive purchase experience

EXENT: I can express my enthusiasm

POWC: I have a power to contact a brand on social media

INFLO: I feel that I can influence others with my experience

PAWAR: I can publicly make others aware of my purchase

RECERE: I want to receive rewards (e.g. product, coupons)

ENGB: I want to engage with the brand because I like it

RECEP: I want to receive points on my loyalty card

COMO: It enables me to communicate with others

COMF: It enables me to communicate with my friends

BELOC: I feel like I belong to a community when I contribute to the post

COMFA: It enables me to communicate with my family

ENJO: It is enjoyable

FUN: I have fun when I contribute to others' brand/product related posts

HAPP: It makes me happy

Table 7.18. KMO and Barlett's Test

Bartlett's Test of Sphericity	Approx. Chi-Square	.890
	df	1933.285
	Sig.	190
		.000

Table 7.19. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.935	20

Table 7.20. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
78.7877	116.348	10.78646	20

This analysis indicates the score for Cronbach's alpha to be .933, showing a significantly high level of consistency in the overall scale. When observing the inter-item correlations matrix for this model, two variables are pointed to as having correlations in excess of 0.7, shown in bold on the inter-item matrix model (Table 7.18) which are 'It makes me happy' and 'it gives me positive feelings'. These variables can be linked to 'enjoyment'. As discussed in the previous section, these variables are individual factors that do not measure the same item.

Inter-item correlations ranges from .130 to .860, and item-total correlations ranged from .430 to .720 (see Appendix 8). The majority of the variables' correlations surpass the minimum values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) suggested by Robinson et al. (1991), although a few of the variables fall slightly below these values. Conversely, as a result of the high alpha score for this model, these lower value variables were included, and hence no purification of the scale was required.

With a chi-square statistic of 1933.285 with 190 degrees of freedom, which is significant (.000), Bartlett's test of sphericity (Table 7.19) rejects the notion that the correlation matrix is an identity matrix. The KMO statistic also has a high value (.890).

Table 7.21. Reliability analysis: Contributing to Brand/product related Posts From BRANDS

	HELP	GCOMP	SCOMP	THAP	ENTHE	HPOW	FINF	PUBP	RECR	ENGB	COMB	RECP	COMO	COMF	FEEC	COMFA	ENJ	HAVF	HAPPM	GPOS
HELP	1.000																			
GCOMP	.565	1.000																		
SCOMP	.526	.657	1.000																	
THAP	.593	.601	.701	1.000																
ENTHE	.539	.438	.479	.559	1.000															
HPOW	.397	.458	.492	.477	.656	1.000														
FINF	.419	.276	.325	.378	.542	.517	1.000													
PUBP	.302	.370	.261	.380	.501	.417	.608	1.000												
RECR	.148	.139	.208	.182	.240	.204	.164	.093	1.000											
ENGB	.456	.276	.205	.306	.331	.316	.297	.248	.218	1.000										
COMB	.269	.186	.198	.276	.401	.323	.435	.369	.419	.455	1.000									
RECP	.286	.126	.238	.299	.298	.237	.267	.112	.751	.435	.559	1.000								
COMO	.255	.177	.191	.257	.458	.375	.331	.279	.250	.436	.409	.374	1.000							
COMF	.321	.167	.130	.317	.416	.342	.419	.351	.158	.466	.433	.375	.697	1.000						
FEEC	.261	.134	.162	.284	.491	.372	.459	.364	.294	.413	.617	.443	.613	.713	1.000					
COMFA	.261	.182	.145	.260	.461	.342	.466	.369	.229	.366	.561	.415	.671	.729	.736	1.000				
ENJ	.420	.351	.379	.427	.487	.467	.394	.300	.259	.424	.335	.343	.548	.506	.470	.463	1.000			
HAVF	.402	.259	.397	.427	.543	.484	.479	.336	.147	.440	.356	.366	.541	.559	.508	.526	.795	1.000		
HAPPM	.410	.278	.299	.362	.478	.386	.485	.328	.263	.344	.373	.347	.597	.589	.562	.614	.760	.731	1.000	
GPOS	.496	.371	.342	.402	.495	.430	.492	.377	.246	.437	.364	.351	.546	.574	.519	.567	.739	.662	.854	1.000

HELP: I'm so delighted with a company and its products and I want to help the company
 my positive purchase experience
 GCOMP: good companies should be supported
 SCOMP: The company (e.g. small/local company) needs support
 THAP: I want to say thank you as a result of
 my positive purchase experience
 ENTHE: I can express my enthusiasm
 HPOW: I have a power to contact a brand on social media easily
 FINF: I feel that I can influence others with my experience
 PUBP: I can publicly make others aware of my
 purchase experience
 RECR: I want to receive a reward (e.g. free product, coupons, etc.)
 ENGB: I want to engage with the brand because I like it
 COMB: I want the brand to communicate with me
 RECP: I want to receive points on my loyalty
 card
 COMO: It enables me to communicate with others
 COMF: It enables me to communicate with my friends
 FEEC: I feel like I belong to a community
 COMFA: It enables me to communicate with my family
 ENJ: it is enjoyable
 HAVF: I have fun when I participate to brand/product related posts from brands
 HAPPM: It makes me happy
 GPOS: It gives me positive feelings

Table 7.22. KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	2010.068
	df	190
	Sig.	.000

Table 7.23. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.931	20

Table 7.24. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
78.8425	118.244	10.87400	20

Chi-square statistic indicates 1360.615 with 120 degrees of freedom which is significant at the level .000 and the test of sphericity (Table 7.23) rejects the notion that the correlation matrix is an identify matrix. KMO statistic also indicates high value (0.861). Hence, it is considered that the correlations matrix (see Table 7.22) is appropriate for factor analysis.

The score for Cronbach's alpha for this model was .901, which indicated an expressively high level of consistency in the overall scale. According to the inter-item correlation matrix, four items were identified as having correlations in excess of 0.7, illustrated in bold on the matrix (Table 7.22), and these were in turn different items identified in the 'motives of contributing others' product/brand related posts'. As discussed in the previous section, these items are different factors and do not measure the same thing.

Inter-item correlations extended from 0.145 to 0.736, and item-total correlations extended from 0.393 to 0.705 (see Appendix 8). Although, a few items fell slightly below the values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) proposed by Robinson et al. (1991), the majority of the variables were above these values. Nevertheless, including these variables was not considered detrimental to reliability, as a result of the high value of Cronbach's alpha. Hence, no purification of the scale was required.

The chi-square statistic indicates 1360.615 with 120 degrees of freedom, which is significant at the level .000, and the test of sphericity (Table 7.23) rejects the notion that the correlation matrix is an identity matrix. The KMO statistic also indicates a high value (0.861). Hence, it is considered that the correlations matrix (see Table 7.22) is appropriate for factor analysis.

Table 7.25. Reliability Analysis: Creating Negative Brand/Product-related Posts Inter-Item Correlation Matrix

	The company harmed me, and now I want to harm them	I want to vent my frustration	I want to express my anger	I want them to improve their product/brand	I want them to improve their product/brand	I expect an apology from the company	I want free vouchers, products or coupons	I want to warn others of bad products/brand	I want to save others from having the same negative experience as me	I want others to buy the right product	I can publicly embarrass the company	I want the wider public to know what my experience was like.	I have the power to make contact with brands easily on social media	I can publicly make others aware of my negative purchase experience
The company harmed me, and now I want to harm them	1.000													
I want to vent my frustration	.484	1.000												
I want to express my anger	.468	.796	1.000											
I want them to improve their product/brand	.140	.255	.275	1.000										
I want them to improve their product/brand	.397	.243	.347	.275	1.000									
I expect an apology from the company	.342	.397	.328	.344	.575	1.000								
I want free vouchers, products or coupons	.467	.320	.289	.195	.510	.342	1.000							
I want to warn others of bad products/brand	.087	.284	.239	.373	.408	.374	.204	1.000						
I want to save others from having the same negative experience as me	.095	.269	.219	.401	.343	.413	.244	.673	1.000					
I want others to buy the right product	.213	.223	.203	.487	.368	.296	.379	.413	.520	1.000				
I can publicly embarrass the company	.538	.377	.374	.044	.402	.258	.441	.165	.093	.075	1.000			
I want the wider public to know what my experience was like.	.278	.523	.519	.339	.275	.280	.318	.403	.456	.335	.369	1.000		
I have the power to make contact with brands easily on social media	.196	.390	.334	.383	.274	.316	.308	.343	.375	.285	.345	.696	1.000	
I can publicly make others aware of my negative purchase experience	.182	.416	.410	.529	.223	.355	.278	.360	.518	.412	.261	.718	.695	1.000

Table 7.26. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	868.213
	df	91
	Sig.	.000

Table 7.27. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.884	14

Table 7.28. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
55.2016	68.504	8.27670	14

Cronbach's alpha was calculated to be 0.870, indicating a high level of consistency in the overall scale. Although the score is not as high as the model of 'motives of contributing and consuming brand related posts', the Cronbach's alpha is sufficiently high to warrant further evaluation. On examining the correlation matrix for this model, five items are highly correlated in excess of 0.7, as shown in bold on the matrix (Table 7.26). The items "I can publicly make others aware of my negative purchase" and "I want the wider public to know what my experience was like" (0.718); 'I can publicly make others aware of my negative purchase' and 'I have the power to make contact with brand easily on social media' (0.695); 'I have the power to make contact with the brand easily on social media' and 'I want the wider public to know what my experience was like' (0.699) are different items, but all may be linked to the theme of 'empowerment'. 'I want to vent my frustration' and 'I want to

express my anger' (0.796) can be linked under the wider title 'expressing negative feelings'. As mentioned in previous sections, although there are items that may be linked under wider headings, all items are individual and do not measure the same thing.

Inter-item correlations ranged from -0.89 to 0.823, and item-total correlations ranged from 0.387 to 0.703. A significant number of these variables exceeded the minimum values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) suggested by Robinson et al (1991); but a few of these variables did fall below those values. As a result of high alpha scores, these variables were not considered detrimental to reliability. Hence, no purification of the scale was required.

Bartlett's test of sphericity (Table 7.27) rejects the notion that the correlation matrix is an identity matrix, and the chi-square statistic is 611.786 with 91 degrees of freedom, which is significant at the .000 level. In addition, the KMO statistic (.766) is reasonably high. Hence it is considered that factor analysis is an appropriate technique to analyse the correlation matrix shown in (Table 7.27).

Table 7.29. Reliability analysis: Motives of Creating Positive Brand/product-related Posts

	ENJ	FUN	HAPPY	POS	BENF	ENCO	HELP	SHA	REW	ENG	COM	LOY	DEL	COMP	SPP	THA	ENTH	POWER	INF	PUB	PRES	EXPERT	PERS	RECEI	OTHER	FRIEN	COMMUNI	FAM	
ENJ	1.000																												
FUN	.803	1.000																											
HAPPY	.790	.779	1.000																										
POS	.575	.592	.623	1.000																									
BENF	.444	.356	.406	.337	1.000																								
ENCO	.442	.427	.397	.328	.623	1.000																							
HELP	.505	.470	.472	.399	.625	.606	1.000																						
SHA	.500	.461	.477	.491	.553	.531	.779	1.000																					
REW	.469	.387	.418	.299	.403	.233	.200	.227	1.000																				
ENG	.467	.500	.556	.477	.378	.398	.488	.537	.518	1.000																			
COM	.470	.426	.483	.446	.402	.317	.370	.449	.702	.701	1.000																		
LOY	.443	.449	.431	.342	.302	.180	.187	.276	.842	.541	.690	1.000																	
DEL	.481	.502	.543	.413	.567	.547	.591	.613	.429	.639	.580	.415	1.000																
COMP	.399	.338	.344	.306	.423	.404	.548	.589	.228	.577	.404	.242	.611	1.000															
SPP	.442	.416	.421	.352	.577	.476	.487	.471	.468	.583	.583	.470	.662	.637	1.000														
THA	.433	.512	.454	.354	.532	.476	.593	.640	.307	.608	.493	.393	.727	.684	.663	1.000													
ENTH	.568	.459	.546	.371	.638	.500	.564	.531	.451	.478	.456	.353	.576	.498	.613	.568	1.000												
POWER	.432	.429	.453	.393	.300	.274	.502	.572	.366	.572	.536	.370	.443	.580	.550	.433	.537	1.000											
INF	.499	.460	.454	.468	.459	.446	.650	.629	.493	.616	.661	.462	.624	.487	.602	.541	.578	.673	1.000										
PUB	.346	.337	.300	.279	.463	.519	.512	.670	.270	.412	.390	.278	.537	.545	.524	.606	.553	.586	.609	1.000									
PRES	.474	.361	.408	.258	.543	.521	.462	.497	.398	.470	.431	.354	.606	.522	.649	.593	.638	.504	.502	.663	1.000								
EXPERT	.437	.441	.399	.337	.404	.446	.422	.393	.554	.559	.627	.584	.541	.406	.615	.487	.460	.503	.588	.446	.588	1.000							
PERS	.452	.418	.439	.456	.321	.317	.327	.407	.504	.568	.631	.546	.538	.350	.583	.410	.435	.496	.585	.379	.578	.779	1.000						
RECEI	.469	.462	.459	.397	.233	.235	.250	.335	.559	.432	.598	.645	.403	.254	.446	.300	.374	.400	.423	.264	.403	.641	.718	1.000					
OTHER	.531	.498	.513	.407	.484	.465	.453	.454	.377	.328	.386	.328	.556	.453	.582	.484	.572	.460	.429	.483	.672	.549	.559	.572	1.000				
FRIEN	.492	.589	.554	.511	.418	.504	.480	.483	.395	.480	.415	.409	.587	.382	.444	.480	.454	.481	.486	.422	.408	.506	.466	.525	.638	1.000			
COMMUNI	.468	.492	.502	.473	.411	.399	.403	.442	.553	.577	.617	.486	.593	.420	.566	.550	.528	.496	.562	.473	.558	.571	.591	.635	.620	.641	1.000		
FAM	.508	.554	.508	.548	.378	.348	.432	.516	.514	.560	.616	.579	.536	.350	.506	.505	.426	.578	.575	.473	.474	.580	.587	.648	.559	.731	.699	1.000	

KEY:

ENJ: It is enjoyable	SPP: The company needs support
FUN: I have fun when I read other people's posts	THA: I want to say thank you as a result of my positive purchase experience
HAPPY: It makes me happy	ENTH: I can express my enthusiasm
POS: It gives me positive feelings	POWER: I have the power to make contact with brand easily on social media
BENF: I want others to get benefits from the product	INF: I feel that I can influence others with my opinion
ENCO: I want to encourage others to buy a product	PUB: I can publicly make others aware of my purchase experience
HELP: I want to help others who are looking for advice	PRES: I can present myself and my purchase experience
SHA: I want to share my positive experience	EXPERT: I want to show my expertise about the product and/or brand
REW: I want to receive a reward (e.g. free product, coupons, etc.)	PERS: I can express my personality
ENG: I want to engage with the brand because I like it.	RECEI: I want to receive 'likes, retweets, favourites' from others
COM: I want the brand to communicate with me (e.g. Tweet, comment etc.)	OTHER: It enables me to communicate with others
LOY: I want to receive points on my loyalty card.	FRIEN: It enables me to communicate with my friends
DEL: I am so delighted with a company and its product that I want to help the company to be successful	COMMUNI: I feel like I belong to a community when I post
COMP: Good companies should be supported	FAM: It enables me to communicate with my family

Table 7.30. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.867
Bartlett's Test of Sphericity	Approx. Chi-Square	1924.762
	df	378
	Sig.	.000

Table 7.31. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.964	28

Table 7.32. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
112.1452	309.475	17.59189	28

The score of Cronbach's alpha is 0.959 for this model, again indicating a high level of consistency in the overall scale. The alpha score is the highest of all models, and therefore the correlation matrix is investigated further. When the inter-item correlation matrix is investigated for creating positive brand/product related posts, eleven items were identified as highly correlated and exceeding 0.7, shown in bold on the matrix (Table 7.30). 'I can express my personality' and 'I want to show my expertise about the product and/or brand' (0.779) are different items, but linked to the same factor of 'self-identity'. Also, the items 'I want to receive a reward (e.g. free product, coupons, etc.)' and 'I want the brand to communicate with me (e.g. Tweet, comment etc.)' (0.702), and 'I want to receive a reward (e.g. free product, coupons, etc.)' and 'I want to receive points on my loyalty card' (0.842) measure

different items, but have some links to the broader term ‘expecting reward’. Additionally, ‘I want to help others who are looking for advice’ and ‘I want to share my positive experience’ (0.779) are individual factors that fit into the wider motive of ‘helping others’. The five items that are linked to enjoyment identified as having high correlations in excess of 0.7, are the same items, and were identified in the ‘consuming brand/product related posts’ model.

Inter-item correlations ranged from 0.117 to 0.842, and item-total correlations ranged from 0.530 to 0.774 (see Appendix 11). The majority of these correlations exceed the minimum values of 0.30 (inter-item correlations) and 0.50 (item-total correlations) suggested by Robinson et al (1991), although a small number of these items do fall below these values. However, given the high alpha score attained for this model of usage type, including these lower value variables was not considered detrimental to reliability, and hence no purification of the scale was required.

With a chi-square statistic of 1924.762 with 378 degrees of freedom, which is significant at the .000 level, Bartlett’s test of sphericity (Table 7.31) rejects the notion that the correlations matrix is an identity matrix. There is also a high value for the KMO statistic (.867). Hence, factor analysis is considered an appropriate technique for analysing the correlation matrix shown in Table 7.30.

Given the fact that the reliability analysis showed the factors to be reliable and valid measures, the next stage of factor analysis was carried out (see section 7.4).

7.4. Factor analysis

Factor analysis is defined by Hair et al. (2015) as “...an interdependence technique whose primary purpose is to define the underlying structure among the variables in the analysis’ (p.92). It is a multivariate statistical method used to analyse the structure of correlation among a large number of variables by outlining a set of common dimensions called ‘factors’. The key role of factor analysis is to summarise

and reduce the number of variables, which is how it is employed for this study. Factor analysis can be either exploratory or confirmatory.

This study will employ exploratory factor analysis which is established by Spearman (1904). Exploratory factor analysis refers to a technique that aims to identify the fundamental relationships between measured items (variables) (Norris & Lecavalier, 2010), via setting as many variables as possible and to see what loads on to the relevant factor (Kline, 2000). Such a procedure is preferred to the application of an exploratory factor analysis at this stage, as the PCA takes into consideration the exploratory state of the brand/product related motives of consumers' brand/product related engagement.

The qualitative content analysis of the interview material items as well as previous literature provide valuable insight into defining a list of items in order to construct scale items for a quantitative approach. Previous literature items were modified in order to suit the context of the present study through using qualitative data findings. This study uses the items of brand/product-related motives generated from the semi-structured interviews and previous literature in the questionnaires as variables, in order to identify the main motivations of consuming, contributing and creating brand/product related posts on social media. The questionnaire was designed through using 65 different motivation items to identify motives for each engagement type; consuming, contributing and creating. Hence, factor analysis is employed to detect the broader fundamental evaluative dimensions (Hair et al., 2014) in order to summarise the information contained in a number of original variables into a smaller set of new factors with minimum loss of information (Gorsuch, 1983; Robinson, Shaver & Wrightsman, 1991). Therefore, factor analysis is considered as an appropriate method to aid the study to establish how these factors can be linked together under wider headings in order to define different brand/product related engagement types: consuming, contributing and creating (see sections 7.4.1- 7.5.4).

7.4.1. Method

Factor analysis usually takes place in three stages: 1) a correlation matrix; 2) the extraction of factors; and 3) factor rotation. In the first stage, a reliability analysis process was used to produce a correlation matrix for each brand/product related engagement type, which has already been evaluated in section 7.3. After Cronbach's alpha and item-total correlations were checked for reliability, factor extraction and rotation could take place. The extraction method of analysis used was that of "Principal components" and "Varimax rotation method", applied through use of SPSS.

Principal Component Analysis (PCA) refers to an extraction method with specific mathematical characteristics that provides significant value in the analysis of data in different areas such as psychology and the social sciences (Memery, 2015). This method focuses on reducing the total information of the data to a smaller number of factors that are not correlated to each other. It also seeks to maximise the variance explained for any number of factors, which is the aim of this study, in order to assess the consistency and dimensionality of the motivation items' scales. Although the scales of several motivation items are taken from previous research, they are updated through using semi-structured interview findings. Hence, this procedure is employed at this stage in order to investigate the exploratory state of consumers' motives for engaging with brand/product related posts on social media.

Varimax (Kaiser, 1958) is an analytic rotation method that focuses on indicating a clear positive or negative association between the variables to simplify the columns in a factor matrix (Hair et al., 2015). According to Kline (2000) 'Varimax' is an excellent method where an orthogonal simple structure rotation is desired (p.68). As the Varimax method aids provision of a clearer separation of the factors (Hair, 2015), Varimax rotation is employed for factor analysis of this research.

There are several suggestions regarding sample size for factor analysis. For example, Kline (2000) advises a minimum of 100 as a sample size suitable for factor analysis, whilst, Hair et al. (2014) suggest that "the researcher generally would not

factor analyse a sample of fewer than 50 observations...” (p.100). This study includes three different sets of questions in order to measure consumers’ different types of product/brand related engagement, such as consuming (N=170), contribution (N=146), creating (N=130). In overall, this study contains 225 responses, which is more than adequate. As each respondent engaged with different brand/product related posts at different levels, the number of respondents for each engagement type is different, as discussed in the filter question process in section 7.3.1. Hence, the number of respondents varies for each type of brand/product related engagement.

Interpretation of the factors is aimed at observing the underlying dimension that combines the group of variables and significant factors loading on it. Whilst it is suggested by Tabachnick and Fidell (1996) that loading of 0.32 and above should be interpreted, Hair et al. (2015) suggests that factor loading of 0.40 and above is considered significant. Comrey and Lee (1992) also state that loadings in excess of 0.71 are considered excellent. For this research, factor loading of 0.40 and above is considered significant.

7.4.1.1. Factor analysis: Motives for Consuming Product/Brand Related Posts

Table 7.34 illustrates the rotated component matrix for consuming other peoples’ brand related posts on social media, showing that it loads on to two components.

Table 7.33. Motives of Consuming OTHER PEOPLE's Brand/Product-related Posts

Rotated Component Matrix

	Component	
	1	2
It makes me happy	.911	
It gives me positive feelings	.888	
I have fun when I read	.849	
It is enjoyable	.810	
I want to update my knowledge about the brand/product		.879
I want to get new idea		.854
I need information before making my purchase		.840
I want to receive more information about brands/product in general		.818

The results show that four items load on to component 1 and 4 items load on to component 2. Relationships can be found between each group of factors within the component. Component 1 can be related to ‘enjoyment’ and component 2 can be seen as ‘information seeking’.

Table 7.35 shows the rotated component matrix for motives of consuming product/brand related posts from brands.

Table 7.34. Consuming Brand/product-related Posts from BRANDS

Rotated Component Matrix

	Component	
	1	2
It makes me happy	.902	
It gives me positive feelings	.888	
I have fun when I read posts from brands	.846	
It is enjoyable	.838	
I need information before making my purchase decision		.866
I want to get a new idea /inspiration about a product		.838
I want to update my knowledge about the brand/product		.837
I want to receive information about brands/products in general		.732

As is illustrated in table 5.35, each of the variables has a significant loading that exceeds 0.71. It can be seen that these items load on to two components. By examining the variables loading highly in each component, it can be seen that the same variables that are loaded on the components are evaluated in the table ‘motives of consuming others’ brand/product related posts’. Whilst four items load on to component one, four items load on to component 2.

7.4.1.2. Factor analysis: Motives for Contributing to Brand/Product Related Posts

Illustrated below in Table 7.36 is the rotated component matrix for motives of contributing to others; brand/product related posts on social media. This shows that the model loads on to five components.

Table 7.35. Rotated Component Matrix for Contributing to OTHER PEOPLE's Brand/product-related Posts

	Component				
	1	2	3	4	5
I'm so delighted with a company and its products that I want to help the company to be successful			.603		
Good companies should be supported			.754		
The company (e.g. small/local company) needs support			.819		
I want to say thank you as a result of my positive purchase experience			.816		
I can express my enthusiasm			.568		
I have a power to contact a brand on social media				.632	
I feel that I can influence others with my experience				.729	
I can publicly make others aware of my purchase				.741	
I want to receive rewards (e.g. product, coupons)					.890
I want to engage with the brand because I like it				.589	
I want the brand to communicate with me					.528
I want to receive points on my loyalty card					.851
It enables me to communicate with others		.644			
It enables me to communicate with my friends		.801			
I feel like I belong to a community when I contribute to the post		.729			
It enables me to communicate with my family		.785			
It is enjoyable	.816				
I have fun when I participate others' brand/product related posts	.771				
It makes me happy	.728				
It gives me positive feelings	.775				

Table 7.36 shows that four items fall on to component 1, four items fall on to component 2, five items fall on to component 3, four items fall on to component 4 and three items fall on to component 5.

Component 1 can be related to the ‘enjoyment’ motive. Component 2 can be related to the ‘communication motive’ — that is factors of how this engagement help to communicate with the individuals’ relatives and others. Component 3 indicates a relationship based upon helping the company. Component 4 can be linked to the ‘empowerment’ motive of contributing to others’ brand/product related posts.

Finally, component 5 shows a relationship based upon 'motive for expecting a reward' from brands.

One factor has moved between the items of empowerment motive and helping the company motive. This is 'I can express my enthusiasm', which has moved from 'empowerment' and is loaded on to the factor 'helping the company'. This can be justified by looking at semi-structured interview discussion, where it is found that consumers share their enthusiasm after they have a positive experience with brands. Hence, this can lead them to have altruistic motives such that they help the company through sharing their enthusiasm regarding the brand/product. This could explain why certain aspects of 'empowerment' can be linked to 'helping the company'.

Table 7.36. Rotated Component Matrix for Contributing to Brand/Product-related Posts from BRANDS

	Component				
	1	2	3	4	5
It makes me happy	.851				
It is enjoyable	.822				
I have fun when I participate to brand/product related posts from brands	.769				
It gives me positive feelings	.766				
Good companies should be supported		.811			
The company (e.g. small/local company) needs support		.796			
I want to say thank you as a result of my positive purchase experience		.769			
I'm so delighted with a company and its products and i want to help the company		.752			
I want to engage with the brand because I like it			.712		
It enables me to communicate with my friends			.699		
I feel like I belong to a community			.624		
It enables me to communicate with my family			.613		
It enables me to communicate with others			.561		
I want the brand to communicate with me			.545		
I can publicly make others aware of my purchase experience				.780	
I feel that I can influence others with my experience				.735	
I can express my enthusiasm				.557	
I have a power to contact a brand on social media easily				.534	
I want to receive a reward (e.g. free product, coupons, etc.)					.924
I want to receive points on my loyalty card					.838

It has been assumed that the items for each motive model could be different, as these motive items have been measured to find motives items for ‘contributing to brand/product related posts from brands’ and other people separately. The result of this rotation illustrates that four items come under component 1, four items fall on to component 2, six items fall on to component 3, four items fall on to component 4

and two motives items fall on to component 5. By investigating the factors within each component, the following relationship can be drawn; component 1 refers to the motive items linked to 'enjoyment'; component 2 can be linked to 'helping the company'; component 3 can be linked to communication motives for contributing to brand/product related posts from brands; component 4 indicates a relationship based upon 'empowerment'; and the factors coming under component 5 can be associated with 'reward'.

Two motive items have moved between 'reward' motives and 'communication' motives, which are 'I want to engage with the brand, because I like it' and 'I want the brand to communicate with me'. This can be justified by saying that engaging with the brand can be linked to the 'communication motive' as the consumers contribute to brand/product related posts from brands. Hence, the communication motive refers to a broad term through including consumers' motive to communicate with others as well as brands.

**Table 7.37. Factor Analysis: Motives for Creating Brand/Product- related Posts
Rotated Component Matrix for Creating Negative Brand/Product-related Posts**

	Component			
	1	2	3	4
The company harmed me, and now I want to harm them				.469
I want to vent my frustration				.860
I want to express my anger				.864
I want them to improve their product/brand	.624			
I want them to improve their product/brand			.674	
I expect an apology from the company			.566	
I want free vouchers, products or coupons			.767	
I want to warn others of bad products/brand	.744			
I want to save others from having the same negative experience as me	.784			
I want others to buy the right product	.697			
I can publicly embarrass the company		.736		
I want the wider public to know what my experience was like.		.781		
I have the power to make contact with brands easily on social media		.829		
I can publicly make others aware of my negative purchase experience		.785		

The result of the rotation indicates that five items come under component 1, four items come under component 2, three items come under component 3, and three items come under component 4. By defining the factors within each component, the following relationship can be evaluated; component 1 can be seen as a ‘warning others motive’; component 2 can be related to an ‘empowerment motive’ – that is

factors associated with how consumers use social media as a power to exert their negative thoughts through posting brand/product related posts; component 3 can be related to concerns of consumers for 'seeking compensation'; and component 4 can be seen as a motive of 'exerting negative feelings'.

The "I want them to improve their product/brand" motive item has moved from "expressing negative feelings" and is loaded on to the factor 'warning others'. This can be explained by referring back to the semi-structured interview discussion where one of the interviewees (Female, 27) expressed her anger on social media: "*The reason I posted this was I was angry but I also wanted to, I wanted to let them know about their mistake because I believe I'm not the first customer who experienced that so I just wanted to share with them ...*". Hence, consumers tend to warn others through expressing their 'negative feelings' regarding brand and/or products they have experienced. Another interviewee (Female, 27) mentioned that she has complained and expressed her negative feelings through sharing brand/product related posts on social media not only for the company to improve their product but also to protect other people. As she stated "*I said, "Why don't you use like the postman or a service that you know is reliable? You know that Hermes is rubbish." So, I wanted them to change their policy so that this problem didn't happen again for me and for other people... I would do it to say to them, like, "Make the product better, like you have a responsibility to your customers." Do you know what I mean, it shouldn't be faulty. Like, "Don't just fix this one time, fix it so it never happens"*".

Table 7.38. Rotated Component Matrix for Motives of Creating Positive Brand/Product-related Posts

	Component						
	1	2	3	4	5	6	7
It is enjoyable		.803					
I have fun when I read other people's posts		.798					
It makes me happy		.824					
It gives me positive feelings		.625					
I want others to get benefits from the product				.791			
I want to encourage others to buy a product				.761			
I want to help others who are looking for advice				.611			
I want to receive a reward (e.g. free product, coupons, etc.)	.871						
I want to engage with the brand because I like it.	.490						
I want the brand to communicate with me (e.g. Tweet, comment etc.)	.748						
I want to receive points on my loyalty card.	.851						
I want to show my expertise about the product and/or brand	.553						
I can express my personality	.529						
I am so delighted with a company and its product that			.604				
I want to help the company to be successful			.751				
Good companies should be supported			.537				
The company needs support			.737				
I want to say thank you as a result of my positive purchase experience							
I have the power to make contact with brand easily on social media						.746	
I feel that I can influence others with my opinion						.641	
I can publicly make others aware of my purchase experience						.579	
I want to share my positive experience						.597	
I can express my enthusiasm							.490
I can present myself and my purchase experience							.677
It enables me to communicate with others							.621
I want to receive 'likes, retweets, favourites' from others					.572		
It enables me to communicate with my friends					.706		
I feel like I belong to a community when I post					.562		
It enables me to communicate with my family					.649		

Table 7.39 indicates the rotated component matrix for the motives for creating positive brand/product-related posts, indicating that the model loads on to seven components.

The results of this rotation illustrate that six items come under component 1, four items come under component 2, four items come under component 3, three items come under component 4, four items come under component 5, four items come under component 6 and three items come under component 7. Component 1 can be related to consumers' expectation in order to receive a tangible/intangible 'reward'. The factors loaded on to component 2 can be related to factors of the 'enjoyment' motive. Component 3 can be seen as motives concerning 'helping the company'. Component 4 shows the factors concerning motives of 'helping others' via sharing information regarding the product and brand. Component 5 shows motives based upon 'communication'. Component 6 illustrates the factors concerning the motive of 'positive empowerment', that consumers use social media as a powerful tool to share positive brand/product related posts. Finally, component 7 can be seen as motive item concerning 'self-presentation'.

One item has moved from 'positive empowerment' and is loaded on to factor 3; 'helping others'. 'I want to share my positive experience' has moved from 'helping others' to 'positive empowerment'. It can be explained by referring back to the semi-structured interviews discussion where interviewees pointed out that they have the power to share their brand/product related experience on social media. Hence, it can be related to the motive of consumers who feel that having a social media account gives them the power to share their positive purchase experience.

'I want to show my expertise about the product and/or brand' and 'I can express my personality' have moved from 'self-presentation' to 'reward' motive items. This can be explained by looking back at the semi-structured interviews, where the factors for the 'self-presentation' motive could be related to the 'reward' with brands. Consumers are likely to show their expertise concerning the product or brand and expect the brand to engage with them. It can be related to an 'intangible' external reward. As one interviewee (Male, 23) stated: *"I've seen how powerful things like word of mouth can be. You know, somebody who's actively able to share things with*

the company, you know, about the company, and with the company, I think it's really important... if you have a more personable brand where there are people there who are actually dedicated to talking to you and engaging with you, not only does that spark an interest in the person who, or you know, or more of an interest in the person who's already been sharing and commenting and linking on things, but it means that they're I always think it will mean that they're likely to go out and share that even more than".

7.5. Summary

As shown in table 7.34 and table 7.35, motive items for consuming brand/product related posts are evaluated as consuming brand/product related posts from other people and brands. The factor structure for the remaining eight items is now very well defined, representing two distinct groups of items such as enjoyment and information seeking for both consuming engagement types (consuming brand/product related posts from brands and other people). Motives for both contributing to brands and other people's posts are shown in table 7.36 and table 7.37. Twenty motive items for both contributing to brands and others' product related posts, are structured into four motive factors including enjoyment, empowerment, reward and communication. Motives for creating brand/product related posts (eWOM) are evaluated as positive and negative motive items. While 14 negative motive items are structured as four motive factors – empowerment (negative), warning others, seeking compensation and expressing negative feelings – positive motive items (N=28) are structured into six factors: enjoyment, reward, empowerment, communication, self-presentation, helping others and helping the company.

Having looked at the motives of each brand/product related engagement type in order to establish their impacts on each engagement type, it has to be considered that these motives cannot be used in isolation. In order to examine completely their influence on product/brand-related engagement behaviour, these factors are investigated alongside frequency and social networking sites used by respondents.

Hence, multiple regression analysis will be employed to implement this (see section 7.5).

7.5. Multiple Regression Analysis

Multiple regression analysis is a technique that is used to analyse the relationship between more than two independent variables (IVs) and one dependent variable (DV). The key objective of multiple regression analysis is to use two or more independent variables to predict a single dependent value as well as indicate an assessment of the effect of each of the independent variables to predict brand/product engagement types. In order to achieve this objective and ensure prediction from the set of IVs, each IV is weighted during analysis using the ‘least squares’ mathematical procedure (Hair et al., 2015).

The formula for any regression line is:

$$Y = \beta_0 + \beta_1 X$$

The formula for multiple regression is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

This is the generalised equation used to indicate multiple regression analysis (Aiken & West, 1991; Freud & Wilson, 1998; Hair et al., 1998; 2015; Malhotra, 1999). X s refers to independent variables, β s refers to the coefficient that represents the effects of each X . ε refers to the random error that is distributed with mean zero and variance σ^2 .

Multiple regression analysis is a parametric statistical technique that requires that the DV and IVs are metric. To define the ability of different motivations to predict consumers’ different brand/product related engagement types, multiple regression analysis is conducted with one measure of consumers’ brand/product

related engagement as the dependent variable (DV) and various motive factors as independent variables (IVs). Multiple regression analysis is conducted with two measures of consumers' actual brand/product related engagement behaviour as dependent variables (DVs): frequency of the consumers' product/brand related engagement with consuming, creating, and contributing activities to answer research questions 1, 2, and 3 and number of social media sites used by the consumer in order to answer research question 4, 5 and 6. Independent variables (IVs) are provided in the form of motivations of the consumers' brand/product related engagement type such as consuming, contributing and creating. Consumers' brand/product related engagement behaviour is defined as the frequency of consuming, contributing to and creating brand/product-related posts. Frequency of creating, contributing to and consuming brand/product-related posts was measured as ordinal variables, with the categories: every day, once a week, 2-4 times a week, fortnightly, once a month, every 3-4 months, every 6 months and every 12 months. Additionally, to determine the relationship between consumers' brand/product related engagement and their social media site usage, multiple regression analysis is conducted with one measure of consumers' social networking site usage each time consumers are online and various brand/product related engagement motivation factors as independent variables. Regarding social media site usage, this variable is measured as an ordinal variable, with items being one social media site per visit, 2-3 sites, 4-5 sites and more than 5 sites (see section 7.3.2).

The sample size is considered in multiple regression analysis, which may impact statistical power as well as generalisability. Firstly, when considering statistical power, the total sample of 225, with four to seven independent variables for different brand/product related engagement types, is able to identify relationships with R^2 values of between approximately 9 and 11% at a power of 0.80 with the significance level at 0.01-0.00 (Hair et al., 2014). From this it can be considered that regression analysis is sufficient to distinguish statistically significant relationships. Additionally, sample size has a significant effect on generalisability in that the general ratio should not fall below 5:1, and between 15-20 observations for each independent variable is desirable (Hair et al., 2015). For this study, the number of observations included in each model is very much in excess of the 15 to 20 required to generalise the representative data.

7.5.1. Method

A linear regression analysis was used to analyse how consumers engage with different brand/product related activities, and how the motives influence the frequency of engaging with brand/product related engagement types such as consuming, contributing and creating. Motives of creating brand/product related posts, consuming brand/product-related posts and contributing to brand/product related posts were used as the independent variables (IVs), and frequency of engaging with these types of brand/product related posts and the number of social media networking sites visited to engage with brand/product related posts were used as the dependent variables (DVs). These measures were employed from the questionnaire, and relate specifically to each engagement type.

As a next step, correlation coefficients between the DVs and IVs were calculated to ensure the sample was suitable for multiple regression analysis using SPSS. Correlation coefficients were carried out between all DVs and IVs for each brand/product related engagement type. In order to define any issues with multicollinearity amongst the IVs, the correlation matrices were constructed for each engagement type model. A correlation of 0.9 or above is considered as substantial multicollinearity (Hair et al., 2015); however it is not found in these engagement type models. Additionally, VIF and tolerance were defined and all VIFs were found to be equal to 1.0, meaning there is no multicollinearity (Hair et al., 2015). Furthermore, to create scatterplots for each engagement type, standard residuals ($X=ZRESID$) and standardised predicted values ($Y=ZPRED$) were used.

Additionally, it is crucial to evaluate R and R^2 in order to understand the predictive power of regression models. R refers to the correlation coefficient that illustrates the degree of association between the independent variables and dependent variables. R squared (R^2) refers to the correlation coefficient square that indicates the percentage of total variation of Y defined by the regression model consisting of IVs (Hair et al., 2015).

Additionally, the F ratio is described in this analysis to illustrate the extent to which the means differ relative to the variability within each sample – i.e. the extent to which R squared is greater than zero (Hair et al., 1998).

7.5.2. Regression analysis: Consuming Brand Product-Related Posts

7.5.2.1. Regression Analysis: Motives of Consuming OTHER PEOPLE's Product Brand- related Posts and Frequency of Consuming

The correlation matrix shown in Table 7.40 establishes that there are no values above 0.9, so there is no multicollinearity between IVs, and DV and IVs. Enjoyment correlates highly with frequency of consuming brand/product-related posts on social media (.267), although information seeking correlates with frequency of consuming brand/product-related posts at a relatively low value (.056).

Table 7.39. Correlations Matrix of Multiple Regression Analysis: Motives for Consuming OHTER PEOPLE's Brand/Product-related Posts and Frequecny

	Enjoyment	Information seeking	FREQCON
Enjoyment	1		
Information seeking	.000	1	
FREQCON	.267**	.056	1

**=p< 0.01; *=p<0.05

N=170

KEY: FREQCON Frequency of consuming brand/product related posts

The result of the regression coefficients for enjoyment and information seeking; and the frequency of consuming others' brand/product related posts are shown in table 7.41 and table 7.42.

Table 7.40. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.272 ^a	.074	.063	1.05764	.074	6.696	2	167	.002

Exploring overall fitness of this model to evaluate adjusted R^2 , indicating the variability of outcome, is accounted for by predictors (factors). In this data, motives of reading others' brand/product-related posts on social media could account for 6.3% of the variation in frequency of consuming the posts. This is not a high percentage, however, due to behavioural construct (frequency of consuming others' brand/product related posts) being based on one item only (see table 7.41), and such a low percentage can be predicted (Hair et al, 1998). In addition, this weak result can be related to the fact that consumers cannot remember how often they consume other peoples' brand/product-related posts on social networking sites.

The key variable of this table is the F-ratio, which measures how much the model has improved the predication of the outcome compared to the level of inaccuracy of the model (Field, 2005). The F-ratio is 6.696, which is significant at the 0.002 level. It indicates that there is a 2% likelihood that an F-ratio this large would occur by chance. This indicates that this model predicts the frequency of consuming other peoples' brand/product related posts significantly well.

Table 7.41. Regression Coefficients Model Summary: Motives of Consuming OTHER PEOPLE's Brand/Product-related Posts and Frequency

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.965	.081		85.860	.000		
Enjoyment	.291	.081	.267	3.582	.000	1.000	1.000
Information Seeking	.061	.081	.056	.752	.453	1.000	1.000

Table 7.42 indicates the factors of significance influencing frequency of consuming other peoples' brand/product related posts on the enjoyment motive. There are no significant negative correlations in this model. On the other hand, the information seeking motive has no impact on the frequency of consuming brand/product-related posts from other people on social networking sites.

7.5.2.2. Regression analysis: Number of Social Media Sites Used and Consuming OTHER PEOPLE's Brand/Product Related Posts

The correlations matrix in Table 7.43 sets out the correlations between the number of social media sites used and the motives of consuming other peoples' brand/product related posts (IVs) constructed from the factor analysis generated by the questionnaire.

Table 7.42. Correlation Matrix of Multiple Regression Analysis: Motives for Consuming Brand/Product-related Posts

	Enjoyment	Information seeking	NUMSO
Enjoyment	1	.000	.164*
Information seeking	.000	1	.274**
NUMSO	.164*	.274**	1

N=170; *= $p < 0.05$; **= $p < 0.01$; ***= $p < 0.001$

KEY: NUMSO Number of social media sites used

The regression coefficient results for motives of consuming other peoples' brand/product related posts and number of social media sites used by consumers are shown in Table 7.44.

Table 7.43. Regression Coefficients Model Summary: Motives of Consuming OTHER PEOPLE's Brand/Product-related Posts

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	1.800	.050		35.959	.000		
Enjoyment	.112	.050	.164	2.234	.027	1.000	1.000
Information seeking	.187	.050	.274	3.733	.000	1.000	1.000

According to Table 7.44, it can be seen that the information seeking motive has a significant impact on the number of social media sites used by the consumer. Enjoyment is also found to have a significant effect on the number of social media sites used, which is incorporated with feeling happy and having fun when reading other peoples' brand/product-related posts.

Table 7.44. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.319 ^a	.102	.091	.65266	.102	9.465	2	167	.000

According to Table 7.45, the adjusted R² values indicated by this model explains 9.1 % of the variance in intentions. This is not a high percentage. This can

be linked to the fact that consumers are not likely to remember how many social networking sites they visited each time they were online. On the other hand, the F-ratio, which is a key variable, is 9.465 and significant at the .000 level, meaning that these results are unlikely to have occurred by chance.

*7.5.2.3. Regression Analysis: Motives of Consuming Posts from BRANDS and Frequency of Consuming Brand/Product Related Posts **From Brands***

Table 7.46 indicates the correlation between the DV and two IVs, indicating that multicollinearity is not present, as was seen in the previous section. DV correlates fairly highly (.229) with the enjoyment motive and relatively lowly (0.152) with the information-seeking motive.

Table 7.45. Correlation Matrix of Multiple Regression Analysis: Motives for Consuming Brand/Product-related Posts from BRANDS

Correlations			
	Enjoyment	Information seeking	FREQCON
Enjoyment	1	.000	.229**
Information seeking	.000	1	.152*
FREQCON	.229**	.152*	1

**=p<0.01; *=p<0.05

N=170

KEY: FREQCON Frequency of consuming brand/product related posts

The results for regression coefficients for the motives of consuming brand/product related posts from brands and frequency of consuming brand/product-related posts are shown in Table 7.47 and Table 7.48.

Table 7.46. Regression Coefficients Model Summary: Motives of Consuming OTHER PEOPLE's Brand/Product-related Posts

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.971	.081		85.779	.000		
Enjoyment	.251	.082	.229	3.084	.002	1.000	1.000
Information seeking	.167	.082	.152	2.047	.042	1.000	1.000

It can be seen that the factors of significance in Table 7.47 are the enjoyment and information-seeking motives, as they all have positive beta values. Those factors with positive beta values indicate an important influence of consuming brand/product related posts on social media. Information-seeking can be explained by referring back to the semi-structured interview findings where respondents mentioned that they visited brands' social media pages to obtain information regarding brands/products. The importance of the enjoyment motive can be also explained by referring back to the interview with a respondent (Male, 20), who stated that *“Tesco are a great example, they often reply to a lot of their consumers who are unsatisfied or simply downright rude and they'll often reply with, like, a cheeky Tweet or a bit of banter, it's just like very jovial manner and I think that plays well for Tesco”*.

To explore the model further, Table 7.48 indicate R² and F-ratio.

Table 7.47. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.275 ^a	.076	.065	1.05952	.076	6.850	2	167	.001

The adjusted R² value indicates that this model explains 6.5 % of the variance in the frequency of consuming brand/product related posts. This is not a high percentage, as is pointed out in the previous section (Table 7.48), however the significance of the F-ratio (0.001) indicates that it is still a strong predictor of this type of engagement. The next section will evaluate the regression analysis of the number of social media sites used and motives of consuming brand/product related posts from brands.

5.5.2.4. *Regression Consuming Posts from BRANDS and Number of Social Networking Sites*

The Pearson correlation in Table 7.49 sets out the correlation coefficients between the number of social media sites (DV) and the composite variables of consuming brand/product related posts from brands from the factor analysis, together with the motivation items generated from the questionnaire (IVs). Only the key variables are included to provide a clear interpretation.

Table 7.48. Correlation Matrix of Multiple Regression Analysis: Motives for Consuming Brand/product-related Posts from BRANDS and the Number of Social Networking Sites Used

	Enjoyment	Information seeking	NUMSO
Enjoyment	1	.000	.137
Information seeking	.000	1	.302**
NUMSO	.137	.302**	1

N=170 **=p<0.01

Key: NUMSO Number of social networking sites used

The results of the correlation matrix shown in Table 7.49 illustrate no multicollinearity between the DV and IVs. Whilst information-seeking indicates a reasonably high correlation with the number of social media sites used (.302), enjoyment motive shows a fairly low correlation with enjoyment. It can perhaps be

explained by consumers needing to find more information regarding brands or products. Hence, they may visit more social networking sites to find further information regarding the brands or products.

The results for regression coefficients for motives of consuming brand/product-related posts from brands and number of social networking sites used will be evaluated in the following section.

Table 7.49. Regression Coefficients Model Summary: Motives of Consuming OTHER PEOPLE's Brand/Product-related Posts and the Number of Social Networking Sites Used

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	1.800	.050		36.117	.000		
Enjoyment	.094	.050	.137	1.871	.063	1.000	1.000
Information seeking	.206	.050	.302	4.131	.000	1.000	1.000

It can be seen that the information-seeking motive has a significant impact on the number of social media sites. It can also be supported by reference to the semi-structured interview discussion (see Chapter 6), as participants mentioned different social media sites when they mentioned their engagement with brand/product related posts via reading information regarding the brand/products. The enjoyment motive has no impact on the number of social networking sites used.

Next, further information on the F-ratio and R² are shown in Table 7.51.

Table 7.50. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.331 ^a	.110	.099	.64981	.110	10.282	2	167	.000

The adjusted R^2 value shows that the model explains 9.9% of the variance in the number of social media sites used, and the F-ratio is significant at the 0.000 level. Although this model does not explain in number of social networking sites used in high value, the significance of the F-ratio (0.000) indicates that it is still a strong predictor of the number of social networking sites used.

7.5.3. Regression analysis: Frequency of Contributing to Brand/Product Related Posts and Social Media Sites Used; and Motives of Contributing to Posts to Brand/Product-related Posts

The regression analysis provided to analyse consumers' motives for contributing to both others' and brands' product/brand related posts on social media (IV) is developed by factor analysis. To do this, several factors are considered such as the frequency of contributing to brand/product related posts (DV) and the number of social media sites used by consumers (DV). Firstly, motives of contributing to other peoples' product/brand related posts are evaluated.

7.5.3.1. Regression Analysis: Motives of Contributing OTHER PEOPLE's Brand/Product-related Posts and Frequency of Contributing to Brand/Product Related Posts

The Pearson correlation indicates that there is no multicollinearity between the DV and IVs (see Table 7.52). Empowerment correlates reasonably highly with the frequency of contributing to brand/product related posts (.219), while the reward motive correlates fairly lowly (.121) with the frequency. This is likely to be due to the fact that consumers do not have direct communication with the brands, and hence they may not have expectations of receiving a reward from the brands.

Table 7.51. Correlation matrix of Multiple Regression Analysis: Motives for Contributing to OTHER PEOPLE's Brand/Product- related Posts Frequency

	Enjoyment	Communi- cation	Helping the company	Empowerme- nt	Reward	FreqCont
Enjoyment	1					
Communication	.000	1				
Helping the company	.000	.000	1			
Empowerment	.000	.000	.000	1		
Reward	.000	.000	.000	.000	1	
FREQCONT	.292**	.158*	.109	.058	.121	1

**= p< 0.01; *=p<0.05

N= 146

KEY: FREQCONT Frequency of contributing to brand/product related posts

The results for the regression coefficients for the motives and frequency are shown in table 7.53.

Table 7.52. Regression Coefficients Model Summary: Motives of Contributing OTHER PEOPLE's Brand/Product-related Posts from Other People and Frequency

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.137	.080		88.878	.000		
Enjoyment	.300	.081	.292	3.724	.000	1.000	1.000
Communication	.162	.081	.158	2.016	.046	1.000	1.000
Helping the company	.112	.081	.109	1.392	.166	1.000	1.000
Empowerment	.060	.081	.058	.743	.459	1.000	1.000
Reward	.124	.081	.121	1.538	.126	1.000	1.000

Table 7.53 shows the motives influencing the frequency of contributing to brand/product-related posts on social networking sites. Enjoyment and communication motives have a significant impact on the frequency of contributing to brand/product-related posts on social networking sites. Those motives with positive beta values indicate an important impact on the frequency of contributing to brand/product related posts. Reward is not statistically significant. This can be explained by referring back to the semi-structured interview findings where respondents mentioned that they directly contacted the brand if they expected a reward (e.g. tangible or intangible sources) from brands. Hence, it cannot be expected that they would contact the brands indirectly through contributing to others' brand/product related posts. Empowerment and helping company motives have no impact on the frequency of contributing. This can be explained by looking back to the semi-structured interview findings – i.e. consumers who exhibit altruistic gratification (e.g. helping the company) are likely to contribute directly to brand/product related posts from brands.

Next, further information on the F-ratio and R^2 are shown in Table 7.54.

Table 7.53. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.374 ^a	.140	.109	.97029	.140	4.558	5	140	.001

The adjusted R^2 value illustrates that this model explains 10.9% of the variance in frequency, and the F-ratio is significant at the 0.001 level, meaning that these results are unlikely to have occurred by chance. Although this R^2 value is low, the significance of the F-ratio indicates that it is a strong predictor of this type of consumer engagement. This can also be explained by virtue of the fact that this model evaluates only five items, and hence a low value can be expected (Hair et al., 1998). In addition, the weak results for this motivation's items might be because consumers do not remember how often they contribute to brand/product-related posts on social networking sites.

7.5.3.2. Regression Analysis: Number of Social Networking Sites Used, Motives of Contributing to OTHER PEOPLE's Brand/Product Related Posts

Pearson's correlation between the number of social networking sites used (DV) and motives of contributing to other peoples' brand/product related posts (IVs) developed from the factor analysis are shown in Table 7.55.

Table 7.54. Correlation Matrix of Multiple Regression Analysis: Motives for Contributing to OTHER PEOPLE's Brand/Product-related Posts and the Number of Social Media Sites Used

	Enjoyment	Communication	Helping the company	Empowerment	Reward	NUMSO
Enjoyment	1					
Communication	.000	1				
Helping the company	.000	.000	1			
Empowerment	.000	.000	.000	1		
Reward	.000	.000	.000	.000	1	
NUMSO	.196**	.229**	.085	.172*	.033	1

N=146; ***=p<0.001, **=p<0.01; *=p<0.5

KEY: NUMSO Number of social media sites visited per visit

Pearson's correlation in Table 7.55 defines that there are no values above 0.9, hence multicollinearity between the IVs is not an issue. Empowerment correlates fairly highly with the number of social media sites used, while the reward motive correlates with the number of social media sites used at a very low value (0.033). This could be due to the same reason as discussed earlier (section 7.5.3.1), that respondents may not have a 'reward' motive from brands via contributing to others' brand/product-related posts on different social networking sites.

Table 7.55. Regression Coefficients Model Summary: Motives of Contributing to OTHER PEOPLE's Brand/Product Related Posts and the Number of Social Networking Sites Used

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.884	.055		34.235	.000		
Enjoyment	.137	.055	.196	2.484	.014	1.000	1.000
Communication	.160	.055	.229	2.905	.004	1.000	1.000
Helping the company	.059	.055	.085	1.073	.285	1.000	1.000
Empowerment	.120	.055	.172	2.182	.031	1.000	1.000
Reward	.023	.055	.033	.422	.673	1.000	1.000

It can be seen from the significance the empowerment, enjoyment and communication motives have positive beta values in Table 7.56. This shows an important impact of these motives on the number of social networking sites used. The significance of the empowerment motive can be explained by referring back to the findings of the semi-structured interviews, where the respondents mentioned that they felt the power of social media as they could connect with brand/product related posts more easily than other communication tools. As one interviewee (Female, 30) stated regarding how she feels about the power of using social media: *“now there’s this new forum where the consumer has more power than we’ve ever had before because we can publicly make people aware of something that’s been below standard, beneath expectations, yes”*. Hence, they might prefer to use different social networking sites to exert this power through contributing to others’ brand/product-related posts on social media. The gratifications ‘communication and enjoyment’ were all found to have a significant impact on the number of social media sites used per visit. This can be explained by referring back to the semi-structured findings, where interviewees mentioned that they engaged with brand/product related posts from brands in order to communicate with others. One

interviewee (Female, 27) stated that she has contributed to the content on social media when she had enjoyed the content on social media related to brands: *“Like if I read something and I find it interesting or useful then I share it on my Facebook page if I think that other people that I’m friends with would find that interesting. Same with like Instagram, if I see like a really good motivational quote. Or sometimes I’m like screen capping if I see something funny and I want to share it with my friends to like cheer them up or because I think that it would be useful for them.”* Hence, it is found that consumers who are driven by communication (socialising) motives are likely to visit more social networking sites each time they connect to the Internet.

Exploring the overall fit of this model, the F-ratio and R² values are shown in Table 7.57.

Table 56. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.359 ^a	.129	.098	.66480	.129	4.139	5	140	.002

The adjusted R² value shows that this model explains 9.8 % of the variance in number of social media sites used, and the F-ratio is significant at the 0.002 level, indicating that the result did not occur by chance. Although the R² value is not high, the significance of the F-ratio (0.002) illustrates that it is a strong predictor of this type of brand/product related engagement type.

The following section considers the motives of contributing to brand/product related posts from brands (see section 7.7.3.3).

7.5.3.3. Regression analysis: Motives of Contributing to BRANDS’ Brand/Product-related Posts and Frequency of Contributing to Brand/Product-related Posts

The result of the Pearson correlation shown in Table 7.58 sets out correlation coefficients between the frequency of contributing to brand/product related posts (DV) and the motives of contributing to the posts from brands constructed from the factor analysis.

Table 7.57. Correlation Matrix of Multiple Regression Analysis: Motives for Contributing to Brand/Product-related Posts from BRANDS and Frequency

	Enjoyment	Helping the company	Communication	Empowerment	Reward	FREQCONT
Enjoyment	1					
Helping the company	.000	1				
Communication	.000	.000	1			
Empowerment	.000	.000	.000	1		
Reward	.000	.000	.000	.000	1	
FREQCONT	.264**	.120	.308**	-.009	.044	1

N=146; **=p<0.01; ***=p<0.001; *=p<0.05

KEY:

FREQCONT Frequency of contributing to brand/product related posts

The result of the Pearson's correlations shown in Table 7.58 illustrates no multicollinearity, as no IV correlation exceeds the value of 0.9. There is a relatively high correlation between frequency of contributing and communication. This can be defined by reference to the semi-structured interviews discussion, where the respondents mentioned that they contributed (e.g. commented, tagged friends) to communication with their friends, families and others. There is a relatively low correlation between the frequency of contributing and: empowerment (-.009) and reward (.044).

The results of the regression coefficients for the motives and frequency of contributing to brand/product related posts from brands, and the R² value and F-ratio are shown in Table 7.59.

Table 7.58. Regression Coefficients Model Summary: Motives of Contributing to Brand/Product-related Posts from BRANDS and Frequency of Contributing to Brand/Product-related Posts

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.137	.078		91.079	.000		
Enjoyment	.272	.079	.264	3.457	.001	1.000	1.000
Helping the company	.124	.079	.120	1.571	.119	1.000	1.000
Communication	.316	.079	.308	4.024	.000	1.000	1.000
Empowerment	-.009	.079	-.009	-.113	.910	1.000	1.000
Reward	.045	.079	.044	.576	.565	1.000	1.000

Table 7.59. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.363 ^a	.132	.101	.66374	.132	4.241	5	140	.001

It can be seen that the motives of significance positively influencing the frequency of contributing to posts from brands are communication and enjoyment. Communication motives can be explained by referring back to the semi-structured interviews where the respondents mentioned that they communicated with their friends and family members by tagging them on brand/product related posts from brands. As one interviewee stated *“I guess there’s a part of communicating with my friends that’s like well I think this is really cool. So I want to pass that on. So I guess it’s wanting to help Jimmy’s Iced Coffee. Not that they need my help I’m sure anymore”*.

The enjoyment motive can be explained by looking back to the semi-structured interviews where respondents tended to share brand/product related posts from brands as they enjoyed reading the posts. One interviewee (Female, 27) mentioned one of her main reasons for sharing a brand related post was that she found it funny and useful: *“I share it on my Facebook page if I think that other people that I’m friends with would find that interesting... if I see like a really good motivational quote. Or sometimes I’m like screen capping if I see something funny and I want to share it with my friends to like cheer them up or because I think that it would be useful for them”*. Hence, consumers might seek this gratification through contributing to brand/product related posts from brands.

Surprisingly, empowerment and reward motives of contributing to brand/product related posts from brands have no impact on frequency of contributing to brand/product related posts on social media. According to the semi-structured interview findings, the respondents mentioned that they would like to receive a reward (or be rewarded) when they contribute to product/brand related posts from brands.

The adjusted R^2 value indicates that this model explains 10.1% of the variance in the frequency of the engagement, and the F-ratio is significant at the 0.001 level, meaning that the results are not likely to have occurred by chance. Although the R^2 value is fairly low, the significance of the F-ratio indicates that it is still a strong predictor of frequency of this brand/product related engagement type.

The following section indicates the regression analysis of the number of social media sites used and the motives of contributing to the posts from brands.

7.5.3.4. Regression Contributing to Brands' Brand/Product-related posts and Number of Social Networking Sites

Correlation coefficient between the number of Social Networking Sites used (DV) and motives of contributing to brand/product related posts from brands (IV) are shown in Table 7.61.

Table 7.60. Correlation Matrix of Multiple Regression Analysis: Motives for Contributing to Brand/Product Related Posts from Brands and Number of Social Networking Sites Used

	Enjoyment	Helping the company	Communication	Empowerment	Reward	NUMSO
Enjoyment	1					
Helping the company	.000	1				
Communication	.000	.000	1			
Empowerment	.000	.000	.000	1		
Reward	.000	.000	.000	.000	1	
NUMSO	.212*	.097	.221**	.168*	-.019	1

*= p< 0.05; **= p< 0.01

KEY: NUMSO number of social media sites used

The results of the correlation matrix illustrated in Table 7.61 show no IV correlations, and hence there is no multicollinearity. The correlation between the number of social media sites visited each time they are online and: the communication motive (.221) and the enjoyment motive (.212) were reasonably high. These correlations are emphasised in bold.

The results for the regression coefficients, R^2 and the F-ratio for the model are shown in Table 7.62 and Table 7.63.

Table 7. 61. Regression Coefficients Model Summary: Motives of Contributing to Brand/Product-related Posts from OTHER PEOPLE and the Number of Social Networking Sites Visited

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.884	.055		34.289	.000		
Enjoyment	.148	.055	.212	2.687	.008	1.000	1.000
Helping the company	.068	.055	.097	1.227	.222	1.000	1.000
Communication	.155	.055	.221	2.808	.006	1.000	1.000
Empowerment	.117	.055	.168	2.131	.035	1.000	1.000
Reward	-.013	.055	-.019	-.243	.808	1.000	1.000

Table 7.62. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.363 ^a	.132	.101	.66374	.132	4.241	5	140	.001

The enjoyment, communication and empowerment motives are found to have a significant impact on the number of social networking sites visited each time respondents are online. This can be explained by referring to the semi-structured interview discussions where the respondents stated that they had power through visiting and using different social media sites. Hence, it can be concluded that the

motive has an impact on the number of social media sites that the consumers use in general.

The adjusted R^2 value shows that this model explains 10.1% of the variance in the number of social media sites used, and the F-ratio is 4.241, which is significant at the 0.001 level, meaning that the results are unlikely to have occurred by chance. The significance of the F-ratio (0.001) shows that it is still a strong predictor of the number of social media sites used by the respondents to engage with this type of brand/product related engagement.

7.5.4. Regression analysis: Motives of Creating Brand/Product-related Posts and; Frequency of Creating Brand/Product-related Posts and Number Social Networking Sites Used

Creating brand/product related engagement is considered the highest engaged activity on social media (e.g. Muntinga et al., 2011). This engagement type will be investigated with regard to creating negative and positive brand/product related engagement. To do this, firstly, motives of creating negative brand/product related engagement and frequency of creating brand/product related engagement will be investigated through regression analysis (See section 7.5.4.1).

7.5.4.1. Regression analysis: creating negative brand/product related posts and frequency

The matrix in Table 7.64 sets out the correlation coefficient between frequency of creation brand/product related posts (DV) and the motives of creating negative brand/product related posts developed from the factor analysis.

Table 7.63. Correlation Matrix of Multiple Regression Analysis: Motives for Creating Negative Brand/Product-related Posts and Frequency

	Warn others	Empowerment	Seeking compensation	Expressing negative feelings	FREQCREA
Warn others	1				
Empowerment	.000	1			
Seeking compensation	.000	.000	1		
Expressing negative feelings	.000	.000	.000	1	
FREQCREA	-.099	-.079	.473**	-.104	1

**= p<0.01; *=p<0.5

N: 124

KEY: FREQCREA Frequency of creating brand/product related posts

The correlation matrix shown in Table 7.64 establishes that there are no values above 0.90, hence there is no multicollinearity between the independent variables (IVs). However, there is relatively high correlation (above 0.3) between the frequency of creating motive (DV) and the seeking compensation motive (IV), which is highlighted in bold. This is not unexpected, as it was examined in the semi-structured interview discussion. The majority of participants pointed out that they engaged with negative brand/product related posts on social media as they expect compensation as a result of the product’s failure.

The result for the regression coefficients for the motives of creating negative brand/product related posts and frequency of creating are shown in Table 7.65.

Table 7.64. Regression Coefficients Model Summary: Motives of Creating Brand/Product-related Posts and Frequency

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Warn others	5.177	.166		31.255	.000		
Empowerment	-.208	.166	-.099	-1.252	.213	1.000	1.000
Seeking compensation	-.166	.166	-.079	-.998	.320	1.000	1.000
Expression	.990	.166	.473	5.953	.000	1.000	1.000
negative feelings	-.218	.166	-.104	-1.312	.192	1.000	1.000

Table 7.65. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.500 ^a	.250	.225	1.84462	.250	9.932	4	119	.000

From Table 7.65, it can be seen that the seeking compensation motive has a significant impact on the frequency of creating brand/product related posts on social networking sites. It can be also explained by referring back to the semi-structured interview findings which show that the majority of interviewees mentioned that they mainly engaged with negative brand/product related posts on social media as a result of a negative purchase experience. Hence, they seek compensation through creating a negative brand/product-related post. As one of the interviewees stated: *“So I wanted compensation from them because they’d caused me so much trouble and harm, like so much stress. So much of my time and energy went into trying to get them to solve the problem and they didn’t solve it that my complaint was also... I wanted like money off my bill because they’d caused me so much stress and difficulty and time and energy, so I was like I deserve therefore to be compensated for all this trouble...which didn’t need to happen if you’d just like do your job”*.

The adjusted R^2 value shows that this model explains 22.5% of the variance in the frequency of creating (see Table 7.66), and the F-ratio is significant at the 0.001 level, meaning that these results are not likely to have occurred by chance (Table 7.66). This model is found to be higher percentage than previous brand/product related post engagement models. Hence, the seeking compensation motive is considered as a strong predictor of creating brand/product-related posts on social networking sites.

7.5.4.3. Regression Analysis: Frequency and Creating Positive Product/Brand-related Posts

Table 7.67 sets out the correlation coefficients between the frequency of creating (DV) and motives of creating positive brand/product related posts, which is developed from the factor analysis.

Table 7.66. Correlation Matrix of Multiple Regression Analysis: Motives for Creating Positive Brand/Product-related Posts from Brands and Frequency Correlations

	FREQCREA	Reward	Enjoyment	Helping the company	Helping others	Communication	Empowerment	Self-presentation
FREQCREA	1							
Reward	.431**	1						
Enjoyment	.253**	.000	1					
Helping the company	-.114	.000	.000	1				
Helping others	-.070	.000	.000	.000	1			
Communication	.082	.000	.000	.000	.000	1		
Empowerment	.016	.000	.000	.000	.000	.000	1	
Self-presentation	.114	.000	.000	.000	.000	.000	.000	1

**= p<0.01 level

KEY: FREQCREA Frequency of creating

The results of the correlation matrix illustrated in Table 7.67 display no signs of multicollinearity, as no IV correlation value exceeds 0.9. There is one relatively high correlation between the frequency of creating and reward (.431), which is highlighted in bold. This can be explained by reference to the semi-structured interview results, where respondents mentioned that they frequently created brand/product-related posts to receive rewards from brands. As one interview (Male, 23) stated: “... if you have a more personable brand where there

are people there who are actually dedicated to talking to you and engaging with you, not only does that spark an interest in the person who, or you know, or more of an interest in the person who's already been sharing and commenting and linking on things, but it means that they're I always think it will mean that they're likely to go out and share that even more than". As was expressed by the interviewee, consumers have the courage to create more brand/product related posts when they receive tangible or intangible rewards from brands on social networking sites.

The results for the regression coefficients for creating positive brand/product related posts on social networking sites are shown in Table 7.68.

Table 7.67. Regression Coefficients Model Summary: Motives for Creating Brand/Product Related Posts and Frequency

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.226	.160		32.583	.000		
Reward	.886	.161	.431	5.504	.000	1.000	1.000
Enjoyment	.521	.161	.253	3.232	.002	1.000	1.000
Helping the company	-.235	.161	-.114	-1.457	.148	1.000	1.000
Helping others	-.144	.161	-.070	-.893	.374	1.000	1.000
Communication	.169	.161	.082	1.049	.296	1.000	1.000
Empowerment	.034	.161	.016	.209	.835	1.000	1.000
Self-presentation	.235	.161	.114	1.456	.148	1.000	1.000

Table 7.68. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
	.535 ^a	.286	.227	1.83011	.286	4.814	6	72	.000

It can be seen that the motives (reward and enjoyment) of significance positively influence the frequency of creating brand/product related posts. In contrast to motives of creating negative brand/product related posts, the motives of enjoyment and reward have a significant impact on the frequency of creating brand/product related posts on social media.

The adjusted R^2 value indicates that this model explains 22.7% of the variance of the frequency of creating, and the F-ratio is significant at the 0.000 level, meaning that these results are unlikely to have occurred by chance. The adjusted R^2 indicates a reasonably high value and the significance of the F-ratio (0.000) shows that it is still a strong predictor of this type of engagement activity.

7.6. Summary

The findings of the quantitative results and analysis chapter relate to a sample population of 132 females and 93 males who are social media users that engage with brand/product related posts at different levels, such as consuming, contributing and creating. As defined, respondents who consume brand/product related posts on social media, and also contribute to the content. Hence, the same descriptive statistics are considered when both consuming and contributing engagement types are evaluated.

Reliability analysis was employed to assess the items, and found that 1) no 'scale purification' was needed; and 2) Bartlett's test of sphericity indicated that the population matrices were not identity matrices. It was found that the use of factor analysis was appropriate for this investigation through Kaiser-Meyer-Olkin's (KMO) measure of sampling adequacy.

This chapter determines that there are different motives for consumers when they engage in different types of brand/product related activities relating to three different brand/product related engagement types: consuming, contributing and creating as established in Chapter 6. The items for each motive were explored through the use of factor analysis.

Utilising multiple regression analysis, the chapter then investigated the impact of each motive on different types of engagement on social media. It found that the importance of these motives differs depending on whether the consumer consumes or contributes to other peoples' brand/product related posts, or product/brand related posts from brands. Additionally, the highest engagement type (creating) differs depending on whether they create positive or negative brand/product related posts on social networking sites. To conduct the investigation, the frequency of each engagement type was considered. While only the enjoyment motive had a significant impact on consuming other peoples' brand/product related posts on social media, both the enjoyment and information-seeking motives were found to have a significant influence on brand/product related posts from brands. As a result of investigating motives for contributing to brand/product related posts on social networking sites and the frequency of contributing, it was found that the enjoyment and communication motives have a significant impact on contributing to others' brand/product related posts on social media. While all items for the communication motive of contributing to brand/product posts from brands are related to both communication with brands as well as others, the communication motive item of contributing to others' brand/product related posts only refer to a desire for communication with friends, family members and others. It was also found that both the motives of communication and enjoyment had a positive influence on the frequency of contributing to brand/product related posts on social media. For creating a

brand/product related model, the seeking compensation motive for creating negative brand/product related posts had an important influence on the frequency of creating brand/product related posts on social media, while the enjoyment and reward motives for creating positive brand/product-related posts had a significant impact on the frequency of creating brand/product related posts on social media.

Additionally, to investigate the research objectives of whether there is any relationship between usage of social media and brand/product related posts engagement, the number of social media sites visited by each consumer while online was used to investigate each brand/product related engagement. For consuming others' brand/product related posts, both the enjoyment and information-seeking motives have a significant influence on the number of social media sites used by the consumer. While consuming brand/product related posts from brands, the information-seeking motive has an impact on the number of social networking sites used by the consumer. The empowerment, communication and enjoyment motives have an important influence on the number of social media sites used by the consumer each time they are online for contributing to brand/product related posts both from brands and from other people. For the motives of creating negative and/or positive brand/product related posts, it is found that there is no significant impact of any motives on the number of social media sites used.

In general, the strengths of these engagement type models are found to be good, with between 6.3% and 22.7% of the variance in the frequency being described. The motives of the creating brand/product related posts were found to be slightly higher than the motives of contributing to and consuming brand/product-related posts on social media.

CHAPTER 8

DISCUSSION

8.1. Introduction

The aim of this present study was to investigate and define consumer motivations behind brand/product related engagement types on social media, using a mixed-method research design.

This chapter provides a discussion of the quantitative and qualitative findings relating back to the literature review, and draws conclusions in Chapter 9.

Discussing both quantitative and qualitative research findings contributes to the understanding of brand/product related engagement types on social media through investigating the motivations associated with such behaviour. Section 8.2.1 discusses previous research in order to indicate the research gap, with Sections 8.2.2 and 8.2.3 summarising each phase of the research and evaluating their outcomes in terms of the research questions raised. Section 8.3 then considers the motives of each brand/product related engagement type on social media.

8.2. Summary of Findings

8.2.1. Previous Research

As discussed in previous sections of this thesis, the interaction and engagement among consumers with brands have a much stronger impact upon consumers than traditional forms of marketing (Chiou & Cheng, 2003; Villanueva et al., 2008), which are produced by brands rather than consumers. Previous literature has suggested that there are a number of motivations that may influence consumers to engage with brand/product related posts on digital platforms, including consumer online review sites, social media sites, and discussion forums. Previous consumer brand/product related engagement studies (e.g. Alexandrov et al., 2013; Hennig-Thurau, 2004; Sundaram et al., 1998) only focus on the interaction between

consumers-to-consumers. Although, social media has shifted the conversation from ‘organisation-to-consumer’ to ‘consumer-to-consumer’, it does not remove the organisations from this consumer-to-consumer communication (Sweeney et al., 2014). As social media sites offer organisations communication tools to reach multiple consumers, it is important to understand not only brand/product related communication between consumers, but also the communication between consumers and brands. In order to provide full understanding of this engagement, it is essential to understand what motives influence consumers to engage with brand/product related posts from both other people and brands. To facilitate a clear examination of consumer brand/product related engagement, the investigation of different brand/product engagement types becomes a need for understanding consumer-to-consumer and consumer-to-brand communication on social media. Furthermore, it is also important to understand which motives shape consumers’ different brand/product-related engagement types on social networking sites, which is the main focus of this present study.

Motivations and needs have been found to influence consumer brand/product related engagement behaviour including consuming (e.g. reading), contributing and creating brand/product related posts on social media. Motivations may vary according to consuming brand/product related posts, contributing to brand/product-related posts and creating brand/product related posts on social networking sites (e.g. Muntinga et al., 2011). Specifically, there is a fundamental requirement to recognise that consumers may have different motivations and the needs for each engagement type on social networking sites.

First of all, an understanding of the process of consuming brand/product-related posts, where motivations or needs drive consumers to engage with behaviour, is vital for marketers and brands to know how they can create brand/product-related posts that appeal to consumers to engage with these posts through consuming (e.g. reading). The motivations for consuming brand/product related posts are associated with several theories and models: the uses and gratification theory, the categorisation of uses, and the gratification and self-determination theory. Uses and gratification models (e.g. McQuail, 1983) have become universally accepted in media studies, and the constructs of the models (e.g. enjoyment and information seeking) have been used to understand consumer engagement through consuming brand/product-related posts on online platforms, such as consumer online review sites, online consumer

opinion sites (e.g. Hennig-Thurau et al., 2004; Yoo & Gretzel, 2008) and social networking sites. While it has been recognised that it is crucial to know consumer motivations to consume other peoples' brand/product-related posts, the motives for consuming brand/product related posts on social networking sites have scarcely been investigated before (c.f. Muntinga et al., 2011). It has been found by several researchers (Cheung et al., 2008; Hennig-Thurau et al., 2004) that information seeking drives consumers to read other peoples' brand/product related posts on Web-based consumer opinion platforms and online customer communities. Consumer information seeking behaviour is also investigated to understand consumers' motives to read brand/product related posts on social networking sites. Muntinga et al. (2011) found that information seeking and enjoyment motives drive consumers to engage with brand/product related posts that are created by both brands and consumers on social networking sites. However, previous studies have not investigated consumer motives for consuming brand/product-related posts from both brands and consumers separately.

To understand the process of contributing to brand/product-related posts on social networking sites, it is important to investigate the motivations and the needs of consumers for marketers and brands, to stimulate consumer brand/product-related engagement with others as well as with brands. Several researchers have investigated consumers' content contribution on mobile apps (e.g. Chua et al., 2012; Lee et al., 2010), however they only focus on a specific online platform. Coulter and Roggeveen (2012) found that consumers contribute to product/brand-related posts which are created by their friends more than product related posts published by advertisers or marketers. They also found network closeness has a significant impact on consumers when they contribute (e.g. liking) product related pages or posts. However, they only focus upon the effects of source, network, relationship, and message/content factors on consumer's contribution to electronic word-of-mouth conversation on social networking sites. They have not investigated motivations for contributing brand/product related posts created by brands and consumers. As social media provides features (e.g. tagging, liking, re-tweeting, favourite etc.) that help consumers spread brand/product related posts, understanding consumer motives will enable an examination of their brand/product related engagement through contributing to brand/product related posts from brands and other consumers.

Lastly, to understand consumer' motivations for creating brand/product related posts on social networking sites, social media has become an important source of product information for users (Keenan & Shiri, 2009; Okazaki, 2009). Furthermore, within the context of spreading brand/product-related posts on online platforms, motives can affect consumer behaviour and their attitude in terms of creating brand/product related posts (Bickart & Schindler, 2001; Cheung & Lee, 2012; Dellarocas, 2003; Hennig-Thurau et al., 2004; Sun et al., 2006; Yap et al., 2013). As shown, this engagement type has an impact on product sales and on brands' marketing strategies (e.g. Chen et al., 2011; Chen & Xie, 2005; 2008), online shopping behaviour (Cheung & Lee, 2008), and can cause a negative impact on brand control by companies (Cova & Dalli, 2009; Muniz & Schau, 2007). Specifically, there is a requirement to recognise that the motivations of positive and negative brand/product related activities have different impacts upon consumer behaviour. While positive brand/product related engagement between consumers impact consumer willingness to recommend products to others (Lee & Youn, 2009), the effect of negative brand/product related-posts is found to be even more powerful than positive brand/product related post engagement (Gruen et al., 2006; Lee et al., 2008; Park & Lee, 2009), and has a negative impact upon online shopping behaviour (Cheung & Lee, 2008). It also has been found that negative information is more prominent than positive information (Fiske, 1980).

It is seen that brand/product related engagement has a tremendous impact upon consumer behaviour. The discussion of previous brand/product related engagement studies illustrates that there is a lack of understanding in consumer brand/product-related engagement types. Additionally, there is clear evidence that consumer brand/product-related engagement can be varied depending on motivations. Hence knowing the motivations behind each type of brand/product related engagement behaviour can provide great insight for brands and organisations regarding consumer brand/product related behaviour on social media. The next section will discuss qualitative findings which have examined consumer motivations for engaging three brand/product related engagement types: consuming, contributing, and creating.

The original research in this thesis aimed to investigate the potential/unknown motivations that play a fundamental role in consumer brand/product related engagement behaviour. Initial explorations were carried out through the use of 12 semi-structured interviews with consumers and how they have engaged with brand/related posts on social media. In light of the limitations aforementioned, this stage was seen as exploratory in order to elicit the motivations which influence consumers' different brand/product-related engagement types on social media. Hence qualitative findings of this thesis enlighten potential/unknown motives that previous studies have not investigated, are discussed in next section.

8.2.2. Qualitative Findings

Qualitative findings of the present study support and extend the findings of Muntinga et al. (2011) and Hennig-Thurau et al. (2004) by distinguishing the motives of consumer brand/product-related engagement behaviour. Hennig-Thurau et al. (2004) focused upon motives of eWOM, including research on virtual communities and word-of-mouth literature. As discussed in Chapter 3, their study only investigated brand/product related communication between consumers on Web-based consumer online platforms. However, their primary focus was on motives of 'consumer-to-consumer' brand/product related interactions (e.g. creating and consuming eWOM), rather than consumers' interactions within brand/product-related posts published by brands and consumers. More recently, Muntinga et al. (2011) conducted research exploring the motivations for consumers' brand-related social media use. They reported motivations in order to understand the different consumer brand/product-related engagement types, including consuming, contributing and creating. However, their study investigated consumer brand related engagement types in general. They developed a usage typology of consumers' engagement with brand/product related posts, built upon the U&G (Uses and Gratification) approach in order to investigate motivations. They did not distinguish consumers' motivations in order to understand their engagement with brands' brand/product related posts and consumers' brand/product-related posts; rather they

investigated motives of brand/product related posts from brands and other people jointly rather than separately. Although features of these studies were a need for constructing a brand/product related motivations framework for this present study, and for understanding consumer brand/product related engagement on online platforms, there lacked a clear definition of consumers' motivations for engagement with brand/product related posts from brands and other consumers. Hence, this present study extends the findings of Muntinga et al. (2011) and Hennig-Thurau et al. (2004) through the qualitative findings to provide a comprehensive knowledge of consumers' motives for engagement with brand/product-related posts from brands and other consumers on social media.

Furthermore, this research upholds the conclusion of Muntinga et al. (2011) that different brand/product-related engagement types are driven by the different motivations advocated. Analysis of the qualitative data identifies consumers' motives into usage typologies drawing on usage categories (consuming, contributing, creating); these were constructed through using previous literature findings (Muntinga et al., 2011; Shao et al., 2008).

Through investigating consumer motivation for consuming brand/product-related posts on social media, two motivations were found: information seeking and enjoyment. These two identified motives supported the works of Muntinga et al. (2011) and Schindler & Bickart (2005). While Schindler & Bickart (2005) found 'information' to be one of the key drivers for reviewing product reviews, Muntinga et al. (2011) found that consumers are driven by enjoyment and information when they read brand related posts on social media. Although Muntinga et al., (2011) and Hennig-Thurau et al., (2004) found a remuneration motive that drives consumers to read brand/product related posts, remuneration was not found as a motive for consuming brand/product related posts on social networking sites in this study.

For contributing to brand/product related posts on social media, five motivations were found: *helping the company*, *empowerment*, *enjoyment*, *reward (remuneration)* and *communicate with others*; these support the work of Muntinga et al. (2011) who found social interaction (communication with others) and entertainment (enjoyment) as motivations that drive consumers to contribute to brand/product-related posts on social networking sites. While the empowerment motive has so far remained undetected by specifically brand/product related literature, it was identified in general in online/social media research (Bertot et al.,

2010; Berthon et al., 2008). Although this motive also has been found for creating brand/product related posts on social media by Muntinga et al. (2011), empowerment has not been identified as a motive for contributing to brand/product-related posts. This motive is identified only in this research as a motive for contributing to brand/product-related posts on social media. Although the helping the company motive was found as an eWOM motive by Hennig-Thurau et al. (2004), this motive was also found as a motive for contributing to brand/product-related posts on social media in the present study.

For creating brand/product related posts on social media, ten motives were identified: *helping the company, helping others, warning others, personal identity, enjoyment, expressing negative feelings, seeking compensation, reward, empowerment and communicating with others*. Helping others and personal identity (self-enhancement) were found to be influential motives in influencing consumers to create brand/product-related posts; this supports the work of Hennig-Thurau et al. (2004) who found that helping others and self-enhancement motives, drive consumers to spread brand/product related posts online. Personal identity, communicating with others, empowerment and entertainment were also found to be key motives for creating brand/product related posts on social media; again this supports the work of Muntinga et al. (2011) who found that consumers are driven by these motives when they create brand/product-related posts on social networking sites.

Empowerment has been investigated in order to understand the nature of consumer demand (Smith, 1987). It has been investigated to understand consumers' brand/product-related engagement, both negative and positive. The qualitative findings of this present study indicated that consumers have a desire of being brand ambassadors through creating brand/product related posts on social networking sites. As an example, one interviewee (Male, 20) who created brand product related posts on Instagram, explained that his main aim was to indicate his interest and value through sharing information of a brand's website. He was happy to advertise the brand's App on Instagram. He mentioned:

"I guess it's about like status... Your values, I like a lot of what they stand for regardless of them being my friends. Their site is about being physically strong but they also give focus to the mental aspect of becoming the strongest version of yourself which is, like, displayed meditation App and I'm always

happy to ... if they resonate within me I will happily, I guess, advertise on my Instagram whereas say a company who uses ambassadors”.

Participants who were driven by the empowerment motive, expressed their power through creating negative brand/product related posts to reach a larger public on social networking sites. One interviewee (Female, 30) believed that publishing negative brand/product-related post on social networking sites has more impact on others. She stated:

“I think companies are much more aware of their branding and how the public is receiving them. And if a dissatisfied customer like me puts out a public twitter, and if they see I’m a journalist, they’re more likely to care about it. It would have more impact, I would think”.

Although reward was identified by several researches (e.g. Hars & Ou, 2007; Hennig-Thurau et al., 2004; Muntinga et al., 2011; Wang & Fesenmair, 2003;), no specifically brand/product-related study identified this motive to investigate consumer behaviour in terms of creating brand/product related posts. Reward has been investigated in previous literature, with economic reward referring to a tangible return, such as extra discount or increased pay (Kankanhalli et al., 2005), and reciprocity being the expectation of receiving returns through sharing information (Cheung & Lee, 2012). In this research, it refers to the intangible and tangible return consumers expect as a result of their brand/product-related engagement on social media. Consumers usually expect not only tangible sources such as free products and coupons, but also they expect ‘likes’ and comments from organisations on their positive brand/product-related posts on social networking sites. Consequently, they are willing to share more brand/product-related posts on social networking sites. As one interviewee (Male, 23) stated:

“...You know, somebody who’s actively able to share things with the company, you know, about the company, and with the company, I think it’s really important... if you have a more personable brand where there are people there who are actually dedicated to talking to you and engaging with you, not only does that spark an interest in the person who, or you know, or more of an interest in the person who’s already been sharing and

commenting and linking on things, but it means that they're I always think it will mean that they're likely to go out and share that even more than".

Lastly, the seeking compensation motive was found to drive consumers into creating negative brand/product-related posts on social networking sites. As discussed in Chapter 3, compensation is usually offered by organisation in order to retain dissatisfied consumers (Estelami, 2000), as well as increase post-purchase satisfaction compared to intangible satisfaction (Davidow, 2003; Estelami, 2000; Goodwin & Ross, 1992). Although identified in the management literature (e.g. Gelbrich & Roschk, 2011), it has not been identified as a brand/product related motive in previous brand/product related literature. Seeking compensation was found only in this research as a motive for creating brand/product-related posts on social networking sites. Compensation was explained in previous studies that were built on the theory of distributive justice approach (e.g., Mattila & Patterson, 2004; Smith et al., 1999). The theory postulated people in exchange situations seek for “a fair distribution of outcomes” (Gelbrich & Roschk, 2011, p.33). Hence, when consumers create brand/product related posts on social media as a result of a failed product or service purchase, they seek tangible outcomes from organisations, such as free products, coupons, points on their loyalty cards etc.

8.2.3. Quantitative Findings

A web-based questionnaire was utilised to investigate the motives emerging from the previous literature, and qualitative findings relating to the influence of consumers' different brand/product-related engagement behaviours. It was conducted among consumers who use social networking sites and engage with brand/product related posts on social media (assessed through filter questions) in the United Kingdom. Motivations for each type of brand/product related engagement behaviour were measured in terms of their importance, and later reduced by means of a factor analysis.

First of all, this procedure found that the motives of consuming both brands' and other people's posts split as two motives: enjoyment and information seeking.

Information seeking was found as a key driver for consuming (e.g. reading) brand/product-related posts on social networking sites in previous studies (e.g. Hennig-thurau et al., 2004; Muntinga et al., 2011).

The factors that consumers contribute to a brand's brand/product-related posts split into five motives: enjoyment, communication, helping the company, empowerment and reward. Previously Muntinga et al., (2011) found that personal identity, social interaction and entertainment motives drive consumers to contribute to brand/product related posts from brands and other people on social networking sites. This present study investigated enjoyment, helping the company, communication, empowerment and rewards motives, which were constructed through the qualitative data findings of this research. As a result of quantitative data analysis, enjoyment and communication motives were found as drivers for contributing to brand/product-related posts from both brands and other people on social networking sites. The findings of the present study supports the study of Muntinga et al. (2011), who found entertainment (enjoyment) and social interaction (communication) as motives for contributing brand/product related posts on social media; although, personal identity was not found as a motive for contributing to brand/product-related posts on social media. The findings also support a previous study in user-generated content conducted by Shao (2008); participating activity online is often driven by the need of social interactions. The present study's findings also supports the SDT (Self-Determination Theory) approach, which postulated that socialisation is one of the intrinsic motivations that drive individuals to approach activities. As a result, in this study, communication (e.g. socialising) was found as a motive to contribute to brand/product-related posts published by brands and other people.

The factors for creating negative brand/product-related posts can be split into four motivations: warn others, empowerment (negative), expressing negative feelings, and seeking compensation; whilst the factors for creating positive brand/product-related posts can be split into seven motives: reward, enjoyment, helping the company, helping others, communication, empowerment (positive) and self-presentation which were constructed through the qualitative findings of this research. While a previous study conducted by Hennig-Thurau et al. (2004) identified only venting negative feelings and having a concern for others (warn others) as motivations for creating brand/product related posts, this research

expanded their motivations framework by adding two more negative motives: empowerment (negative) and seeking compensation. While Hennig-Thurau et al. (2004) found that concern for others (warn others) was the only motive that had a significant impact upon creating negative eWOM, this present study found seeking compensation was the only motive to have a significant impact upon consumers for creating negative brand/product related posts on social networking sites. Hennig-Thurau et al. (2004) only focussed on consumers' brand/product related engagement on consumer review sites, where consumers tend to have the intention to help and warn others through their product related reviews on these web-based services. In contrast, social networking sites offer an opportunity for consumers to create any brand related information with their families, friends, and other contacts (Vollmer & Precourt, 2008) as well as other consumers.

This present study also extends the study of Muntinga et al., (2011) who investigated positive motivations for creating brand related post on social networking sites. While they only identified personal identity, social interaction, empowerment, and entertainment as motivations for creating brand related posts on social media, this present study added empowerment, reward, helping others and helping the company; again, these were constructed by the qualitative findings of the present study in order to construct the quantitative phase of the study. While the exploratory study of Muntinga et al. (2011) found consumers were driven by personal identity, social interaction, empowerment, and entertainment motives when consumers created brand/product-related posts on social networking sites, this present study found reward and enjoyment motives have a significant impact upon consumers for creating brand/product-related posts on social networking sites.

Multiple regression was employed to investigate the effects of those motives on the frequency of each engagement type that respondents had. Furthermore, to investigate the impact of these motives on social media site usage in general, multiple regression was used to investigate the effects of these motives on the number of social networking sites used each time the respondents are online. Findings support the Uses and Gratification approach of Blumer (1979) that people's behaviour may differ according to their motivations. In this present study, different motivations were found to drive each brand/product related engagement type, however enjoyment was the only motive to be found driving every brand/product-

related engagement type (consuming, contributing and creating). Additionally, the findings uphold the approach of Muntinga et al. (2011) that pointed out those different motives that can lead to different brand/product-related engagement types on social media; this is discussed in the following section.

8.3. Research Outcomes

Prior to the discussion, the extent to which this study has attained its objective of further understanding the role of motivations in consumer brand/product-related engagement types will be specified, alongside a review of the research questions primarily developed as propositions from the literature review.

8.3.1. Identifying Different Brand/Product Related Engagement Types on Social Networking Sites

In order to investigate the research objectives and address the research questions, consumers' different brand/product-related engagement types were firstly constructed based upon previous literature (Muntinga et al., 2011; Shao, 2009). As discussed in Chapter 2, consumers engage with brand/product-related posts in three ways: consuming, contributing and creating. Consuming refers to consumers reading or reviewing brand/product related posts published by brands and/or other people (e.g. Muntinga et al., 2011; Shao, 2009). To identify this engagement type, consumers were asked questions in the web-based questionnaire, on 'reading' brand/product related posts from brands and other people separately, in order to investigate the motivation behind this engagement type. Contributing encompasses consumer engagement with brand/product-related posts through likes, tags, favourites, comments, shares, retweets and replies. Lastly, creating which is investigated as producing in user-generated literature (e.g. Shao, 2009), refers to the creation of brand/product-related posts on social networking sites. Furthermore, this study postulates that different brand/product-related engagement types are driven by different motivations; this is discussed in the following section.

8.3.2. Factors of Influence for Brand/product related engagement behaviour

8.3.2.1. Motives that influence consuming brand/product related posts on social media

RQ1: What are the motives that influence consumers for consuming brand/product related posts on social media?

RQ5: What is the relationship between the consumption of brand/product related posts from brands and others and social media sites usage?

The literature review indicated several motives of concern for consumers to consume brand/product related posts from both brands and other people. Consuming brand/product-related posts from other people and brands are examined separately to provide a clear understanding of consumer motivations for consuming both brand/product-related content from brands and other people on social networking sites. As discussed earlier, although Muntinga et al. (2011) investigated consumer motivations for consuming brand/product-related posts created by both brands and other consumers, their research did not investigate whether motives differ depending upon consumers' engagement with a brand's brand/product related posts or other consumers' brand/product related posts on social media. Hence, with the unique aspect of this present research, consumer motivations for consuming brand/product-related posts from brands, and the motives of consuming brand/product-related posts from other consumers, were investigated separately in order to provide clear understanding of this brand/product-related engagement type on social networking sites. To do this, each type of brand/product-related engagement is operationalised through the frequency of consuming brand/product-related posts. Additionally, in order to define the dynamics and relationship between general social networking sites usage and brand/product-related post engagement on social media, the number of social networking sites that respondents visit when they are online is investigated.

First of all, this thesis indicates that the enjoyment motive for consuming *other people's* brand/product-related posts on social media has an impact on the frequency of consuming brand/product related posts on social networking sites. Furthermore, both enjoyment and information seeking motives for consuming a *brand's* brand/product-related posts have a significant impact upon the frequency of this engagement type. Although it has been indicated by previous studies that

consumers seek for other peers' brand/product related posts and reviews on online platforms (e.g. Themba and Mulala, 2013), this present study shows that the information seeking motive has no impact on consumers when they read brand/product-related posts from other people. Surprisingly, this study shows that the information seeking motive has a significant impact on consumers who read brand/product-related posts from brands.

The information motivation was detected in both previous research in general (e.g. Shao, 2009, McQail, 1983) and in brand related motivation research (e.g. Muntinga et al., 2011). For example, Muntinga et al. (2011) found that information is a driver of consuming brand related posts on social media, whilst Schindler and Bickart (2005) discovered that 'information' is a key motive for reading product reviews. Blumler (1979) also describes information seeking as a cognitive orientation that people tend to consume media to receive information. This motive was also identified in the eWOM literature by Hennig-Thurau et al. (2004) as a consumption utility that refers to consumers obtaining value through "when other constituents consume and approve of the constituent's own contributions" (Balabsbramanian & Mahajan, 2001, p.126). They also pointed out that when consumers read other peoples' brand related posts, this can motivate them to create brand/product-related posts as well. However, this thesis identified that the information seeking motive for consuming brand/product-related posts from *other people* has no impact on the frequency of consuming brand/product-related posts on social networking sites. Conversely, people who are driven by the information seeking motive for consuming brand/product related posts from *brands*, consume brand/product-related posts on social networking sites more frequently. Hence, they tend to seek brand/product-related advice/information from brands more often than other people. This can be because social media has gradually become a source for consumers to interact directly with brands or organisations in real time. It has changed the nature of consumers' information seeking behaviour on social networking sites. Hence, it seems consumers seek brand/product-related information created by brands more often. Companies who value consumers should take part in social networking sites specifically Facebook and Twitter to inform consumers regarding their product and brands in general.

Furthermore, to investigate the relationship between general social networking site usage and brand/product related engagement on social networking

sites, the impact of each motive for consuming brand/product-related posts on social media on social media sites usage were evaluated. Both enjoyment and information seeking motivations for consuming *other people's* brand/product related posts were found as significant drivers on visiting more social networking sites. Hence, it can be postulated that people who are driven by these two motives, visit more social networking sites each time they are online. For consuming brand/product-related posts from *brands*, the information seeking motive was found as a key driver for visiting more social networking sites each time people are online. Hence, it can be stated that people who like to receive information from brands, tend to visit more social networking sites each time they are online. These findings support the U&G approach on traditional media that indicated information seeking and enjoyment motives are the main drivers for consuming media (Graber, 1993; Katz et al., 1974; Korgaonkar & Wolin, 1999; McQuail, 1983; 2000; Zillmann & Bryant, 1985). This approach can help to understand the usage of different number of social networking sites in relation to consumer brand/product-related engagement type.

Enjoyment is also considered as a broad, unspecified motivational concept (e.g. Chan & Li, 2008; Shao, 2009; Schindler & Bickart, 2005). According to the U&G approach, individuals tend to use media to escape from boredom and have relief (Blumler, 1979). Enjoyment has been investigated by previous consumption content related literature (e.g. Muntinga et al., 2011; Goldsmith & Horowitz, 2006; Kaye, 2007), and found to be a key driver in the consumption of brand related content on social media (Muntinga et al., 2011). According to this thesis, the enjoyment motive for consuming both brands and other people's brand/product related posts has a significant impact upon the frequency of consuming brand/product related posts on social networking sites.

Additionally, the enjoyment motive for consuming brand/product-related posts from other people increases the number of social networking sites that people use each time they are online. Hence, people who are driven by the enjoyment motive for consuming others' brand/product-related posts on social media tend to visit more social media sites than others. This finding also supports the U&G approach that has revealed enjoyment motives as a driver for media consumption (e.g. Shao, 2008). Entertainment is found to be a very similar concept with enjoyment in the mass media (Ruggiero, 2000). The findings of this present study support previous studies that people tend to visit more social networking sites, as

they are driven by the enjoyment of consuming brand/product-related posts from both brands and other people.

8.3.2.2. Motives that Influence Contributing to Brand/Product-related Posts on Social Networking Media

RQ2: What are the motives that influence consumers for their contribution to brand/product -related posts on social networking sites?

RQ5: What is the relationship between contributing to brand/product-related posts and general social networking sites usage?

In order to answer RQ2, the frequency of contributing to brand/product-related posts was employed as a dependent variable. It is found that consumers' contribution to brand/product-related posts from both brand and other people, were driven by enjoyment and communication motives.

Although enjoyment has been investigated in the general social networking sites usage and creating eWOM literature, it was scarcely identified as a motive in previous studies for contributing to brand/product related posts on social media (e.g. Muntinga et al., 2011). The enjoyment motive indicated a link between information sharing of the content in open-content and open-source software projects (Lakhani & Wolf, 2005; Nov, 2007). Several research studies also found that contributing to mobile apps provided a good source of entertainment (e.g. Chua et al., 2012; Lee et al., 2010). Entertainment-related motivations have been discussed by Popp *et al.* (2008), as a driver for participating in virtual brand community participation. According to this thesis, consumers who are driven by the enjoyment motive for contributing to brand/product-related posts from brands and other people, tend to contribute to brand/product-related posts more frequently. Hence, the findings of this research support previous studies that noted the entertainment motive triggers the contribution behaviour of brand/product-related posts on social networking sites.

Communication (socialising) has also been investigated in motivation related literature (e.g. Boyd, 2008; McKenna & Bargh, 1999; Popp et al., 2008). It was also found that individuals spend more time when they socialise on social media (Wise et al., 2010). Social interaction was also found by McKenna and Bargh (1999), and Popp et al. (2008), in the context of virtual brand community motivations.

Communication is covered in this thesis as a way of communicating with others, friends, brands and any individual on social networking through contributing to brand/product related posts from brands and other people. The communication motive was found to have a significant influence upon the frequency of contributing to both brand and other people's brand/product-related posts on social media. People, who are driven by the communication motive to contribute to brand/product-related posts on social networking sites, tend to contribute to these posts more frequently. The findings of this present study support Shao's (2008) study, noting that the activity of contributing to content on user-generated content sites (including YouTube and MySpace) is often driven by the desire for social connections; especially since social networking sites can fulfil an individual's social needs through communicating with others (Shao, 2008) including contributing brand/product related posts created by brands and other people on social networking media. Socialising is a key gratification that affects sharing on the Internet (Ji & Fu, 2013) and triggers users' participation in a Facebook group (Park et al., 2009). Moreover, Cheung and Lee (2012) stated the users have a sense of belonging with others or a group through communication, and tend to contribute eWOM created by other people. Therefore, the findings of the present study show that the need to socialise is driven by the communication motive, which drives consumers to contribute to brand/product related posts on social networking sites.

Moreover, to understand the relationship between consumer brand/product-related engagement and social networking site usage, the influence of motives for brand/product-related engagement types and the number of social networking sites visited each time they are online, were investigated in order to answer RQ5. As a result, enjoyment, communication and empowerment motives for contributing to others' brand/product-related posts have a significant impact on the number of social networking sites visited by the individuals every time they are online.

Enjoyment has been noted by U&G studies as a motive for using media (e.g. Graber, 1993; Katz et al., 1974; Korgaonkar & Wolin, 1999; McQuail, 1983; 2000; Shao, 2009; Zillmann & Bryant, 1985). Accordingly, the present study supports the previous U&G studies that show that consumers driven by the enjoyment motive for contributing to brand/product related posts, use a higher number of social networking sites. This engagement type also can be related to an individual's need to escape from problems, relax and fill time (e.g. Blumler, 1979; Katz et al., 1973;

McQuail, 1983). Enjoyment is found as a key driver for using social media sites (Lin & Lu, 2011). Although it has been specified by Muntinga et al.'s (2011) study, in order to investigate consumer contribution to brand related posts on social networking sites, it has not been identified as a motive of brand/product-related engagement that drives the number of social networking sites usage in previous research. This thesis found that individuals who are driven by the enjoyment motive for contributing to brand/product related posts tend to visit more social networking sites each time they are online. This motive increases consumer engagement significantly, therefore they visit a greater number of social networking sites to contribute brand/product-related posts from brands and other people.

Socialising, investigated as a 'communication motivation' in this present study, was found to be one of the most critical motivations that triggered social networking site usage and information sharing (Lee & Ma, 2012). One of the main motivations for contributing to both a brand's and other people's brand/product-related posts found in this study, was the communication motivation that helped people to socialise with brands, families, friends and others in general. Furthermore, the presence of this communication motivation increased the level of social media site usage. This finding supports Hsu and Liao's (2007) study which noted social interaction as a motive for participating in a brand community. Hence, companies can now offer interactive communications on social media sites that trigger brand/product related contributions by consumers.

Similar to the communication and enjoyment motives, the empowerment motive has been found in general social media and marketing studies (e.g. Bertot, Jaeger & Grimes, 2010; Denegri-Knott, 2006; Vollero & Siano, 2013). Although, empowerment has not been found by previous brand/product-related engagement studies as a motive for investigating the relationship between social media sites usage and brand/product-related engagement, it has been investigated in marketing literature (e.g. Denegri-Knott et al., 2006; Warner et al., 2014). Empowerment has been discussed by Bertot et al. (2010) as an opportunity for users to speak on social media. In terms of contributing to brand/product-related posts from brands, the empowerment motive is found as a key driver for contributing to these, leading to an increase in the number of social networking sites visited each time individuals are

online. Hence, it is postulated that people who tend to be driven by the empowerment motive visit more social networking sites to have an opportunity to contribute to brand/product-related posts on social networking sites.

As a result, companies who value consumer contributions to brand/product related posts on social media should take part in a higher number of social media sites and be open to communicating with their consumers as well as entertain them through brand/product-related posts.

8.3.2.3. Motives that Influence Creating Brand/Product-related Posts on Social Networking Sites

RQ3: What are the motivations that influence the consumer to create negative or/and positive brand/product related posts on social networking sites?

RQ6: What is the relationship between general social networking sites usage and creating brand/product-related posts?

The concept of creating brand/product related posts generally is investigated as being either positive or negative brand/product-related engagement. In this thesis, both positive and negative brand/product-related engagement types were investigated and divided as into positive and negative brand/product-related engagement (e.g. Hennig-Thurau et al., 2004), as a result of the qualitative findings. In order to answer RQ3, the posts frequency of creating a brand/product-related post are investigated to find the impact of motives on the frequency of creating both negative and positive brand/product-related posts. While positive brand/product related engagement is driven by reward and enjoyment, negative brand/product-related engagement is driven by *seeking compensation* motive.

Within creating the brand/product related engagement type, enjoyment covers the same items as within the consuming and creating brand/product-related posts. While, enjoyment is covered as a motivation in most social media motivation studies (e.g. Stöckl et al., 2007), Muntinga et al. (2011) covers it as an entertainment motive through identifying sub-motivations. Whilst creating general social media content can be related to a wide range of entertainment-related motivations (Courtois et al., 2009), enjoyment is found to drive the creation of brand-related content

(Berthon et al., 2008). The enjoyment motive is also found by Yoo and Gretzel (2008) as one that drives consumers to engage with eWOM. According to this thesis, consumers who are driven by the enjoyment motive tend to create brand/product related posts more frequently. Hence, consumers produce brand/product related posts as they enjoy creating these posts on social networking sites.

External reward is investigated in previous social media and motivation literature as the remuneration motive (e.g. Bhattacharya, 2016; Muntinga et al., 2011; Nov, 2007; Wang & Fesenmair, 2003). External reward was specified in brand-related literature by Muntinga et al. (2011) as a motive in order to investigate consumer brand related engagement (e.g. consuming) on social media. Hennig-Thurau et al. (2004) also investigated external reward in order to identify consumers' eWOM engagement. This research investigated external reward as tangible or intangible rewards that consumers expected as a result of their positive brand/product related engagement posts on social media. Hence, external motivation is found to be a key driver that increases the frequency of creating brand/product related posts on social networking sites.

Within the creating negative brand/product related posts on social networking sites, four motivations were identified according to the qualitative findings. However, only the seeking compensation motive was found as a key driver that increases the frequency of creating brand/product-related posts on social networking sites. While seeking compensation is investigated in the management literature (Estelami, 2000; Hocutt et al., 2006; Mount & Mattila, 2000), it has not been specified in the brand/product-related literature. When Gelbrich and Roschk (2011) investigated consumer complaint behaviour, they found that consumers who complained about a product or service, desired to be compensated. According to the quantitative data analysis findings of this present study, the seeking compensation motive is a key driver that increases the frequency of creating a brand/product - related post on social networking sites. Hence, consumers driven by the seeking compensation motive tend to create brand/product-related posts more frequently. Although Hennig-Thurau et al.'s (2004) study found that the concern for others motive (referred to as the 'warn others' motive in this present study) significantly impacted upon creating brand/product-related posts on web-based consumer-opinion platforms, this study has not found this motive to be a key driver for creating brand/product-related posts on social media. As each online platform offers different

features for consumers in order to engage with brand/product-related posts, the expected motivation for creating brand/product-related posts cannot be the same for all online platforms. On the other hand, as consumers use Web-based consumer-opinion platforms to engage with other consumers that share common goals, the motivations for creating brand/product-related posts on these platforms can be different to those for creating brand/product related posts on social networking sites.

To answer RQ6, the impact of both negative and positive motivations on the number of social networking sites visited by consumers each time they are online was investigated. The results indicate there is no relationship between general social networking site usage and creating brand/product related posts on social media.

Based on the discussion presented in this chapter, Chapter 11 present conclusion, theoretical contribution and managerial implications of the thesis.

CHAPTER 9

CONCLUSIONS

9.1. Introduction

This chapter concludes the research study undertaken by summarising the research findings, and research implications. While using qualitative analysis helps to define motivations of brand/product-related engagement types, the quantitative data was conducted to confirm motives of brand/product-related engagement types and the relationship between these brand/product related engagement types and social networking site usage in general. In this way, this present research aimed to understand and analyse consumers' engagement types with brand/product-related posts created by brands and other people separately.

This chapter begins to summarise the research contributions to the literature (Section 9.5). Then, managerial implications of this present study are summarised in Section 9.6. Finally, Section 9.7. presents the limitations of the study and Section 9.8 draws attention to recommendations for future research.

9.5. Theoretical Contribution

By integrating the previous literature and psychological theories and models, a contribution was provided to the consumer brand/product related engagement literature. From a theoretical perspective, this thesis examined the importance of consumer brand related engagement types: consuming, contributing and creating. This study built a model to investigate the direct effect of the motivations, which were structured through using the qualitative analysis findings, on each brand/product-related engagement type (see section 4.3.2.4). Enjoyment and information seeking motives proved to have a positive impact on consuming brand/product-related posts from brands, while enjoyment was found as the only motive for consuming brand/product-related posts by other people. This study also found enjoyment and communication as motives for contributing to brand/product-

related posts from both brands and other people. In order to investigate motivations for creating brand/product related posts on social networking sites, this study found three motivations that drive consumers to create brand/product-related posts on social networking sites; namely reward, enjoyment and seeking compensation.

The present study also investigated the relationship between social networking site usage and brand/product related engagement types: consuming, contributing and creating. First of all, those individuals who had enjoyment and information seeking motives for consuming brand/product related posts from both brands and other people, tended to visit more social media sites (i.e. increased number) every time they were online. This finding supports previous U&G studies (Blumler, 1979; Ruggiero, 2000) that state that information and enjoyment have fundamental effects on social networking sites usage. Enjoyment and socialising were proposed in SDT as intrinsic motives that drive individuals to approach activities (Deci & Ryan, 2000), referring to the use of more social networking sites. Hence, consumers who are driven by enjoyment and communication for contributing brand/product -related posts from brands and other people; use more social media sites every time they are online.

Next sections (section 9.5.1- 9.5.3) state main difference between each brand/product related engagement types that are shaped by different motives.

9.5.1. Consuming Brand/Product-related Posts

First of all, motives for consuming brand/product-related posts that are created by other people were investigated separately from those created by brands. Initially it has expanded the knowledge in this area by establishing that consumer motivations for consuming brand/product-related posts vary depending on the creators of brand/product-related posts (e.g. other people or brands). Furthermore, this research contributes to theory by combining the literature on eWOM theory, interaction behaviour (i.e. self-determination theory; U&G theory) with the motivations and segmentation literature (Tuten & Solomon, 2015; Foster et al., 2011); this was done to determine the process that consumers traverse when engaging brand/product related posts in the social media era and how brands can utilise this engagement organically. Hence, this thesis provides a rich detailed

account of the antecedent research phase in terms of offering a clear understanding of consumer engagement with both a brand's and other people's posts. Each consumer motivation for consuming both brand/product-related posts from brands and other people can be explained by the models shown in Figure 9.1 and 9.2.

Figure 9.1. Motives for Consuming Brand/Product-related Posts from Brands

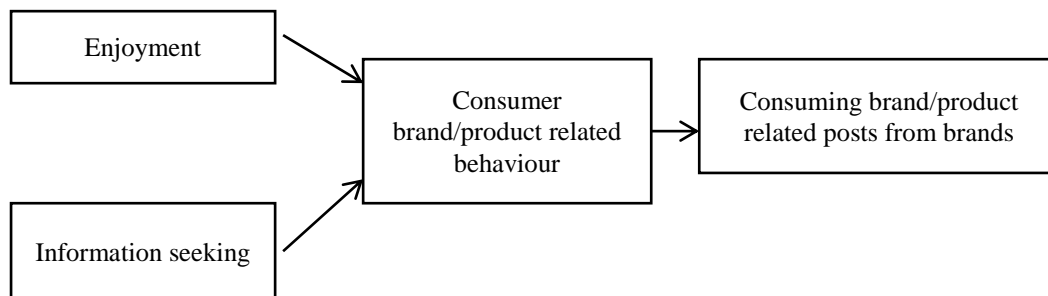
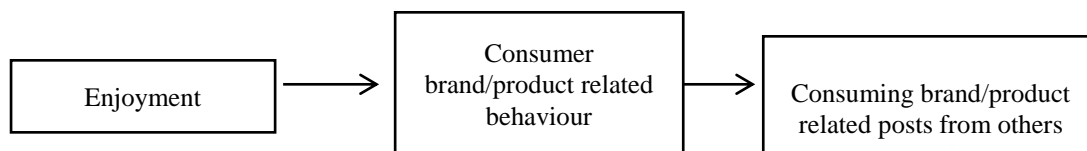


Figure 9.2. Motives for Consuming Brand/Product-related Posts from Other People



9.5.2. Motives for Contributing to Brand/Product Related Posts on Social Networking Sites

Motives for contributing to brand/product-related posts on social networking sites were divided as motives for contributing to brand/product-related posts from brands and other people. This engagement type also expanded upon several motivations not yet investigated in previous literature, models and theories. Motivations for contributing to brand/product-related posts from both brands and

other people were found to be the same. However, the motive items which construct the ‘communication motive’ vary depending upon the creator of the brand/product-related posts (e.g. brands or other people). While the communication motive refers only to interaction with others, friends, and family for contributing to other people’s brand/product related posts, it also refers to the need for interacting with brands, others, friends and families for contributing to brands’ brands/product related posts on social networking sites. While consumers driven by the communication motive contribute to brand/product-related posts created by other people, their intention is to communicate with other people including friends, families and strangers. However, when consumers driven by communication motives contribute to brand/product-related posts from brands, their reason to create brand/product related posts is to communicate with others including brands. Each consumer motivation for contributing to both brand/product-related posts from brands and other people can be explained by the model shown in Figure 9.3.

Figure 9.3. Motives for Contributing to Brand/Product-related Posts

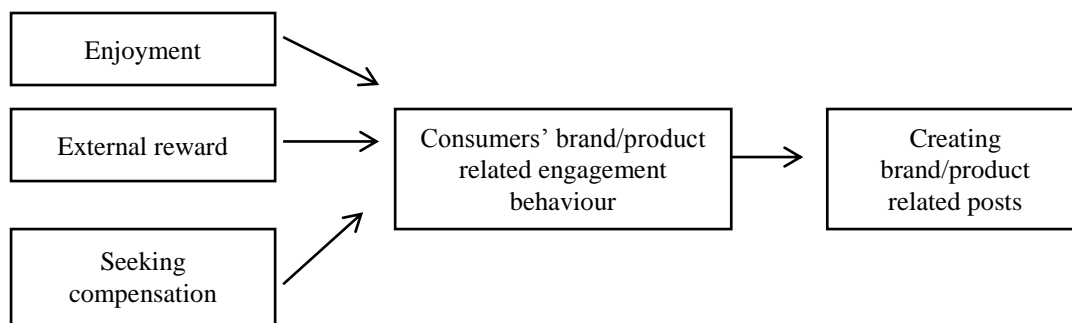


9.5.3. Creating Brand/Product-related Posts on Social Networking Sites

As this research investigates only consumer brand/product related engagement, the engagement type ‘creating’ refers to only the brand/product related posts created by consumers. Consumer motivations for creating brand/product related posts were divided into positive and negative. Although investigated within the general management literature previously, a new motive - seeking compensation - was identified in this research as the only motivation for creating negative brand/product related posts. Furthermore, enjoyment and external reward motives are found as key drivers that influence consumers to create positive brand/product

related posts on social media. Consumers driven by external reward tend to create positive brand/product related posts more frequently. This finding, supported by Deci and Ryan’s (2000) motivation theory, shows that individuals who are driven by external reward (extrinsic motive), commit to action. Enjoyment and external reward were also found in previous research as motivations for using information technology (Kim et al., 2007; Lin & Bhattacharjee, 2008; van der Heijden, 2004). Hence, these findings support that these motivations also motivate consumers into creating brand/product related posts on social media. Each consumer motivation for creating both brand/product related posts can be explained by the model shown in Figure 9.4.

Figure 9.4. Motives for Creating Brand/product related Posts on Social Media



9.5.4. Summary

As a result of the quantitative analysis, enjoyment appeared as a motivation has a significant impact on each brand/product related engagement type. While information seeking motive has a significant impact on consuming brand/product related posts from brands engagement on social networking sites, it has no significant influence on consuming brand/product related posts from other people. Moreover, contributing to brand/product related posts from brand and other people are strongly influenced by two motivations: enjoyment and communication. Lastly, third brand/product related engagement type is triggered by enjoyment, external reward and seeking compensation motives (see Table. 9)

Table 9. Summary of quantitative research findings: Motives and brand/product related engagement types

Brand/product-related Engagement Types	Motivations
Consuming Brand/product-related Posts from Other People	<ul style="list-style-type: none"> • Enjoyment
Consuming Brand/product-related Posts From Brands	<ul style="list-style-type: none"> • Enjoyment • Information seeking
Contributing to Brand/product-related Engagement Posts from Other People	<ul style="list-style-type: none"> • Enjoyment • Communication
Contributing to Brand/product-related Engagement Posts from Brands	<ul style="list-style-type: none"> • Enjoyment • Communication
Creating Brand/product-related Posts	<ul style="list-style-type: none"> • Enjoyment • External Reward • Seeking Compensation

9.5.5. The Relationship Between Social Networking Sites Usage and Brand/Product Related Engagement Types

In order to examine the relationship between social media usage and consumer brand/product related engagement, the number of social media sites that consumers use each time they are online were investigated. General traditional media usage has been investigated by several research studies previously (McQail, 1983; Blumler, 1979; Kippax & Murray, 1979). However, there is still an unexplored field in terms of understanding how consumers use different number of social media sites in order to engage with brand/product related posts. Although Muntinga et al. (2011) investigated using an exploratory approach consumer brand related social media use, they only investigated motivations of brand/product related engagement types on social media; this present study expands on this. Their study is not enough to fully explain the relationship between the number of social media sites

used and the brand/product related engagement types as their study only focuses on brand related social media usage in general. Hence, this thesis focuses on consumer social networking site usage in order to fill this gap and provide a clear understanding of how the motivations of brand/product related engagement types influence the number of social networking sites they visit each time they are on online.

Regarding the understanding of consuming brand/product-related posts, consumers driven by enjoyment and information seeking for consuming others' brand/product-related posts tended to visit more social networking sites each time they are online. Hence, this result supports the U&G approach (e.g. Blumler, 1979; McQuail, 1983) that individuals use media to seek information and enjoyment. While, several studies (Kang & Lee, 2010; Sledgianowski & Kulviwat, 2009) noted social networking sites as a platform people use as they receive enjoyment from it, social networking sites have been found as a tool for information seeking (Kim et al., 2013). Therefore, when consumers are motivated by enjoyment and information seeking for consuming brand/product related posts from brands and other people, they visit a higher number of social media sites to seek these gratifications through reading or viewing brand/product related posts.

Moreover, exploring the relationship between the motives for contributing to brand/product related posts and social media site usage, enjoyment, communication and empowerment motivations are found as key drivers for consumers to use a higher number of social media sites each time they are online. While enjoyment, communication and empowerment motives for contributing to *brands' brand/product* related posts on social media have an impact on social media site usage, consumers are driven by enjoyment and communications motivations for contributing to *others' brand/product related posts*, and tend to use more numbers of social media sites each time they are online. As discussed earlier, enjoyment is found in previous studies as a motive for using social media (Kang & Lee, 2010; Sledgianowski & Kulviwat, 2009). Consumers who are driven by communication motive for contributing to brand/product-related posts from brands and other people, use a greater number of social media sites every time they are online, as social media has become one of the most popular online platforms for socialising (Hugles et al., 2012). Hence, consumers use a higher number of social media sites to seek this

gratification through contributing to brand/product-related posts published by other people and brands.

In addition, since social media has been used by individuals as a powerful tool in connecting likeminded people (Wilson & Peterson 2002), consumers have started using these platforms to contribute to others people’ posts. The research findings indicate that consumers who are driven by empowerment motive for contributing to brand/product related posts, tended to use more social media sites each time they are online. Hence, they can seek the need to exert their power through contributing to brand/product-related posts as much as they can on different social networking platforms.

Surprisingly, the relationship between social networking site usage and creating brand/product-related posts has not been supported by the findings. This can be explained by considering that creating brand/product-related posts is the highest level of engagement in this study (e.g. Muntinga et al., 2011). Hence, it can be considered that as “creating” is goal-directed brand/product related engagement type, consumers may not need a multitude of social media sites in order to publish their brand/product-related posts (see figure 9).

Table. 9.1. Summary of quantitative research findings: Motives of brand/product related engagement and social networking sites usage

Brand/product-related Engagement Types	Motivations
Consuming Brand/product-related Posts from Other People	<ul style="list-style-type: none"> • Enjoyment • Information seeking
Consuming Brand/product-related Posts From Brands	<ul style="list-style-type: none"> • Enjoyment • Information seeking
Contributing to Brand/product-related Engagement Posts from Other People	<ul style="list-style-type: none"> • Enjoyment • Communication
Contributing to Brand/product-related Engagement Posts from Brands	<ul style="list-style-type: none"> • Enjoyment • Communication • Empowerment

9.6. Recommendations and Implications for Management

9.6.1. Brand Strategies for Campaign Planning on Social Networking Sites

Increasingly, a critical goal of marketing is to develop enduring relationships with all persons, organisations, suppliers or distributors` that could directly or indirectly affect the success of the firm's marketing activities (Kotler & Keller, 2006). According to Kotler and Keller (2006, p.18), relationship marketing builds strong economic, technical, and social ties among the parties, and the ultimate "outcome of relationship marketing is the building of a unique company asset called a marketing network". In terms of social media platforms, a strong social media strategy could be established by encouraging consumers to interact with a brand's social media accounts as well as other consumers who engage with brand/product related posts on these platforms. Hence, this research aimed to provide a clear understanding of what motivates consumers to engage with brand/product-related posts from brands and other people, in order for brands to build relationships with their consumers through social media sites. It was known that consumers use social media sites to engage with brand/product related posts through different activities, including consuming (e.g. readings, viewing), contributing (e.g. like, tag, comment, share, favourite, reply, retweet) and creating. Before companies start creating an online presence on social media, they need to understand not only these different brand/product related engagement types on social media sites, but also the reasons behind these engagement types. Hence, this thesis establishes that different brand/product related engagement types are driven by different motivations, and it, therefore, provides valuable insights for social media marketers regarding online consumer behaviour. Knowing that different motivations lead to different brand/product related engagement enables marketing managers and brands to enhance consumer brand/product related activities.

First of all, companies should use social media sites to increase awareness about their brand's services or product in general. According to Nielsen (2012), 60% of consumers search products and learn about brands' through social networking sites. This engagement type can initially impact a consumer' buying decision, as

consumers tend to seek brand/product related information before they purchase a product (e.g. Muntinga et al., 2011). The findings of this present study show evidence that consumers who read brand/product related posts from brands, are driven by the information seeking motive. Hence, by using social media to provide information consumers need, companies can spread information of their product and brand in general. Furthermore, this study shows that consumers driven by the enjoyment motive, consume brand/product related posts from brands and other consumers. As advertisers on social media have an opportunity to create a personalised and direct environment which can be shaped by specific characteristics (Soares & Pinho, 2014) and motivations, brands can create enjoyable advertising campaigns to stimulate their engagement with the content through consuming. For example, executives of Ford stated that Facebook advertising was two hundred times more effective than Super Bowl advertising (Figueroa, 2010). As a result, this can encourage consumers to actively read brand/product related posts on social media.

This study also investigates consumer motivations for contributing to brand/product related posts on social media. This engagement type occurs when consumers like, share, favourite, reply to brand/product related posts from brands and other consumers on social media. Such consumer contribution can help companies to spread their brand/product related messages or content through the collaboration with their consumers. This study found that consumers who are driven by enjoyment and communication motives contribute to brand/product related posts on social media. Contributions to brand/product related posts are triggered by the communication motive. Hence, consumers who contribute to brand/product related posts from both brands and other people, wish to communicate with other people as well as brands. As a result, companies should create social media campaigns that lead to communication between brands and consumers through considering the motives impact their brand/product related engagement. This can encourage consumers to contribute brand/product related posts from brands, which can help brands enhance brand awareness. Companies can also create social media campaigns that encourage consumers to tag or share brand/product related posts with their friends, families and their e-friends. Furthermore, consumers also contribute to brand/product related posts as they are driven by the enjoyment motive, which is noted in previous literature as an intrinsic motive that influences individuals to

approach satisfying activities (Deci & Ryan, 2000). Consequently, brands can increase the attractiveness of brand/product related posts through an enjoyable space for consumers, thereby increasing consumer brand/product related contribution behaviour.

To understand the factors behind the highest brand/product related activity, that being 'creating', brands need to know the consumer motivations that influence them to articulate brand/product related posts on social media sites. To know the motivation behind this engagement type will assist marketers to articulate the benefits for the brand in terms of engagement, developing awareness and consumer services. This is done by understanding the different positive brand/product related engagement between consumers and examining consumer motivations when they create brand/product related posts on social media. As recent research has shown (Dimension Research, 2013), 90% of consumers state that their buying decision is influenced by positive online reviews. This study found that consumers tend to be driven by enjoyment and external reward motivation when they create brand/product related posts on social media. Hence, brands can create campaigns whereby consumers can receive external rewards (e.g. intangible and/or tangible) from brands and spread brand/product related posts on social media where the message can be delivered to a larger audience compared to other marketing platforms. Also, brand managers and social media marketing managers can produce content to reward consumers to encourage them to produce positive posts about their brands and products; this can initially influence consumers' purchase decisions. For example, Oscar Mayer have a successful social media campaign that offers consumers a coupon to try their new product and encourage them to share their personal review of the product on Facebook. For every 5,000 consumers who share these reviews, the value of the coupon will increase by \$0.50. Hence, consumers were rewarded for sharing their reviews of the product.

9.6.2. Using and Managing Different Social Media Sites for Brand/Product Related Engagement

Whilst some brands appear to prefer not to have a presence on multiple social media sites, others have scarcely engaged with their consumers on social media sites. However, this study indicates evidence that this may not be the best practice to reach more consumers and spread their brand/product related message organically. While some consumers need only one platform to create brand/product related posts on social media, some consumers who are driven by different motivations, need multiple social media platforms in order to consume and contribute to brand/product related posts published by both brands and other consumers. Therefore, this thesis provides a valuable insight in terms of consumer social media site usage that is linked to their brand/product related engagement types, including consuming and creating. Certain motivations are found to influence the number of social media sites used by consumers every time they are online. Hence, to know these specific motivations can provide insights to social media marketing managers for managing their social media sites for brand/product related activities. For example, consumers who are driven by enjoyment and information seeking for consuming brand/product related posts from brands and other people, tend to visit more social media sites. Hence, companies should consider creating brand/product related content to not only inform but also entertain consumers to encourage them to read brand/product related posts more often on different social networking sites. Accordingly, it will help brands to raise awareness across all social networking channels.

This study also found that consumers driven by enjoyment, communication and empowerment when they contribute to both the brands' and other people's brand/product related posts, use a higher number of social networking sites on social media. Hence, when marketing managers create a campaign that triggers enjoyment, communication and empowerment motives on different social networking sites, it should increase the success of their campaign. Brands should provide information and enjoyment related content on several social media sites to increase consumer brand/product related engagement on social media. Also, they need to focus on multiple social media sites in order to encourage consumers to contribute brand/product related posts created by brands and other people.

For contributing to brand/product-related posts on social media, people that are driven by empowerment, enjoyment and communication motivations tend to visit more social media sites. Hence, brand managers and social media marketing managers can appeal to consumers through creating brand/product related content that stimulates their motives. For example, people would like to have power on social media. Hence, brand managers can create brand/product related content so that consumers have an opportunity to have this power on different social media sites. Consumers therefore can contribute to brand/product related content through actions, such as tag, comment, like, favourite, reply, retweet, that can lead to spreading these contents on multiple social media sites. Having said this, there are clearly opportunities for social media marketers to engage with consumers, once knowing those motivations that increase consumer social media site usage.

Considering each social media site has a different dynamic, managers can update their campaign depending on consumer motivations for consuming and contributing to brand/product related posts on all social media channels. Providing accurate information about the influence of consumer motives on social media site usage can help companies to enhance their brand's image and provide brand credibility on multiple social media channels.

9.6.3. Company Strategies for Handling Consumers' Complaints on Social Media

This research contributes a set of categories of consumers on social media that identify the stage of eWOM engagement, the type of engagement typically observed by consumers to help brands to build appropriate social media strategies, as well as providing solutions for handling consumers' complaints on social media. According to an industry report, 100 million complaints are made by consumers in the UK every year (Muller, 2010). Hence, this section aims to help companies who receive complaints on their social media sites. The findings of this thesis provide valuable insights for brand managers regarding consumer service and brand reputation methods on social media.

This research has examined a key driver that motivates consumers to produce negative brand/product related posts: seeking compensation on social networking sites. Brands can deal with consumer complaints by creating a strategy through compensating a flawed product or service that consumers have experienced. Complaints for compensation claims are becoming increasingly of interest to the British public (Muller, 2010). Hence, brands need to manage these negative brand/product related posts, driven by seeking the compensation motive, in order to prevent their damage to their brand reputation on social media sites, where any brand/product related posts can influence consumer buying decisions (cf. Dimension Research (2013) notes 90% of consumer buying decisions are also influenced by negative online reviews).

As noted by Hart et al. (1990), solving the source of the problem ought to be the main purpose of organisations and brands. Companies should focus on fixing any problems effectively, as lack of action can damage the image of brands and cause public crisis (Richins, 1983). For this purpose, companies need to show that they care about their consumers and provide a solution in order to provide compensation. If consumers do not receive any tangible response, their dissatisfaction about the brand increases, whilst receiving a solution from companies as a result of their complaint, increases brand loyalty.

9.7. Research Limitation

Although the findings suggest motivations which provide a useful framework for investigating consumer brand/product related engagement on social media, it is recognised that this is purely a United Kingdom based study looking at consumers who live in different areas in the United Kingdom. The findings cannot therefore be seen as a generalised indication of brand/product related engagement behaviour across different regions (e.g. United States, Australia, etc.).

This model of consumer brand/product-related engagement does not account for behaviour which can be influenced by other factors. Although motivation is one of the major factors that can influence individuals to perform a particular behaviour, there can be other factors that need further exploration such as technological, social

and demographic factors. Qualitative research should be employed to further explore these factors, with support from quantitative methods in order to generalise the data.

Second, other factors might affect brand/product related engagement types on social media, for instance, personality factors such as opinion leadership, perceived ease of use, and perceived entertainment. Further exploration in this area is necessary (Tang et al., 2016). Although, the current study has attempted to present a general understanding of consumer brand/product related engagement types, it cannot be considered representative of the phenomenon of brand/product-related engagement types. For example, this study investigated several motives to define what motivates consumers to engage with different brand/product-related engagement types. However there must be other factors (e.g. personality factors, demographic factors, emotions) that influence consumers to engage with brand/product related posts on social networking sites. Given this, further investigation into other factors that may affect consumer brand/product-related engagement types is needed in order to provide further clarity.

Furthermore, this study only focuses upon social networking sites which have dynamic constant changes. As Blanchard (2011) states, social media is different than other platforms because of constant and unpredictable change. As an example, important statistics about Facebook and Twitter – the number of active users and unique visitors - changes continuously and it is challenging to keep track of such information in a static medium. Hence, it can be predicted that the motivations of brand/product-related engagement types on social media can change as the dynamic of social networking channels keeps evolving.

9.8. Future Research

This study has provided important insights into the nature of brand/product related engagement behaviour, and as such, has major implications for the development of advanced communications for consumer-to-consumer and consumer-to-brand on social networking sites, and brands' social media marketing strategies. Hence, this thesis opens up new research areas for future investigation. Although this motivation framework has clear insights regarding consumer behaviour, future research can be employed continually to update these motives. The

scale developed to measure brand/product-related engagement behaviour may be used and can vary in different industries. Further research is therefore required to implement this model into consumers' brand/product-related engagement that is related to different industries such as food, fashion, and tourism.

Secondly, although this thesis provides a clear understanding of what motivates consumers to engage in brand/product related posts on social networking sites, there are unknown areas on how the demographics of consumers influence these engagement types. For example, how does gender influence their motivations to consume, and contribute to or create brand/product related posts on social media? Does age influence consumer motivations when they engage with brand/product related posts in different levels? Nielsen (2017) found that Generation X is more active than millennials on social media. Hence, this could be explored in future research to investigate how age factors influence consumers to consume, contribute to, or create brand/product related posts social networking sites. On the other hand, while this thesis provides a clear understanding of consumer brand/product-related engagement on social networking sites in general, consumer brand/product-related engagement and their motives have not been explored considering the antecedents of social media channels. For example, do consumer motives for creating brand/product related posts differ on Facebook, Twitter, YouTube or Instagram? Do consumer motives for consuming brand/product-related posts differ on Twitter than on Instagram? A quantitative method should be carried out to answer these questions in order to provide reliability and validity.

Another limitation of this thesis is that it only elaborates upon consumer engagement with brand/product-related posts. However, this thesis does not provide information on how brands stimulate consumer brand/product-related posts engagement on social networking sites. Hence, future research could potentially build a typology on how a brand's social media presence or brand/product related activities/ messages stimulate consumers to engage with these posts through consuming, contributing to, or creating.

9.9. Conclusion

This thesis has defined consumers' brand/product engagement types on social media and provided conclusions and implications for brand/product-related engagement literature, including eWOM. This study's objectives were primarily investigated in order to define motives for each brand/product-related engagement type on social media. Then, the research objectives were focused on defining the relationship between consumers' brand/product-related engagement types and social networking site usage.

One of the key contributions of this research is to provide evidence that each consumer's brand/product-related engagement type is driven by different motivations on social networking sites. An exception is that the enjoyment motive has a significant impact on the three types of brand/product-related engagement. Another key contribution of this study is to show that there is a relationship between consumers' motives for engaging brand/product-related posts and level of usage of social networking sites. Hence, companies need to know these motivations that influence consumers' engagement with brand/product-related posts in order to adjust their branding strategies on social networking sites.

There were four main contributions drawn out from this study. Firstly, this thesis provides insights in order to ascertain the motives of consumers for consuming brand/product-related posts created by brands as well as other people. The findings indicate that consumers are driven by enjoyment of consuming other people's brand/product-related posts, while consumers are driven by both enjoyment and information seeking motives when they consume (e.g. read) brand/product-related posts from brands. Second, this thesis provides evidence that consumers are driven by the same motives (including enjoyment and communication motives) when they contribute to brand/product-related posts from brands as well as other people. Third, the highest brand/product-related activity, 'creating', was investigated. This thesis found that enjoyment, external reward and seeking compensation motives drive consumers when they create brand/product-related posts on social networking sites. While consumers are driven by enjoyment and external reward motives for creating positive brand/product-related posts, seeking compensation is found as a strong driver for creating negative brand/product-related posts on social networking sites.

Consumers who produce negative brand/product-related posts on social networking sites ultimately seek compensation from brands. In addition to defining the creation of brand/product-related engagement behaviour, consumers who publish positive brand/product-related posts on social media aim to receive a reward from brands. Fourth, this thesis finds that there is a strong relationship between consumers' brand/product-related engagement and social networking site usage. This relationship has been found only for two brand/product-related engagement types: consuming and contributing.

This thesis shows that consumers' brand/product-related engagement differs depending on their motivations. Hence, to understand motivations are crucial for brands and organisations in order to evaluate consumers' brand/product-related engagement behaviour on social networking sites. This study also provides a tested research model for each brand/product-related engagement type on social networking sites and also outlines clear evidence that there is a relationship between social networking site usage and brand/product-related post engagement on social media.

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APPENDICES

Appendix 1: A Classification of Brand/Product-related Social Media Use (Muntinga et al., 2011)

COBRA type	Examples of brand-related social media use
Level of brand related-activeness 	Consuming <ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
	Contributing <ul style="list-style-type: none"> • Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
	Creating <ul style="list-style-type: none"> • Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Note: this list of examples of brand-related social media use is not exhaustive – COBRAs come in countless forms. The examples mentioned are both literature (e.g. Li & Bernoff 2008) and author generated.

Appendix 2: Semi-Structured Interview Questionnaire

Introduction:

Hi, I'm Sevil Yesiloglu. Thank for taking time to talk to me. I really appreciate it.

Do you mind if I record our conversation so I can transcribe it later for my research as we discussed earlier with the participant information sheet? All of your information will be kept confidential. Your name will not be associated with the content you provide.

Questions for the participants (filter questions for the participants)

Are you over 18 years of age??

Do you use social media?

Warm up questions:

- 1) What do you use Internet for? How often you use the Internet? (what do you usually, use it for?)
- 2) What are your daily activities on the Internet? (Do you use it for work, fun?)

Objective1: To identify how eWOM engagement of consumers fit in their social media activities.

General usage of social media:

- 3) Do you use social media? What do you use it for? Describe what you did on social media the last time you used it (Additional question: have you engage (read) any product related reviews on social media)

Objective 2: To identify motivations that influence users to consume product related post on social media

Reviewing (Consuming) others' posts:

- 4) Have you ever reviewed others' peoples product related posts on social media? Why do you look at other peoples posts? How much notice do you take of what they say? Can you talk to me more about the last post you reviewed? (e.g. the content of the review/ positive or negative)
- 5) Was there any specific reason behind reviewing this post? (e.g. before you purchase the product)
- 6) Which social media platform was it on?

Objective3: To define unknown motivations that influence consumer eWOM engagement in terms of posting product related reviews.

Motivation to post product related reviews on social media:

- 7) Have you ever posted a product related review on social media?
- 8) How often you post?

- 9) Think about last time you posted a product related review. What product was it about? What was the nature of the post? Was it positive or negative? Which platform was it on? (e.g Facebook , twitter or others).
- 10) Can you talk to me through why you decided to post your product related review? How were you feeling when you posted it?
 - Like/dislike the product
 - Upset/ happy
 - Concern
- 11) Why did you post? Was there any specific reason behind this?
- 12) Did you post because it was enjoyable/ provide information to others/ contact with the brand you purchased its product/ communicate with others? (What was it for? What product?) Did you have any expectation from organization

Objective 4. To explore motivations that influence consumer eWOM engagement in terms of participation and consuming to product related posts on social media (e.g. posting, retweet, share, like)

Engagement with others' posts:

- 13) Have you ever participated or engaged with others' product related reviews? (e.g. like, reply, retweet, comment).
- 14) Can you tell me about the last time you did that? What was it?
- 15) Which platform was it? Was it negative or positive? Do you usually participate negative- positive reviews? How do you respond others' product related reviews? How often? Why? How does it make you feel? Do you have any expectations from engaging with them? Why/why not?
- 16) Is there anything you'd like to add?

Note: All the information that we collect about you during the course of the research will be kept strictly confidential. Thank you very much for your time.

Appendix 3: Consent Form

Full title of project: To posts or not to posts: Expanding motives of brand/product related engagement types on social networking sites
Name and contact details:

Q1 Are you over 18 years of age?

- Yes (1)
- No (0)

Q2 Do you use social media?

- Yes (1)
- No (0)

Q5 Have you ever contributed to brand/product related posts (consumers or/and brands' content) on social media (e.g. likes, retweets, quote retweet, favourite, share others' posts)

- Yes (1)
- No (2)

Q6 Have you ever created brand related posts on social media?

- Yes (1)
- No (2)

Q8 Have you ever read brand/product related posts on social media?

- Yes (1)
- No (2)

Appendix 5: Survey Main Questionnaire

You are invited to take part in a research project to investigate electronic word of mouth engagement on social media. It is up to you to decide whether or not to take part. If you do decide to take part you can still withdraw at any time during the questionnaire. You do not have to give a reason. You will remain anonymous and data collected will only be used for statistical analysis and in academic articles, and privacy and confidentiality will be maintained. The research is being undertaken through Bournemouth University and there is no commercial, financial, or other support. No information will be shared with commercial organisations. If you have any questions regarding this study, please contact Sevil Yesiloglu via email: syesiloglu@bournemouth.ac.uk.

Completing this questionnaire will take approximately 20-25 minutes. Thank you for your time! If you wish to continue, please tick 'Yes' option at below.

Yes (1)

No (0)

Q1 Are you over 18 years of age?

Yes (1)

No (0)

Q2 Do you use social media?

Yes (1)

No (0)

Q3 How often do you usually use social networking sites?

Everyday (1)

2-4 times a week (2)

Once a week (3)

Once a fortnight (4)

Once a month (5)

Less than once a month (6)

Q4 Which social networking sites do you usually use? (Please tick all answers that apply)

Facebook (1)

Twitter (2)

Instagram (3)

YouTube (4)

Other (please write in) (5) _____

Q5 Have you ever contributed to brand/product related posts (consumers or/and brands' content) on social networking sites (e.g. likes, retweets, quote retweet, favourite, share others' posts)

- Yes (1)
- No (2)

Q6 Have you ever created brand related posts on social networking sites?

- Yes (1)
- No (2)

Q7 How many social networking sites do you usually visit each time you are online?

- 1 (1)
- 2-3 (2)
- 4-5 (3)
- More than 5 (4)

Q8 Have you ever read brand/product related posts on social networking sites?

- Yes (1)
- No (2)

Q9 How often do you read brand/product related posts (e.g. Facebook posts, Tweets, reviews etc)?

(Please tick whichever category best represents the number of times you read brand related posts on social media per visit)

- Everyday (1)
- Once a week (2)
- 2-4 times a week (3)
- Fortnightly (4)
- Once a month (5)
- Every 3-4 months (6)
- Every 6 months (7)
- Every 12 months (9)

Q10 Which social networking sites do you use to read brand/product related posts?

(Note: Select all that apply)

- Facebook (1)
- Twitter (2)
- Instagram (3)
- YouTube (4)
- Other (Please write in) (5) _____

Q11 I read other people's brand/product related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is enjoyable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when I read others people's posts (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me positive feelings (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 I read product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is enjoyable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when I read posts from brands (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me positive feelings (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 I read product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I need information before making my purchase decision (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to update my knowledge about the brand/product (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to get a new idea/inspiration about a product/ brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are paying attention select 'Somewhat Agree' (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive information about brands/products in general (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 I read other people's product/brand related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I need information before making my purchase decision (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to update my knowledge about the brand/product (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to get a new idea/inspiration about a product/ brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive information about brands/products in general (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Have you ever contributed to brand/product related posts (consumers or/and brands' content) on social networking sites (e.g. likes, retweets, quote retweet, favourite, share others' posts)

- Yes (1)
- No (2)

Q16 Which social networking sites do you usually use to contribute to brand/product related posts usually? (Please tick all answers that apply)

- Facebook (1)
- Twitter (2)
- Instagram (3)
- YouTube (4)
- Other (Please write in) (5) _____

Q17 In the next set of questions, you are presented with a statement. You are being asked to indicate your level of agreement or disagreement with each statement on a 5 point scale where 1=strongly agree and 5= strongly disagree. I contribute (e.g.like/favourite/ retweet/Quote retweet/share) to other people's product/brand related posts on social networking sites, because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is enjoyable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when I participate with other people's brand related posts (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me positive feelings (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 In the next set of questions, you are presented with a statement. You are being asked to indicate your level of agreement or disagreement with each statement on a 5 point scale where 1=strongly agree and 5= strongly disagree. I contribute (e.g. like/favourite/ retweet/Quote retweet/share) to product/brand related posts from brands on social networking sites, because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is enjoyable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when I contribute to brand/product related posts from brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me positive feelings (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 I contribute (e.g.like/favourite/ retweet/quote retweet/share) to other people's brand/product related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I am so delighted with a company and its products that I want to help the company to be successful (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good companies should be supported (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company (e.g. small/local company) needs support (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to say thank you as a result of my positive purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 I contribute (e.g.like/favourite/ retweet/quote retweet/share) to product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I am so delighted with a company and its products that I want to help the company to be successful (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good companies should be supported (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company (e.g. small/local company) needs support (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to say thank you as a result of my positive purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 I contribute (e.g.like/favourite/ retweet/quote retweet/share) to other people's product/brand related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I can express my enthusiasm (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the power to contact a brand on social media easily (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I can influence others' with my experience (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can publicly make others aware of my purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 I contribute (e.g. like/favourite/ retweet/quote retweet/share) to product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I can express my enthusiasm (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have the power to contact a brand on social media easily (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I can influence others' with my experience (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can publicly make others aware of my purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 I contribute (e.g.like/favourite/ retweet/quote retweet/share) to other people's product/brand related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want to receive a reward (e.g. free product, coupons, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to engage with the brand because I like it (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want the brand to communicate with me (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive points on my loyalty card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(4)					
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Q24 I contribute (e.g.like/favourite/ retweet/quote retweet/share) to product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want to receive a reward (e.g. free product, coupons, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to engage with the brand because I like it (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want the brand to communicate with me (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive points on my loyalty card (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 I contribute (e.g. like/favourite/ retweet/quote retweet/share) to other people's product/brand related posts on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor	Somewhat disagree (4)	Strongly disagree
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			disagree (3)		(5)
It enables me to communicate with others (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enables me to communicate with my friends (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I belong to a community when I contribute to the post (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enables me to communicate with my family (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 I contribute (e.g.like/favourite/ retweet/ quote retweet/share) to product/brand related posts from brands on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It enables me to communicate with others (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enables me to communicate with my friends (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I belong to a community when I like/favourite/retweet the post (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enables me to communicate with my family (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 Have you ever created brand related posts on social networking sites?

- Yes (1)
- No (2)

Q28 Which social networking sites do you usually use to create products and brand related posts? (Please tick all answers that apply)

- Facebook (1)
- Twitter (2)
- Instagram (3)
- YouTube (4)
- Other (please write in) (5) _____

Q29 How often do you create brand related posts on social networking sites?

- Everyday (1)
- Once a week (2)
- 2-4 times a week (3)
- Fortnightly (4)
- Once a month (5)
- Every 3-4 months (6)
- Every 6 months (7)
- Every 12 months (8)

Q30 When I have a negative purchase experience...

- I always share my experience on social media via posts/tweets (1)
- I sometimes share my experience on social media (2)
- I never share my experience (3)
- Other (please write in) (4) _____

Q31 When I have a negative purchase experience I create product/brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
The company harmed me, and now I want to harm them (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to vent my frustration (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to express my anger (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want them to improve their product/brand (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32 When I have a negative purchase experience, I create product/brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want a refund after my negative purchase experience (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect an apology from the company (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want free vouchers, products or coupons (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q33 When I have a negative purchase experience, I create product/brand related post(s) because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want to warn others of bad products/brand (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to save others from having the same negative experience as me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want others to buy the right product (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q34 When I have a negative purchase experience, I create brand/product related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I can publicly embarrass the company (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want the wider public to know what my experience was like. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the power to make contact with brands easily on social media (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can publicly make others aware of my negative purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35 When I have positive purchase experience...

- I always share my positive purchase experience on social networking sites via tweets/posts (1)
- I sometimes share my positive experience on social media via tweets/posts (2)
- I never share my positive experience on social media (3)
- Other (4) _____

Q36 I create product/brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It is enjoyable (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun when I create other people's posts (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me positive feelings (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q37 Note: In the next set of questions, you are presented with a statement. You are being asked to indicate your level of agreement or disagreement with each statement on a 5 point scale where 1=strongly agree and 5= strongly disagree. I create product/brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want others to get benefits from the product (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to encourage others to buy a product (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to help others who are looking for advice (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to share my positive experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38 I create product/brand related post(s) reviews on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I want to receive a reward (e.g. free product, coupons, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to engage with the brand because I like it. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want the brand to communicate with me (e.g. Tweet, comment etc.) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive points on my loyalty card. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q39 I create product/brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I am so delighted with a company and its product that I want to help the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

company to be successful (1)					
Good companies should be supported (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company needs support (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to say thank you as a result of my positive purchase experience (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40 When I have a positive purchase experience I create /product brand related post(s) on social networking sites because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I can express my enthusiasm (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the power to make contact with brand easily on social media (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I can influence others with my opinion (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

publicly make others aware of my purchase experience (4)					
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Q41 I create product/brand related post(s) on social media because...

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I can present myself and my purchase experience (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to show my expertise about the product and/or brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can express my personality (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to receive 'likes, retweets, favourites' from others (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42 I create product/brand related post(s) on social media because....

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
It enables me to communicate with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(1) It enables me to communicate with my friends (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I belong to a community when I post (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enables me to communicate with my family (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q43 Please select the category that includes your age.

- 18-25 years (1)
- 26-30 years (2)
- 31-35 years (3)
- 36-45 years (4)
- 46-55 years (5)
- 55-65 years (6)
- 65+ years (7)

Q44 Please indicate your gender.

- Male (1)
- Female (2)

Q45 Please select which of the following best describes your highest level of education achieved.

- Up to GCSE's (1)
- A levels (2)
- Some college (3)
- Undergraduate degree (5)
- Postgraduate degree (6)
- Doctorate (7)
- Other (8) _____

Q46 Which one of the following ranges includes your total yearly household income before taxes? Income

- Less than £10,000 (1)
- £10,000 - £19,999 (2)
- £20,000 - £29,999 (3)
- £30,000 - £39,999 (4)
- £40,000 - £49,999 (5)
- £50,000 - £59,999 (6)
- £60,000 - £69,999 (7)
- £70,000 - £79,999 (8)
- £80,000 - £89,999 (9)
- £90,000 - £99,999 (10)
- £100,000 - £149,999 (11)
- More than £150,000 (12)

Q47 What best describes your employment status?

- Employed full time (1)
- Employed part time (2)
- Unemployed looking for work (3)
- Unemployed not looking for work (4)
- Retired (5)
- Student (6)
- Other (7) _____

Q48 What is best describe your ethnicity?

- White/Caucasion (1)
- Hispanic (2)
- Black/ African American (3)
- Others (please specify) (4) _____

Appendix 7: Item-Total Statistics for Reliability Analysis For Consuming Brand/Product-related Posts from Other People

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It is enjoyable	15.0941	20.240	.727	.646	.873
I have fun when I read	15.1294	20.930	.616	.595	.882
It makes me happy	14.8000	19.889	.663	.757	.878
It gives me positive feelings	14.8353	20.280	.672	.733	.877
I need information before making my purchase	15.3235	19.427	.690	.646	.875
I want to update my knowledge about the brand/product	15.2588	19.944	.635	.620	.881
I want to get new idea	15.1824	19.546	.712	.669	.873
I want to receive more information about brands/product in general	15.1059	19.835	.636	.566	.881

Appendix 8: Item-Total Statistics for Reliability Analysis For Consuming Brand/Product-related Posts from Brands

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It is enjoyable	26.8235	22.383	.737	.680	.891
I have fun when I read posts from brands	26.8824	22.672	.722	.680	.893
It makes me happy	27.0647	22.025	.724	.786	.892
It gives me positive feelings	27.0588	22.316	.744	.783	.891
I need information before making my purchase decision	26.5294	22.085	.657	.609	.899
I want to update my knowledge about the brand/product	26.6588	21.930	.724	.641	.892
I want to get a new idea /inspiration about a product	26.6824	22.372	.692	.607	.895
I want to receive information about brands/products in general	26.6647	22.343	.623	.450	.902

Appendix 8: Item- Total Statistics for Reliability Analysis For Contributing to Brands' Brand/Product Related Posts

Item-Total Statistics (to brands)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I'm so delighted with a company and its products and I want to help the company	74.7397	108.704	.567	.582	.926
Good companies should be supported	74.5342	111.533	.459	.597	.927
The company (e.g. small/local company) needs support	74.6096	110.047	.483	.649	.927
I want to say thank you as a result of my positive purchase experience	74.6986	108.805	.582	.631	.925
I can express my enthusiasm	74.6849	107.514	.704	.643	.923
I have a power to contact a brand on social media easily	74.7945	107.475	.604	.543	.925
I feel that I can influence others with my experience	74.9795	106.062	.620	.568	.925

I can publicly make others aware of my purchase experience	74.8904	108.498	.499	.494	.927
I want to receive a reward (e.g. free product, coupons, etc.)	74.8699	109.300	.375	.663	.931
I want to engage with the brand because I like it	74.6986	110.005	.550	.481	.926
I want the brand to communicate with me	75.1370	105.926	.601	.563	.925
I want to receive points on my loyalty card	75.0685	105.733	.541	.735	.927
It enables me to communicate with others	74.9110	107.061	.651	.621	.924
It enables me to communicate with my friends	74.9589	105.874	.672	.706	.924
I feel like I belong to a community	75.0685	104.919	.692	.687	.923
It enables me to communicate with my family	75.3288	103.588	.683	.708	.923
It is enjoyable	74.9110	106.537	.711	.755	.923
I have fun when I participate to brand/product related posts from brands	75.0137	105.021	.718	.766	.923
It makes me happy	75.0822	105.014	.734	.822	.922
It gives me positive feelings	75.0274	104.730	.746	.787	.922

Appendix 9: Item- Total Statistics for Reliability Analysis For Contributing Brand/Product Related Posts

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I'm so delighted with a company and its products that I want to help the company to be successful	74.8425	107.251	.514	.501	.931
Good companies should be supported	74.5000	108.597	.502	.469	.931
The company (e.g. small/local company) needs support	74.5411	107.947	.519	.614	.931
I want to say thank you as a result of my positive purchase experience	74.6164	106.293	.617	.631	.929
I can express my enthusiasm	74.7260	105.883	.707	.624	.928
I have a power to contact a brand on social media	74.7877	105.644	.647	.519	.929
I feel that I can influence others with my experience	74.8836	103.745	.694	.683	.928
I can publicly make others aware of my purchase	74.8082	105.397	.627	.639	.929
I want to receive a rewards (e.g. product, coupons)	74.8562	107.503	.406	.618	.934

I want to engage with the brand because I like it	74.6849	108.562	.563	.402	.931
I want the brand to communicate with me	75.0068	104.283	.602	.566	.930
I want to receive points on my loyalty card	75.0342	104.626	.537	.675	.931
It enables me to communicate with others	74.8356	105.780	.671	.600	.929
It enables me to communicate with my friends	74.9178	105.014	.638	.646	.929
I feel like I belong to a community when I contribute to the post	74.9589	102.909	.715	.718	.927
It enables me to communicate with my family	75.2808	103.665	.594	.600	.930
It is enjoyable	74.7740	104.728	.682	.726	.928
I have fun when I participate others' brand/product related posts	74.9178	103.993	.702	.729	.928
It makes me happy	75.0616	102.293	.766	.821	.926
It gives me positive feelings	74.9315	103.402	.751	.820	.927

Appendix 10: Item- Total Statistics for Reliability Analysis for Creating Negative Brand/Product Related Posts

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The company harmed me, and now I want to harm them	51.9677	56.958	.502	.478	.873
I want to vent my frustration	51.4032	58.226	.624	.714	.864
I want to express my anger	51.3306	57.800	.600	.699	.865
I want them to improve their product/brand	50.8710	61.869	.460	.423	.872
I want them to improve their product/brand	51.4355	57.646	.579	.576	.867
I expect an apology from the company	51.1774	59.074	.566	.479	.867
87.3.I want free vouchers, products or coupons	51.7258	58.331	.542	.425	.869
I want to warn others of bad products/brand	50.7903	61.696	.493	.533	.871
I want to save others from having the same negative experience as me	50.7742	62.192	.527	.598	.870
I want others to buy the right product	51.0403	61.210	.488	.446	.871

I can publicly embarrass the company	51.7823	59.229	.482	.450	.872
I want the wider public to know what my experience was like.	51.1129	59.776	.657	.674	.864
I have the power to make contact with brands easily on social media	51.1935	60.726	.580	.596	.867
I can publicly make others aware of my negative purchase experience	51.0161	60.049	.621	.694	.865

Appendix 11 Item- Total Statistics for Reliability Analysis for Creating Positive Brand/Product Related Posts

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It is enjoyable	108.1048	287.509	.696	.	.960
I have fun when I create other people's posts	108.1290	287.154	.675	.	.961
It makes me happy	108.3145	287.339	.685	.	.961
It gives me positive feelings	108.1613	292.640	.587	.	.961
I want others to get benefits from the product	107.8952	292.387	.607	.	.961
I want to encourage others to buy a product	108.0081	291.813	.570	.	.961
I want to help others who are looking for advice	107.8710	292.487	.643	.	.961
I want to share my positive experience	107.9919	291.000	.685	.	.961
I want to receive a reward (e.g. free product, coupons, etc.)	108.5806	283.302	.621	.	.962
I want to engage with the brand because I like it.	108.0887	287.577	.736	.	.960

I want the brand to communicate with me (e.g. Tweet, comment etc.)	108.3871	283.345	.741	.	.960
I want to receive points on my loyalty card.	108.6532	283.204	.627	.	.961
I am so delighted with a company and its product that I want to help the company to be successful	107.9032	288.820	.768	.	.960
Good companies should be supported	107.7581	293.437	.601	.	.961
The company needs support	108.0323	288.373	.745	.	.960
I want to say thank you as a result of my positive purchase experience	107.8468	289.984	.705	.	.960
I can express my enthusiasm	107.9032	290.982	.703	.	.961
I have the power to make contact with brand easily on social media	108.0000	290.553	.667	.	.961
I feel that I can influence others with my opinion	108.0403	287.096	.757	.	.960
I can publicly make others aware of my purchase experience	107.9597	293.210	.623	.	.961
I can present myself and my purchase experience	108.0081	292.024	.694	.	.961
I want to show my expertise about the product and/or brand	108.2661	283.530	.734	.	.960
I can express my personality	108.3871	284.255	.713	.	.960
I want to receive 'likes, retweets, favourites' from others	108.6048	284.859	.650	.	.961
It enables me to communicate with others	108.0887	291.187	.696	.	.961
It enables me to communicate with my friends	108.1935	286.222	.700	.	.960

I feel like I belong to a community when I post	108.1935	284.726	.756	.	.960
It enables me to communicate with my family	108.5484	279.713	.757	.	.960

Appendix 12: Scales of brand/product related motivations

	Variables	Scales used	Statements	α (Cronbach)
Consuming other people's brand/product related posts	Enjoyment	-Interview findings	-It is enjoyable -I have fun when I read others people's brand/product related posts (BPRP) -It makes me happy -It gives me positive feelings	.915
	Information	-Hennig Thurau et al (2004) -Interview findings	-I need information before making my purchase decision -I want to update my knowledge about the product/brand -I want to get a new idea/inspiration about a product/brand -I want to receive information about brands/products in general	.898
Consuming product/brand related posts from brands	Enjoyment		-It is enjoyable -I have fun when I read other people's BPRP -It makes me happy -It gives me positive feelings	.929
	Information	-Hennig Thurau et al (2004) -Interview findings	-I need information before making my purchase decision -I want to update my knowledge about the product/brand -I want to get a new idea/inspiration about a	.880

			product/brand -I want to receive information about brands/products in general	
Contributing other people's brand/product related posts	Enjoyment		-It is enjoyable -I have fun when I participate with other people's brand related posts -It makes me happy -It gives me positive feeling	.925
	Helping company	-Hennig Thureau et al (2004) -Interview findings	-I am so delighted with a company and its products that I want to help the company to be successful -Good companies should be supported -I want to say thank you as a result of my positive purchase experience	.830
	Empowerment (Positive)		-I can express my enthusiasm -I have the power to contact a brand on social media easily -I feel that I can influence others with my experience -I can publicly make others aware of my purchase experience	.840
	Reward		-I want to receive a reward (e.g. free product, coupons, etc.) -I want to engage with the brand because I like it	.728

			-I want the brand to communicate with me -I want to receive points on my loyalty card	
	Communication with others		-It enables to communicate with others -It enables me to communicate with my friends -I feel like I belong to a community when I contribute to the post -It enables me to communicate with my family	.860
Contributing brand/product related posts from brands	Enjoyment		-It is enjoyable -I have fun when I participate with other people's brand related posts -It makes me happy -It gives me positive feeling	.925
	Helping company	-Hennig Thurau et al (2004) -Interview findings	-I am so delighted with a company and its products that I want to help the company to be successful -Good companies should be supported -I want to say thank you as a result of my positive purchase experience	.827
	Empowerment		-I can express my enthusiasm -I have the power to contact a	.830

			<p>brand on social media easily</p> <p>-I feel that I can influence others with my experience</p> <p>-I can publicly make others aware of my purchase experience</p>	
	Reward		<p>-I want to receive a reward (e.g. free product, coupons, etc.)</p> <p>-I want to engage with the brand because I like it</p> <p>-I want the brand to communicate with me</p> <p>-I want to receive points on my loyalty card</p>	.773
Creating brand/product related posts	Expressing negative feeling	-Hennig Thurau et al (2004) -Interview findings	<p>-The company harm me, and now I want to harm them</p> <p>-I want to vent my frustration</p> <p>-I want to express my anger</p> <p>I want them to improve their/product</p>	.694
	Warn others		<p>I want to warn others of bad products/brands</p> <p>I want to save others from having the same negative experience as me</p> <p>I want to others to buy the right product</p>	.788
	Empowerment (Negative)		<p>I can publicly embarrass the company</p> <p>I want the wider public to know what my experience was like</p>	.793

			<p>I have the power to make contact with brands easily on social media</p> <p>I can publicly make others aware of my negative purchase experience</p>	
	Enjoyment			.921
	Help others	<p>-Hennig Thurau et al (2004)</p> <p>-Interview findings</p>	<p>I want to others get benefits from the product</p> <p>I want to help others who are looking for advice</p> <p>I want to share my positive experience</p>	.871
	Reward		<p>I want to receive a reward (e.g. free product, coupons etc.)</p> <p>I want the brand to communicate with me (e.g. Tweet, comment etc.)</p> <p>I want to receive points on my loyalty card</p>	.875
	Helping company	<p>-Hennig Thurau et al (2004)</p> <p>-Interview findings</p>	<p>I am so delighted with a company and its product that I want to help the company to be successful</p> <p>Good companies should be supported</p> <p>The company needs support</p> <p>I want to say thank you as result of my positive purchase experience</p>	.853
				.855

	Empowerment		<p>I can express my enthusiasm</p> <p>I have the power to make contact with brand easily on social media</p> <p>I feel that I can influence other with my opinion</p> <p>I can publicly make others aware of my purchase experience</p>	
	Self-identity		<p>I can present myself and my purchase experience</p> <p>I want to show my expertise about the product and/or product</p> <p>I can express my personality</p> <p>I want to receive 'likes, retweet, favourite' from others</p>	.849
	Communicate with others		<p>It enables me to communicate with others</p> <p>It enables me to communicate with others</p> <p>I feel like I belong to community when I post</p> <p>It enables me to communicate with my family</p>	.854

Appendix 12: Ethic Checklist Form