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Consumer-brand engagement on Instagram

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by

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Abstract

Social media has been subject to an increasing number of studies. Although there is empirical research on consumer–brand interaction on social media, such as on Facebook, there is still a lack of studies on other SNS.

As a marketing tool that allows brands to connect and engage with their consumers, Instagram is pointed out as a critical social network. However, there is still a lack of marketing studies on consumer-brand engagement on Instagram. Therefore, the purpose of this research is to understand the motivations for consumer to engage with a brand through Instagram. The findings should provide brand managers guidelines to develop a more effective strategy to approach this SNS.

In order to fulfill the research purpose, we used an online survey with 177 valid responses.   To understand the relationship between consumer motivations and consumer-brand engagement on Instagram, a multiple linear regression was performed. The results indicate that the main motivation to consume brand content on Instagram is search for information. The main motivations to actively interact with brand related content are social influence and personal identity.

Brands that seek to attract their consumers to their Instagram page should offer convenient access to information, by creating interesting content through short stories, videos or photos, they should also stimulate users to share their opinion and offer appealing prizes and discounts. Further research could apply this study to a specific brand or product category.

Keywords: Social Media, Social Networking Sites, Instagram, Consumer-brand -engagement, Motivations

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Introduction

"Social media and in particular social Networking Sites (SNS) have changed the communication landscape and online consumer-brand interactions" (Azar et al., 2016, p.154). SNS are one of the most popular social media categories, and they have attracted millions of users, many of whom have integrated these sites into their daily practices (Boyd and Ellison, 2007).

As of April 2018, over 4 billion people were active internet users and 3.3 billion were social media users (Statista, 2018). These statistics confirm that social media and SNS are of extreme importance for brands and for the development of relationships between brands and their consumers.

There are several studies that explore the drivers for consumer-brand engagement on SNS. One of them is the study of Azar et al. (2016). The authors provided additional insights to brand managers on how to adapt their approaches to increase consumers' interaction with brands on Facebook. They identified 5 main motivations (social influence, search for information, entertainment, trust and reward) that might influence consumers' interactions with a brand on Facebook. However, there are still a few studies that focus on Instagram. Although it is the most popular photo capturing and sharing application," research on Instagram is still in its infancy" (Alhabash et al., 2017, p.4).

Instagram user engagement is noted to be 15 times higher than Facebook engagement, and in addition, about 88% of brands on Instagram shared at least one video, which accounts for 6% of all posts (Duggan et al. 2015 and Zolkepli et al., 2015). In 2017, Instagram community reached 700 million of users (daily actives), 8 million as business profile (Instagram, 2018), making it one of the most popular social networks worldwide.

Therefore, this dissertation will try to answer the following research question: "What drives consumers to engage with a brand on Instagram?"

A survey-based quantitative methodology was used to assert this question. We studied the impact of the different motivations, identified in the literature, on consumer-brand engagement on Instagram. The survey was performed online through Instagram instant messaging.

This dissertation will be composed by seven chapters. The first one is the introduction, where the object of study is presented. The second chapter is the literature review about social media, SNS, consumer-brand engagement and motivations to engage with a brand on SNS. In the third chapter, we will explain the research model. In the fourth chapter, the research methodology will be described, as well as the data collection process. In the fifth chapter, the results are presented and in chapter six they are discussed in detail. The seventh chapter presents the conclusion together with the limitations of this research and suggestions for further studies.

Chapter 1
Literature Review

1.1 Social Media

Social media is a "group of internet-based applications that build on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010, p 61). Customers use online platforms to communicate, discuss, argue and exchange information. That interaction can be expressed with pictures, videos, texts and other types of media. Hanna et al. (2011) noted that are hundreds of social media platforms, through which customers interact. Customers share experiences online about the brands they use, thus creating a relationship with those brands. For that reason, companies have started to integrate traditional and social media simultaneously. The use of both tactics can enable the creation of experiences that can lead to attention and influence (Hanna, Rohm and Crittenden, 2011). Therefore, more and more companies seem to follow the trend of social media and implement online marketing strategies to reach their customers.

1.2 Social Networks

Social network sites (SNS) are one of the most popular social media categories that allow "users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other" (Kaplan and

Haenlein, 2010, p. 63). Since their introduction, SNS such as MySpace or Facebook have attracted millions of users, many of whom have integrated these sites into their daily practices (Boyd and Ellison, 2007). The leading SNS are usually available in multiple languages and enable users to connect with friends or people across geographical, political or economic borders.

As of April 2018, over 4 billion people were active internet users and 3.3 billion were social media users (Statista, 2018) – see figure 1).
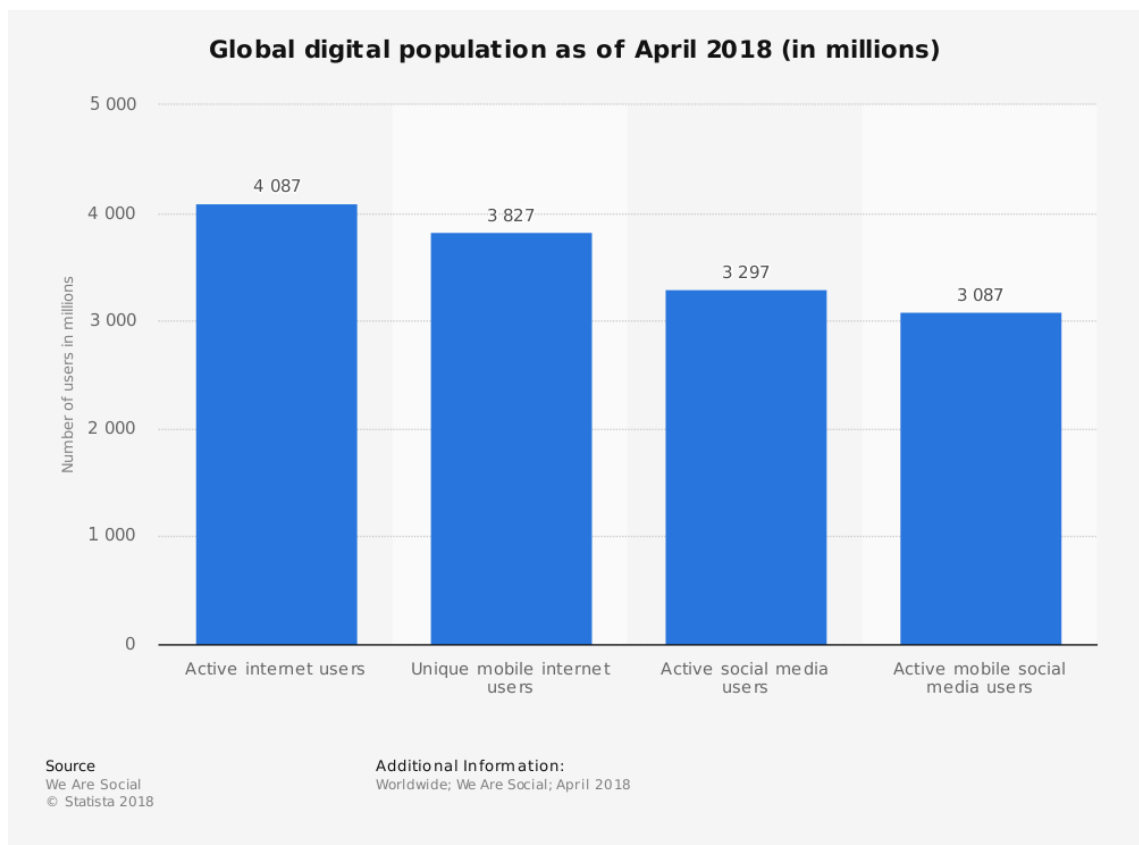

Figure 1- Global digital population

The market leader Facebook was the first SNS to surpass 1 billion registered accounts and currently (April 2018) sits at around 2.2 billion monthly active users and Instagram has 800 million monthly active accounts (Statista, 2018).

1.3. Company Social Networks

Originally, SNS supported only individual profiles, however, more recently, businesses also have developed their own pages. Such networks constitute company social networks (CSN) and have notable business potential (Martins and Patricio, 2013, p. 1). The authors defined CSN as "a group of people (followers, fans, or some other term, according to the web site terminology) connected to a company or brand within the boundaries of an SNS". When users follow a CSN (E.g.: in Facebook, Instagram or LinkedIn), updates are constantly show up on their personal page, without needing to visit a specific CSN page (Martins and Patricio, 2013, p.2). "With consumers spending more and more time on social media, brand-related interactions and exposure to brand communications are increasingly taking place within this sphere" (Azar et al., 2016, p.154).

Consumer interactions with brands have a much stronger impact on consumer behavior, compared with traditional forms of communication (Christodoulides, 2008; Azar et al., 2016). Hence, in recent years brands have embraced SNS as a critical marketing channel to drive brand awareness, brand engagement and relevance (Yan, 2011; Hutter et al., 2013; Azar et al., 2016).

Several reasons may lead a company to have a page on a SNS. Among them are their fast growth and popularity, their viral nature and the competitors' presence on SNS (Tsimonis and Dimitriadis, 2014). Firms can accomplish many actions through SNS such as: create prize competitions, announce new products or services, interact with their fans, provide useful information and handle customer service issues (Tsimonis and Dimitriadis, 2014). By using SNS companies aim mostly to interact with consumers, create and enhance relationships with customers by increasing consumer engagement (Gironda and Korgaonkar, 2014).

Customer engagement is one of the most important benefits that social media and, in particular SNS, can have for companies (Tsimonis and Dimitriadis, 2014).

1.4. Instagram

Launched in October 6th, 2010, Instagram is a popular photo (video) capturing and sharing mobile application, with more than 800 million monthly active users (Statista, 2018). Instagram offers its users a unique way to post pictures and videos using their smartphones, apply different filters that transform the appearance of a picture, and share them instantly on multiple platforms (such as Facebook) in addition to the user's Instagram page. This SNS is dedicated to the mobile experience, and part of its growth was fueled by the rapid adoption of smartphones with high-functioning cameras (Salomon, 2013).

There are 70 million photos uploaded to Instagram every day (Forbes, 2018). People interact with each of those posts by showing their love with a heart, commenting, using hashtags tag or mention other users by using the @ symbol (which effectively creates a link from their posts to the referenced user's account) before posting them. Since January 2017, live stories became available globally (Instagram, 2018). It allows users to share live video. There are some tools focus on business profiles, such as "Paid partnership with" Tagging and Insights Tool. Since June 2017, Instagram launch this new tool that allow a more transparent relationship between business and the Instagram community, due to a sub-header that reads "Paid partnership with," followed by a tag to the business partner's account (Instagram, 2018). This new tool is used usually by Influencers or publishers to sell a product or a service from a certain brand. Since June 2018, Instagram brought shopping to Instagram Stories (Instagram,

2018). On Instagram Stories, when a user sees a sticker with a shopping bag icon that allows to see more details about that product.

"As 800 million use Instagram each month to discover and follow their passions, more and more people are using it to connect with businesses they love. In fact, over 80% of accounts on Instagram follow a business, while 200 million Instagrammers actively visit the profile of a business every day. As a result, the Instagram community is helping spur small business growth in big ways" – (Instagram, 2018). Zolkepli et al. (2015) infer that "Instagram user engagement is noted to be 15 times higher than Facebook engagement (p. 286). Besides that, Zolkepli et al. (2015) stated that "there are about 88% of brands on Instagram that shared at least one video, which accounts for 6% of all posts and the top 50 brands on Instagram have an average of 722,000 followers, with an average of 1.5 million Instagram posts mentioning these brand names" (Zolkepli et al. 2015, p. 286 and Duggan et al. 2015).

1.5. Consumer-Brand Engagement

Schaufeli et al. (2002) define engagement "as a positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption" (p. 74). According to them, engagement refers to "a more persistent and pervasive affective cognitive state that is not focused on any particular object, event, individual, or behavior" (Schaufeli et al., 2002 p. 74). In an opposite approach, Brodie et al. (2011) point out that "engagement processes arise from the interactions and/or experiences between a focal engagement subject (e.g. customer) and object (e.g. brand, product, or organization)" (p. 254). Also, Hollebeek (2014) defines engagement as "a motivational state which occurs by virtue of an individual's (i.e. the 'engagement subject') focal interactive experiences with a particular object or agent (i.e. the 'engagement object)" (p. 150). Moreover, Mollen and Wilson (2010) describe online engagement as a

"cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer mediated entities designed to communicate brand value" (p. 923).

The concept of customer-brand engagement (CBE) "has been gaining popularity among academics and practitioners as a central customer-brand relationship construct" (Carvalho, 2017). According to Hollebeek et al. (2014), CBE is "expected to be conducive to the attainment of superior organizational performance outcomes, including sales growth, cost reductions, brand referrals, enhanced consumer contributions to collaborative product development processes, enhanced co-creative experiences, and superior profitability" (p.150). Hence, CBE is seen as a competitive advantage for brands, since it allows to distinguish between competitors and enhance the brand's success (Marbach et al. 2016).

Other definitions of customer engagement have been presented in several ways as we can see below:

Patterson et al. (2006)	"The level of a customer's physical, cognitive and emotional presence in their relationship with a service organization."
Hollebeek (2011)	A customer's level of cognitive, emotional and behavioral investment in specific brand interactions.
Brodie et al. (2011)	"A motivational state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand) in focal service relationships."

Table 1 - Customer engagement concepts

Patterson, Hollebeek and Brodie share the idea of time invested by a subject (customer / consumer) in the relationship of interaction and experience with the object (the brand for example) measured through the levels of cognitive, emotional and behavioral levels.

1.6. Drivers for consumer-brand engagement

"Previous research has widely shown that people purchase goods or services to make favorable impressions on others or to connect with others" (Azar et al, 2016; p. 158). Moreover, social pressure exerts influence on consumer's decision to join a brand page and ultimately generate brand related content (Muntinga et al., 2011). Even before a user joins a brand page in a certain SNS, they can check if there are friends in common (Coulter and Roggeveen, 2012). Therefore, the user will feel familiar with a brand page if their friends belong as well (Coulter and Roggeveen, 2012).

Muntinga et al. (2011) investigated the drivers for customer engagement on social media and found that customers engaged with brands to receive information, for entertainment and for remuneration. However, this study was qualitative and based on self-reports from participants. Therefore, the authors considered these facts a limitation on their research, since self-reports are based on people's memories which can be unreliable.

There are several ways a person can satisfy an information need, such as visiting a library, calling someone or searching on Internet. Internet has become a key information source (Morris et al, 2010). In Whiting and Williams (2013) study, they found that people use Social Media in order to search for information about the product and about the pre-purchase decision such as deals or sales information or reviews, but also about all the business in general, such as the experience with the brand activities (events or parties). Hence, consumers read all the information gathered to make more well-informed buying decisions (Muntinga et al, 2011).

Another motivation to engage with a brand through SNS is reward. For Wang and Fesenmaier (2013) remuneration as an incentive involves people engaging in social media since they expect to gain a future reward. Any reward

provided by the brand, monetary, job-related benefits or of other personal rewards is welcome by the consumer (Muntinga et al., 2011).

Jahn and Kunz (2012) also studied the motivations for engagement on social media pages. They concluded that, in order to receive high engagement on brand posts, customers had to be provided with interesting, entertaining and innovative content. The authors developed a framework on how brands could turn their customers into fans. The goal of this study was to find out the customers motivation to participate in brand generated content. Gratification theory and the involvement theory were the foundations of his model, that defined how fan page behavior appeared and might influence brand loyalty. Jahn and Kunz's (2012) study divided the process into three categories: gratification, participation, and customer-brand relationship. Commonly to other studies on this field, the study only focused on Facebook.

Based on previous research on social media, many people use the Internet, and in particular SNS, to be entertained and relax (Dholakia et al, 2004; Shu and Chuang, 2011; Rohm et al, 2013). Playing games, listening to music or watching videos are the most common activities for entertainment (Martins and Patrício, 2013; Whiting and Williams, 2013). Some users also refer that the drivers for their engagement with brands on SNS are escapism and relaxation and avoiding the problems they face in reality (Lee et al., 2015).

Wallace et al. (2014) also studied the motivations for CBE on Facebook. The authors showed that customers want to associate themselves with the characteristics of the brand whose posts they "like" on social media. Indeed, members of a fan page resort to memberships to build an image of themselves (Chu and Kim, 2011 p.50; Martins and Patrício, 2013 p.557). SNS users may participate on a brand page to show their opinions and simultaneously be able to express their personal identity, in the form of self-presentation (provide others with a reflection of their personality), self-expression (express one's

identity and/or personality), and/or self-assurance (to receive the recognition of other members) (Heinonen, 2011; Muntinga et al., 2011). Marcus (2015) found that compared to other SNS sites, Instagram is based more on one's personal identity rather than relational identity. Marcus (2015) analyzed the pictures that five users, between 22 and 25 years old, posted on Instagram, and concluded that Instagram is used as a means for self-promotion. Lee et al. (2015) found that Instagram users are motivated to establish and maintain social relationships with other people using this platform, to dispel their loneliness to record their daily events and traces, to present users' personalities (self-expression motive) and for escapism and peeking relaxation (p. 555).

Shu et al. (2011) found that SNS evoke higher ratings for "trust in website", "trust in other members" and "quality of friends." Furthermore, they stated that SNS can provide users with entertainment and greater social involvement, which is consistent with the study of Mangold and Faulds (2009). They suggested that consumers perceive social media as a more reliable source of information about brands compared with marketer-generated content (p. 360). Hence, according to these authors, trust could also be considered as driver of CBE in SNS. Azar et al. (2016) also considered "trust" as a motivation. These authors pointed out that "consumers perceive social media as a more reliable source of information about brands compared with marketer-generated content" (p.160). However, according to Muntinga et al. (2011), "trust" is covered as a sub-motivation of "search for information", defined as risk reduction, which Azar et al. (2016) conceptualized as "trust". Moreover, according to Read (1989), motivations are understood as the activation of a certain goal-directed behavior, therefore, we did not consider trust as a motivation for CBE in this study, because trust works as a mean to attain a goal and not as a motivation in itself.

Thus, according to previous studies the main motivations linked with the use of SNS are the following: Social influence, search for information, entertainment, self-identity and reward.

1.7. Types of consumer interactions with brand fan pages on Instagram

In SNS, engagement implies the establishment of brand-consumer interactions through a page or profile (Castilho and Antunes, 2013, p. 72). Consumers may have different types of interactions with brand fan pages on SNS, which can be characterized by acts like doing "like", "commenting" and "sharing" a brand publication (Peters et al, 2013). These items are commonly used to calculate an overall engagement metric.

Muntinga et al. (2011) introduced the behavioral construct Consumer Online Brand-Related Activity (COBRA). They notice that users can engage in multiple roles in social media, depending on their motivations and goals (p.15). Therefore, the same person can adopt a voyeuristic behavior at one moment, in which they act as a spectator watching other's behaviors and contributions within the brand fan page, and later being a participator, socializing with other fans, commenting on brand-related content. Three levels of consumer interaction were pointed out: consuming, contributing and creating (Muntinga et al. 2011). "Consuming brand-related content can include watching brand-related videos, viewing brand-related pictures or reading comments; contributing to brand-related content represents user-to-content and user-to-user interactions with brands and may involve 'liking' or commenting on brand-related content; creating brand-related content indicates that consumers actively produce and post brand-related content, and might involve producing and uploading publications about the brand" (Muntinga et al, 2011, p.16).

Tsai and Men (2013) also contributed to this topic by providing a classification of consumer-brand engagement on Facebook, according to two levels of engagement: consuming (watching videos on companies' Facebook pages, viewing pictures on companies' Facebook pages, reading companies' posts, user comments, or product reviews, and liking/joining a companies' Facebook pages) and contributing (engaging on conversations on companies' Facebook pages, sharing companies' Facebook posts on their personal page, recommending companies' Facebook pages to their personal Facebook contacts, and uploading product-related video, audio, pictures or images).

In what concern to Instagram, consumers can interact with the brands consuming content which can be characterize by watching brand-related content without interacting with the brand on Instagram (view pictures, watching videos or stories and reading comments); contributing with content by liking, commenting or sharing an Instagram's post.

Following Azar et al.'s (2016) study, we will consider also the intensity of "likes" and "comments" in order to measure consumer interactions with the brand on Instagram. Furthermore, we will add "stories" to measure media consuming (when the user only watches the video), but also consumer interactions (e.g.: when a brand or a user share the story). Launched on January 2017, Instagram Stories are "a new way to connect with your friends and followers right now" (Instagram, 2018).

Chapter 2
Research Model

Based on the conceptual elements identified in the literature review, we propose a representation of our structural model (see figure 2):

Motivations to interact with

Brands on Instagram
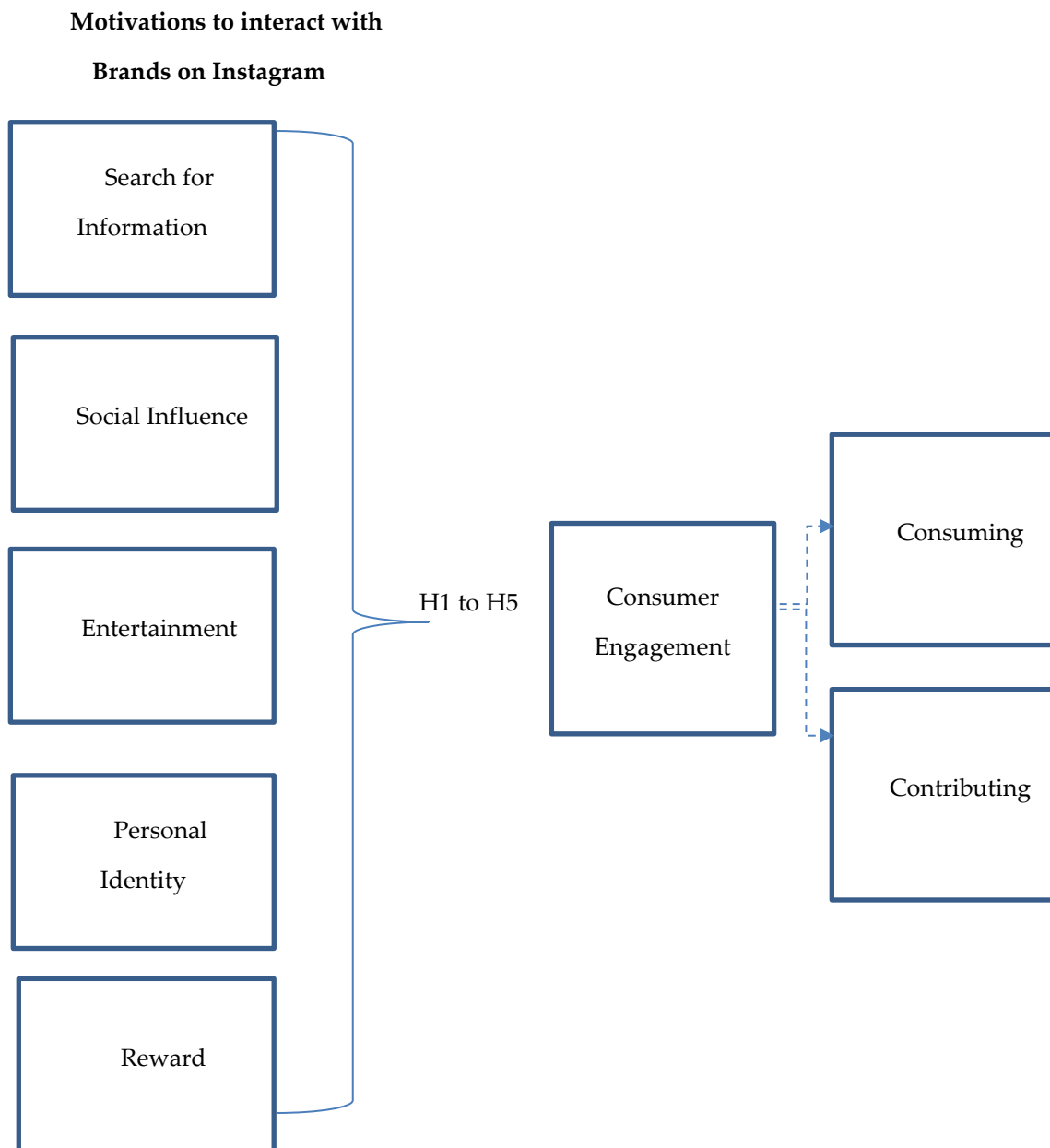
Figure 2: Research Framework

We suggest a possible relation between the motivations previously described (independent variables) and consumer engagement with a brand through Instagram (dependent variable) described in the literature review.

Based on these relations we formulated the following hypothesis that we intend on studying.

Consumers use SNS to access brand-related content, product information (pre-purchase decision) but also to gather feedback from other consumers in order to make well-informed buying decisions (Muntinga et al, 2011; Shu and Chunag, 2011; Whiting and Williams 2013). Therefore, we propose that "search for information" will influence consumer engagement.

H1.1: There is a positive impact of the motivation "search for information" on consumer consumption of content created by a brand in Instagram.

H1.2: There is a positive impact of the motivation "search for information" on consumer creation of content in an Instagram brand page.

The sense of belonging to a group or community, connected with friends, family and the society and the chance to share the experiences they have in common are recurrently mentioned as motivations to engage with a brand (Muntinga et al, 2011). Moreover, a user will feel familiar with a brand page if their friends belong as well (Coulter and Roggeveen, 2012). Therefore, we expect that "social influence" will influence consumer engagement.

H2.1: There is a positive impact of the motivation "social influence" and consumer consumption of content created by a brand in Instagram.

H2.2: There is a positive impact of the motivation "social influence" on consumer creation of content in an Instagram brand page.

In order to receive high engagement on brand posts, customers had to be provided with interesting, entertaining and innovative content (Jahn and Kunz 2012). Furthermore, some users might connect with a SNS to escape and avoid problems they face in real life and pursue relaxation (Lee, Lee, Jang Ho, and Sung, 2015). Consequently, we predict that the motivation "entertainment" will influence consumer engagement.

H3.1: There is a positive impact of the motivation "entertainment" and consumer consumption of content created by a brand in Instagram.

H3.2: There is a positive impact of the motivation "entertainment" on consumer creation of content in an Instagram brand page.

Customers want to associate themselves with the characteristics of the brand (Wallace 2014). SNS users may participate on a brand page to share their opinions and simultaneously be able to express their personal identity (Heinonen, 2011; Muntinga et al., 2011). Accordingly, we propose that "personal identity" will influence consumer engagement.

H4.1: There is a positive impact of the motivation "personal identity" and consumer consumption of content created by a brand in Instagram.

H4.2: There is a positive impact of the motivation "personal identity" on consumer creation of content in an Instagram brand page.

SNS users consider interacting with a brand on a SNS since they might expect a future reward, such as special offers or benefits (Muntinga et al., 2011; Wang and Fesenmaier 2013). Consequently, we expect that the motivation "reward" will influence consumer engagement.

H5.1: There is a positive impact of the motivation "reward" and consumer consumption of content created by a brand in Instagram.

H5.2: There is a positive impact of the motivation "reward" on consumer creation of content in an Instagram brand page.

Chapter 3
Method

This chapter aims to present the methodology used in order to answer the research questions. Considering the purpose of this study and the research question identified above, this research is addressed in a quantitative perspective, which will be used to infer evidences for theory through the measurement of variables that produce numeric outcomes (Field, 2009).

The goal of this study is to test the hypothesized relationship between the independent variables (motivations to interact with Brands on Instagram) and the dependent variables (consumer engagement).

To test these hypotheses, we developed a questionnaire which was applied through an online survey, using Google Forms. There are several advantages for using surveys, especially online surveys: they are non-expensive and quick to administer (Bryman, 2008).

The link for the questionnaire was shared through Instagram' private message to guarantee that only Instagram users answered the questionnaire. Firstly, we performed a pre-test of the survey with 5 people, in order to determine if the questions were clear. Then, a link to the online survey was sent through instant messaging on Instagram to the participants. When people entered the survey's site, there was an introductory text where we described the research goals.

The survey consisted of eleven questions, five of which demographic. There were two questions related to the use of Internet and Instagram; two associated with the types of pages that the respondent like; and finally, two were centered on the study of consumer's motivations to engage with its favorite brand on

Instagram and the frequency of the different types of engagement. The survey was administered over a 14-day period and it is shown in Appendix II.

3.1. Independent and Dependent Variables

The five independent variables (search for information, social influence, entertainment, personal identity and reward) were all measured through multiple-item scales using a seven-point Likert structure with the endpoints being "strongly disagree" to "strongly agree."

The dependent variable consumer engagement was measured through multiple-item scale using a seven-point Likert structure with the endpoints being "never" and "very frequently" as endpoints.

The scales used were adapted from the literature. When answering the questions, respondents were asked to complete the survey always considering their favorite brand page on Instagram.

3.2. Scales used in survey's question

We based our questions about the motivations on scales described in the literature. The scales used in this study were already used in studies regarding consumer engagement on Facebook. However, since this research is focused on Instagram, some adaptations were required. Thus, the items used to measure the motivations for consumer engagement (see table 2) needed to be adapted to meet the specific goals of this research. Therefore, we needed to change the word "SNS" to "Instagram" in the several items used to measure the different motivations.

To study the motivations "search for information", "social influence" "reward" we adapted the scales used by Azar et al. (2016) in their study. In

what concern the entertainment motivation, we felt the need to address items linked with the need of escaping daily life problems (used in Lee et al., 2015) in order to have a more complete perspective on this motivation. To investigate the motivation "personal identity", we based our questions on the scale used by Jahn and Kunz (2012).

To study consumer engagement with the brand on Instagram, we adapted the scale used by Tsai and Men (2013). In addition to change the word "SNS" to "Instagram", we decided to include the item "Watching stories on the brand's Instagram page" since it is a recent tool in this SNS (see table 3). Three items of the original scale were eliminated because it was not relevant to our study. The exact scales used by the authors mentioned above can be consulted in Appendix I.

Search for Information (3 items)
• My interaction with the brand on Instagram allows me to better understand the brand
• I like to interact with the brand on Instagram because it allows me to find out the opinions of other consumers about the brand
• My interaction with the brand on Instagram gives me convenient access to information about brands, as the brand's posts appear directly on my news feed
Social Influence (3 items)
• By interacting with the brand on Instagram, I feel I am part of a community
• I interact with the brand on Instagram to state my interests and preferences to my friends
• My interaction with the brand on Instagram allows me to increase my social involvement
Entertainment (5 items)
• I like to interact with brands on Instagram to occupy my spare time
• It is interesting to interact with brands on Instagram
• My interaction with the brand on Instagram allows me to escape from reality
• My interaction with the brand on Instagram allows me to forget about troubles

•   My interaction with the brand on Instagram allows me to browse photos related to my interests
Personal Identity (4 items)
•   By interacting with the brand on Instagram I can make a good impression on others
•   By interacting with the brand on Instagram I can improve the way I am perceived
•   By interacting with the brand on Instagram I can present others who I am
•   By interacting with the brand on Instagram I can present others who I want to be
Reward (2 items)
•   I interact with the brand on Instagram in order to access discounts and promotions
•   I like to interact with the brand on Instagram as it offers contests and games from which I can access free products or other special offers

Table 2 - Scales used to study the motivations

Consumer Interaction with the brand on Instagram (5 items)
•   Viewing photos on the brand's Instagram page
•   Watching videos on the brand's Instagram page
•   Watching stories on the brand's Instagram page
•   Engaging in conversations on the brand's Instagram page publications (e.g., commenting, asking, and answering questions on a brand publication – photo or video)
•   Sharing the brand's Instagram posts (e.g., send a private message to a friend with the brand's Instagram post link)

Table 3 - Scale used to study consumer engagement.

3.3. Statistic Procedures

In order to explore the data collected through the survey, several statistic procedures were performed, through the use of SPSS.

At first, we characterized the sample, regarding gender, age, education, occupation, residence, the time they spent on internet and on Instagram and the number of brand pages respondents follow on Instagram. After that, a descriptive analysis of the dependent and independent variables was performed. Then, we performed a reliability analysis in order to test the internal

consistency of the scales that were used in this study. To evaluate the internal reliability of the measures, we employed Cronbach's α (Field, 2009).

In order to understand the relationship between the motivations and consumer engagement on Instagram, a multiple linear regression was performed (Field, 2009). This procedure was divided in two analyses. The first addresses the relationship between the motivations and consumer engagement through content consumption; the second regards the relationship between the motivations and consumer engagement through content creation (contribution) on Instagram.

Chapter 4
Results

4.1. Sample

A convenience sample of 177 questionnaires was collected. In order to completely exclude every answer that would not be usable for our study, we asked respondents if they followed a company's or a brand's Instagram page. Those who didn't were excluded. Thus, for the purposes of this research, we obtained 152 usable questionnaires to measure the motivations for consumer engagement on Instagram. From the total respondents (177), 152 (85.9%) followed a company's or a brand's Instagram page and 25 did not (14.1%) (see table 4).

Follow a brand/company's page on Instagram	Frequency	Percentage (%)
Yes	152	85.9
No	25	14.1

Table 4 - Sample Characteristics: Follow a brand/company's page on Instagram. Source: Output from SPSS

The sample of the study comprises Portuguese Instagram users, being 70 male (46.1%) and 82 females (53.9%). The age gap predominant in this study is in-between the ages of 23 and 28 with 122 respondents (80.3%). The majority had a bachelor's Degree (26.3%) and 67.1% had a postgraduate or master's degree (see table 5, 6 and 7).

		Percentage (%)
Gender	Female	53.9
	Male	46.1

Table 5-Social Demographic Characteristics: Gender. Source: Output from SPSS

		Percentage (%)
	18-22	8.6
	23-28	80.3
Age	29-35	10.5
	36-60	0.7

Table 6-Social Demographic Characteristics: Age. Source: Output from SPSS

		Percentage (%)
	High School	5.3
	Bachelor's Degree	26.3
Education	Postgraduate/master's Degree	67.1
	PhD	1.3

Table 7 - Social Demographic characteristics: Education. Source: Output from SPSS

Concerning the occupations of the sample, there is a predominance of managers/businessman (17.8%), marketing, communication and Sales (16.4%) and economists and healthcare professionals (8.6% each). 22.4% of the respondents were students (table 8).

		Percentage (%)
	Student	22.4
	Marketing, communication and Sales	16.4
	Engineers	7.2
	Managers/businessman	17.8
	Economists	8.6

Occupation	Healthcare Professional	8.6
	Without any professional's activity/unemployed	1.3
	Education professionals/researchers	2.0
	Architect/designer	4.6
	Consultant/certified account	5.9
	Administrative assistant	1.3
	Psychologist Human Resources/Social Worker	1.3
	Military	0.7
	Others	2.0

Table 8 - Social Demographic Characteristics: Occupation. Source: Output from SPSS.

The district with more respondents was the district of Porto with 52.6% followed by Lisbon with 20.4% (see Table 9).

		Percentage (%)
	Porto	52.6
	Lisboa	20.4
	Braga	11.8
	Aveiro	2.6
	Viseu	1.3
	Viana do Castelo	0.7
Residence	Setúbal	2.6
	Vila Real	0.7
	Faro	0.7
	Coimbra	0.7
	Santarém	1.3
	Outside Portugal	4.6

Table 9 - Social Demographic Characteristics: Residence. Source: Output from SPSS.

Concerning the time spent on the Internet, the results varied from 0.7% of the respondents that spend less than 30 minutes each day using Internet to 69.7% who use the Internet more than two hours/day. Regarding Instagram, most respondents (38.2%) use on average between 30 minutes and 1 hour a day and only 13,8% use it more than 2 hours per day (see table 10).

	Time spent on Internet		Time spent on Instagram	
	Frequency	%	Frequency	%
Less than 30min	1	0.7	25	16.4
Between 30 min and 1 hour	9	5.9	58	38.2
Between 1 hour and 2 hours	36	23.7	48	31.6
More than 2 hours	106	69.7	21	13.8
Total	152	100	152	100

Table 10 - Time spent on the Internet and on Instagram per day. Source: Output from SPSS

We also asked Instagram users how many brand pages they were following in that platform. The majority of answers were in-between 1 and 10 pages (43.4% of the respondents) – see table 11.

Number of "follow" pages	Frequency	Percentage (%)
Between 1 and 10 pages	66	43.4
Between 11 and 20 pages	40	26.3
Between 21 and 30 pages	20	13.2
More than 30 pages	26	17.1
Total	152	100

Table 11- Number of pages that the respondents follow on Instagram. Source: Output from SPSS

4.2. Reliability Analysis

Prior to testing the hypothesized relationship between the variables, analyses of the measure scales were performed to ensure their quality and reliability. Therefore, to evaluate the internal reliability of the measures, we employed Cronbach's α using SPSS. If the Cronbach's α increases the reliability also increases and values above 0.70 are considered acceptable (Field, 2009). Moreover, if the Cronbach's α is higher than 0.9 the scale is excellent; if between 0.8 and 0.9 the scale is good; if between 0.7 and 0.8 the scale is reasonable; if between 0.6 and 0.7 the scale is weak; and if lower than 0.6 the scale is unacceptable (Hill and Hill, 2012).

The results obtained after performing this evaluation were positive and proved the reliability of the previous constructs. The Cronbach's α evaluation was performed for every scale and the results ranged between 0.703 and 0.897, which confirms the consistency and reliability of the scales.

Considering the items used to measure the motivations for consumer engagement on Instagram, "social influence", "personal identity" and "reward" have a good level of consistency. "Entertainment" and "search for information" have a reasonable scale (see table 12).

Items	Number of Items	Cronbach's Alpha
Social Influence	3	0.818
Entertainment	5	0.784
Personal Identity	4	0.893
Reward	2	0.858
Search for Information	3	0.703

Table 12 - Motivations for Consumer Engagement on Instagram (Items' Reliability). Source: Output from SPSS

Regarding consumer engagement on Instagram, "Consuming" (α=.897) has a good level of internal consistency, and "contributing" (α=.784) has a reasonable level of consistency (see table 13).

Items	Number of Items	Cronbach's Alpha
Consuming	3	0.897
Contributing	2	0.784

Table 13 Consumer Engagement on Instagram (Items' Reliability). Source: Output from SPSS.

4.3. Descriptive Analysis

Prior to the analysis of the relationships previously proposed, a brief descriptive analysis of the answers was performed.

Regarding the motivations for consumer engagement with a brand's Instagram page, only the "search for information" motivation performed above the average (mean=5.03). "Personal Identity" motivation performed the lowest average (2.171) – see table 14.

Motivations	N	Minimum	Maximum	Mean	Std. Deviation
Social Influence	152	1	7	2.86	1.781
Search for Information	152	1	7	5.03	1.574
Entertainment	152	1	7	3.68	1.713
Personal Identity	152	1	6	2.17	1.480
Reward	152	1	7	3.75	1.867

Table 12 - Motivations for Consumer Engagement on Instagram (Descriptive). Source: Output from SPSS.

Concerning consumer engagement with a brand/company's Instagram page, we can see that respondents are much more consumers of content than contributors (consuming mean=5.02> contributing mean=2.05) – see table 15.

Consumer Engagement	N	Minimum	Maximum	Mean	Std. Deviation
Consuming	152	1	7	5.02	1.69
Contributing	152	1	7	2.05	1.33

Table 15 - Consumer Engagement on Instagram (Descriptive). Source: Output from SPSS.

Nonetheless, each item's mean can be found in the Appendix III.

4.4. Hypothesis testing

In order to understand the relationship between the motivations and consumer engagement on Instagram, a multiple linear regression was performed.

Table 16 shows the results concerning the relationship between the independent variables (motivations) and the dependent variable (consumption of content on a brand's Instagram page). Based on the results, the model is statistically significant (F(5;146)=12.766; p=.000) and explains 30.4% of the variance in the consumption of content on a brand's Instagram page. Regression coefficients analysis shows that "search for information" motivation is the only variable that has a significant impact on the dependent variable (because p<.05). Evidence shows that "search for information" motivation (t=4.598; p=.000) has a positive and moderate impact on the dependent variable (β =.369).

The other four variables are not statistically relevant (because p>.05).

Nevertheless, some scholars have argued that, in situations involving small samples, is reasonable to consider adopting a less conservative alpha (Schumm et al., 2013). Thus, if we consider a level of significance of 10% (that is, 0.1), two other factors are considered statistically relevant: entertainment and reward (see table 16).

Independent Variables	B	Std. Error	Beta	t	Sig.	R^2
Social Influence	-.035	.109	-.037	-.323	.748	
Search for Information	.396	.086	.369	4.598	.000	.304
Entertainment	.161	.087	.164	1.862	.065	
Personal Identity	.095	.124	.084	.768	.444	
Reward	.121	.073	.133	1.659	.099	
Dependent Variable: Engagement – consuming						

Table 13 - Multiple Linear Regression between motivations and consumer engagement (consuming) on Instagram. Source: Output from SPSS.

In table 17, we can see the results regarding the relationship between the independent variables (motivations) and the dependent variable (contributing to a brand's Instagram page). According to the results, the model is statistically significant ($F(5;146)=14.504$; $p=.000$) and explains 33.2% of the variance in the contribution of a brand's Instagram page. Regression coefficients analysis shows that the "social influence" and "personal identity" motivation are the variables that have a significant impact on the dependent variable (because $p<.05$). Evidence shows that "social influence" motivation ($t=2.469$; $p=.015$) has a positive but low impact on the dependent variable ($\beta =.277$). The "personal identity" motivation ($t=2.548$; $p=.012$) also has a positive but low impact on the dependent variable ($\beta=.272$).

The other three variables are not statistically relevant (because $p>.05$).

Independent Variables	B	Std. Error	Beta	t	Sig.	R²
Social Influence	.207	.084	.277	2.469	.015	
Search for Information	.066	.066	.078	.993	.322	.332
Entertainment	-.039	.067	-.051	-.590	.556	
Personal Identity	.244	.096	.272	2.548	.012	
Reward	.08	.056	.112	1.424	.157	
Dependent Variable: Engagement – contributing						

Table 14 - Multiple Linear Regression between motivations and consumer engagement (contributing) on Instagram. Source: Output from SPSS.

Chapter 5
Discussion

Over the years, social media and in particular SNS have earned relevance and positively changed the way people interact with each other and with brands. Since their introduction, SNS have attracted millions of users, in a daily practice (Boyd and Ellison, 2007). Customers are, day by day, increasingly sharing experiences online about the brands they use, consequently creating a bond with these brands. Consumer-brand engagement is expected to provide brands with relevant advantages in terms of performance outcome, such as "sales growth, cost reductions, brand referrals, enhanced consumer contributions to collaborative product development processes, enhanced co-creative experiences, and superior profitability" (Hollebeek et al., 2014, p.150).

Understanding what drives consumers to follow or interact with a brand on Instagram is critical, as it will help brands to stimulate engagement with the brand page, by providing content that appeals to these motivations. There are several motivations that encourage consumers to interact with brands and those drivers may differ from one SNS to another. Therefore, it is important for brands to understand what drives consumers to interact with their SNS pages.

Based on the literature, there are three levels of CBE with brands on SNS, namely consuming, contributing and creating brand-related content (Muntinga et al., 2011). As mentioned before, Tsai and Men (2013) also contributed to this topic by providing a classification of consumer-brand engagement on Facebook, according to two levels of engagement, that is consuming (i.e. watching videos, viewing photos or reading comments or posts on companies' Facebook pages) and contributing (such as interacting with brands by starting a conversation on

companies' Facebook pages or even sharing companies' Facebook content on consumers' personal Facebook page).

When analyzing the two types of engagement (consuming and contributing), we concluded that the main motivations for consuming and contributing are not the same. Following a brand Instagram page is not necessarily the same as contributing to that brand page. The motivations behind these actions are different.

Regarding our first research questions, "what are the motivations to engage with a brand in Instagram?", results show that, in terms of the consuming type of engagement, "search for information" is the only motivation that significantly influences consumer-brand engagement. As mentioned in the last chapter, if we consider a level of significance of 10% (that is, 0.1), we can also conclude that the "entertainment" and "reward" motivations will positively influence the consumption of content created by a brand on Instagram. In this case, users read, watch and consume content on an Instagram brand page, since it is an easy and convenient way to obtain product information or to gather feedback from other consumers, because it is fun and interesting, but also because they might expect a future reward. The importance of the motivation "search for information" is linked with the fact that Instagram brand pages allow users to search for brands products or services, prices and even links to buy through the "Paid partnership with" Tagging and Insights Tool (Instagram Press, 2018). Therefore, brands are strengthening relationships through shared experiences with their customers. More recently, Instagram offered users the possibility to purchase items through the Instagram Stories. Since this option was already working at the time respondents answered the survey, this fact may partially explain why "search for information" is the motivation that drives users to consume brand's content. In a recent survey shared by Instagram, it is highlighted that "Instagrammers often watch stories to stay in

the-know with brands they're interested in, get an insider view of products they like, and find out about new products that are relevant to them" (Instagram, 2018). This new shopping tool allows users to check price, discounts and promotions. Some promotions may even be exclusive to Instagram users, working as rewards to brand followers in this platform. This may justify why the motivation "reward" emerged as an antecedent of the consumption of brand-created content on Instagram. The presence of the "entertainment" motivation can be explained by the fact that brands share videos, stories and photos related with users' interests, allowing users to occupy their spare time. Therefore, Instagrammers are focused on finding interesting content related with their favorite brands and information about discounts and promotions to fulfill their spare time.

Regarding the contributing type of consumer-brand engagement, the most important motivations are "social influence" and "personal identity". This finding is in line with the results of Sheldon and Bryant's (2016) study, which found that Instagram users place more emphasis on self-promotion than in other motives. Consumers wish to be part of a group or community and associate themselves with the characteristics of the brand. The importance of "social influence" can be related with the need of being recognized by others and to fit in a group, which can be related to the motivation "personal identity", since consumers want a link with the brand they love, and this link can be used as a way to present others who they are.

Most of our respondents reported to use Internet for more than 2 hours each day (69.7%), however only 13.8% stated that spent more than 2 hours on Instagram, with 38.2% and 31.6% spending between 30 minutes and 1 hour and between 1 hour and 2 hours on Instagram, respectively. This data is not very encouraging, particularly to brands that hope to capture consumer's attention through this SNS without a certain grade of risk involved. Still, our results

show that, although respondents do not spend so much time on Instagram, the great majority (85.9%) follows at least one brand. These results indicate that, although users tend to follow a brand, they do not spend much time interacting with it on Instagram. At this respect, we should highlight that this study has the potential to help companies develop a social media strategy that improves consumer engagement, particularly regarding Instagram. Results suggest that to ensure high levels of consumer engagement on Instagram, the content published by brands should contain relevant and actual information about their products and interesting reviews. Results also show that is essential for brands to offer appealing prizes and the possibility to shop directly from the app. Furthermore, the content published should encourage users to share their own opinions and points of view to generate a maximum level of consumer engagement in this platform.

Chapter 6
Conclusion

This research explored the different drivers that influence consumer engagement with a brand on Instagram.

We analyzed the influence of the main motivations identified in the literature, as drivers of engagement in social media, and more precisely in the context of Instagram. In order to accomplish the goal of this research, we conducted a quantitative research, via an online survey. To understand the relationship between the motivations and consumer-brand engagement on Instagram, a multiple linear regression was performed with the support of SPSS.

The results showed that the consumption of content created by a brand on Instagram is significantly explained by the motivation search for information, and that social influence and personal identity are the drivers in which brands should invest to motivate users to contribute to brand-related content on Instagram.

6.1 Managerial implications

The results of this research suggest that brands that seek to attract their consumers to their Instagram page should invest on information, which is the main motivation identified in our study related to the consuming type of engagement. This motivation can be triggered by offering convenient access to information. Consequently, the stories and posts should contain interesting content, such as photos or videos that are related with consumers interests, but also should be associated with discounts and promotions, since the results

showed that entertainment and reward were also important to the consuming type of engagement. Nowadays, some brands (mainly cosmetic brands) offer contest through which users can access free products or other special offers. Consumers resort to their favorite brand's Instagram page to read reviews provided by other users, so it is also important to stimulate users to give their opinion, by encouraging consumers to like and comment on brand's post. In addition, brands should have an active role, not only stimulating the involvement, but also answering promptly any questions or issues that might arise.

Another two motivations were identified in our study: "social influence" and "personal identity". These two drives are very important to the contributing type of engagement. Consumers seek to be part of a community and to increase their social involvement. Therefore, brands should encourage and stimulate users to share their opinions, to give feedback about brand's products or service experience, since this will help consumers to develop relationships with others who share the same interests. In addition, this strategy will not only incentive the participation, but also give consumers the opportunity to make a good impression on others (which is related with the "personal identity" motivation). Thus, it is important that brands encourage users to be more active, giving opinions and expressing themselves. As already stated, brands can stimulate users to participate and contribute to their Instagram pages by offering contests, discounts and promotions.

6.2 Limitations and suggestions for further research

We believe that the present study has four major limitations.

First, although sample size is aligned with even the most demanding rules of thumb that can be found in literature about minimum sample size needed for multiple regression (subject to predictor ratio of 30 to 1), that is far away from

the optimal sample size stated by more recent research (e.g Knofczynski and Manford, 2007). For an estimated ϱ^2 of .30 and five predictors, Knofczynski and Manford, 2007 recommend a sample size of 600 to attain excellent prediction. This suggests that, if we had a larger sample we would be able to get higher statistical significance in respect to the hypotheses and even confirm some of the non-confirmed hypotheses.

Second, our sample profile consisted mostly of young Portuguese respondents, so the use of a more representative sample could help in the generalization of results.

Third, we did not try to study a specific brand or product category. Therefore, it would be interesting to understand the motivations for engagement with SNS pages in a specific industry or for a specific brand.

Finally, it would be interesting to understand the motivations for engagement using other SNS, such as LinkedIn.

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Appendix

Appendix I - Scales used in the survey

Motivations Search for Information	
• My interaction with the brand on Instagram allows me to better understand the brand • I like to interact with the brand on Instagram because it allows me to find out the opinions of other consumers about the brand • My interaction with the brand on Instagram gives me convenient access to information about brands, as the brand's posts appear directly on my news feed	Azar et al., 2016 (Motivations to interact with brands on Facebook – Towards a typology of consumer–brand interactions) Type of scale: seven-point Likert scale with the endpoints being "strongly disagree" to "strongly agree".
Social Influence	
• By interacting with the brand on Instagram, I feel I am part of a community • I interact with the brand on Instagram to state my interests and preferences to my friends • My interaction with the brand on Instagram allows me to increase my social involvement	Azar et al., 2016 (Motivations to interact with brands on Facebook – Towards a typology of consumer–brand interactions) Type of scale: seven-point Likert scale with the endpoints being "strongly disagree" to "strongly agree".
Entertainment	
• I like to interact with brands on Instagram to occupy my spare time • It is interesting to interact with brands on Instagram • My interaction with the brand on Instagram allows me to escape from reality • My interaction with the brand on Instagram allows me to forget about troubles • My interaction with the brand on Instagram allows me to browse photos related to my interests	Azar et al., 2016 (Motivations to interact with brands on Facebook – Towards a typology of consumer–brand interactions) Lee et al., 2015 (Pictures Speak Louder than Words: Motivations for Using Instagram) Type of scale: seven-point Likert scale with the endpoints being "strongly disagree" to "strongly agree".
Personal Identity	
• By interacting with the brand on Instagram I can make a good impression on others • By interacting with the brand on	Jahn and Kunz, 2012 (How to transform consumers into fans of your brand)

Instagram I can improve the way I am perceived • By interacting with the brand on Instagram I can present others who I am • By interacting with the brand on Instagram I can present others who I want to be	Type of scale: seven-point Likert scales anchored by "I fully disagree" vs "I fully agree"
Reward	
• I interact with the brand on Instagram in order to access discounts and promotions • I like to interact with the brand on Instagram as it offers contests and games from which I can access free products or other special offers	Azar et al., 2016 (Motivations to interact with brands on Facebook – Towards a typology of consumer–brand interactions) Type of scale: seven-point Likert scale with the endpoints being "strongly disagree" to "strongly agree".

Consumer Interaction with the brand on Instagram	
• Viewing photos on the brand's Instagram page • Watching videos on the brand's Instagram page • Watching stories on the brand's Instagram page • Engaging in conversations on the brand's Instagram page publications (e.g., commenting, asking, and answering questions on a brand publication – photo or video) • Sharing the brand's Instagram posts (e.g., send a private message to a friend with the brand's Instagram post link)	Adapted from Tsai and Men, 2013 (Motivations and Antecedents of Consumer Engagement with Brand Pages on Social Networking Sites) Type of scale: seven-point Likert scale with the endpoints being "never" to "very frequently".

Appendix II – Online Survey

Este questionário é parte de um trabalho de investigação de um aluno do Mestrado em Marketing da Católica Porto Business School que tem como objetivo compreender a relação dos consumidores com as marcas, no Instagram.

Não existem respostas certas ou erradas. Acima de tudo estamos interessados na sua opinião. Todas as respostas são confidenciais e anónimas, e serão usadas apenas com o propósito desta investigação. As suas respostas são essenciais para o desenvolvimento da nossa pesquisa. A duração do questionário será de aproximadamente 8 minutos.

Agradecemos antecipadamente a sua disponibilidade e participação neste estudo!

1. Em Mean, quanto tempo passa, por dia, na internet?

    a. Menos de 30 minutos

    b. Entre 30 minutos a 1 hora

    c. Entre 1 e 2 horas

    d. Mais de 2 horas

2. Em Mean, quanto tempo passa, por dia, no Instagram?

    a. Menos de 30 minutos

    b. Entre 30 minutos a 1 hora

    c. Entre 1 e 2 horas

    d. Mais de 2 horas

3. Segue alguma página de marca no Instagram? (para seguir uma página de uma marca no Instagram tem de colocar "Seguir" na página dessa marca)

    a. Sim

    b. Não

4. Quantas páginas de marcas segue, aproximadamente, no Instagram?

    a. Entre 1 e 10 páginas

    b. Entre 11 e 20 páginas

    c. Entre 21 e 30 páginas

    d. Mais de 30 páginas

5. Em que categorias se inserem as páginas que segue no Instagram?

    a. Comida

    b. Arquitetura

    c. Viagens

    d. Decoração

    e. Arte

    f. Natureza

    g. Estilo

    h. Automóvel

    i. TV e Filmes

    j. Música

    k. Desportos

    l. Tecnologia

    m. Outra

Para as seguintes perguntas, por favor, considere sempre a sua marca favorita no Instagram (será identificada como a marca Z):

6. Indique por favor o seu grau de concordância com as afirmações que se seguem em relação às suas motivações para interagir com a página da marca Z, a sua página de marca favorita, no Instagram.

(Utilize uma escala de 1 a 7, em que 1 significa discordo totalmente e 7 concordo totalmente).

a. Interagir com a Z no Instagram permite-me compreender melhor a marca.

b. Gosto de interagir com a marca Z no Instagram, uma vez que me permite conhecer a opinião dos outros consumidores sobre a marca.

c. Interagir com a marca Z no Instagram permite-me um acesso cómodo a informação sobre a mesma, pois as publicações da marca aparecem diretamente no meu feed de notícias e/ou Instagram stories

d. Ao interagir com a marca Z no Instagram sinto-me parte de uma comunidade.

e. Interajo com a marca Z no Instagram para afirmar os meus interesses e as minhas preferências aos meus amigos.

f. Interagir com a marca Z no Instagram permite-me aumentar o meu envolvimento social.

g. É interessante interagir com a marca Z no Instagram.

h. Gosto de interagir com a marca Z no Instagram para preencher o meu tempo livre.

i. Interagir com a marca Z no Instagram permite-me escapar da realidade do dia-a-dia.

j. Interagir com a marca Z no Instagram permite-me esquecer os problemas.

k. Interagir com a marca Z no Instagram permite-me procurar fotos relacionadas com os meus interesses.

l. Ao interagir com a marca Z no Instagram consigo causar uma boa impressão nos outros.

m. Ao interagir com a marca Z no Instagram posso melhorar a forma como os outros me vêm.

n. Ao interagir com a marca Z no Instagram posso mostrar aos outros como sou.

o. Ao interagir com a marca Z no Instagram posso mostrar aos outros quem eu quero ser.

p. Interajo com a marca Z no Instagram para ter acesso a descontos e promoções.

q. Gosto de interagir com a marca Z no Instagram, porque realiza concursos e passatempos onde posso ganhar produtos ou ofertas especiais.

7. Com que frequência participa nas seguintes atividades em relação à marca Z no Instagram? (Utilize uma escala de 1 a 7, em que 1 significa "nunca" e 7 "muito frequente").

a. Ver fotografias ou imagens na página da marca Z no Instagram

b. Assistir a vídeos na página da marca Z no Instagram

c. Assistir às "Histórias" da marca Z no Instagram

d. Participar em conversas nas publicações da marca Z no Instagram (Ex.: gostar, comentar, perguntar, e/ou responder a questões)

e. Partilhar as publicações da marca Z no Instagram

Para terminar, responda por favor a algumas questões sobre si:

8. Género

    a. Masculino

    b. Feminino

9. Idade:

10. Escolaridade (especifique por favor o último grau obtido):

    a. Ensino Básico

    b. Ensino Secundário

    c. Licenciatura

    d. Pós-Graduação/Mestrado

    e. Doutoramento

    f. Outro:

11. Profissão

12. Distrito de Residência

Appendix III – Statistical Procedures

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social_Influence	152	1,00	7,00	2,8553	1,78072
Search_Information	152	1,00	7,00	5,0263	1,57357
Entertainment	152	1,00	7,00	3,6776	1,71322
Personal_Identity	152	1,00	6,00	2,1711	1,47956
Reward	152	1,00	7,00	3,7500	1,86729
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Search for Information 1	152	1	7	4,99	1,636
Search for Information 2	152	1	7	4,40	1,846
Search for Information 3	152	1	7	5,41	1,646
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social Influence 1	152	1	7	3,12	1,783
Social Influence 2	152	1	7	2,84	1,917
Social Influence 3	152	1	7	2,84	1,803
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Entertainment 1	152	1	7	4,36	1,666
Entertainment 2	152	1	7	3,88	1,894
Entertainment 3	152	1	7	2,93	1,860
Entertainment 4	152	1	7	2,26	1,643
Entertainment 5	152	1	7	5,16	1,644
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Personal Identity 1	152	1	7	2,10	1,521
Personal Identity 2	152	1	7	2,28	1,712
Personal Identity 3	152	1	7	2,33	1,748
Personal Identity 4	152	1	7	2,33	1,702
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reward 1	152	1	7	3,90	1,996
Reward 2	152	1	7	3,60	1,994
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Engagement 1	152	1	7	5,45	1,671
Engagement 2	152	1	7	4,73	1,816
Engagement 3	152	1	7	4,72	1,761
Engagement 4	152	1	7	2,12	1,493
Engagement 5	152	1	7	1,97	1,433
N	152				

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Engagement_consuming	152	1,00	7,00	5,0197	1,68935
Engagement_contributing	152	1,00	7,00	2,0493	1,32695
N	152				

ANOVA[a]

Modelo		Sum of Squares	df	Mean Square	Z	Sig.
1	Regression	131,094	5	26,219	12,766	,000[b]
	Residual	299,847	146	2,054		
	Total	430,941	151			

a. Dependent Variable: Engagement_consuming

b. Predictors: (constant), Reward, Search_Information, Personal_Identity, Entertainment, Social_Influence

Coefficients[a]

Modelo		Non-standardized coefficients		Standardized coefficients		
		B	Erro Erro	Beta	t	Sig.
1	(Constant)	1,877	,415		4,524	,000
	Social_Influence	-,035	,109	-,037	-,323	,748
	Search_Information	,396	,086	,369	4,598	,000
	Entertainment	,161	,087	,164	1,862	,065
	Personal_Identity	,095	,124	,084	,768	,444
	Reward	,121	,073	,133	1,659	,099

a. Dependent Variable: Engagement_consuming

ANOVA[a]

Modelo		Sum of Squares	df	Mean Square	Z	Sig.
1	Regression	88,239	5	17,648	14,504	,000[b]
	Residual	177,641	146	1,217		
	Total	265,880	151			

a. Dependent Variable: Engagement_contributing

b. Predictors: (constant), Reward, Search_Information, Personal_Identity, Entertainment, Social_Influence

Coefficients[a]

Model		Non-standardized coefficients		Standardized coefficients		
		B	Erro Erro	Beta	t	Sig.
1	(Constant)	,445	,319		1,392	,166
	Social_Influence	,207	,084	,277	2,469	,015
	Search_Information	,066	,066	,078	,993	,322
	Entertainment	-,039	,067	-,051	-,590	,556
	Personal_Identity	,244	,096	,272	2,548	,012
	Reward	,080	,056	,112	1,424	,157

a. Dependent Variable: Engagement_contributing