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Master's Thesis of Global Sport Management

Social media and The International Volleyball Federation:

The motivation drivers of the fan's engagement on
Facebook

소셜 미디어와 국제 배구 연맹:
팬의 페이스북 참여에 대한 동기부여 요인

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이 논문은 문화체육관광부와 국민체육진흥공단 지원을 받아 수행된 연구임

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Abstract

Social Media and The International Volleyball Federation:

**The motivation drivers of the fan's engagement on
Facebook**

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Sports fans establish special and engaging relationships, both offline and online, with their favourite sports in general federation in particular. However, in relation to social media, research on the engagement of sports, fans are still limited. The aim of this study was to understand how the FIVB motivating their fans to engage on Facebook, also was to identify the FIVB Facebook content that drive the fans to interact on its official Facebook page “Volleyball World”. In addition to understand the potential relation between the Fan behavioural and the motivational drivers. Seven motives (Information, Entertainment, Personal identity, Integration

and social interaction, Empowerment, Remuneration, and Brand-Love) and the social media fan engagement behavioural have been considered following the Uses and Gratifications approach. There were three elements of online engagement behaviours investigated (Consumption, Contribution, and Creation). Between October and November 2020, a web-based survey was done via Google Form online survey among volleyball fans of the International Volleyball Federation official page on Facebook, generating 310 responses. Consumption, contribution, and creation were primarily driven by Information, Empowerment and Brand love. This study adds to the emerging research in sports marketing literature on the use of social media, thereby revealing new ways for managers to reach their fan base online.

Keywords: Social Media, Sports Motivation, Fan Engagement, Sports Marketing, Facebook.

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Chapter 1. Introduction

1.1. Current context

Owing to their pervasiveness and cultural impact, social media has received a great deal of interest from scholars and practitioners. During multiple phases of the consumption process, customers can engage with social media, including data search, decision-making, word of mouth, and the purchase, use, and disposal of goods and services. An increasingly popular activity for Internet users is the use of social media. In Australia, 88 percent of people aged 15-17 and 86 percent of those aged 18-24 use social media (Australian Bureau of Statistics [ABS], 2011). 73 percent of Internet users regularly interact with social media sites in the United States (Pew Research Center, 2013). Sport brands are investing considerable time and money to drive interaction and relationships online due to the growth of social media. Events such as the Super Bowl, the FIFA World Cup and the Olympics; sporting teams such as Manchester United and Real Madrid; and brands such as Converse, Lionel Messi and Cristiano Ronaldo are investing tremendous money on their marketing strategies to integrate social media activities.

These organizations face challenges in designing social media strategies that take advantage of the opportunities created by these innovations while mitigating the issues resulting from the use of social media by athletes and customers (cf. International Olympic Committee, 2012; Mossop, 2012). Businesses and brands have evolved practices to engage with customers and generate revenue through interactive online platforms as social media use has grown. This has contributed to a new position, distinct from conventional media or communication tools, for social media. Most notably, social media offers a cost-effective platform that: promotes one-to-many communication, interactivity, collaboration, and co-creation; combines communication and distribution channels; provides customization opportunities; and provides superior speed for information communication and feedback delivery (Shilbury, Westerbeek, Quick, Funk, & Karg, 2014). Social networking offers many marketing and interaction elements traditionally inaccessible to clubs, transforming how teams and their fans will connect and influencing how frequently fans are exposed to content from the teams they follow. Today, teams will immediately collect input from fans as well as respond to fans' questions. 87 percent of American adults now own a mobile phone and social media hit almost 200 million individuals per week in the final quarter of 2016, according to

Nielsen. It is, however, important for businesses, and sports teams, to know who their audience is on social media. Surprisingly, in 2016, Generation X (aged 35_49) did not make up the heaviest social media user community, spending almost 7 hours on average a week on social media. Understanding how to win them over is just as critical as understanding the user base. Teams also used social media effectively as a way of incorporating multiple methods designed to build an active community following. Sports teams have the unique ability to market their brands and connect with fans by using their players. Teams can build their followers and increase hype around their franchises by giving fans the ability to connect with players through social media. Players can help create entertaining, sharable content. Social media is transforming how sports teams can connect and share their brands with fans. In the final quarter of 2016, forty-three percent of weekly Facebook activity and 33 percent of weekly Twitter activity occurred as fans took to social media to address NFL games. Teams can connect with supporters, fans can engage with teams, and the world of sports is evolving. At 1st of February, the International Federation of Volleyball (FIVB) and CVC Capital Partners Fund VII are pleased to announce the launch of a new alliance, Volleyball World, which will accelerate creativity, growth, and volleyball investment around the

world. With over 800 million fans and a high degree of participation, volleyball is the world's fourth most common sport in attractive markets, including Italy, Brazil, Japan, Poland, China, and the US. At the 2016 Rio Olympic Games, volleyball was the most watched sport, with 2.6 billion viewing hours worldwide. Volleyball World will become the worldwide sports commercial agency, initially for the FIVB and will collaborate with other leagues and federations later, with the goal of growing the visibility and popularity of the sport through fresh investment for the benefit of fans, players and national federations. Volleyball World will be responsible for the commercial execution of key international competitions in volleyball and beach volleyball, including: The World Championships, the Olympic Qualifiers, and the League of Nations Volleyball. The collaboration will concentrate on hosting activities, fan experience, media, data/digital opportunities, and sponsorship to increase commercial reinvestment revenues, which will ensure the sport's long-term sustainability.

1.2. Research Significance

This research focuses on the strength of the intention social media interaction of the FIVB fans' online behaviour, regardless of their valence, and the primary aim is to offer advice to sports marketers by evoking their

desired gratifications on how to retain loyal fans. Given the limited resources of organizations and the need for substantial investment in social and digital media management, understanding fan interaction drivers has important consequences for the design of the FIVB Facebook page and can be used to facilitate tailored promotions and one-to-one relationships.

1.3. Research Hypotheses

This research in depend on 3 main hypotheses:

H1. The need for (a)Information, (b)Entertainment, (c)Personal identity, (d) Integration and social interaction, (e) Empowerment, (f) Remuneration and (g) Personal Identity influences engagement with FIVB on Facebook, namely Consuming activities.

H2. The need for (a)Information, (b)Entertainment, (c)Personal identity, (d) Integration and social interaction, (e) Empowerment, (f) Remuneration and (g) Personal Identity influences engagement with FIVB on Facebook, namely Contributing activities.

H3. The need for (a)Information, (b)Entertainment, (c)Personal identity, (d) Integration and social interaction, (e) Empowerment, (f) Remuneration and (g) Personal Identity influences engagement with FIVB on Facebook, namely creating activities.

Chapter 2. Review of Literature

Many subjects must be considered for this study to provide a detailed understanding of all the concepts concerning what drive FIVB fans

to engage on the Facebook page. The following review of the literature is divided into three main sections: Sport Governing Bodies' Use of social media, Antecedents of Engagement with social media, and Study Context: FIVB.

2.1. Sport Governing Bodies' Use of social media

As more people use social media to express, listen to, learn about, contribute to, and share their interests and experiences (Abeza et al., 2013), academic research on social media and its role as a communication tool has exploded (Eagleman, 2013). Marketing communications are the methods by which businesses seek to educate, convince, incite, and inform consumers about the brands they sell, either directly or indirectly (Keller, 2001). Marketing communications help organizations to connect with their customers and can also act as a brand's voice (Keller, 2001). Advertising, promotions, advertisement, public relations campaigns, marketing, and personal sale are only a few of the marketing communications strategies available (Keller, 2001). In practice, not-for-profit organizations are increasingly using social media to better understand and communicate their programs and services to donors, customers, the media, volunteers, and the public (Lovejoy et al., 2012; Nah & Saxton, 2013; Waters et al., 2009), as well as to improve the efficiency of their management functions (Waters et

al., 2009). (Cousens, Babiak, & Slack, 2001; Gladden & Sutton, 2009; Harris & Ogbonna, 2008; Stavros, 2005; Stavros, Pope, & Winzar, 2008; Yu & Trail, 2011) have all written on the importance and benefits of relationship marketing (RM) to sport organizations over the last two decades. This relationship entails keeping promises, building trust, and committing to one another, in which two parties communicate with each other on a regular basis, listen to each other, learn from each other, become acquainted with each other, and eventually achieve a mutual understanding (Grönroos, 2004; Peppers & Rogers, 2010). Organizations develop and deliver a co-created, customer-valued product when they achieve an appreciation of their stakeholders by keeping commitments made in their communications and interactions (Grönroos, 2004; Peppers & Rogers, 2010). When a sport organization takes an RM approach, it is generally with the intention of building, sustaining, and strengthening relationships with their stakeholders in order to build long-term mutual benefits for all parties involved (Stavros et al., 2008; Williams & Chinn, 2010). Sport organizations may use websites, blogs, Facebook, and Twitter as new marketing networking tools to build relationships with their fans and stakeholders (O'Shea and Duarte Alonso, 2011). According to Keller (2001) The ever-increasing number of marketing and communication strategies presents a specific marketing challenge to

organizations because of the newness of social media, it is often used experimentally by organizations with no specific goals or assessment criteria (Macnamara and Zerfass, 2012). National Sport Organizations (NSOs), which are the governing bodies for a specific sport in each country (e.g., UK Athletics, USA Track & Field, Athletics Australia), collaborate with a range of stakeholders to carry out their mission and achieve their goals. NSOs tend to the needs of their participants and help them improve their sport from the grassroots to the elite level. NSOs are government-funded and classified as not-for-profit organisations in many countries around the world. Participants at the grassroots level, elite athletes, clubs, state/provincial sport associations, regional sports organizations, media, commercial partners, and local governments are among their stakeholders. As a result, NSOs are compelled to use appropriate contact channels in order to build, sustain, and strengthen long-term relationships with these stakeholders (Girginov et al., 2009).

In this regard, social media has evolved into an ideal and cost-effective platform for promoting a two-way collaborative partnership between sport organizations and their stakeholders through a relationship dialogue (Williams & Chinn, 2010). Since social media is so fresh relative to other marketing messaging tools, the sport management research that has

been done on it is also new. Few sport management researchers have investigated the role of social media in sport organizations' marketing relations efforts (Eagleman, A. N., 2013). Ioakimidis (2010) used a content analysis technique to analyse the websites of 12 professional sports teams in North America and Europe to gain a deeper understanding of the different online services provided by each team, including photo albums, social media, games or competitions, video and audio clips, and mobile services. The study found that all teams used some kind of online media-related service, but the Premier League, NFL, and National Hockey League (NHL) teams had the most. Although Ioakimidis' (2010) research centred exclusively on content posted on sport organizations' websites, Wallace, Wilson, and Miloch (2011) used content analysis to examine Facebook pages as part of a larger study to better understand sport organizations' brand marketing strategies. Their close examination of the Facebook accounts of NCAA sports and athletic departments at Big 12 Conference schools led them to the conclusion that both types of organizations used Facebook to build long-term relationships with fans and supporters, with content on their pages focusing on interacting with the brand in real time on social media. Other researches have also emphasized the importance of using social media to create relationships. Garcia (2011), for example, interviewed Real Madrid

Football Club executives and discovered that the club relied heavily on fan input when designing its online marketing engagement strategies. The author concluded that Real Madrid's strong reputation was established in part by cultivating positive relationships with its fan base, which helped the brand retain its strength even when the team was not performing well. Similarly, O'Shea and Duarte Alonso (2011) discovered that sport organization executives considered online media as a powerful marketing engagement tool because of the learning curve associated with proper use of emerging technology and the challenge in implementing constructive marketing engagement strategies as digital media is continually changing, social media was often perceived as challenging, based on in-depth interviews with executives from three professional Australian sport clubs. Future researchers should concentrate on a greater number of sport organizations and how they use social media, according to the authors (O'Shea and Duarte Alonso, 2011). Kassing and Sanderson (in press) looked at the relationship-building aspect of social media from the viewpoint of athletes and fans and discussed how connections between the two can be both beneficial and harmful to the sport community. They encouraged for more collaboration between sport organizations/practitioners and academic researchers, as well as developing strategic social media training

opportunities for athletes and sports figures.

2.2. Antecedents of Engagement with social media

2.2.1. Uses and Gratifications of Sport Organizations' social media

Motivations are characterized as the incentives that drive people's selections in the context of media usage (Rubin, 1983). SNS are expected to meet a broader range of needs due to their unique interactive existence, which connects customers to brands while simultaneously broadcasting these experiences to the fan's and brand's network (Vale, L., & Fernandes, T., 2018). The U&G theory is a common approach in the literature when it comes to motives linked to different forms of media use (Katz, Haas, & Gurevitch, 1973). The uses and gratifications theory is regarded as an axiomatic theory because its principles are widely accepted and apply to a variety of circumstances involving mediated communications (Lin 1999a). U&G is a psychological communication perspective that emphasizes individual use and choice, claiming that different individuals will use the same mass medium for very different purposes (Severin and Tankard 1997). U&G theory centers on the satisfactions that voluntarily draw in audiences to certain media sorts and content in order to meet their needs and desires (Dunne, Lawlor, & Rowley, 2010). U&G is a tool for evaluating why and

how people actively search out and use particular media to fulfill their needs (Katz & Foulkes, 1962). Many uses and gratifications studies have looked into viewers' psychological processes during exposure to different types of mass media (Swanson 1987). The primary goal of the uses and gratification theory is to explain the psychological needs that shape why people use the media and encourage them to engage in specific media-use behaviors to satisfy those intrinsic needs (Lin 1999a; Rubin 1994). The term gratifications was developed by Herzog (1944) to describe particular types or dimensions of satisfaction recorded by daytime radio listeners.

This theory assumed that media users are goal-directed in their behavior and are active media users, according to Katz, Blumler, and Gurevitch (1974). They are also aware of their needs and choose the appropriate media to meet those needs. Researchers became interested in why people interacted with different types of media, such as listening to the radio and reading the newspaper (Wimmer & Dominick, 1994). As a result, studies of uses and gratification have been conducted on virtually every type of mediated communication tool in both traditional and nontraditional media, such as newspapers (Elliott and Rosenberg 1987), radio (Mendelsohn 1964), and television (Babrow 1987; Conway and Rubin 1991). (Heeter and Greenberg 1985), VCR (Cohen, Levy, and Golden 1988; Levy 1987), pager

(Leung and Wei 1999), e-mail (Dimmick, Kline, and Stafford 2000), and the World Wide Web (Eighmey 1997; Ferguson and Perse 2000; Korgaonkar and Wolin 1999; Lin 1999b; Luo 2002; Papacharissi and Rubin 2000). When a new technology enters the stage of mass communication, this theory has been used to explore listeners' motivations and choices to use a specific type of mediated communication tool (Elliott and Rosenberg 1987). U&G looks at how people select media that meets their needs and helps them to obtain gratifications like awareness enhancement, entertainment and relaxation, social engagement, and reward or remuneration (Ko, Cho, & Roberts, 2005). Recent research (Smock, Ellison, Lampe, & Wohn, 2011; Sundar & Limperos, 2013) claims that features encountered when using a specific media can cause needs. As a result, rather than examining what media does to people, U&G has been used to investigate how and why people use media, as well as what they do about it (Dunne et al., 2010). A number of researchers have used the U&G approach in the context of social media in recent years. Since U&G assumes that people are active rather than passive in their media consumption, and social media requires active participation and high levels of interactivity (Ko et al., 2005), it can be used to investigate CEB in social media. As a result, U&G can be considered a "cutting-edge approach" to understanding individual

motivations for media use (Muntinga et al., 2011, p. 17). U&G was one of the first theories to understand the audience's active involvement in media selection, implying that people deliberately seek out, engage with, and use media to satisfy particular gratification needs (Ku, Chu, & Tseng, 2013). Since a U&G approach has been extended to television and electronic bulletins (Leung & Wei, 2000), the rapid growth of the Internet and social media networks has created mediums that demand a higher degree of user engagement (Ko et al., 2005; Ruggiero, 2000). Because the Internet requires a higher level of interactivity from its users than other traditional media, its rapid growth has strengthened the potency of the uses and gratification theory (Ruggiero 2000). Rayburn (1996) also suggested that people use the Internet “intentionally,” because they must make deliberate decisions about which sites to visit. U&G's well-established theoretical insight contributes to our understanding of this emerging medium. The theory has become particularly applicable in studies of media outlets that allow for audience choice and engagement, such as social media, since the fundamental premise of U&G is that consumers are actively engaged in media use (Ruggiero, 2000). As a result, a number of studies have looked into the psychological and behavioral characteristics of Internet users in order to define a set of common underlying dimensions for Internet usage

motivations (LaRose, Mastro, and Eastin 2001; Lin 1999b). Korgaonkar and Wolin (1999) categorized 41 items into seven factors: social escapism, transactional security and privacy, information, interactive control, socialization, nontransactional privacy, and economic motivation. People use the Internet not only for retrieving information, but also for entertainment and escape. Lin (1999b) discovered a link between Internet usage motivations and the probability of using online services. She claims that surveillance motivation has the greatest impact on both information and entertainment Web sites, while entertainment and surveillance motivations have the greatest impact on shopping sites. In addition, Papacharissi and Rubin (2000) created a scale of Internet usage motivations, which includes five main reasons for using the Internet: interpersonal usefulness, pastime, information seeking, convenience, and entertainment. Luo (2002) investigated the impacts of informativeness, entertainment, and irritability on a variety of online consumer habits, including attitudes toward the site, Internet usage, and satisfaction. Swanson (1987) argued that understanding the role of message content in U&G research is important. Audience members seek and find various gratifications within media content, according to early studies, which influences content consumption. For example, gratifications derived from television programming such as

entertainment and information lead to significant rises in television viewing levels (Rubin, 1983). Similarly, a U&G approach has been used to forecast specific actions as a result of customers' reasons for using social media networks in recent years (Smock, Ellison, Lampe, & Wohn, 2011). A brand's overt aim in social media is to gain an audience by providing value, or gratification, through its content (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013). And to develop a stronger level of interaction and promote value results, content must be built in a way that generates value for individual customers (Malthouse et al., 2013). In recent literature that has investigated consumer choices of online and social media, constructs based on the theoretical underpinnings of U&G, such as the need for social interaction, the need for entertainment, information seeking and sharing needs, and the desire for reward or remuneration, have all been explored. This study propose that social media content can be divided into six categories based on its level of information (de Vries, Gensler, & Leeflang, 2012; Cvijikj & Michahelles, 2013), entertainment (de Vries et al., 2012; Taylor, Lewin, & Strutton, 2011), and remunerative value (Lee et al., 2013; Cvijikj & Michahelles, 2013), relational (Muntinga, Moorman, & Smit, 2011) content, Personal identity and Brand love. However, U&G researchers have uncovered a number of reasons why people use the media. The most

frequently accepted classification of U&G motivations is that proposed by McQuail (1983), who divided them into the following groups:
Information

It has to do with the need to get information directly from brands. It refers to the desire to stay informed about a brand or to learn from the experiences of other consumers (Gummerus et al., 2012; Muntinga, 2013; Zaglia, 2013), and it can influence Consumption and Contribution (Guosong, 2009; Park, Kee, & Valenzuela, 2009). The extent to which social media content provides users with useful and resourceful information is represented by the informational construct of U&G. (Chen, Clifford, & Wells, 2002). The link between an advertisement's ability to provide information to viewers and its acceptance has been well established (Bauer & Greyser, 1968). Furthermore, the most important reason consumers use the internet (Maddox, 1998) has been suggested as obtaining different forms of information, and levels of information and attitudes toward the website have been found to be positively related (Chen et al., 2002). While the value of providing information through ads has long been recognized in traditional media (Rubin, 2002), the importance of informational content in the online, social domain has only recently been recognized. One of the gratifications of consumer participation in online brand communities is searching for and

receiving information about a brand (Muntinga et al., 2011; Raacke & BondsRaacke, 2008). Consumers are motivated to use social media because they want to get information directly from brands (Dholakia, Bagozzi, & Pearo, 2004; Lin & Lu, 2011; Park, Kee, & Valenzuela, 2009).

Entertainment

The U&G entertainment construct refers to how enjoyable and entertaining social media content is to users (Eighmey & McCord, 1998). It can be a driver of engagement because it relates to the need for relaxation and evasion from daily routine through brand-related activities (Balduş et al., 2015; Muntinga, 2013). Muntinga et al. (2011). The value of entertaining media is based on its ability to satisfy user needs for escapism, hedonistic pleasure, aesthetic enjoyment, and emotional release (McQuail, 1983). The concept of entertaining advertising has been extensively discussed in the literature, with empirical evidence demonstrating that an entertaining advertisement leads to positive attitudes toward the advertisement and a desire to return to the website (Taylor et al., 2011). Users are said to be influenced by entertaining advertisements to consume, create, or contribute to brand-related content online (Muntinga et al., 2011). Authors have demonstrated that consuming entertaining content is an important factor for

participation in online brand communities by using U&G. (Raacke & Bonds-Raacke, 2008). The entertainment value of a social media platform can be a significant motivator for consumers to use it (Dholakia et al., 2004; Lin & Lu, 2011; Park et al., 2009).

Personal Identity

It has to do with the need to form one's identity through self-expression and self-presentation by projecting a personality image and gaining peer recognition (Schau & Gilly, 2003).

Integration and Social Interaction

Consumer needs for integration and social interaction, as well as their desire for social benefits, have been identified as key motivators for internet users (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Integration and Social Interaction refers to the need to bond with people who share a common interest, to gain a sense of belonging to a community, and to meet others who share similar interests (Baldus et al., 2015). Gaining a sense of belonging, connecting with friends, family, and society, seeking support, and substituting real-life partnership are all motivations for using social media (Muntinga et al., 2011). Users find the internet to be a safe place to express their emotions, share their thoughts and experiences, and keep their family and friends up to date on their latest news (Leung, 2009).

Internet users expressed their desire to be recognized, publicize their expertise, learn more about the world, socialize with friends, and be entertained as a result of the online content generation process (Leung, 2009). Motivations for socializing include gaining peer support, meeting interesting people, being a part of a community, and staying in touch with friends (Park et al., 2009). These motives frequently appear with the following others in the existing literature on social media:

Remuneration

Consumers may use social media in order to obtain a reward (Dolan et al., 2016), such as a monetary compensation, giveaways or prizes (Baldus et al., 2015; Muntinga, 2013). Consumers use social media in the expectation of receiving some kind of reward, such as a financial incentive, a job-related benefit, or a personal desire (Muntinga et al., 2011). Financial incentives, giveaways, prize drawings, or monetary compensations are examples of social media content that offers a reward or remuneration (Füller, 2006). This type of content is designed to meet users' desires for remuneration and rewards on social media. Remuneration was discovered to be a motivation for Consumption (Muntinga et al., 2011), and it may be associated with activities aimed at promoting a brand and its offerings. The level of remuneration provided to consumers via social media content has

been studied as a driver of consumer decisions to participate in online communities (Muntinga et al., 2011). Managers frequently believe that social media content with monetary incentives such as bonus points, prize draws, or sharing product success is important, but they are frequently mistaken. Rather, factors such as the ability to learn something new, the ability to obtain exclusive content, and the ability to gain recognition and support from other consumers have a far greater impact on consumers' motivation to engage with and contribute to virtual communities (Füller, 2006).

Empowerment

It has to do with the need to influence other consumers or brands by acting as an opinion maker (Muntinga, 2013; Sundar & Limperos, 2013). Consumers may use social media to express their thoughts and demand brand improvements (McCarthy et al., 2014).

Brand love

Albert, Merunka, and Valette-Florence (2009) define it as a strong positive feeling toward a brand. The degree of passionate emotional commitment a happy consumer has for a specific trade name is referred to as brand love (Carroll & Ahuvia, 2006, p. 81). The correlation between online active interaction and the literature has been discovered (Bergkvist &

Bech-Larsen, 2010).

The preceding discussion demonstrates how U&G provides a framework for understanding the motivations of individuals seeking a specific type of media. Users are not passive in their media selection or use of specific media in a social media context. Social media is designed to facilitate customer interaction and engagement. As a result, we must broaden the application of U&G to determine the engagement behavior that results from the selection and interaction with various types of social media content.

2.2.2 COBRA Typology and FIVB social media

The rise of social media has given rise to a new marketing dynamic. Consumers may interact with brands in a variety of ways according to social media platforms. They can, for example, read Philips electric shaver reviews on Epinions, discuss the Netflix series episodes on Facebook, or create Absolut drinks ads and post them to the brand's YouTube account. Consumers' online brand-related activities (hereafter: COBRAs; Muntinga, Moorman, & Smit, 2011) have been shown to influence other consumers' purchase behavior (Prendergast, Ko, & Siu Yin, 2010), brand perceptions (Campbell, Pitt, Parent, & Berthon, 2011), brand loyalty (Casal, Flavi n, &

Guinlu, 2010), and brand engagement (Casal, Fla (Bagozzi & Dholakia, 2006). Advertisers who want to take advantage of social media's potential must motivate and facilitate customers' participation in COBRAs (Muiz & Schau, 2011; Parent, Plangger, & Bal, 2011). Also, Marketers must have a thorough understanding of the driving forces underlying COBRAs in order to strategically influence them to their benefit (Chen, Fay, & Wang, 2011; Chu & Kim, 2011). They must be particularly aware of the motives at the root of diverse brand-related activities (Kietzmann, Silvestre, McCarthy, & Pitt, 2012; Porter, Donthu, MacElroy, & Wydra, 2011). For example, participating in an online brand community may be driven in a different way than creating consumer-generated ads. As a result, encouraging brand community engagement may necessitate a different strategy than encouraging consumer-generated advertising development.

Three COBRA types

In response to the lack of a notion that sufficiently represents the diversity of consumer behavior on social media, the COBRA typology was created. It provides a unified framework for categorizing all brand-related social media activity. The COBRA typology covers three categories of brand-related behavior on social media: consuming, contributing, and creating. It is a passive-to-active continuum comprising three sorts of online

consumer activities connected to brand-related content (Muntinga et al., 2011)

Consuming brand-related content

Consumption refers to all behaviors that are linked to a certain amount of online brand activity. Consumption refers to actions in which people participate without actively contributing or creating brand-related content. Consulting product evaluations, reading brand-related discussions in forums, and watching brand-related films (e.g. Bickart & Schindler, 2001; Hennig Thureau & Walsh, 2003).

Contributing to brand-related content

Contributing is the middle level of online brand activity, encompassing both consumer-to-content and consumer-to-consumer interactions about companies. Participating in brand-related dialogues on social networking sites, forwarding brand content, commenting on brand-related weblogs, and evaluating products/brands and other consumers' brand-related actions are examples of moderately active behaviors (e.g. Chu, 2011; Porter et al., 2011).

Creating brand-related content

The highest level of brand-related activity on social media is creating. Consumers who produce and publish brand-related content are actively

developing and publishing content that other consumers consume and contribute to. Creating and uploading user-generated adverts, authoring brand-related articles, and submitting product evaluations are just a few examples (e.g. Campbell, Pitt, Parent, & Berthon, 2011; Füller, Mühlbacher, Matzler, & Jawecki, 2010; Moe & Trusov, 2011; Vanden Bergh, Lee, Quilliam, & Hove, 2011).

The current study used the COBRA typology as a tool for quantitatively examining the reasons that drive various online brand-related actions. Within this study, the motivation patterns of FIVB Facebook online brand-related actions are investigating and comparing using consuming, contributing, and generating as the core units of analysis. As such, the COBRA concept uniquely allows to assess how, for instance, consumers' motivations for viewing brand-related posts on Facebook (consuming) relate to their motivations to discuss these posts with other consumers (contributing) and their motivations to create and upload their own brand-related posts to Facebook (creating).

2.2.3. Engagement with social media

Social networking sites (SNSs) have become an essential communication platform for staying in touch (Kujur, F., & Singh, S., 2019).

It offers a suitable forum for users of social media to build online communities, exchange information, ideas, personal messages, and other content (Chua and Banerjee, 2015; Ashley and Tuten, 2015). Since most of the existing and prospective customers are linked to social media, the consistent rise in the use of social media has affected business organizations around the world (Dimitriu and Guesalaga, 2017). As a part of their social media marketing strategy, businesses use social media to communicate with their consumers via virtual networks and online communities. Technology allows knowledge to be disseminated around the world without regard to geographical boundaries or content restrictions. Also, people express their feelings and experiences on social media sites, which helps companies improve their strategy (Makri and Schlegelmilch, 2017; Scuotto et al., 2017). The popularity of social networking sites has prompted businesses to develop a social media presence and to engage with potential customers on a regular basis to maintain a friendly relationship. Organizations build their own brand accounts on different social media sites to engage with potential consumers and gain feedback in the form of likes, comments, and shares, which indicate customer popularity (Schivinski et al., 2015; Kujur and Singh, 2017). For personal, business, and organizational reasons, social networking platforms have had a global effect on communications,

interactions, and relationships (Mangold and Faulds, 2009; Clark et al., 2017). As a result, more brands are embracing digital media to engage their customers on a more personal level through virtual brand communities, especially social networking sites (SNSs). Social networking offers unique ways to reach customers on broad and substantive levels at a time when brands are constantly competing for customer attention. Beyond a single purchase, consumers engage in interactive experiences with brands or community members (Brodie, Ilic, Juric, & Hollebeek, 2013). Also, establishing more long-term and personal relationships with brands (Sashi, 2012). Given that the global social media usage population was 2.2 billion in 2016 and was projected to reach 3 billion on 2020 (Statista, 2016), marketers must concentrate their strategic customer perspective on social media. To date, engagement practice and scholarship have prioritized research into the antecedents and consequences of social media engagement. Recent special issues (e.g., *Journal of Marketing Management*, 2016) and a call for dedicated studies on how 'social media and other marketing activities build engagement' demonstrate this aim (MSI, 2014, p. 4). Since engagement varies across online media (Geissinger & Laurell, 2016), social media engagement is a context-specific occurrence of customer engagement worth considering (Brodie et al., 2013). Social media are large ecosystems

with complex relationships and a range of social networks and levels of interaction. Social networking platforms such as Facebook and Instagram, as well as other media such as Twitter, Flickr, and blogs, are examples of social media. When it comes to customer engagement, one of the most significant features of social media is that it allows for consumer–brand interactions. (Dessart, L., 2017). ‘More frequent, quicker, and richer interactions among large groups of people’ are allowed by social media (Sashi, 2012, p. 269). Online brand communities, which are important tools in customer relationship approaches and are at the forefront of academic and business studies, are one way to promote these rich experiences on social media (Forrester Research, 2014). For a variety of purposes, official brand pages on Facebook function as the study's context. With over 1 billion registered users and 1.59 billion monthly active users, Facebook is the most popular social networking platform in the world (Statista, 2016). Furthermore, Facebook is an important tool for creating brand relationships because users can express their passion for the brand and are drawn together by their mutual interest (Malhotra, Malhotra, & See, 2012). Facebook accounts can also provide members with updates and social benefits (De Vries, Gensler, & Leeflang, 2012). The recent focus on Facebook in the scope of customer engagement adds to Facebook's suitability as a platform

for engagement (Solem & Pedersen, 2016). Furthermore, Facebook is a strong platform for products, with a wide range of brand pages available depending on the type of product and business (Dessart, L., 2017). Cited by Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014), An influential research stream has emerged in the last three decades, highlighting the essence and complexities of particular consumer/brand relationships (Aaker, Kumar, and Day 2004; Aaker, Fournier, and Brasel 2004; Fournier 1998). Also, Consumer brand 'involvement,' which represents a consumer's level of interest in, and personal importance of, a brand, has gotten a lot of attention in this new body of work (Coulter, Price, and Feick 2003; Zaichkowsky 1985, 1994). Despite the valuable insights gained from 'involvement' study, academic attention has recently shifted to principles and theoretical perspectives that more explicitly clarify or forecast the dynamics defining focal collaborative consumer/brand relationships, particularly in particular social media settings (Bolton and Saxena-Iyer 2009; Malthouse and Hofacker 2010). Consumer interaction, according to Brodie et al. (2011), is "a psychological condition that arises as a result of engaging, co-creative customer encounters with a focal agent/object (e.g. a brand)." (Brodie et al., 2011). Increased customer brand engagement (CBE) is expected to lead to improved organizational performance outcomes such

as sales growth, cost savings, brand referrals, increased consumer contributions to joint product development processes, enhanced co-creative experiences, and higher profitability (Bijmolt et al. 2010; Nambisan and Baron 2007; Prahalad 2004; Sawhney, Verona, and Prandelli 2005). Customer engagement behaviour defined as 'Customers' behavioural manifestations toward a brand or firm, beyond purchase, resulting from motivational drivers' (vanDoorn et al., 2010, p. 254). As a result, CBE has been regarded as a critical new metric for measuring brand efficiency (Bowden 2009; Kumar et al. 2010; MSI—Marketing Science Institute, 2010). Sport organizations are well-positioned to benefit from social media as an interaction medium, given their current fan bases and their level of sport fandom (McCarthy, Rowley, Ashworth, & Pioch, 2014; Williams & Chinn, 2010). The way fans interact with sports teams, athletes, and other fans has changed as a result of social media (Ioakimidis, 2010). The majority of sports fans are highly involved, and sport plays an important part in many people's daily lives (Popp, Wilson, Horbel, & Woratschek, 2016). Sport clubs are continually investing considerable time and money to drive online interaction, leveraging the deeply active nature of their followers, thanks to the prevalence of social media (Filo, Lock, & Karg, 2015; Hur, Ko, & Valacich, 2007). However, there continues to be a lack of

serious effort to get to know their fan base, and many clubs continue to struggle with the tension of having to retain leverage over their brand while still creating an engaging presence with their motivated fan base (McCarthy et al., 2014). Despite their massive investments, most clubs have gradually pushed toward positive social media engagement with their fans. As a result, fan engagement research has received little attention in the sport management literature (Mahan, 2011; Stavros, Meng, Westberg, & Farrelly, 2014), especially on social media (Wallace, Wilson, & Miloch, 2011). In fact, despite the fact that research on sport customer engagement has spanned nearly 30 years, the majority of studies have been conducted offline and have concentrated on transactional behaviors (Yoshida et al., 2014), while the few that have been conducted online have failed to recognize the full spectrum of behaviors and motives associated with social media engagement, resulting in a lack of theoretical scope (Yoshida et al., 2014). (Filo et al., 2015). Clubs, on the other hand, need proper advice on how to handle their online presence, specifically by gaining more insights into their fans' motives and behaviors.

2.2.4. Study Context

FIVB

The Fédération Internationale de Volleyball, abbreviated FIVB, is the international governing body for all forms of volleyball. Its headquarters are in Lausanne, Switzerland, and its current president is Ary Graça, a Brazilian. Volleyball was a member of the International Amateur Handball Federation prior to the formation of the FIVB. The FIVB was founded in April 1947 in France. In the late 1940s, some European national federations began to consider the establishment of an international governing body for volleyball. Initial discussions eventually resulted in the establishment of a Constituent Congress in 1947. Fourteen national federations from five continents attended the meetings, where the entity was officially formed between April 18 and 20, with Frenchman Paul Libaud as the first president. The first Asia volleyball championship was held in Tokyo (Japan) in 1995, and India defeated Japan in the final.

One of the main goals of the 1947 Congress was realized two years later with the establishment of the World Championship, the first international major volleyball event. A women's version of the tournament was also introduced in 1952. Volleyball was added to the Olympic program by the International Olympic Committee (IOC) in 1964. The number of national federations affiliated with the FIVB had grown to 89 by this point. Later that year (1969), the World Cup was introduced as a new international

event. In 1991, it became a qualifying event for the Olympic Games.

Following Libaud's retirement and the election of Mexican Rubén Acosta Hernandez as president in 1984, the FIVB relocated its headquarters from Paris, France to Lausanne, Switzerland, and intensified its global promotion of volleyball to an unprecedented level. The establishment of annual competitions for men's and women's volleyball (the World League in 1990 and the Grand Prix in 1993), the inclusion of Beach volleyball as an Olympic event (1996), and a number of rule changes aimed at increasing public awareness are all examples of steps taken in this direction.

When Dr. Rubén Acosta decided to step down on June 19, 2008, Wei Jizhong (Chinese: 魏纪中) of China, who had served as the 1st Vice President during this time, took over during the 31st World Congress in Dubai. Mr. Jizhong Wei became the FIVB's third president in its history. The handover of the presidency took place in Beijing on August 24, 2008. The FIVB had 222 affiliated national associations as of 2020.

FIVB and social media

FIVB uses 4 Social media platforms in addition to its website. Facebook with 2.3M likes and 2.9M followers, Instagram with 1.3M followers, YouTube with 1.02M subscribers and Twitter with 257.1K

Followers.

In 2017, The FIVB's Executive Committee approved plans to move forward with a brand-new digital transformation project for 2018, ensuring that fan experience remains a key driver in the organization's vision to become the world's number one family sport. According to FIVB President Dr. Ary Graça, the digital transformation is not only unavoidable and irreversible, but it is also critical to FIVB's growth. This project made the action even closer to the fans, no matter where they are in the world.

Since President Graça began his first term in 2012, innovation has been a top priority. In recent years, the FIVB has established itself as a leader in the use of technology to engage fans, both in the stadium and around the world. The FIVB has always been at the forefront of sports innovation, with the prestigious Volleyball Nations League (VNL) elevating fan engagement, sporting technology, and production values to new heights. In 2019, The FIVB had another great year on and off the court, with excellent teamwork and fitness driving engaging digital and social content. The FIVB has placed a strong focus on engaging with fans around the world, with impressive numbers across its social media platforms of Facebook, Twitter, Instagram, and YouTube. The FIVB's 2019 content got over 11 billion impressions in total. With 1.36 million Facebook followers, the FIVB

is now the third most popular international federation. The FIVB's Instagram account has grown from 350,000 to 800,000 followers, and the International Federation now has over 210,000 Twitter followers, up from 100,000 at the start of 2019. Throughout 2020 and beyond, the FIVB will continue to provide exciting and engaging social media content to bring the sport closer to fans.

In 2020, the FIVB's innovative digital strategy has propelled the federation up two spots to third place in Redtorch's #SportonSocial League Table 2020, which analyzes International Federations' (IF's) performance across Facebook, Instagram, Twitter, and YouTube. The FIVB's #SportonSocial results reflect the federation's emphasis on delivering high-quality, compelling content across its digital platforms in order to engage audiences and promote volleyball and beach volleyball around the world. The FIVB is ranked third in Redtorch's 2020 #SportonSocial League Table. The FIVB ranked third on both Facebook and Instagram, and second and fifth on YouTube and Twitter, respectively. The FIVB's move up nine places from eleventh place in the previous year's YouTube rankings to second overall showed the organization's substantial progress on the platform. The FIVB produced 2,000 videos, the most of any IFs, and received the fourth most views. In addition, the FIVB had the third highest growth rate on

Facebook, at 42 percent, with 525,000 new followers. The 2019 FIVB Volleyball Nations League (VNL), one of its prestigious volleyball events, accounted for 32% of the total increase.

According to CrowdTangle data: 500K+ new Facebook followers between June and September 2020 (a 190 percent increase over the previous four-month period). For the FIVB Facebook Page, this equates to a 25%+ increase in overall followers. Views on a Facebook video of more than one minute totaled 24 million. In comparison to the previous four-month period, there was an increase of 85 percent or more. In-stream ad revenue increased by 60% or more over the previous four months.

FIVB plan of action

COVID-19 Methodology

Despite the fact that several events were postponed due to the pandemic, the FIVB continued to engage its sports-deprived audience by using archive footage, recycling match highlights, and conducting interviews via Facebook Live. FIVB currently posts 10+ videos per week on Volleyball World and has switched to longer-form content to encourage viewers to return. Volleyball World also pulled off some amazing collaborations, sharing videos created by their top athletes as well as user-generated content from their global fan base.

Monetizable Video

FIVB will monetize its eligible 3+ minute Facebook video uploads via in-stream advertising by focusing on long-form video production. Volleyball World has built a devoted following that consumes its long-form content on a regular basis, which includes live games, match highlights, and other shoulder content. The federation has also begun uploading full match replays to Facebook, categorizing its video assets into playlists. As the number of 3+ minute video uploads increase, so do the number of 1+ minute views. From June to September 2020, the Volleyball World Page received over 24 million 1+ minute views, an 85 percent rise over the previous four months. When comparing the two windows, this equated to a 60% rise in revenue from in-stream advertising.

In 2021, CVC Capital Partners, a private equity company, has reportedly invested \$300 million in the International Volleyball Federation (FIVB). The world volleyball governing body teamed up with the Luxembourg-based business to enhance the experience for players and fans, with a focus on fan engagement. Most importantly, the FIVB and CVC Capital Partners Fund VII partnership will drive volleyball innovation, growth, and investment around the world, with a focus on event hosting, fan experience, media, data/digital opportunities, and sponsorship to increase

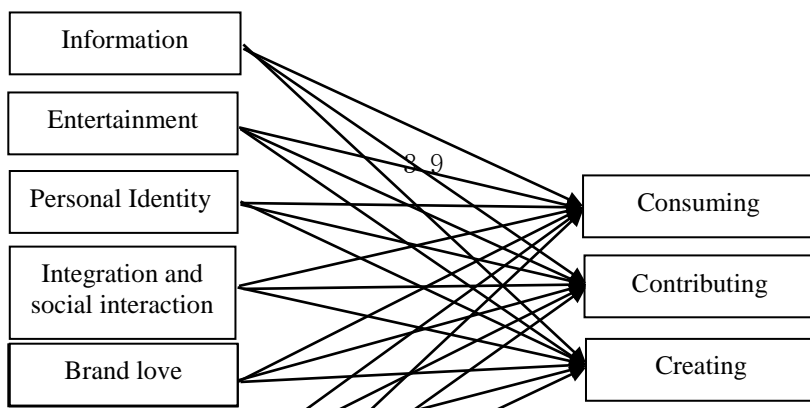
commercial revenues for reinvestment, ensuring the sport's long-term success. Fans, players, and National Federations will all benefit from the investment. CVC Capital Partners Fund VII brings a wealth of experience investing in similar ventures in sports such as Formula 1, Moto GP, and Rugby to this partnership.

2.2.5. Applying U&G on FIVB

U&G is a psychological communication concept that stresses individual preference and usage, arguing that different people would use the same mass media for many different reasons. The satisfactions that willingly attract viewers to such media forms and material in order to satisfy their needs and expectations are the subject of U&G theory.

By applying U&G on FIVB we are going to understand the core-relation between the information, entertainment, remunerative and relational content, and the fans engagement.

Figure 1. The relation between IV and DV



Chapter 3. Methods

This chapter includes the sampling, survey methods, data type, instruments, data analysis, respondents' characteristics and ethical consideration. According to Saunders (2003), almost all analysis will require numerical data or include data that can be quantified to help a researcher address their research questions and achieve the study's objectives. Quantitative data, on the other hand, applies to all data that can be extracted from any analysis technique (Bryman and Bell, 2015; Guetterman, 2015; Lewis, 2015; Saunders, 2015).

This research is Conclusive Descriptive research design using Single cross-sectional design (Sample survey research design). based on survey, to quantify the data and generalize the results from the sample to the FIVB fans. The aim of this research is to figure out what motivates people to interact with FIVB on social media.

Facebook, the study's chosen platform, is the most popular social media platform, with over 1 billion active users worldwide (Statista, 2016). Facebook features such as "liking," "reviewing," and "sharing" content, as well as text, image, video, gaming, and other modes of communication.

Sports entities and other organizations may create partnerships and a clear brand identity through these types of interactions (Wallace et al., 2011).

Furthermore, users may choose to become fans of specific pages or members of subgroups centred on a specific subject, such as a brand, on Facebook. They do so by clicking the 'I like' button, which brands then use to broadcast official, public information to people who want to communicate with them.

Despite the fact that these pages are built around a brand, Facebook (unlike, say, Twitter) is primarily focused on promoting social connectedness (Smith, Fischer, & Yongjian, 2012), and therefore the success of these communities is heavily reliant on the relationships formed among its members or fans. As a result, understanding Facebook fans offers useful knowledge about brand interaction (Wallace et al., 2014).

Our aim was to discover why and how FIVB fans interact with the FIVB on social media, using a theoretical framework based on the U&G approach and applied to a sports context.

As a consequence, for a more complete understanding of social media interaction patterns, this study was investigating user motivations in accordance with a number of Facebook functionalities (e.g., posts, comments, and shares).

In this study we have choose the international volleyball federation, due to their widespread popularity in society and on Facebook.

3.1. Sampling

According to Collis (2009), a variety of sampling methods can be used to create a particular target sample from a population. The current research was using simple random sampling from FIVB's Facebook followers to select respondents for the survey.

This research sampling was divided to 5 elements: (1) Target population which consists off 3 elements: (A) The research elements: FIVB Fans, (B) Sampling units: Egypt, Germany, South Korea and FIVB Facebook followers in general, (C) Time: Fall 2021. (2) Sampling frame: This was the technique of reaching out the sampling units, Egypt: Facebook close group "Volleyball family", Germany: Personal contact with some clubs. South Korea: KakaoTalk group "Volleyball and Project ball", FIVB Facebook followers: "Choosing randomly from the comments, likes and hashtags. (3) Sampling technique: This research was using the traditional approach because the sample was selected before data collection begins also the sampling without replacement because the element cannot be included in the sample more than once and it is Convenience sampling because we have the tools to reaching it out. (4) Sampling size: 306. (5) The execution of the

sampling process: private messages were sent for the FIVB fans in addition to distributing the survey online in Egypt, Germany, and South Korea.

3.2. Survey methods

This research survey methods divided into Personal interviewing which is computer assisted (CAPI) and electronic interviewing which depend on the internet.

3.3. Data Type

Surveys are one of the oldest methods of conducting research, and they are useful in nonexperimental descriptive designs that seek to represent fact. Frequently, survey-based questionnaires are limited to a representative sample of a possible population of interest to the research. Respondents will be invited to participate in a web-based self-administered survey about the official Facebook page of FIVB by mail and social media posts for this study.

47 questions included in the survey, which including demographic information, (seven) motivational drivers, and COBRA typology “Consumers’ Online Brand-Related Activities” which it was consists of 3 categories: consuming, contributing and creating.

The scales were based on previous research's multi-item scales and are graded on a seven-point Likert scale. This survey was distributed in 3

languages: English and Arabic and Spanish via Google Form online survey between October to November 2020.

3.4. Instruments (IVs and DVs)

Table 1. The independent and dependent variables

IV	DV
1. Demographics	COBRA framework
2. Information content	1. Consumption
3. Entertainment content	2. Contribution
4. Remunerative content	3. Creation
5. Relational content	
6. Personal identity content	
7. Brand love content	

3.5. Data Analysis

For descriptive analysis, the collected data was analyzed using Confirmatory factor analysis using AMOS 26.0 was applied for testing the measurement model. Descriptive statistics was used to evaluate the survey's demographic component. In the data analysis phase this research was using use the multi regression analysis model: because this research based on analyzing the associative relationships between a metric variable and one or more independent variables.

3.6. Respondents' Characteristics

A total of 310 fans completed the survey from the International Volleyball Federation (FIVB) participated in this study. Although the 310

responses were captured and cleaned using SPSS software, the responses were reduced to 306 responses. The data reflects that Men (51%) and women (49%) are among the responders, who are usually college students (67.3%) and are normally between the ages of 18 and 34 (68%) and have a high level of education (68.8%). Africa had the most responses (54.2%), followed by Asia in second place (48.2%). Finally, most respondents (88%) use Facebook every day for an average of 4 hours.

3.7. Ethical Considerations

To adhere to ethical standards throughout this research endeavor, the author protected all qualitative data collected by erasing it from the Internet and putting it in a secure folder on the computer after all questionnaires were completed. As part of the research ethics protocol, Seoul National University provided the author with a letter of support and appreciation, which was delivered to each participant in the study. Before answering any of the online questions, participants were required to read an informed consent statement; their participation in the survey proved that they had read the material and agreed to participate. All demographic information will be stored in a safe folder on the author's PC. All information was kept private throughout the operation.

Chapter 4. Results

This chapter discussed the results of the research questions, data analysis of responses was captured and cleaned using Amos software (Version 26.0.0). The original sample size of the study was 310 respondents, yet after cleaning the data, it was reduced to 306 respondents. The initial

analysis for the research results is described in this chapter according to sample description, descriptive statistics, reliability analysis and hypotheses Testing. Then, the results were generated from the method used in this study to show the examination of the main 3 hypotheses in order to understand FIVB fans engagement on social media.

The Hypotheses:

H1. The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with FIVB on Facebook, namely Consuming activities.

H2. The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with FIVB on Facebook, namely Contributing activities.

H3. The need for (a) Information, (b) Entertainment, (c) Personal Identity, (d) Integration and Social Interaction, (e) Empowerment, (f) Remuneration and (g) Brand Love influences engagement with FIVB on Facebook, namely Creating activities.

4.1. Sample Description

A total of 310 participants completed the survey, resulting in a

response rate of 29.9%. It has been the general tendency for response rates for online surveys to be somewhat lower than comparable mail surveys. However, empirical comparisons indicate that online surveys tend to yield a greater percentage of completed responses than mail-in surveys, for both close-ended and open-ended items, so the quality of the data is not sacrificed in spite of slightly lower average response rates for online surveys (Mehta and Sivadas 1995; Schaefer and Dillman 1998).

The respondents of our survey represented a diverse sample of FIVB official Facebook page “Volleyball World” followers.

It should also be noted that despite the acceptable level of response rate, there is a possibility of nonresponse bias influencing the results. To examine whether the responses from the survey participants differ from the potential answers of those who did not participate in the survey, some values already known from all potential participants should be compared with the values that prevail in the subgroup of those who answered. Unfortunately, there were no data on the characteristics of the FIVB official Facebook page followers (i.e., the sampling frame of the current study), that could be compared with the responses of the survey participants, so nonresponse bias could not be examined directly. However, given that a range of different characteristics are reflected in various descriptive variables of the survey

results, such as age, work experience, education level and volleyball identity, the influences of nonresponse bias, if any, are considered to be minimal.

Examination of the 306 valid responses from the survey indicated that the respondents were both men (51%) and women (49%) who were generally between the ages of 18 and 34 (68%), have a high level of education (68.8%), and are mostly college students (67.3%). The highest responses came from Africa (54.2%) then Asia in the third position with (28.4%). Finally, (88%) of the responses use Facebook everyday with an average of 4 hours.

4.2. Descriptive Statistics

Confirmatory factor analysis using AMOS 26.0.0 was applied for testing the measurement model. The composite measures of both engagement drivers and online engagement behaviors were unidimensional and showed strong scale reliability (Nunnally, 1978). One of the items measuring information and another item measuring remuneration reduced scale reliability which were under 0.6 removed.

4.3. Reliability Analysis

Overall fit indices suggested a good fit of data $\chi^2(584) = 1572.041$, $p < .00$ ($\chi^2/df = 2.691$; CFI (comparative fit index) = 0.88; TLI (Tucker-Lewis index) = 0.86; RMSEA (root mean square error of approximation) =

0.074). Moreover, internal reliability tests showed strong Cronbach's alpha (ranging from .750 to .933).

The estimates for Table 2. Measurement scales, reliability, and dimensionality statistics: drivers of consumer engagement on social media

Measures	Loadings	Means	CR (AVE)
Information ($\alpha=.750$)			0.75 (0.50)
Sport-related information is useful.	0.66	5.46	
I can get information about team performance, player profiles, events and games scheduled.	0.715	5.23	
It helps me in forming an opinion about the FIVB.	0.746	5.17	
Entertainment ($\alpha=.878$)			0.878 (0.646)
I like participating in this community because it is entertaining.	0.654	4.95	
The community provides outlet for me to escape my daily routine.	0.767	4.63	
It arouses my emotions and feelings.	0.853	5.21	
It relaxes me.	0.917	4.99	
Personal identity ($\alpha=.828$)			0.84 (0.639)
I want to express what kind of person I am.	0.793	4.96	
It gives me self-confidence.	0.886	4.88	
I want to impress others with what I know about the FIVB.	0.709	4.39	
Integration and social interaction ($\alpha=.799$)			0.825 (0.545)
I look forward to talking, discussing, and sharing information with others that also like the Volleyball.	0.642	5.76	
Being part of this community makes me feel more connected to the FIVB.	0.824	5.24	
It makes me feel less lonely.	0.626	4.46	
I feel closer to the FIVB.	0.834	4.71	
Empowerment ($\alpha=.862$)			0.864 (0.616)
I want to influence FIVB or to leave something behind that would impress them.	0.68	4.83	
I want to influence other people.	0.764	5.16	
I feel good about myself when other	0.829	5.41	

community share my ideas and comments.			
Receiving more affirmation about my comments makes me want to participate more in the community.	0.855	5.19	
Remuneration ($\alpha=.812$)			0.797
When I want to buy a ticket, I use the FIVB community to search for bargain prices.	0.765	3.78	(0.568)
I am motivated to participate in this community because I can earn money, prizes, or discounts.	0.794	3.58	
I am able to obtain information I want without any delay.	0.699	4.74	
Brand love ($\alpha=.867$)			0.872
I am motivated to participate in the community because I am passionate about the FIVB.	0.831	5.38	(0.631)
I associate the FIVB with some important events of my life.	0.742	5.00	
I participate in the community because I care about the FIVB.	0.855	5.12	
I identify myself with the FIVB.	0.742	4.46	

Composite Reliability (CR) and Average Variances Extracted (AVE) were higher than the recommended minimums of .70 and .50, respectively (Hair, Black, Babin, & Anderson, 2014). As a result, both for engagement drivers (Table 1) and online behaviors (Table 2), the components showed good internal consistency and high degrees of convergence.

To examine whether adding additional paths would improve the overall model fit, modification indices were inspected. A modification index is a univariate version of a Lagrange Multiplier test, which indicates the amount by which the overall model χ^2 statistic would decrease if a

particular fixed-to-zero path were freely estimated. Thus, the greater the value of a modification index, the better the predicted improvement in overall fit if that path were added to the model. Examination of the modification index revealed that no additional paths would improve the model fit significantly at the $p = .05$ level when added to the initially tested model. Thus, the model was not respecified. The model with hypothesized causal relationships is depicted in Figure 1.

Table 3. Measurement scales, reliability and dimensionality statistics:
consumer engagement behaviors on social media

Measures	Loadings	Means	CR (AVE)
Consuming ($\alpha=.932$)			0.936
I read the content posted by the FIVB on Facebook.	0.901	4.99	(0.785)
I view pictures or photos posted by FIVB in the Facebook.	0.944	5.36	
I watch videos posted by the FIVB on Facebook.	0.883	5.45	
I read posts and comments of others about the FIVB in Facebook.	0.81	4.90	
Contributing ($\alpha=.869$)			0.876
I 'like' content posted by FIVB on Facebook.	0.574	5.15	(0.648)
I share content posted by the FIVB on my own Facebook page or with my friends.	0.705	4.29	
I comment on posts, videos, images or forums posted by the FIVB on Facebook.	0.948	3.99	
I comment on posts and comments of others about the FIVB on Facebook.	0.93	4.00	
Creating ($\alpha=.933$)			0.934
I initiate posts related to the FIVB on my	0.885	3.57	(0.781)

Facebook page.	0.856	3.67
I post pictures, videos or personal images related to the FIVB on Facebook.	0.918	3.48
I add labels or hashtags on my posts related to the FIVB on Facebook.	0.874	3.52
I write review and personal opinions related to the FIVB on Facebook.		

4.4. Hypotheses Testing

Three hypotheses divided into 7 for each, explicating the relationships among the 7 exogenous variables (Information, Entertainment, Personal Identity, Integration and Social interaction, Empowerment, Remuneration and Brand Love), and three endogenous variables (consuming, contributing and creating) were proposed. To test the hypotheses, a recursive SEM model specified by the hypothesized relationships was tested.

The goal of Hypotheses 1 through 3 was to see how much the reasons considered described Consumption, Contribution, and Creation. Table 4 shows standardized regression weights and square multiple correlations.

The Three main drivers that influence the three categories of COBRA significantly were Information, Empowerment and Brand love.

The main motivations associated to the consuming online behavior

were four motives: Information, Integration and Social interaction, Empowerment and Brand love. For contribution were 6 motives: Information, Personal Identity, Integration and Social interaction, Empowerment, Remuneration and Brand love. While the main drivers of the contribution were all drivers except Integration and Social interaction as Table 4 shows.

Table 4. Hypotheses testing results

Drivers of consumer engagement on social media	Consumption	Contribution	Creation
Information	***	***	0.002**
Entertainment	0.076	0.445	***
Personal Identity	0.627	0.036*	0.003**
Integration and social interaction	***	***	0.584
Empowerment	***	***	***
Remuneration	0.39	***	***
Brand love	***	***	***

Chapter 5. Discussion

The current study's results made a number of contributions that will be of interest to both scholars and practitioners. The results of this research showed that there is significant relationship between most of the motives drivers and the three categorize of COBRA framework: consumption, contribution and creation.

5.1. Discussion

The following discussion summarizes the study's results based on the available literature review, while also speculating on the study's potential value implications.

Informational, according to (Cvijikj & Michaelles, 2013; deVries et

al., 2012), elicits lower, passive levels of involvement and does not stimulate online interactions since informational demands are met without the need to actively contribute or create, however; in this research information had significant influence on consuming, contributing and creation As a result, sport fans use social media to communicate in order to know about the upcoming events, merchandise, teams, and players (Clavio & Walsh, 2013; Hur et al., 2007).

Entertainment, unsurprisingly, was revealed to be a non-significant reason for engagement (Cvijikj & Michaelles, 2013; Muntinga et al., 2011; Tsai & Men, 2013). Entertainment motivation, like Information motivation, is viewed as a wide, undefined motivational term. This result, on the other hand, is compatible with deVries et al. (2012). According to the authors, this could be explained by the fact that sports fans are more interested in the sport itself, rather than entertaining content. This study could also imply that sports enthusiasts are more likely to seek utilitarian rather than hedonistic value (Baldus et al., 2015). However, in this research the entertainment driver had only a significant influence on creation.

According to the results, personal identity had influence on contribution which is different from the previous studies, and creation which supports prior research (Guosong, 2009; Muntinga, 2013).

The desire for integration and social interaction was ranked as the second most significant factor influencing consumption behavior. Moreover, it influences also the contributing behavior significantly, however it did not influence the third online behavior which it was creation. Sport clubs give supporters with "an increasingly rare sense of community in today's fast separating world," as well as "a distinctive group experience marked by a sense of belonging." (Abosag et al., 2012, p:1236). These followers acquire tribal behaviors (Cova & Pace, 2006), through means of a sense of belonging, social recognition, symbolism, and socialization (Dionisio et al., 2008; Popp et al., 2016). Customers with high social interaction demands, according to Smock et al. (2011), are more likely to acquire more active levels of consumer engagement behavior, such as giving comments and participating in online debates.

The study also found that empowerment had a substantial impact on the three COBRA framework categories. The concept of being able to influence other people's perceptions or persuade a brand to change its course of action appears to be a powerful incentive for Creation. According to (Cova & Pace, 2006) impassioned, united, and expert customers, empowered by social media, may now influence companies and other customers: some power has passed from the corporation to its customers,

putting them on an equal footing. In the context of sports, social media empowers these 'prosumers' by allowing them to build their own voices in the form of user-generated material or ideas, adding value to their relationships with organizations (McCarthy et al., 2014; Williams & Chinn, 2010). As a result, empowerment fosters a stronger bond with the sport brand and increases engagement (Acar & Puntoni, 2016).

Remuneration was the highest significant influence on Contribution and Creation, according to the results. Fans often interact with organizations in order to get advantages, such as saving or earning money, or receiving free event tickets (Hur et al., 2007). The literature on the impact of remuneration needs is diverse, with Muntinga et al. (2011) linking them only to low levels of involvement, while others (Cvijikj & Michaelles, 2013; Tsai & Men, 2013) acknowledge the role of remuneration on commenting, liking, and following a brand page. Muntinga (2013) discovered that remuneration had some, but limited, predictive ability on creation.

Brand love was ranked the most influence motive on consuming ($\beta = 0.547$) and the second significant motive on contributing ($\beta = 0.507$), while for creating was the third significant motive ($\beta = 0.29$). The relevance of high degrees of consumer ties with sport organizations is revealed by the key function of Brand Love in explaining the strongest kind of engagement

(Albert et al., 2009). Brand love has been linked to high levels of fanship (Wallace et al., 2014), which includes an emotional bond with a team and is 'active, participative, and empowered, with the passion and joy it generates' (Whitemkaper et al., 2012, p. 173). In the past, researchers have emphasized the importance of emotional intensity in consumer behavior (Carroll & Ahuvia, 2006), particularly extra role behaviors (Yoshida et al., 2014), which in the context of sports are pro-social, effort-intensive behaviors directed toward a sport team and other fans (deRuyter & Wetzels, 2000). These passionate behaviors, which may involve advocacy (e.g. writing reviews) and displays of sport fandom (e.g. creating posts about the club), stem from a love for the club and team identification (Dionisio et al., 2008). Sports arouse Brand Love by offering more to the consumer in terms of symbolic benefits (Carroll & Ahuvia, 2006), leading to active, greater kinds of participation.

5.2. Hypotheses results

Due to the obvious nature of the research, hypotheses were developed to better understand why and how FIVB followers interact with the Federation on social media. The research hypotheses were developed based on the research questions. The following research hypotheses were tested, and the outcomes described briefly in Chapter 4's Results proved a

point.

To clarify the 3 hypotheses testing results, the researcher assumed that; there is a (H1. significant influence of the 7 motives on the consuming activity), (H2. significant influence of the 7 motives on the contributing activity) and (H3. significant influence of the 7 motives on the creating activity). Nevertheless, the results relatively matched the previous studies, and it showed that there are different levels of significance with each one of the categories of COBRA framework. H1 (a, d, e and g) were accepted, there were a significant relationship from (a) information, (d) integration and social interaction, (e) empowerment and (g) brand love. H2 were all accepted as a result of having significant influence from (a) information, (c) personal identity, (d) integration and social interaction, (e) empowerment, (f) remuneration and (g) brand love except one which it is (b) entertainment. Lastly, H3 were all accepted except (d) integration and social interaction, the creation affected in a significant way by the (a) information, (b) entertainment, (c) personal identity, (e) empowerment, (f) remuneration and (g) brand love.

5.3. Conclusion

Fan engagement and motivations have received little attention in the sport management literature, particularly in the area of social media. This

research contributes to the areas of sports, social media, and engagement in a variety of ways. From the perspective of a sport fan, this research identifies the drivers of fan engagement with the international volleyball federation on the official Facebook page "Volleyball World." To accomplish so, this study extended the U&G approach to the digital space by taking into account a wide range of social media motives, all of which were adapted to a sports context. As a result, the framework utilized in this study builds on past work by offering a single, unified model that incorporates both social media drivers and engagement behaviors.

Furthermore, this study defined social media engagement behavior as a multidimensional construct based on a three-level hierarchical typology of online brand-related uses, which allows for a more complete understanding of the phenomenon than more superficial outputs like the number of followers or comments or likes or shares. As a result, the researcher was able to establish an empirical relationship between drivers of different levels of consumer engagement behavior, which had previously been largely conceptual or only qualitatively examined, and thus understand both why and how volleyball fans engage with FIVB on social media. Finally, and most crucially, the current research adds to the body of knowledge on sports marketing, where research on social media and fan

interaction is still limited (Stavros et al., 2014), lacks theoretical depth (Filo et al., 2015), and lags behind recent online improvements (Wallace et al., 2011). The few studies that look at social media from the perspective of fans are restricted and scattered across numerous platforms and perspectives, and they don't account for the vast range of behaviors and motivations connected with social media engagement. In response to demands for more research, this study moves away from offline, traditional, in-role sport management approaches like visiting sporting events or buying team merchandise and toward the new area of online engagement.

Consumption, Contribution, and Creation are all driven mainly by a need for information, and brand love, according to our results. Furthermore, one of the key motivations for interacting with sports organizations on Facebook was the need for integration and social interaction, as well as empowerment. While remuneration was the highest influence on contribution and creation activity. As a result, this research shows that social media's interactive and collaborative nature can encourage new, specialized, and more 'social' motives.

In terms of management, our results indicate how sport marketers may keep loyal followers by invoking their desired gratifications. Nowadays, international federations and clubs are investing heavily in numerous social

media management, which is critical in understanding fan engagement drivers since it has significant implications for the design of organization official pages and can be used to promote targeted campaigns and one-to-one relationships. Given the importance of the Integration and Social Interaction and Empowerment motives, sport clubs, teams, or federations should make sure that their social media pages encourage fan-to-fan social interaction, giving them a position of leadership and a sense of power, in order to engage their fan base. As a result, sports federations should allow followers to express themselves through discussion boards and walls that serve as a conduit for communication between the sport organization and fans. Additionally, poll apps on Facebook, in which clubs allow fans to vote for things like man of the match, are another way to engage followers. Furthermore, introducing power mechanisms such as influence rankings or social bookmarking capabilities may assist influencer fans in reaching a larger audience and, as a result, increasing fan engagement with sports teams. Sporting organizations may also seek feedback, such as by allowing fans to personalize team merchandise or submit feedback on the organization's future direction. Given the importance of Brand Love as the highest form of engagement, sport marketers could create competitions in which fans are invited to, for example, create content demonstrating their

love for volleyball and how far they would go for it, and share it on their page for other fans to see and vote on. The federation could promote further online shows of love for the federation by using Facebook profile picture filters that allow fans to demonstrate their support by changing their profile photo or adding the frame to their profile. Since one of the key drivers of consumption is information, federations should regularly post updated information and exclusive content on their Facebook sites, such as a calendar of team events and images, videos, or audio files uploaded by the organization. Live video channels such as Facebook Live allow fans to engage in real time with the club, from player interviews to training and arrival to the stadium, as well as to watch 'behind-the-scenes' exclusives, such as players playing pranks on each other, and 'during-the-game' content. Finally, considering remuneration was a highly key motivation for contribution and creation, it would be vital for sport pages to provide incentives such as discounts or bargain prices connected with Contribution and Creation.

5.4. Limitation

A convenience sample was used to acquire the majority of the data. Furthermore, the research was limited to a single social media site and a single federation, "The International Volleyball Federation." Further

research is needed to see if these results can be applied to other SNS, other cultures, and other sports federations. Furthermore, regardless of their valence, our research focused solely on the intensity of social media engagement behaviors. Studying cognitive and affective components, as well as positive vs. negative expressions, should help researchers gain a better understanding of social media engagement with sports federations.

5.5. Future implications

Future qualitative research could provide more in-depth insights into this phenomenon, allowing fans' perspectives and experiences to be better articulated. Also, future research might study the moderating effects of individual fan factors on the relationship between motives and online participation, such as fan loyalty, as well as the consequences of social media participation.

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Appendix A

Survey Guideline

Dear all FIVB family,

Welcome to the online survey of DTM. I am Sara Abdelsamie. I am former professional Volleyball player and huge fan of FIVB. I am doing this research to understand what motivates the official Facebook page of FIVB “Volleyball World” followers to engage more on Facebook.

This research contains 47 questions, it will take about 10 minutes to fill it all out. Your input will be highly appreciated and will help to understand what type of content is making the FIVB official Facebook page “Volleyball World” followers interact more.

Here are some instructions kindly check it out before filling the survey:

When answering the questions/statements, please choose

«1» if you strongly disagree with the statement,

«2» if you disagree,

«3» if you somewhat disagree,

«4» if you do not agree nor disagree,

«5» if you somewhat agree,

«6» if you agree,

«7» if you strongly agree.

Hint* The “community” word on some questions means: "The official FIVB Facebook page"

If you have any question regarding this survey, feel free to reach me out via:

E-mail: XXXXXXXXXXXXX@gmail.com

Phone no.: (+82) XXXXXXXXXXX

Appendix B

Survey Questionnaire

Personal Information:

1. Gender:

- Male
- Female

2. Age:

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

3. Continent:

- Africa
- Asia
- Europe
- Australia
- Antarctica
- North America
- South America

- Central America

4. Education Level:

- Less than high school
- High school
- Bachelor's degree
- Master's degree
- PHD or higher

5. Current employment status:

- Full-time employment
- Part-time employment
- Self-employed
- Homemaker
- Student
- Retired
- Professional volleyball player

6. How often do you use Facebook?

- Everyday
- Twice a week
- Once a week
- Once every two weeks
- Twice a month

7. On average, how many hours per day do you spend on the

Facebook?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- More than 4 hours a day

8. Volleyball identity:

- Professional athlete
- Amateur athlete
- Volleyball fan
- Other

		1	2	3	4	5	6	7
Information								
9	Sport-related information is useful							
10	I want to know what other people think about FIVB							
11	I can get information about team performance, player profiles, events and games scheduled							
12	It helps me in forming an opinion about the FIVB.							
Entertainment								
13	I like participating in this community because it is entertaining							
14	The community provides outlet for me to escape my daily routine							
15	It arouses my emotions and feelings							
16	It relaxes me							
Personal Identity								
17	I want to express what kind of person I am							
18	It gives me self-confidence							
19	I want to impress others with what I know about the FIVB							
Integration and social interaction								
20	I look forward to talking, discussing,							

	and sharing information with others that also like the Volleyball							
21	Being part of this community makes me feel more connected to the FIVB							
22	It makes me feel less lonely							
23	I feel closer to the FIVB							
Empowerment								
24	I want to influence FIVB or to leave something behind that would impress them							
25	I want to influence other people							
26	I feel good about myself when other community share my ideas and comments							
27	Receiving more affirmation about my comments makes me want to participate more in the community							
Remuneration								
28	When I want to buy a ticket, I use the FIVB community to search for bargain prices							
29	I am motivated to participate in this community because I can earn money,							

	prizes, or discounts							
30	I am able to obtain information I want without any delay							
31	I want to get a better service							
Brand love								
32	I am motivated to participate in the community because I am passionate about the FIVB							
33	I associate the FIVB with some important events of my life							
34	I participate in the community because I care about the FIVB.							
35	I identify myself with the FIVB							
Consuming								
36	I read the content posted by the FIVB on Facebook							
37	I view pictures or photos posted by FIVB in the Facebook							
38	I watch videos posted by the FIVB on Facebook							
39	I read posts and comments of others about the FIVB in Facebook							
Contributing								
40	I 'like' content posted by FIVB on Facebook							
41	I share content posted							

	by the FIVB on my own Facebook page or with my friends							
42	I comment on posts, videos, images or forums posted by the FIVB on Facebook							
43	I comment on posts and comments of others about the FIVB on Facebook							
Creating								
44	I initiate posts related to the FIVB on my Facebook page							
45	I post pictures, videos or personal images related to the FIVB on Facebook							
46	I add labels or hashtags on my posts related to the FIVB on Facebook							
47	I write review and personal opinions related to the FIVB on Facebook							

Appendix C

Seoul National University Support Letter



SEOUL
NATIONAL
UNIVERSITY



DREAM
TOGETHER
MASTER
Global Sport Management
Graduate Program

서울대학교 국제스포츠행정가 양성사업단 151-742 서울특별시 관악구 관악로 1 우정면 153동 316호
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September 28, 2021

To whom may it concern,

This letter serves to confirm that Ms. Sara Moamen Mohamed Ahmed Abdelsamie is a student in Global Sport Management Graduate Program at Seoul National University.

As a requirement of the program, the student is expected to accomplish individual thesis research project. Ms. Sara Moamen Mohamed Ahmed Abdelsamie is currently in the process of carrying out her project titled ***Social media and The International Volleyball Federation: The relationship between 7 motivational drivers of The International Volleyball Federation fans and Consumers' online brand-related activities on the Facebook page*** by conducting surveys. I write to request your assistance to enable her to undertake the research for the master's thesis.

Kindly note that findings will be shared and all information collected will be treated in confidence and solely for academic purposes. I hope you find this in order and assist accordingly.

Best Regards,

Joon-ho KANG

Director & Professor, Dream Together Master
Global Sport Management Graduate Program
Seoul National University

국 문 초 록

소셜 미디어와 국제 배구 연맹:

팬의 페이스북 참여에 대한 동기부여 요인

Sara Abdelsamie

글로벌스포츠매니지먼트 전공

체육교육과

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스포츠 팬들은 그들이 좋아하는 스포츠와 관련하여, 특히 일반 연맹과 오프라인 및 온라인 모두에서 특별하고 매력적인 관계를 맺는다. 그러나, 소셜 미디어와 관련하여, 스포츠 참여에 대한 연구 및 팬에 대한 연구는 여전히 제한적이다. 이 연구의 목적은 팬 행동과 동기 부여 요인 간의 잠재적 관계를 이해하는 것 이외에도, FIVB가 어떻게 그들의 팬들이 페이스북에 참여하도록 동

기를 부여하는지 이해하는 것이었고, 또한 공식 페이스북 페이지인 “Volleyball World”에서 팬들이 상호작용하도록 하는 FIVB 페이스북 콘텐츠를 확인하는 것이었다. 7가지 동기(정보, 엔터테인먼트, 개인 정체성, 통합 및 사회적 상호 작용, 권한 부여, 보수, 브랜드-사랑)와 소셜 미디어 팬 참여 행동은 이용과 만족 접근법에 따라 고려되었다. 조사된 온라인 참여 행동에는 세 가지 요소(소비, 기여 및 창조)가 있었다. 2020년 10월부터 11월까지 국제 배구연맹 공식 페이스북 페이지의 배구팬을 대상으로 구글 폼을 활용한 온라인 설문조사를 실시하였고, 310개의 응답을 얻었다. 소비, 기여 및 창조는 주로 정보, 권한 부여 및 브랜드 사랑에 의해 형성되었다. 이 연구는 소셜 미디어 사용에 대한 스포츠 마케팅 문헌의 최신 연구에 추가되어, 매니저들이 온라인으로 그들의 팬 층에 다가갈 수 있는 새로운 방법을 보여줄 것이다.

주요어: 소셜 미디어, 스포츠 동기부여, 팬 참여, 스포츠 마케팅, 페이스북

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