



To post or not to post? Examining motivations of brand-related engagement types on social networking sites

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To post or not to post? Exploring the motivations behind brand-related engagement types on social networking sites

Purpose:

This study investigates consumer motivations behind brand-related engagement on social media by exploring three different engagement types: consuming, contributing (to), and creating. Previous research suggests that many brands seek to engage with consumers via communications on social networking sites, however, most focus on quantitative metrics and measurement tools to evaluate such behaviour and so offer limited understanding and guidance. To address this gap the current study utilises a mixed-method approach to investigate the motivations behind each brand-related engagement type to provide deeper insight into what motivates consumers to engage with brand-related posts on social networking sites. This study also aims to investigate the motivations between different engagement types exist, and whether these vary between brands and other people's brand-related posts.

Design: A two-phase integrated qualitative-quantitative research design was utilised. Twelve semi-structured interviews explored the range of consumers' brand engagement motivations before an online survey (N= 225) identified and confirmed the motivational similarities and differences between the three brand-related engagement types.

Findings: Different motives influence each brand-related engagement type, bar the 'enjoyment' motive which triggers all three engagement types. Of particular interest is the identification of a new motive for engagement - seeking compensation - that influences negative brand-related engagement.

Practical implications: Through understanding what motivates consumers to consume, contribute, and create, brands can tailor their marketing messages to each different brand-

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3 related engagement type. This will increase their engagement with consumers on social
4
5 networking sites, as **specific segments can be created by the brand to enhance their targeting**
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7 **strategies based on consumers' differing motivations within social media channels.**
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10 **Originality/value:** This study contributes a much-needed framework of motivations for
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12 brand-related engagement on social media, recognising variations in motivations by type of
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14 engagement (consume; contribute (to); create).
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19 **Keywords:** Motivations, brand-related engagement types, social networking sites, brand-
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21 related content.
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26 **Article Classification:** Research Paper
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32 **To post or not to post? Exploring the motivations behind brand-related** 33 34 **engagement on social networking sites** 35 36 37 38 39

40 **1. Introduction:** 41 42

43 Understanding consumers' brand-related activities on social networking sites is a
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45 continuing challenge for social media marketers, brand managers, and marketing executives,
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47 and is increasingly considered in brands' social media marketing strategies (e.g., Cruz *et al.*,
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49 2017). However, whilst social media analytical tools allow brands to measure consumers'
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51 brand-related activities, these provide insufficient guidance. The focus on just measuring
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53 quantitative data e.g., numbers of comments, likes, tweets, etc. does not allow for brands to
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55 explore and understand the reasons behind why consumers engage with them on social media
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57 and what motivations lie behind each type of brand engagement.
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3 Over recent years the popularity of the Internet has led to tremendous growth in the use of
4 social media with the number of active social media users worldwide growing 8.7% over the
5 past year, to reach 3.81 billion people in 2020 (We Are Social, 2020), a number projected to
6 increase to almost 4.41 billion by 2025 (Statista, 2020a). Globally, individuals spend an
7 average of 144 minutes per day on social networking platforms (Statista, 2020b) sharing
8 photos, tweets, posts, videos, etc. which have helped the rise of popular social networking
9 sites such as Facebook, YouTube, Twitter, and Instagram. It has been brought to brands'
10 attention that consumers use social media not only to create individual content but also to
11 engage with brand-related posts. Consumers regularly use search engines to find relevant
12 online reviews (Kumar *et al.*, 2005) and social media posts to aid purchase decisions, and in
13 return, social networking sites help them to share their brand-related opinions with others,
14 which may in turn influence these 'others' purchase decisions.

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16 Therefore, social media platforms are seen as essential outlets for consumers and brands as
17 they provide great opportunities for users, as well as consumers, to create content regarding
18 brands (Muntinga *et al.*, 2011; Piehler *et al.*, 2019) and their offering.

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20 The consumer-brand relationship conversation has moved from traditional communication
21 channels to social networking sites, leading scholars to focus on the concepts that predict the
22 dynamics of interactive consumer-brand relationships (e.g., Bolton and Saxena-Iyer, 2009;
23 Dholakia *et al.*, 2004; Malthouse and Hofacker, 2010; Shao, 2009) as well as consumer-to-
24 consumer brand-related interactions on social media. Early investigations provide some
25 initial understanding behind consumer engagement on online platforms but also present some
26 shortcomings and gaps to be filled. Firstly, these studies were undertaken a decade or more
27 ago and do not review recent technological changes within social media, particularly its
28 creative features which have an impact on consumer engagement (Balduş *et al.*, 2015;
29 Kabadayi and Price, 2014). Secondly, whilst several studies have investigated consumer
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3 engagement in general with regards to online brand communities (Balduş *et al.*, 2015), social
4 media engagement (Park *et al.*, 2009) and brand channels (Hollebeek *et al.*, 2014), very few
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6 have examined social media brand-related engagement (e.g., Dolan *et al.*, 2016; Dolan *et al.*,
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8 2017; Dolan *et al.*, 2019; Muntinga *et al.*, 2011). **Third, Sashi (2012) identified a need to**
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10 **further explain motivations behind different social media engagement related to brands in**
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12 **response to current marketing and advertising practices within social media.** Finally, Dolan *et*
13
14 *al.* (2019) state that studies exploring consumer engagement with social media are only just
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16 beginning to emerge and hence call for a theoretical understanding of the nature of
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18 engagement behaviour within a social media context to be developed.
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24 The current study responds to these calls and addresses these research gaps through; 1)
25 gaining further insight into the motivations behind brand-related engagement types on social
26
27 networking sites; 2) identifying the salient motivations in consumers' active (creating and
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29 contributing) and passive (consuming) brand-related engagement behaviour with brand-
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31 related content created by both brands and other people; and 3) ascertaining if any
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33 similarities/differences in motivations between different engagement types exist and whether
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35 these vary between brands and other people's brand-related posts. To do this, firstly the
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37 literature on consumer engagement concerning usage types is reviewed, followed by a
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39 discussion of the key motivations behind brand-related engagement posts created by both
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41 brands and other consumers on social networking sites (i.e., Facebook and Twitter). Then
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43 utilizing Uses and Gratifications (U&G) theory (Katz and Foulkes, 1962) and Self-
44
45 Determination Theory (SDT), this paper explains how specific motivations may influence
46
47 consumers to engage passively or actively with brand-related posts through consuming,
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49 contributing, and creating. Within this paper consumer engagement with brand-related posts
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51 created by brands as well as other people on social media is examined, enabling the
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53 development of a conceptual framework that draws upon the theoretical foundations of Uses
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3 and Gratifications (U&G) theory, SDT, and consumer engagement literature to develop a
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and Gratifications (U&G) theory, SDT, and consumer engagement literature to develop a categorisation of motivations in relation to three different engagement types. Finally, the theoretical and practical implications for management are presented along with limitations of the research and avenues for further research.

2. Literature Review

2.1 Consumer Usage Types and Engagement

Social media sites are frequented by Internet users for different purposes, including engaging with brand-related posts. In turn, brands have increased their investment in brand communities on social media (Baldus *et al.*, 2015), as well as social media marketing, to enhance communication with their consumers. Consequently, key topics relating to engagement have gained increasing attention from scholars. Resulting studies have investigated a wide range of related topics including consumer engagement (Brodie *et al.*, 2013), online engagement (Calder *et al.*, 2009; Thakur, 2018), and brand community engagement on social media (Algesheimer *et al.*, 2005; Baldus *et al.*, 2015).

van Doorn *et al* (2010, p.263) identified that consumer engagement behaviours can "provide a useful framework for classifying and segmenting customers, based on their propensity to engage and the types of engagement behaviours they display". Reflecting this, a number of researchers have focused on usage behaviours to help understand and classify different consumer engagement types on social media sites (e.g., Chu and Kim, 2011; Heinonen, 2011; Muntinga *et al.*, 2011; Shao, 2009; Triantafillidou and Siomkos, 2018).

Firstly, consumer-to-consumer brand-related engagement (eWOM) on social networking sites has been investigated through categorising consumers into three different usage types: *Opinion seeking* (Flynn *et al.*, 1996); *Opinion passing* (Dellarocas, 2003; Norman and Russell, 2006); and *Opinion giving* (Chu and Kim, 2011; Feick and Price, 1987).

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3 Indifference to this, Shao (2009) focused on identifying the activities of social media users
4 and proposed three types in his user-generated typology, namely: 1) *Consuming*; 2)
5 *Participating*; and, 3) *Producing*. Whilst this model aims to understand individuals'
6 engagement with user-generated media (UGM), it focuses on individuals' general online
7 engagement with any content, not specifically brand-related content.
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15 Taking the social media usage typology concept further, Muntinga *et al.*(2011) explored
16 users' brand-related social media use resulting in a motivation framework based on a
17 continuum from high to the low brand-related activity of consumers' online brand-related
18 activities (COBRA). The continuum recognises the extent to which the degree of engagement
19 varies in level of intensity (Dolan *et al.*, 2016) from passive forms of engagement (e.g.,
20 "liking" a Facebook brand page or post,) to active forms which relate to customer
21 participation in co-creation activities (e.g., writing comments about a brand on Twitter)
22 (Malthouse *et al.*, 2013; Muntinga *et al.*, 2011). From this Muntinga *et al.* (2011) identify
23 three types of brand engagement, namely consuming (passive), contributing (active), and
24 creating (active). Indifference, Tsai and Men (2013) and Triantafillidou and Siomkos (2018)
25 suggest two user categories in their studies of consumer brand engagement on Facebook:
26 consuming and contributing.
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42 Given the limited research undertaken on the motivations behind brand-related
43 engagement on social networking sites, this research focuses on three aspects of usage
44 behaviour - consuming, contributing, and creating – so as not to miss any nuances that may
45 occur if only two categories were investigated. These categories are outlined in Table I, then
46 discussed in turn.
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Table I. COBRA typology of three usage types - consuming, contributing, and creating

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

Adapted from: Dolan *et al.* (2019); Li and Bernoff (2008); Muntinga *et al.* (2011); Shao (2009), *Schivinski et al.* (2016).

2.1.1 Consuming Brand-related Content

Consuming is classified as social media usage of people who only read brand- and product-related posts that companies or other people have created, including videos, posted ratings, and reviews (Muntinga *et al.*, 2011). This engagement type has been recognised as a form of passive engagement where users demonstrate a minimum level of positive engagement to consume content on social media (Dolan *et al.*, 2019). **Often, it has also been**

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3 described by online advertisers as 'reach' or impressions in an advertising context (Buzeta *et*
4
5 *al.*, 2020).
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7 8 2.1.2 Contributing to Brand-related Content 9

10 On a continuum, contributing behaviour deficits the middle level of online brand activities
11 of consumers (Muntinga *et al.*, 2011). It signifies users' interactions with brand-related
12 content from both brands and other users and includes liking, commenting, retweeting, quote-
13 retweeting, as well as favouriting brands and other people's activities and content on social
14 media. This engagement has mostly been provoked by online advertisers to receive active
15 engagement from social media users (Buzeta *et al.*, 2020). The liking and commenting
16 functions on Facebook and the retweet, favourite, and quote-retweet functions on Twitter
17 enable anyone to easily respond to and engage with existing brand posts (Dolan *et al.*, 2019;
18 Kabadayi and Price, 2014) rather than requiring them to *create* their post.
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30 2.1.3 Creating Brand-related Content 31

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33 *Creating* behaviour is where "users initiate unprompted, positive, and active contributions
34 to social media communities" (Dolan *et al.*, 2019, p.2217) It acknowledges that many people
35 create and publish their content (e.g., videos, pictures, blogs, personal home pages) on online
36 platforms (Shao, 2009) that has a positive impact on purchase decisions (Mishra, 2019).
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38 Indeed, the number of video content hours uploaded every 60 seconds on YouTube has
39 grown exponentially and reached 500 hours (YouTube.com, 2020) whilst Facebook sees
40 147,000 photos uploaded and 54,000 links shared every 60 seconds (Omnicores, 2019).
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42 Furthermore, social media has provided innovative ways of creating content for consumers
43 on their product and brand experiences.
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3 The sample for the current study includes consumers who represent a mix of all three
4 usage types classified as 1) those who only consume brand-related posts, tweets, and pictures
5 created by consumers and brands; 2) those displaying contributing activities such as liking,
6 favouriting, retweeting, quote-retweeting and commenting on brands and other people's
7 brand-related posts on social media; 3) consumers who create their brand-related content
8 such as posting photos, Facebook posts, and tweets (e.g., Muntinga *et al.*, 2011).
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19 **2.2 Motivations and Brand-related Engagement**

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21 Customer engagement behaviour can be defined as "the customers' behavioural
22 manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers"
23 (van Doorn *et al.*, 2010, p.253). Hennig-Thurau *et al.* (2004) state motivations are the
24 predictors of consumers' brand-related engagement behaviour on social networking sites, and
25 with the increased importance of online engagement, a number of studies have explored
26 consumers' motivations for online brand-related posts (e.g., Cheung and Lee, 2012;
27 Moldovan *et al.*, 2011; Shao, 2009). **Previous research has found that motives affect brand-**
28 **related activities on social media (De Vries *et al.*, 2017; Hollebeek and Macky, 2019) and**
29 **past studies identify** brand-related engagement in different contexts explaining the motives
30 behind spreading brand-related posts via online forums (Cheung and Lee, 2012), online
31 platforms (Hennig-Thurau *et al.*, 2004), online communities (Baldus *et al.*, 2015; Brodie,
32 2011; Brodie, 2013) and social media sites (Muntinga *et al.*, 2011). Consumers intend to
33 engage with brand-related posts via online forums as they are triggered by the need for
34 building a reputation, helping others, and a sense of belonging (Cheung and Lee, 2012).
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53 Scholars have considered several motivations to specifically explain consumers' online
54 brand-related activities. Enveloping several concepts of eWOM, user-generated content
55 (UGC), and typologies of consumer behaviour in a computer-mediated environment,
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3 Muntinga *et al.* (2011) investigated consumers' different brand activities on social media (cf.
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5 Rodgers *et al.*, 2007). Adapting Uses and Gratifications (U&G) theory, as well as previous
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7 eWOM motivation literature, their work investigates consumers' motivations in order to
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9 explore consumers' general brand-related activities on social media. They found consumers
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11 who *consume* brand-related posts on social media are driven by the motive of information-
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13 seeking, while entertainment, remuneration (e.g., reward), personal identity, social
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15 interaction, and entertainment motives drive consumers to *contribute* to brand-related posts
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17 on social media. The *creation* of brand-related posts on social media is driven by personal
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19 identity, social interaction, empowerment, and entertainment motives. Consequently,
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21 Muntinga *et al.* (2011) postulate an overview of consumers' online brand-related activities
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23 and motivations which provides a starting point for the current study. However, they do not
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25 investigate the motives behind different types of brand-related engagement (consume,
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27 contribute, create), or provide separate motivation frameworks to investigate consumers'
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29 engagement with i) brands and ii) other people's brand-related posts on social media to
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31 explore if they are driven by similar or different motives. The current study aims to address
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33 this gap by drawing upon the theoretical foundations of UGT and SDT to explore the
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35 different motivations that trigger users to engage with brand-related posts at different levels
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37 (types) of intensity on social media (e.g., Dolan *et al.*, 2016) and study consumers' general
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39 brand-related engagement with posts from both brands and other people.
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49 ***2.3 Motivations for Brand-related Engagement on Social Networking Sites***

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51 Researchers have proposed a variety of motivations that lie behind consumers' brand-
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53 related engagement on social networking sites. These are now discussed briefly in turn and
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55 summarised in Table II.
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2.3.1 *Enjoyment*

The Enjoyment motive is also a part of the hedonic reward that in the context of brand-engagement behaviour refers to entertainment, fun, and amusement (Yoo and Gretzel, 2008), the friendly environment that individuals experience as a result of joining brand communities on social media (Balduş *et al.*, 2015), and the pleasure they have when they engage with brand-related posts on social networking sites. Online communities enable consumers not only to exchange product knowledge and experiences (Hung and Li, 2007; Ma and Agarwal, 2007; Pitta and Fowler, 2005) but also to have socially interactive enjoyable activities with others (Chan and Li, 2010; Schindler and Bickart, 2005) through engaging with brand-related posts from other people as well as brands.

2.3.2 *Information-seeking*

Information-seeking as motivation is identified in several studies (e.g., Muntinga *et al.*, 2011; Park *et al.*, 2009; Segev *et al.*, 2012), and relates to information-related media gratifications. In the social media motivation literature, it includes opinion and advice-seeking (Kaye, 2007; Wang and Fesenmaier, 2003), information exchange (Ridings and Gefen, 2004), voyeurism (Bumgarner, 2007), and surveillance (Courtois *et al.*, 2009) as well as risk reduction and surveying events taking place in society (Muntinga *et al.*, 2011).

For social media, Muntinga *et al.* (2011) divided it into four sub-motivations: 1) pre-purchase - reading brand-related content such as product reviews, comments, and brands/organisations' posts to make an appropriate purchase decision (Cvijikj and Michahelles, 2013; De Vries *et al.*, 2012); 2) surveillance - observing and keeping up to date with one's social media environment or the brands' social media pages; 3) knowledge - consuming other people's brand-related posts to receive information regarding a brand (Muntinga *et al.*, 2011), as well as receiving new information from which benefits can be gained (Wirtz *et al.*, 2013); and, 4) inspiration - the motivation that consumers have to

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3 consume brand-related information to acquire new ideas as a source of inspiration (Muntinga
4 *et al.*, 2011) e.g., new recipes. This study investigates the four sub-motivations of pre-
5 purchase, surveillance, knowledge, and inspiration.
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8 9 10 *2.3.3 Altruism*

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12 Altruism is closely related to the 'concern for others' (Hennig-Thurau *et al.*, 2004), and can
13 be either positive or negative (De Angelis *et al.*, 2012). Negative altruism refers to a concern
14 for others likened to 'other involvement' (Dichter, 1996), whilst positive altruism relates to
15 helping others without anticipating a reward in return (Sundaram *et al.*, 1998). It is applicable
16 to social networking platforms, in terms of consumers sharing and spreading the message, to
17 assist or protect their acquaintances, close relations, and for whomever, the consumer has a
18 concern. For example, it can occur through eWOM engagement (Sundaram *et al.*, 1998)
19 such as helping consumers when making buying decisions or enabling them to protect
20 themselves from making incorrect purchasing decisions (Hennig-Thurau *et al.*, 2004). This
21 study proposes to explore this motivation in its divided form of negative and positive
22 altruism.
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37 38 *2.3.4 Empowerment*

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40 Consumers have always had power over companies in terms of their demand for goods or
41 services (Kotler *et al.*, 2019), as consumers can ignore, resist, adapt and control their own
42 choices and these choices alone are a form of empowerment (Denegri-Knott *et al.*, 2006).
43 Although empowerment is explored in the management literature (e.g., Menon, 2001),
44 consumer empowerment to evaluate consumers' eWOM engagement remains unexplored.
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51 **Empowerment is a motive that facilitates all three brand-related engagement types**
52 **including consuming, contributing, and creating (Saridakis *et al.*, 2016).** For this research,
53 empowerment is divided into negative and positive empowerment, dependent on how
54 consumers use the power they have gained from social networking sites. While negative
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3 empowerment refers to the desire to engage with negative brand-related posts by using social
4 media to embarrass the brand, positive empowerment stands for the desire of the consumer to
5 be a brand ambassador, as they are connecting with brands through brand-related engagement
6 on social networking sites.
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10 11 12 2.3.5 Reward 13

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15 Individuals who are extrinsically motivated usually behave in such a way as to receive a
16 reward or praise from others, whilst an individual's behaviour driven by intrinsic motives is
17 performed to experience the enjoyment and interesting aspects of the activity (Chatzisarantis
18 and Biddle, 1998; Kowal and Fortier, 1999). Hence, it follows that individuals' brand-related
19 engagement can be driven by the desire to receive an external reward (Hennig-Thurau *et al.*,
20 2004; Muntinga *et al.*, 2011) e.g., coupons, likes, retweets from brands, etc. through engaging
21 with brand-related posts to develop their need for satisfaction.
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31 The economic reward has been considered as an extrinsic motivation (e.g., Ryan and Deci,
32 2000; Tang *et al.*, 2016). Prior studies found that economic reward has a significant effect on
33 information sharing (Lee *et al.*, 2015; Lin and Huang, 2013) and **intention to contribute social**
34 **commerce information (Wang, Li, and Spencer, 2019)**. However, Bock *et al.* (2005)
35 advocated that extrinsic reward has a negative effect on information sharing, whilst Tang *et*
36 *al.*(2016) indicated that external reward has a significant impact on the intention to share
37 mobile coupons on social networking sites (SNSs).
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49 2.3.6 Seeking compensation 50

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52 Past studies have contributed to the 'theory of distributive justice', which explores the
53 effect of satisfaction through compensation (Mattila and Patterson, 2004; Smith *et al.*, 1999).
54 The theory's purpose is to explain an individual's attitude when they seek fair distribution
55 outcomes towards unfair exchange situations. Compensation can be categorised as either
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3 redress or reimbursement (Hocutt *et al.*, 2006; Mount and Mattila, 2000), and different
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5 circumstances can cause customers to receive compensation (Estelami, 2000). Remuneration
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7 brands offer may be in the form of a cash refund, free products, or discount (Gelbrich and
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9 Roschk, 2011).
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12 In this research, the complaint is considered as a motive that influences consumers' brand-
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14 related engagement on social networking sites, as consumers might engage with brand-
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16 related posts on social media via publishing their complaints as a result of product or service
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18 failure, so as to share this information with many others in order to be compensated.
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23 24 **2.4 Brand-related Engagement Types: Consuming, Contributing, Creating**

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26 In light of the previous discussion, it is proposed that consumers are either passive users,
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28 contributors, or active users when they engage with brand-related content (e.g., Muntinga *et*
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30 *al.*, 2011; Shao, 2009). However, the existing literature lacks coverage around the reasons
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32 behind consumers' different types of brand-related engagement (Heinonen, 2011) on social
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34 media. Therefore, it appears timely and important to identify the motivations behind brand-
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36 related engagement on social networking sites for greater theoretical understanding. While
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38 several studies show that McQuail's (1983) classification of motivations for using media can
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40 be applied to social media usage (e.g., Muntinga *et al.*, 2011), self-determination theory is
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42 found to be a valuable framework with which to understand individuals' eWOM engagement
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44 behaviour (Wang *et al.*, 2016). As a result, the conceptual framework (see Table II) used in
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46 this study is constructed through the inclusion of motives relating to *enjoyment*,
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48 *communication (socialising)*, *altruism (helping the company and helping others)*, *positive*
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50 *empowerment, reward (remuneration)* (Muntinga *et al.*, 2011) and *negative empowerment*
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52 motives in order to define consumers' motives for engaging with brands and other people's
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54 brand-related posts. Furthermore, the *seeking compensation* motive from management
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literature, which has not been investigated previously in brand-engagement related literature,
is added to the framework.

Internet Research

Table II. Conceptual Framework and Justification for Motivations of Brand-related Engagement

Motivation	Key Characteristic(s)	Theoretical Underpinning
Enjoyment Self-determination theory (Deci and Ryan, 2012)	It refers to entertainment fun and amusement (Yoo and Gretzel, 2008).	It has an impact on consumers to engage with eWOM (Yoo and Gretzel, 2008).
Information-seeking	It refers to seeking advice and risk reduction (Muntinga <i>et al.</i> , 2011). It also refers to a need for receiving information (Blumler, 1979).	It is established as a factor in eWOM studies (e.g., Hennig-Thurau <i>et al.</i> , 2004) and a motive of consumers' brand-related engagement on social media (Buzeta <i>et al.</i> , 2020; Muntinga <i>et al.</i> , 2011).
Helping Others (Positive Altruism)	The desire of helping others (Batson, 1991; Sundaram <i>et al.</i> , 1998).	Established as a factor in WOM (e.g., Alexandrov <i>et al.</i> , 2013) and eWOM studies (Hennig-Thurau <i>et al.</i> , 2004).
Concern for others (Negative Altruism)	Concern for others to protect them from making wrong decisions (Hennig-Thurau <i>et al.</i> , 2004).	Established as a factor in eWOM and has an impact on eWOM (Hennig-Thurau <i>et al.</i> , 2004).
Empowerment (positive and negative)	Social media gives empowerment to consumers to speak about brands and organisations (Bertot <i>et al.</i> , 2010)	It has been employed as a motive to understand consumers' engagement with brand-related content on social media (Buzeta <i>et al.</i> , 2020; Muntinga <i>et al.</i> , 2011).

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<p>External reward (Remuneration) (Self-determination Theory)</p>	<p>It refers to economic incentives (Buzeta <i>et al.</i>, 2020; Wang and Fesenmaier, 2003), job-related benefits (Nov, 2007) and personal wants (Hars and Ou, 2001). It is associated with extrinsic motivation (Deci and Ryan, 2000)</p>	<p>Established as a motivation to understand consumers' brand-related engagement on social media (Muntinga <i>et al.</i>, 2011).</p>
<p>Seeking compensation from organisations (Justice Theory)</p>	<p>Complaint for gathering tangible benefits from organisations (Davidow, 2003).</p>	<p>Not studied as a motivational factor of eWOM. People may provide feedback due to experiencing product failure (e.g., Davidow, 2003).</p>
<p>Socialising (communication) (Uses and Gratifications Theory & Self-determination theory)</p>	<p>It refers to intrinsic motivation which is based on a need for enjoyment and being connected (Jeon <i>et al.</i>, 2011).</p>	<p>It has an impact on eWOM communication (Wojnicki and Godes, 2011) and social media usage (Rathnayake and Winter, 2018).</p>
<p>Expressing negative feelings Balance Theory</p>	<p>It is associated with negative eWOM as a result of consumers' dissatisfying experiences (Hennig-Thurau <i>et al.</i>, 2004 ; Yoo and Gretzel, 2008).</p>	<p>Established as a factor in eWOM literature (Hennig-Thurau <i>et al.</i>, 2004 ; Yoo and Gretzel, 2008).</p>

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3 As this review shows, each brand-related engagement type may be triggered by different
4 motivations, but no study to date has identified which motivation(s) may influence each
5 brand-related engagement type. To address this gap the current study conceptualises each
6 brand-related engagement type (consuming, contributing, creating) through examining the
7 motivations influencing consumers to engage with brand-related content on social media.
8 Furthermore, this research separately investigates consumers' engagement based on their
9 interaction (e.g., consuming and contributing) with brands and other people's brand-related
10 posts, and creating will be looked at in relation to positive and negative motives.
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24 **3. Methodology**

25 **3.1 Research Design**

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27 A sequential mixed-method approach was implemented to establish a motivation
28 framework of influences on consumers' engagement with different types of brand-related
29 engagement behaviour. This two-stage research design proposes an appropriate method
30 where the research tests the elements of an emergent theory resulting from the qualitative
31 phase and employs this to generalise quantitative findings from different samples (Morgan,
32 1998). Initially qualitative semi-structured interviews explored the perceptions and opinions
33 of participants to confirm existing motivations from existing literature as well as define any
34 unknown motivations to provide a general understanding of whether they drive consumers to
35 engage with different brand-related posts through consuming, contributing, and creating.
36 These findings provided the measurement of motivations for each brand-engagement type in
37 the qualitative method (online survey).
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54 **3.2 Participant Recruitment**

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56 A sample of active 'personal' Facebook and/or Twitter users (i.e., people not selling or
57 marketing any organization's products or services) over the age of 18 years were recruited.
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3 Participants were filtered to ensure they either consumed (i.e., people who only read brand-
4 related posts), contributed (to) (i.e., people who liked, commented, retweeted, or quote-
5 retweeted brand-related posts), or created (i.e., people create and publish their brand-related
6 content) brand-related posts on social networking sites for both the quantitative and
7 qualitative data collection stages. To make the data set more manageable respondents were
8 asked about their behaviour in relation to Facebook and Twitter. These were considered
9 appropriate platforms to focus on as they were the two most popular social networking sites
10 in the UK and have the greatest reach (OfCom 2020).
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21 Interview respondents were recruited in the UK where users spend a quarter of their day
22 on social media (Ofcom 2020). For the quantitative stage, a link to the survey was posted on
23 LinkedIn and under related pages on Instagram, Facebook, and Twitter. Participants were
24 randomly rewarded with £10 Amazon vouchers to incentivise and to maximise completion
25 for the quantitative stage.
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33 3.2.1 Stage 1: Semi-structured Interviews

34 Exploratory research through twelve semi-structured interviews explored and identified the
35 underlying motivations of brand-related engagement types in general. Respondents consisted
36 of 5 males and 7 females aged between 18 and 55 years who all used social media, in particular
37 Facebook and Twitter. Content analysis, following the processes defined by Kolbe and Burnett
38 (1991), was utilised with one of the co-authors and an independent researcher reviewing the
39 transcripts and agreeing on the themes within the data.
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49 Initial analysis identified 15 different overall themes. The data showed that, while
50 *consuming* brand-related posts was triggered by information seeking and enjoyment,
51 consumers who *contribute* to brand-related posts on social networking sites were influenced
52 by reward, enjoyment, helping the company, communication (socialising), and
53 empowerment. The motives for *creating* brand-related posts are personal identity, enjoyment,
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3 helping others, warning others, reward, empowerment (positive and negative),
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5 communication (socialising), and seeking compensation. Whilst this stage confirmed
6
7 motivations present in past literature, it also identified a new motive not previously realised -
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9 seeking compensation. It was found as a negative motive that drives consumers to create
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11 brand-related eWOM posts as a result of a negative purchase and brand experience.
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15 The qualitative content analysis of the interview material items as well as previous
16
17 literature provided valuable insights into defining a list of motivations to take forward and
18
19 utilise in constructing scale items for the subsequent quantitative approach. Previous
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21 literature items were modified to suit the context of the present study by using qualitative
22
23 data findings.
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26 27 *3.2.2 Stage 2: Online Survey*

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29 To further substantiate these preliminary findings, this study used the items of brand-
30
31 related motives, generated from the semi-structured interviews and previous literature in the
32
33 online survey as variables, to discover the main motivations of consuming, contributing, and
34
35 creating brand-related posts on social media.
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38 Each construct was measured on a 5-point Likert scale (5 = strongly agree to 1 strongly
39
40 disagree). The questionnaire contained 65 different motivation items designed to identify
41
42 motives for each engagement type (consuming, contributing, creating).
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47 48 **4. Analysis**

49 50 *4.1 Exploratory Factor Analysis*

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52 Factor analysis was employed to detect the broader fundamental evaluative dimensions
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54 (Hair *et al.*, 2019) by summarising the scale items into a smaller set of new factors with
55
56 minimum loss of information (Robinson *et al.*, 1991). Principal Component Analysis (PCA)
57
58 was utilised to maximise the variance explained for any number of factors, in order to assess
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3 the consistency and dimensionality of the motivation items' scales. Interpretation of the
4 factors aimed to observe the underlying dimensions that combined the group of variables and
5 significant factors loading on it through using Varimax rotation. Whilst Tabachnick and
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the consistency and dimensionality of the motivation items' scales. Interpretation of the factors aimed to observe the underlying dimensions that combined the group of variables and significant factors loading on it through using Varimax rotation. Whilst Tabachnick and Fidell (2001) suggest that loadings of 0.32 and above should be interpreted, Hair *et al.* (2019) suggest factor loadings of 0.40 and above are considered significant. For this research, a factor loading of 0.40 and above was considered significant.

4.2 Multiple Regression

To define the different motivations that predict consuming, contributing, and creating brand-engagement behaviour multiple regression analysis was carried out. Motives of creating brand-related posts, consuming brand-related posts, and contributing to brand-related posts were used as the Independent Variables (IVs) and frequency of engaging with these types of brand-related posts were used as the dependent variables (see Appendix 1). Frequency of creating, contributing to, and consuming brand-related posts was measured as ordinal variables, with categories; every day, once a week, 2-4 times a week, fortnightly, once a month, every 3-4 months, every 6 months, and every 12 months.

Correlation coefficients between the DVs and IVs were calculated to ensure the sample was suitable for multiple regression analysis using SPSS version 23. Correlation coefficients were carried out between all DVs and IVs for each brand-related engagement type. In order to define any issues with multicollinearity amongst the IVs, the correlation matrices were constructed for each engagement type model. A correlation of 0.9 or above was considered as substantial multicollinearity (Hair *et al.*, 2019); however, this was not found in these engagement type models.

5. Results

5.1 Respondent Characteristics

The resulting sample (Table III) comprised 41.3% male and 58.7% female. The sample showed different levels of education, with most respondents having at least a bachelor's or Master's degree. The majority of the sample used social networking sites every day (91.1%).

Table III: Sample Characteristics of Survey Respondents

Variable		Percentage
Gender	Male	41.3%
	Female	58.7%
Age	18-25	8.4%
	26-30	18.7%
	31-35	14.2%
	36-45	25.3%
	46-55	13.3 %
	56-65	15.1%
	65+	4.9%
Education	Up to General Certificate of Secondary School (GCSE)	17.8%
	A level	15.1%
	Some college	17.3%
	Undergraduate degree	28.4%
	Postgraduate	17.8%
	Doctorate	2.2 %
	Other	1.3 %
Employment	Full-time	54.7%
	Part-time	16.4%
	Unemployed looking for work	4.9%
	Unemployed not looking for work	8.9%
	Retired	7.6%
	Student	5.8%
	Other	1.7%
Frequency of social media usage	Everyday	91.1%
	2-4 times a week	5.8%
	Once a week	2.7%

	Once a fortnight	0.4%
Frequency of consuming	Everyday	45.9%
	2-4 times a week	25.4%
	Once a week	19.3%
	Once a fortnight	6.6%
	Once a month	2.2%
	Every 3-4 months	0.6%
Frequency of contributing	Everyday	45.9%
	2-4 times a week	25.4%
	Once a week	19.3%
	Once a fortnight	6.6%
	Once a month	2.2%
	Every 3-4 months	0.6%
Frequency of creating	Everyday	9.2%
	2-4 times a week	17.7%
	Once a week	8.5%
	Once a fortnight	12.3%
	Once a month	15.4%
	Every 3-4 months	9.2%
	Every 6 months	15.4%
	Every 12 months	12.3%

Three different sets of questions were constructed in order to measure consumers' different types of brand-related engagement. This resulted in responses from 170 people who *consumed* brand-related posts from brands and other people, 146 responses from those who *contributed* to brand-related posts from brands and other people, and 130 responses from people who *created* brand-related posts. Overall, this study contained 225 responses, which was considered a sufficient sample size for the proposed analysis (Hair *et al.*, 2019).

5.2 Motivations for Brand-related Engagement Types

5.2.1 Consuming Brand Related Posts from Brands and Other People

The factors significantly influencing the frequency of consuming brand-related posts from brands are enjoyment and information-seeking motives (Table IV). However, whilst enjoyment is also significant for consuming brand-related posts from other people, information-seeking is not. Whilst Flynn *et al.* (1996) found that consumers tend to seek information from other people when they make a purchase decision, the current study shows that consumers tend to seek information more frequently from brands than other people.

Table IV. Consuming Brand-related Posts on Social Networking Sites

Engagement type	Motive	Frequency of consuming brand-related posts
Consuming brand-related posts <i>from brands</i>	Enjoyment	.002**
	Information seeking	.042*
Consuming brand-related posts <i>from other people</i>	Enjoyment	.000**
	Information seeking	.435

** Significant at $p < 0.01$; * Significant at $p < 0.05$; N = 170

5.2.2 Contributing to Brand Related Posts from Brands and Other People

The motives influencing the frequency of contributing to brand-related posts on social networking sites are shown in Table V. It can be seen that enjoyment and communication are the only motives found to be significant, and this is both in relation to contributing to brand-related posts from brands as well as other people on social networking sites.

In contrast to past research, the motives of helping the company, empowerment, and reward are not found significant. Hanna *et al.* (2011) stated consumers enjoy being part of

brand-consumer conversations that are powered by social media. However, this study finds the empowerment motive to have no impact on contributing to brand-related posts from brands on social networking sites. Although reward has been found as a motivational strategy for repeating positive behaviour (e.g., Deci, 1971) and Hennig-Thurau *et al.* (2004) found consumers online brand-related activities may be motivated by expecting a reward from an organisation, the current study shows the reward motive to not influence consumers when they contribute to brand-related posts from both brands and other people.

Table V. Contributing to Brand-related Posts on Social Networking Sites

Engagement Type	Motive	Frequency of contributing to brand-related posts
Contributing to <i>brands'</i> brand-related posts	Enjoyment	.001**
	Communication	.000**
	Helping the company	.119
	Empowerment	.910
	Reward	.565
Contributing <i>other people's</i> brand-related posts	Enjoyment	.000**
	Communication	.046*
	Helping the company	.166
	Empowerment	.459
	Reward	.126

** Significant at $p < 0.01$; * Significant at $p < 0.05$; N = 146

5.2.3 Creating Brand Related Posts

The motives for creating brand related posts were split into positive and negative motives as outlined in Table VI. The motives of reward and enjoyment were found to positively influence the frequency of creating brand-related posts.

The seeking compensation motive has a significant impact on the frequency of creating negative brand-related posts on social networking sites (Table VI). This can be explained by referring back to the semi-structured interview findings, which showed the majority of interviewees mentioning they mainly engage with negative brand-related posts on social media as a result of a negative purchase experience. Hence, they seek compensation by creating a negative brand-related post.

Table VI. Creating Brand-related posts on Social Networking Sites

Engagement type	Motive	Frequency of creating brand-related posts
Creating <i>positive</i> brand-related posts	Reward	.000**
	Enjoyment	.002**
	Helping the company	.148
	Helping others	.374
	Communication	.296
	Empowerment	.835
	Self-identity	.148
Creating <i>negative</i> brand-related posts	Warn others	.213
	Empowerment	.320
	Seeking compensation	.000**

** Significant at $p < 0.01$; N = 124

6. Discussion

6.1 Theoretical Implications

This research contributes significantly to understanding consumer brand-related engagement behaviour on social media as it investigates motivations behind consumer engagement with brand-related posts created by both brands and other people. Whilst past literature suggests several motivations may influence consumers to engage with brand-related

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3 posts on digital platforms, including consumer online review sites, social media sites, and
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5 discussion forums (e.g., Heinonen, 2011; Hennig-Thurau *et al.*, 2004, Muntinga *et al.*, 2011),
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7 previous consumer brand-related engagement studies (e.g., Alexandrov *et al.*, 2013; Hennig-
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9 Thurau *et al.*, 2004; Sundaram *et al.*, 1998) only focus on consumer-to-consumer interaction.
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11 The interactive nature of social media has shifted the conversation from 'organisation-to-
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13 consumer' to 'consumer-to-consumer', however, it does not remove organisations from this
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15 consumer-to-consumer communication on social media (Sweeney *et al.*, 2014). Therefore, it
16
17 is important to understand the communication between consumers- consumers as well as
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19 consumers-brands.
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24 Whilst Muntinga *et al.* (2011) investigated consumer motivations for consuming brand-
25
26 related posts created by both brands and other consumers, their research did not explore
27
28 levels of engagement. Bridging this gap, the current study focused on consuming and
29
30 contributing to brand-related posts on social networking sites through investigating
31
32 consumers' brand-related engagement with brands and other people's posts separately.
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34 Results reveal that consumers who are driven by the enjoyment motive for contributing to
35
36 brand-related posts from brands and other people, tend to contribute to brand-related posts
37
38 more frequently. This supports previous studies that found contributing to mobile apps (e.g.,
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40 Chua *et al.*, 2012) and open-source software projects (Lakhani and Wolf, 2005; Nov, 2007)
41
42 provided a good source of entertainment. Further motives found support through this study:
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44 the entertainment motive triggers the contribution behaviour of brand-related posts on social
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46 networking sites, and the communication motive has a significant influence upon the
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48 frequency of contributing to both brand and other people's brand-related posts on social
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50 media. This supports the work of Shao (2009), who noted the activity of contributing to
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52 content on user-generated content sites is often driven by the desire for social connections.
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3 Social interaction was also found by McKenna and Bargh (1999), and Popp *et al.* (2016), in
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5 the context of virtual brand community motivations.
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8 Findings identify the information-seeking motive for consuming brand-related posts from
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10 other people has no impact on the frequency of consuming brand-related posts on social
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12 networking sites, despite Mangold and Faulds (2009) finding consumers use social media as
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14 a more reliable information source than firm-generated sources. Scholars and practitioners
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16 have suggested that within social media, consumers tend to trust their peers' reviews more
17
18 than what advertisers say (Brightlocal, 2017; Coulter and Roggeveen, 2012). However, the
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20 results of the current study suggest consumers tend to seek brand-related information from
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22 brands more often than other people who share their brand-related information and
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24 experiences. This could be due in part to social media gradually becoming a source for
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26 consumers to interact directly with brands in real-time. Hence, it appears consumers seek
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28 brand-related information created by brands increasingly often.
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34 According to this research, consumers who are driven by the enjoyment motive tend to
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36 create brand-related posts more frequently. Hence, consumers produce brand-related posts as
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38 they enjoy creating these posts. While enjoyment is covered as motivation in most social
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40 media motivation studies (e.g., Stoeckl *et al.*, 2007), Muntinga *et al.* (2011) cover it as an
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42 entertainment motive through identifying sub-motivations. Whilst creating general social
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44 media content can be related to a wide range of entertainment-related motivations (Courtois
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46 *et al.*, 2009), enjoyment is found to drive the creation of brand-related content (Berthon *et al.*,
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48 2008).
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51 Drawing from self-determination theory, this study examined external reward as the
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53 remuneration motive which has been investigated in previous social media and motivation
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55 literature (e.g., Bhattacharya, 2016; Muntinga *et al.*, 2011; Nov 2007; Wang and Fesenmaier,
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57 2003). The external reward has been recognised as a powerful force to control human
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3 behaviour (Deci and Ryan, 2000). In previous studies, the reward has been found to have a
4 strong impact on moving consumers' engagement from consuming to contributing and
5 creating (Buzeta *et al.*, 2020; Vale and Fernandes, 2017). Buzeta *et al.* (2020) also
6 investigated external reward as 'remuneration' which was found to be a strong influence on
7 brand-related post creation on social media. Rewards in a format of promotion, sales, and
8 discount also have been found to have a positive impact on consumers' brand-related
9 engagement on social media (Liu *et al.*, 2017). As the reward can be in different forms (Deci
10 and Ryan, 2000), the current research investigated external rewards as tangible or intangible
11 rewards that consumers expect as a result of their positive brand-related engagement posts on
12 social media. Hence, external motivation is found to be a key driver that increases the
13 frequency of creating brand-related posts on social networking sites. Although empowerment
14 motive has been identified as a key motive for content creation in previous literature (e.g.,
15 Saridakis *et al.*, 2016), this study shows empowerment has no impact on creating brand-
16 related posts on social media.

17 Exploring the creation of negative brand-related posts on social networking sites led to
18 four motivations being identified through the qualitative findings. However, only the seeking
19 compensation motive was found as a key driver that increases the frequency of creating
20 brand-related posts on social networking sites in the quantitative phase. While seeking
21 compensation is investigated in the management literature (Estelami, 2000; Hocutt *et al.*,
22 2006; Mount and Mattila, 2000), it has not been specified in the brand-related literature.
23 Gelbrich and Roschk (2011) found that consumers who complained about a product or
24 service desired to be compensated. According to the current study seeking compensation is a
25 key driver that increases the frequency of creating a brand-related post on social networking
26 sites. Hence, consumers driven by the seeking compensation motive tend to create brand-
27 related posts more frequently. The results support the view of justice theory - that consumers

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3 driven by the seeking compensation motive tend to create brand-related posts as they seek an
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5 organisational response to a complaint (Smith *et al.*, 1999).
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10 **6.2 Managerial implications**

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12 An understanding of the process of engaging with brand-related posts is vital for brands to
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14 recognise how they can create brand-related posts that appeal to consumers and encourage
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16 engagement through consuming, contributing (to), and creating any brand-related content on
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18 social networking sites. Before companies start creating an online presence on social media,
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20 they need to understand not only these different brand-related engagement types but also the
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22 motivations behind them. Hence, this paper provides valuable insights for social media
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24 marketers regarding online consumer behaviour.
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29 Companies should use social media sites to increase awareness of their brand's services or
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31 products in general. According to Sprout Social Index (2019) 66% of consumers follow
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33 retailers on social networking sites to learn about sales and keep up with new products.
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35 Findings from this study show evidence that consumers who read brand-related posts from
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37 brands are driven by the information-seeking motive. Hence, social media should provide the
38
39 information consumers *need*. Furthermore, this study finds that consumers driven by the
40
41 enjoyment motive consume brand-related posts from brands and other consumers.
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43 Advertisers on social media have an opportunity to create a personalised environment
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45 (Hausman *et al.*, 2014), where brands can create enjoyable advertising campaigns to
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47 stimulate engagement with content through consuming (e.g., reading).
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52 In studying consumer motivations for contributing to brand-related posts on social media
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54 it was found that consumers who are driven by enjoyment and communication motives
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56 contribute to brand-related posts on social media. Therefore, companies should create social
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58 media campaigns that lead to communication between brands and consumers by considering
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3 which motives impact their brand-related engagement. Companies can create social media
4 campaigns that encourage consumers to tag or share brand-related posts with their friends,
5 families, and e-friends. Furthermore, consumers also contribute to brand-related posts more
6 frequently if driven by the enjoyment motive, and companies should therefore focus on
7 making brand pages an enjoyable space for consumers.
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12 To understand the most active brand-related engagement type – creating - brands need to
13 know the motivations that influence consumers to articulate brand-related posts on social
14 media sites. This will help drive engagement, awareness and consumer services. This study
15 found consumers tend to be driven by enjoyment and external reward when they create
16 brand-related posts on social media. Hence, brands should create campaigns in which
17 consumers can receive external rewards (e.g., intangible and/or tangible) from brands and
18 spread brand-related posts on social media.
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31 This research has examined a key driver that motivates consumers to produce negative
32 brand-related posts: seeking compensation. Complaints about compensation claims are
33 becoming increasingly commonplace on social media (Causon, 2015). Hence, brands need to
34 have a proactive strategy to manage these negative brand-related posts, driven by seeking the
35 compensation motive, in order to prevent damage to their brand reputation.
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45 **7. Conclusions**

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47 It has been seen that brand-related engagement has a tremendous impact on consumer
48 behaviour. The discussion of previous brand-related engagement studies illustrates that there
49 is a lack of understanding of consumer brand-related engagement types. Additionally, there is
50 clear evidence that consumer brand-related engagement can vary depending on motivations.
51 Hence knowing the motivations behind each type of brand-related engagement behaviour can
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3 provide valuable insight for brands and organisations in terms of consumer brand-related
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5 behaviour on social media.
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8 Understanding motivations is crucial for brands and organisations in order to evaluate
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10 consumers' brand-related engagement behaviour on social networking sites. This study
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12 provides a tested conceptual framework for each brand-related engagement type on social
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14 networking sites and outlines clear evidence that there is a relationship between social
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16 networking site usage and brand-related post engagement on social media.
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19 20 21 **7.1 Limitations and Future Research** 22

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24 This paper focuses on the motivations behind consumers' brand-related engagement.
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26 Although motivation is one of the major factors that can influence individuals to perform a
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28 particular behaviour, there can be other factors that need further exploration such as
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30 technological, social/demographic factors, and personality factors such as opinion leadership,
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32 perceived ease of use, and perceived entertainment. Further exploration of these areas is
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34 desirable (Tang *et al.*, 2016).
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38 Although, this study has attempted to present a general understanding of consumers'
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40 brand-related engagement types, it cannot be considered representative of the phenomenon.
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42 For example, this study investigated several motives to define what motivates consumers to
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44 engage with different brand-related engagement types. However, there may be other factors
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46 (e.g., situational factors, characteristic factors, etc.) that influence consumers to engage with
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48 brand-related posts on social networking sites.
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52 Moreover, this study has provided important insights into the nature of brand-related
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54 engagement behaviour, and as such, has major implications for the development of advanced
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56 communications for both consumer-to-consumer and consumer-to-brand on social
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58 networking sites, and brands' social media marketing strategies. Although this motivation
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3 framework has clear insights regarding consumer behaviour, future research should be
4
5 employed to update these motives. The scale developed to measure brand-related engagement
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7 behaviour could be applied across different industries. Further research is therefore required
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9 to implement this model for consumers' brand-related engagement by looking at different
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11 sectors such as food, fashion, and tourism.
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Appendix 1. Summary and reliability of measures

	Motives	Scales used	Statements	α (Cronbach)
Consuming <i>other people's</i> brand/product related posts	Enjoyment	-Interview findings	-It is enjoyable	.915
			-I have fun when I read others people's brand/product related posts (BPRP)	
			-It makes me happy	
			-It gives me positive feelings	
Consuming product/brand-related posts from <i>brands</i>	Information	-Hennig Thurau et al (2004) -Interview findings	-I need information before making my purchase decision	.898
			-I want to update my knowledge about the product/brand	
			-I want to get a new idea/inspiration about a product/brand	
			-I want to receive information about brands/products in general	
Consuming product/brand-related posts from <i>brands</i>	Enjoyment	-Hennig Thurau et al (2004) -Interview	-It is enjoyable	.929
			-I have fun when I read other people's BPRP	
			-It makes me happy	
			-It gives me positive feelings	
Consuming product/brand-related posts from <i>brands</i>	Information	-Hennig Thurau et al (2004) -Interview	-I need information before making my purchase decision	.880
			-I want to update my knowledge about the product/brand	
			-I want to get a new idea/inspiration about a product/brand	
			-I want to receive information about brands/products in general	

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3		findings	-I want to receive information about brands/products in general	
4				
5	Contributing <i>other</i>		-It is enjoyable	.925
6	<i>people's</i> brand/product	Enjoyment	-I have fun when I participate with other people's brand related posts	
7	related posts		-It makes me happy	
8			-It gives me positive feeling	
9				
10				
11		-Hennig Thurau et	-I am so delighted with a company and its products that I want to help	.830
12		al (2004)	the company to be successful	
13	Helping			
14	company	-Interview	-Good companies should be supported	
15		findings		
16			-I want to say thank you as a result of my positive purchase experience	
17				
18			-I can express my enthusiasm	.840
19	Empowerment		-I have the power to contact a brand on social media easily	
20	(Positive)		-I feel that I can influence others with my experience	
21			-I can publicly make others aware of my purchase experience	
22				
23			-I want to receive a reward (e.g., free product, coupons, etc.)	.728
24				
25	Reward		-I want to engage with the brand because I like it	
26				
27			-I want the brand to communicate with me	
28			-I want to receive points on my loyalty card	
29				
30			-It enables to communicate with others	.860
31				
32	Communication		-It enables me to communicate with my friends	
33	with others		-I feel like I belong to a community when I contribute to the post	
34				
35			-It enables me to communicate with my family	
36	Contributing	Enjoyment	-It is enjoyable	.925
37	brand/product related			
38			-I have fun when I participate with other people's brand related posts	
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46posts from *brands*

			-It makes me happy	
			-It gives me positive feeling	
		-Hennig Thurau et	-I am so delighted with a company and its products that I want to help	.827
	Helping	al (2004)	the company to be successful	
	company	-Interview	-Good companies should be supported	
		findings	-I want to say thank you as a result of my positive purchase experience	
			-I can express my enthusiasm	.830
	Empowerment		-I have the power to contact a brand on social media easily	
			-I feel that I can influence others with my experience	
			-I can publicly make others aware of my purchase experience	
			-I want to receive a reward (e.g., free product, coupons, etc.)	.773
	Reward		-I want to engage with the brand because I like it	
			-I want the brand to communicate with me	
			-I want to receive points on my loyalty card	
Creating brand/product	Expressing	-Hennig Thurau et	-The company harm me, and now I want to harm them	.694
related posts	negative feeling	al (2004)	-I want to vent my frustration	
		-Interview	-I want to express my anger	
		findings	I want them to improve their/product	
			I want to warn others of bad products/brands	.788
	Warn others		I want to save others from having the same negative experience as me	
			I want to others to buy the right product	
	Empowerment		I can publicly embarrass the company	.793
	(Negative)		I want the wider public to know what my experience was like	

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3			I have the power to make contact with brands easily on social media	
4			I can publicly make others ware of my negative purchase experience	
5				
6	Enjoyment			.921
7				
8		-Hennig Thureau et	I want to others get benefits form the product	.871
9	Help others	al (2004)	I want to help others who are looking for advice	
10				
11		-Interview	I want to share my positive experience	
12		findings		
13				
14			I want to receive a reward (e.g., free product, coupons etc.)	.875
15	Reward		I want the brand to communicate with me (e.g., Tweet, comment etc.)	
16			I want to receive points on my loyalty card	
17				
18		-Hennig Thureau et	I am so delighted with a company and its product that I want to help the	.853
19	Helping	al (2004)	company to be successful	
20				
21	company	-Interview	Good companies should be supported	
22		findings	The company needs support	
23				
24			I want to say thank you as result of my positive purchase experience	
25			I can express my enthusiasm	.855
26	Empowerment		I have the power to make contact with brand easily on social media	
27			I feel that I can influence other with my opinion	
28			I can publicly make others aware of my purchase experience	
29			I can present myself and my purchase experience	.849
30	Self-identity		I want to show my expertise about the product and/or product	
31			I can express my personality	
32			I want to receive 'likes, retweet, favourite' from others	
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		It enables me to communicate with others	.854
	Communicate	It enables me to communicate with others	
	with others	I feel like I belong to community when I post	
		It enables me to communicate with my family	

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